

### **IPAWS presentation**

- IPAWS Overview
- Whole of community
- Schedule, accomplishments and milestones
- IPAWS engagement with Americans with Access and Functional Needs

### **Comments by FEMA leadership:**

- 1) Roundtables like this helps us to plan for what is real rather than what is easy; plan for whole of community
- 2) We can support people and think of them as assets. We will continue to move to a place where people with disabilities can really be a part of the team.
- 3) We hope this will be an ongoing dialog so everyone receives effective, accurate, and actionable alerts and warnings to minimize their liability and maximize their asset
- 4) The role of disability organizations is to educate people that alert and warning is undergoing a transformation. In order to receive alerts and warnings along with everyone else FEMA is working with the disability community to make the process as complete as it can be.
- 5) A nationwide EAS Test is being planned for later this year; broadcast networks will be seized for three minutes
- 6) We need help to encourage vendors to have equipment tested and compliant.
- 7) We need help understanding access needs, programmatic needs, communications needs (issues or requirements like different ring tones is an example—we wouldn't think to ask that question and we need you to think of these questions for us and make sure we address them)
- 8) For additional comments and questions, contact the IPAWS PMO office.  
[www.fema.gov/emergency/ipaws](http://www.fema.gov/emergency/ipaws)

### **IPAWS Action Items:**

1. Place information on website where industry can get information on CAP compliance, etc. Let industry leaders know where this information is housed
2. Upload brief and captioning from meeting to website
3. Research NDR conference in June
4. Build relationship with Colorado ROCTCO –(Jennifer Simpson has POC)
5. Build relationship with Apple (Chris Bailey and Cheryl King have POCs); and Microsoft (Laura Ruby has POC)
6. Engage 2-1-1
7. Work with Ready.gov on issues and getting information out for the National EAS Test as well as disabilities work

### **Questions, Answers, and Comments:**

- Q: Richard Devylder: It seems as if most alerts are coming from the local level, is this a shift?

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

A: Antwane Johnson: Most alerts are done at the local level. IPAWS' Inventory and Evaluation initiative is researching what capabilities are at the state and local level. According the Executive Order 13407 and the 1995 Presidential memo, IPAWS must make integrated public alert and warning capabilities available not only to the President, but to alerting authorities at the state and local level.

Q: Unknown: So really, the only national level alert comes from the President?

A: Antwane Johnson: Yes.

Damon Penn: Individuals can opt out of immediate threat, AMBER Alerts, and state and local alerts, but no one can opt out of a Presidential alert.

Q: Jennifer Simpson: So, there is no opt-out on a Presidential national CMAS message?

A: Unknown: Correct, there is no-opt out option for a Presidential message.

Antwane Johnson: The President will only use IPAWS in the event on a national emergency. No President has ever issued a nationwide alert and if it ever happens it will be a bad day for America.

Q: Jennifer Simpson: So, CMAS has the same rules as EAS?

A: Unknown: Yes.

Q: John Sianez: Will they look at local 10-code, since it is not consistent at local and national level?

A: Antwane Johnson: It will be addressed in the future FCC CFR 43 part 11. FCC just issued the fourth order to address the national test. The requirements for broadcasters are being examined for potential update.

Q: Bruce Bailey: I attended industry showcase and was stunned that every fourth product was showing an iPad and iPhone capable product. Are you saying we can't buy a CMAS capable phone right now, but you want everyone to have one by 2012?

A: Antwane Johnson: Some manufacturers have capability today.

Jim Bugel: CMAS uses a technology called cell broadcast. Newly released phones will start to have CMAS capability in them. FCC's rule tells the cellular industry, starting April 2012, they must notify the consumer whether the product they purchase is CMAS capable or not. There will be a logo or something on the box and information about CMAS capability must be demonstrated to the consumer. 30% of consumers change their phones annually, and phones last, on average, 2 ½ years.

Q: Jennifer Simpson: What about the low income community which oftentimes uses re-sale phones? Will those phones be included?

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

A: Jim Bugel: CMAS is an alert message broadcasting technology, not a subscription SMS based service. If the phone is CMAS capable, it will receive the alert.

Q: Richard Devylder: Are you working toward a test of the communications capability? Will testing be required? And will mandatory testing participation be tied to receiving federal funds?

A: Damon Penn: Fugate has laid the groundwork. We must wait to test until more CAP compliant equipment is on the street. Broadcast messages at state and local level. FCC is the enforcement arm of the capability. The short answer is yes, but not as quickly as we would like.

