National Response Plan

- Specifically spells out the joint public-private sectors role in homeland security
- “Private Organizations support the NRP by…
  - Developing emergency response and business continuity plans,
  - Enhancing their overall readiness, and;
  - Implementing appropriate protection and prevention programs”
“Private sector organizations may serve as an active partner in local and State emergency preparedness and response organizations and activities.”

Ultimately, Federal DHS dollars for local and State governments will be tied to their compliance with the NRP and NIMS
Why Have a Credentialing System?

- A means of raising awareness of the criticality of business continuity to gov’t.
- Creates a formal system and process to achieving an inevitable need (access)
- Rapid access help protect critical infrastructure and promote HS
- Ad hoc processes take time, manpower and lack effectiveness and security
Why Have a Credentialing System?

- Forces businesses through the process of identifying the “true criticals” resulting in improved response.
- During a crisis government’s primary concern is control & public safety.
- A credentialing system solves the issue of maintaining control and allowing access to a disaster site.
- Uniformity of credential provides easier and quicker recognition.
Access restrictions are real
Access Restrictions 9/19/01
9-11 Credential Mosaic

Credentials: The Ultimate 9-11 Status Symbol
Credentialing System Challenges

- Getting government’s attention
- Rationalizing the need
- Getting gov’t to commit to something new and innovative
- Providing a level of comfort that control won’t be lost
- Providing a system that is manageable and secure (systemically / accountability)
- Getting Law Enforcement to commit policy

These are all less challenging then it was 5 years ago
Business Network of Emergency Resources, Inc. (BNet)

- Designers and Administrators of the CEAS program
- Result of Federal (FEMA), New York State (SEMO) and Private Sector Business Study – “Joint Loss Reduction Partnership”
- BNet created to carry out the recommendations of the JLRP
- BNet is a 501 C-3, Type B Corporation under Section 201 of the Not-for-Profit Law.
Corporate Emergency Access System

- Identification System that provides a form of recognizable ID for private sector "First Responders"
- Through a written agreement with the local jurisdiction, allows priority emergency access when safety permits.
- Fully funded by the private sector participants.
Interested Localities

- Buffalo, NY
- Boston, MA
- New York, NY
- Stamford, CT
- Cambridge, MA
- Providence, RI
- Pittsburgh, PA
- Minneapolis/ St. Paul, MN
- Chicago, IL
- Seattle, WA
System Use

- CEAS is intended for use in situations where access to specific area has been denied and has the potential for restrictions for a significant time period.
- Travel restrictions are enacted and there are no alternative means to access an area (public transit)
- It is NOT INTENDED to resolve inconveniences
- CEAS has not been used within our participating cities
Purpose

- Assist local businesses in re-entering areas restricted to public access due to an emergency condition.
- Intended to mitigate the impact and financial losses resulting from an unforeseen emergency or catastrophe.
- Mitigate impact on critical infrastructure (National or local)
- Pre-identify employees of companies within a region, whose job functions are considered essential to their companies' on-going viability.
Benefits to Private Sector

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Â Rescue vaulted assets</td>
<td></td>
</tr>
<tr>
<td>Â Retrieve vital records</td>
<td></td>
</tr>
<tr>
<td>Â Power down networks, mainframes &amp; servers.</td>
<td></td>
</tr>
<tr>
<td>Â Retrieve laptops, servers.</td>
<td></td>
</tr>
<tr>
<td>Â Recover files, computer records, microfiche and back up tapes.</td>
<td></td>
</tr>
<tr>
<td>Â Begin clean up and restoration</td>
<td></td>
</tr>
<tr>
<td>Â Restore critical operations and customer services.</td>
<td></td>
</tr>
<tr>
<td>Â Avoid severe financial loss and loss of customers.</td>
<td></td>
</tr>
</tbody>
</table>
Benefits to Government

â€“ Helps local governments speed area recovery by having businesses ready to resume normal activities once restrictions are lifted.

â€“ Limits the financial impact to the local economy by helping businesses control and limit loss.

