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Re: CRTC Notice [2016-115](#) - Call for comments - Participation by wireless service providers in the National Public Alerting System - File number: 1011-NOC2016-0115

This letter details Mutual Aid Alberta's support for requiring the participation of wireless service providers in carrying and delivering emergency public alerts to their Canadian wireless customers without delay.

Alberta has a number of mutual aid emergency response groups throughout the province. Mutual Aid Alberta provides a forum for these groups to come together to discuss best practices, common challenges and solutions. A common challenge discussed since 2009 is emergency public alerting in a large-scale emergency or imminent threat situation.

Protection of public safety is always top priority for those in the emergency response and management field. Pick any emergency that has occurred in history and you'll see communication always appears on After Action Reports as an area for improvement. It can't happen fast enough.

The first critical step to ensuring public safety is the ability to deliver alerts quickly and effectively to those who are most at risk. In many cases, seconds count, and there's little time to warn people in close proximity to take proper precautions. People can often be in remote locations, in transit, away from landlines, media, and digital signs. Rarely are they away from their wireless devices. Implementing the Wireless Public Alerting Service would address the significant gap not covered by other notification methods.

With a growing and increasingly mobile population, the ability to issue wireless emergency alerts is, in our opinion, critical. The technology exists and is in place in many countries, but not Canada. We're late.

People are mobile. Alerts should be too.

Sincerely,

Shell Clarke, Chair
Mutual Aid Alberta