C: Marcie Roth: We have a great opportunity with this group; we would like you to tell us how to educate folks so they ask the questions and get the community to demand their leaders drive what is needed to accomplish our mission. For example, Jennifer Simpson and Neal McDevitt put out great information to their constituents.

Q: Jennifer Simpson: What are the barriers to getting information out?

A: Antwane Johnson: IPAWS has worked with OASIS to develop CAP. CAP is a set of xml tags and xml based messages and can encapsulate a great deal of content in the message. Right now awareness is relatively low, but we have announced CMAS is coming, we have spoken to the benefits, and IPAWS is providing free testing for manufactures to test their devices. Once certified as CAP and IPAWS compliant, RKB will post certified products, which State and local governments can use to select products and services. Manufactures can support and be compatible with their devices. We invite you to come and participate with us – Eastern Kentucky University and Dahlgren are testing products.

A: Damon Penn: For example, if a State or local government is about to buy a new signage device, we'd like them to ask if the equipment is CAP compliant and certified through the lab. If it is certified as CAP and IPAWS compliant, they would know that it has been tested and if a national message comes through it will work.

A: Wade Witmer: We need help raising awareness in the audiences we haven't historically engaged. CAP is the container and IPAWS puts the stamp as a valid message. Any vendor can pull and disseminate via their technology to a special needs group, or any group they are sending to, if they are compatible with CAP. It can be processed and delivered to their audience.

Q: Jennifer Simpson: Isn't the issue with the application developers? From a special needs perspective it is difficult to get to them.

A: Damon Penn: Part of our task is to strengthen our credibility with industry. Vendors are waiting to see if IPAWS is real in the whole scheme of developing and processing.  
Marcie Roth: The role of disability organizations is to educate people that the role of

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

alert and warning is undergoing a transformation. In order to receive alerts and warnings along with everyone else, we are involved in making the process as complete as it can be.

- Q: Jennifer Simpson: Is there something that I can point people to regarding the adoption of CAP in September 2010? We could point it out to people so they can see the importance of it to the community.
- A: Marcie Roth: We should provide what is available and ensure it is written in plain language.
- C: Delores Scott: We need a lay person language power point presentation that we can use to communicate.
- C: Jim Bugel: FEMA has done a miraculous job in herding the cats and adopting the CAP standard. Adopting this standard really opens the door to worldwide adoption and participation by equipment manufacturers.
- Q: Neal McDevitt: Has there been a discussion of having specific standards for pagers and cell phones so know the device communicates it is an emergency alert coming through and not a regular email or other text message (transmission broke up and entire question wasn't heard).
- A: Antwane Johnson: Per FCC rules, broadcasters must be compliant by September 2011. IPAWS will be able to deliver CAP message to broadcasters and IPAWS provides the ability to deliver additional content. CMAS is coming in April 2012.  
Marcie Roth: Validation of the message will occur prior to release.
- C: Jim Bugel: The primary function of IPAWS OPEN is that it authenticates the message originator and simultaneously disseminates to all IPAWS and CAP compliant equipment.
- Q: Neal McDevitt: (repeats question) Question is what will differentiate an emergency alert message to a user from every other call or email they receive? Will the ring tone be different?
- A: Damon Penn: Yes  
Jim Bugel: We have different cadences for alerts and warnings.  
Cheryl King: CMAS messages have a different ring tone. It is a requirement.
- C: Damon Penn: Issues or requirements like this are why we need your assistance. I wouldn't think to ask that question and we need you to think of these types of good questions for us and make sure we address them.
- C: Marcie Roth: Our question is how do we get to people?