â€“ Limits the loss of local tax revenues by shortening business recovery times.

â€“ Great business retention and recruitment tool.
CEAS Standard Card

Â Designed to provide a positive, verifiable credential that identifies the carrier as an “essential” business employee.

Â Security Embossed Photo ID.

Â Name and Work Location.

Â CEAS ID Number.

Â Access Level and Bar Code.

Â $50 for 2 Years

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All Rights Reserved 2005
CEAS Flex Card

- Designed to allow employers the flexibility of designating “essential” employees based on the circumstances of the event.
- Non-Photo ID.
- $70 for two years.
- Standard Card safety features
- Company Name and Work Location.
- Up to 25% of Eligible Cards may be Flex Cards
CEAS Flex Card

Â Flexible credential for any trained employee you designate at time of the event.

Â All potential Flex Card holders must go through required training. For every Flex ordered will need, at a minimum, one person needs to be trained.

Â No Name or Picture. (Requires additional Picture ID.)

Â Ideal for essential roles that regularly change and areas of the firm with high turnover.
CEAS Tandem Card

- Designed to provide access to multiple company worksites
- Non-Photo ID.
- Must accompany a Standard or Flex Card w/ corresponding CEAS ID Number
- Company Name and List of Additional Work Locations.
- $30 for 2 years.
- $20 per location
CEAS Tandem Card

Â Eliminates the need for separate CEAS Credentials for each worksite.
Â Locations identified on both the Tandem Card and the Flex Card are counted against the company’s allotment.
Â Solution for managers of Real Estate, Building Engineers, Physical Security, BCP and IT Managers who have multi-site responsibilities.
What’s In A Card?

The entire cost for participation in the CEAS program is built into the price of the Card:

- System application design
- Ongoing system improvements and maintenance
- Training management
- Database management
- Administrative overhead
- Security embossed card production
- Managerial applications & tools
Card Allotments

Percentage of employees allowed access depends on number of employees that normally report to that work facility.

<table>
<thead>
<tr>
<th>Employees at Work Site</th>
<th>Maximum Allowed to be Designated as “Essential”</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤20</td>
<td>25%</td>
</tr>
<tr>
<td>21-100</td>
<td>20%</td>
</tr>
<tr>
<td>101-1,000</td>
<td>15%</td>
</tr>
<tr>
<td>1,001+</td>
<td>10%</td>
</tr>
</tbody>
</table>
Allotments for property/building management personnel are based on a facilities square footage.

<table>
<thead>
<tr>
<th>Building Sq. Footage</th>
<th>Maximum Cards Allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;250,000</td>
<td>12</td>
</tr>
<tr>
<td>250K – 500K</td>
<td>24</td>
</tr>
<tr>
<td>500K – 1M</td>
<td>45</td>
</tr>
<tr>
<td>1M – 1.5M</td>
<td>50</td>
</tr>
<tr>
<td>&gt;1.5M</td>
<td>55</td>
</tr>
</tbody>
</table>
Web Based Training:

- Ensure each prospective credential-holder meets all requirements of the program, including:
  - Understanding of local emergency management systems and protocols
  - Comprehension of the purpose, use and parameters of the credential that he or she will be issued
  - Exposure to common concepts for dealing effectively with various kinds of emergency conditions
Access Determination

- Decision to use CEAS made by the Chief Elected Official and/or public safety officials
- Determination based on the safety of areas affected by an emergency situation.
- Restricted area defined by public safety officials
- Entry Level will be determined based on the severity of the incident
Program Activation

- Activated as an element of the jurisdictional emergency operations plan, not as a separate or independent function.
- A public media announcement of the activation and Access Level.
- Other forms of electronic notification available
- Local law enforcement maintains complete control over how the system will be enforced at the checkpoint(s).
CEAS Entry Levels

Â ENTRY X: - All access prohibited
Â ENTRY D: - Direct involvement (Critical Infr.)
Â ENTRY C: - Critical industries
Â ENTRY B: - Basic functions, all companies
Â ENTRY A: - All permitted, vehicular limitations
Entry C: Critical Industries