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

- C: Antwane Johnson: Our primary responsibility is to get to the single message concept out and we need your help to provide manufactures with the information they need to become CAP compliant. We currently have a variety of vendors at the lab.
- C: Jim Bugel: AT&T has been doing this for a long time. Historically government programs are products of regulation. IPAWS is different because it is progressive. When CMAS opens up in April 2010, it will be at its least capable stage. It will only continue to get better. Enabling technologies will go to the marketplace and CMAS will get swept along with it.
- C: Marcie Roth: Just so I'm clear, the capacity to deliver a warning utilizing an ASL video is solidly built into IPAWS. We need to educated people so they will demonstrate there is a market demand for accessibility capabilities and build a business case to vendors so applications will be developed.
- Q: Alex Amparo: You mentioned the 1995 Presidential memo requires alerts be made available to people that do not speak English.
- A: Antwane Johnson: This is where the application solution becomes the solution.  
Damon Penn: Absolutely right. Vendors have products that do the translation now and we are encouraging them to come in and demonstrate the product and test it for CAP compliancy. There are a huge number of products that translate and we need to help those products to be IPAWS compliant.
- C: Richard Devylder: We also need to consider intellectual or cognitive disabilities. Pictures and symbols may also be the best way to communicate with some people. We shouldn't limit ourselves to textual words. In California (or Colorado—RAECT?), there is an organization finding international symbols or pictures around an emergency. We should also be aware translation services or symbols, etc. could send mixed messages the alerting authority didn't intend for them to receive.
- A: Jennifer Simpson: I know the people to contact for symbols and pictures. I can provide the POCs.
- Q: Marcie Roth: What is the best forum to let people know alerting and warning is undergoing a transformation?
- C: Antwane Johnson: With the capability being built out, we need to get the information out to the State and locals. We need to talk to the vendors and technology developers about the breadth, depth, and scope of IPAWS. Getting all that information out there from this small office is difficult. Outreach is a continuous challenge.
- C: Marcie Roth: We will have a discussion with the Ready.gov team to explore ways to collaborate and leverage their reach.

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

- C: Damon Penn: We need Ready.gov's help with the info on the National EAS Test. A large component of the test is at the Industry level, where we need broadcasters to receive technical messages on how to operate equipment and what to do if problems arise. At the citizen level, we need to tell them what the test is all about so they don't react inappropriately. We also need to provide messages and information to 911 operators so accurately and quickly quell any concerns members of the public may have and keep the 911 lines open for any real local emergency that may occur. Go to the IPAWS website [www.FEMA.GOV/Emergency/IPAWS](http://www.FEMA.GOV/Emergency/IPAWS).
- Q: Unknown: Who should we contact about the public communication?  
Damon Penn: Contact Antwane Johnson.
- Q: Richard Devylder: Is 211 part of this group? 211 is a good hub to get information out.
- A: Marcie Roth: 211 would be a good group to talk to.  
Antwane Johnson: 211 has been contacted, but we did not invite to this forum.
- C: Antwane Johnson: I regularly use my iPhone to send Wade messages in different languages. Wade has to figure out what language it is and use an application to translate it. It would be impossible for emergency managers to write alerts in every language and for every sub-group in our society, but an application based approach allows content delivery and accessibility. The private sector develops the software, equipment, and applications.
- Q: Bruce Bailey: How do I make sure I'm talking to the correct person at Apple for compatibility?
- Q: Marcie: There are people at Apple who have particular expertise with making apps compatible. Are those people talking to IPAWS?
- A: Unknown: No.  
Damon Penn: Fugate just toured Silicon Valley and spoke with Google, Apple, and Microsoft.
- C: Bruce Bailey: I have the name of the person for apps.
- C: Cheryl King: I also have POCs for apps.
- C: Jim Bugel: The app world is an amazing thing and a violently brutal world because marketplace speaks. Apple has sent the responsibility down to the app developer world and they closely follow what the market place wants. Applications that people utilize will succeed; those that they don't utilize will fail.
- Q: Jennifer Simpson: The market place is not that nimble when it comes to disability and accessibility. Our people could easily get left behind when it comes to the latest app.

IPAWS and ODIC meeting with experts to discuss alerts and warnings for Americans with Access and Functional Needs: February 4, 2011

- A: Jim Bugel: But it is progressive. If there is a market for it for avatar translation, why wouldn't it be developed?
- C: Jennifer Simpson: We need an overall commitment with everyone for it to get done. I don't believe the marketplace will take care of it.  
Neil McDevitt: Hard of hearing individuals who use an avatar will miss out on a lot of non-verbal queues that convey important information. The Apple person is no longer Mike and I'm not sure what is going on with accessibility issue at Apple.
- C: Marcie Roth: This reinforces Jennifer's concern developers may not be involved.
- C: Jennifer Simpson: The message needs to be highly associated with CAP and marketplace development.
- C: Cheryl King: Made a presentation to ICC, led by DHS out of Civil Rights and Liberties, about the National EAS Test. Agencies need to advise their individual networks that the EAS Test is coming up. It is important to capture and communicate results as to how successful the test is for people with disabilities.