- Pre-determined by the municipality and BNet to be vital to the continuing economic viability of the area, state, country.
- Based on National Infrastructure Protection Center (NICP) guidelines as well as unique local needs.
  - Banking and Financial Services
  - Building Management
  - Department of Defense Contractors (as verified by DOD)
  - Food Distribution
  - Fuel Distribution
  - Healthcare
  - News Media
  - Public Power/ Gas & Telecommunications (non-emergency operations)
Entry B: Basic Functions, All

Essential Employees of all companies, with credentials issued under this program, will be permitted entry to enable a basic functioning of business operations until the emergency condition ends.
Will the CEAS Card be Recognized by the Police?

BNet will not sign an agreement with a municipality until there is a written law enforcement policy regarding the implementation of the system.
Corporate Responsibilities

Â Comply with Insurance/Indemnification requirement
Â Sign participants agreement (indemnification)
Â Identify employees and facilities to participate in the program
Â Manage employee Cardholders through use of the on-line system
Â Responsible for all turnover or reassignment of Cardholders
Role of the Corporate Coordinator

- Administers program internally
- Access to all CEAS system functions
- Responsible for entering employee cardholders into system
- Manages turnover, reassignments etc.
- Insures employees complete training
- Is the primary contact point for BNet
- May assign alternates and Facility Coordinators
## Program Responsibilities

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor/ Chief Executive</td>
<td>Decision to Activate CEAS</td>
</tr>
<tr>
<td>Office of Emergency Mgt.</td>
<td>Manages the Activation of CEAS</td>
</tr>
<tr>
<td>Police Department</td>
<td>Enforces activation of CEAS</td>
</tr>
<tr>
<td>BNet Administrator for CEAS Program</td>
<td>Focal point to Municipality and Organizations on the management of CEAS, distributes cards to organizations</td>
</tr>
<tr>
<td>Corporate Officer</td>
<td>Official accountable for an organization to follow the CEAS policies and guidelines</td>
</tr>
<tr>
<td>Corporate Coordinator</td>
<td>Overall Focal point in the organization for the implementation of CEAS. Manages coordinator, facility and employee information.</td>
</tr>
<tr>
<td>Facility Coordinator</td>
<td>Focal point in the organization for a facility. Manages employee information.</td>
</tr>
<tr>
<td>Employee</td>
<td>Receive training, agree to adhere to CEAS policies, appropriate use of credential</td>
</tr>
</tbody>
</table>
## Getting Started

<table>
<thead>
<tr>
<th>STEP</th>
<th>Corporation</th>
<th>BNET Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Enrollment</td>
<td>Review / Approval / Information Package</td>
</tr>
<tr>
<td></td>
<td>Complete application / Corporate Info / Number of Credentials</td>
<td>Verify Insurance</td>
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<tr>
<td></td>
<td>Provide proof of insurance and indemnification</td>
<td>Review / Approval / Invoice</td>
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<tr>
<td></td>
<td>Signed on Corporate Letterhead</td>
<td>Access for Organization Administration</td>
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<tr>
<td></td>
<td>Payment</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Prepare to Train – Employee Information</td>
<td>Issue logon id’s for trainees</td>
</tr>
<tr>
<td></td>
<td>Specify Names / email of individuals requiring training</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Training / Agreement to Participate</td>
<td>Create Credentials</td>
</tr>
<tr>
<td></td>
<td>Terms of Use Agreement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attach Pictures to database</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Credential Holder Information</td>
<td>Ship Credentials</td>
</tr>
<tr>
<td></td>
<td>Attach Pictures to database</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Distribute Credentials</td>
<td>Database Management &amp; Reporting</td>
</tr>
</tbody>
</table>
Corporate Emergency Access System

For More Information:

www.CEAS.com

Peter Picarillo, Executive Director

ppicarillo@bnetinc.org

888-353-BNET