

Crisis Credentialing: Corporate Emergency Access System



A Public-Private Partnership

National Response Plan



Homeland
Security

- › 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”

National Response Plan



Homeland
Security

- › “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



(CNN/Chris Volpe)



(CNN/Chris Volpe)



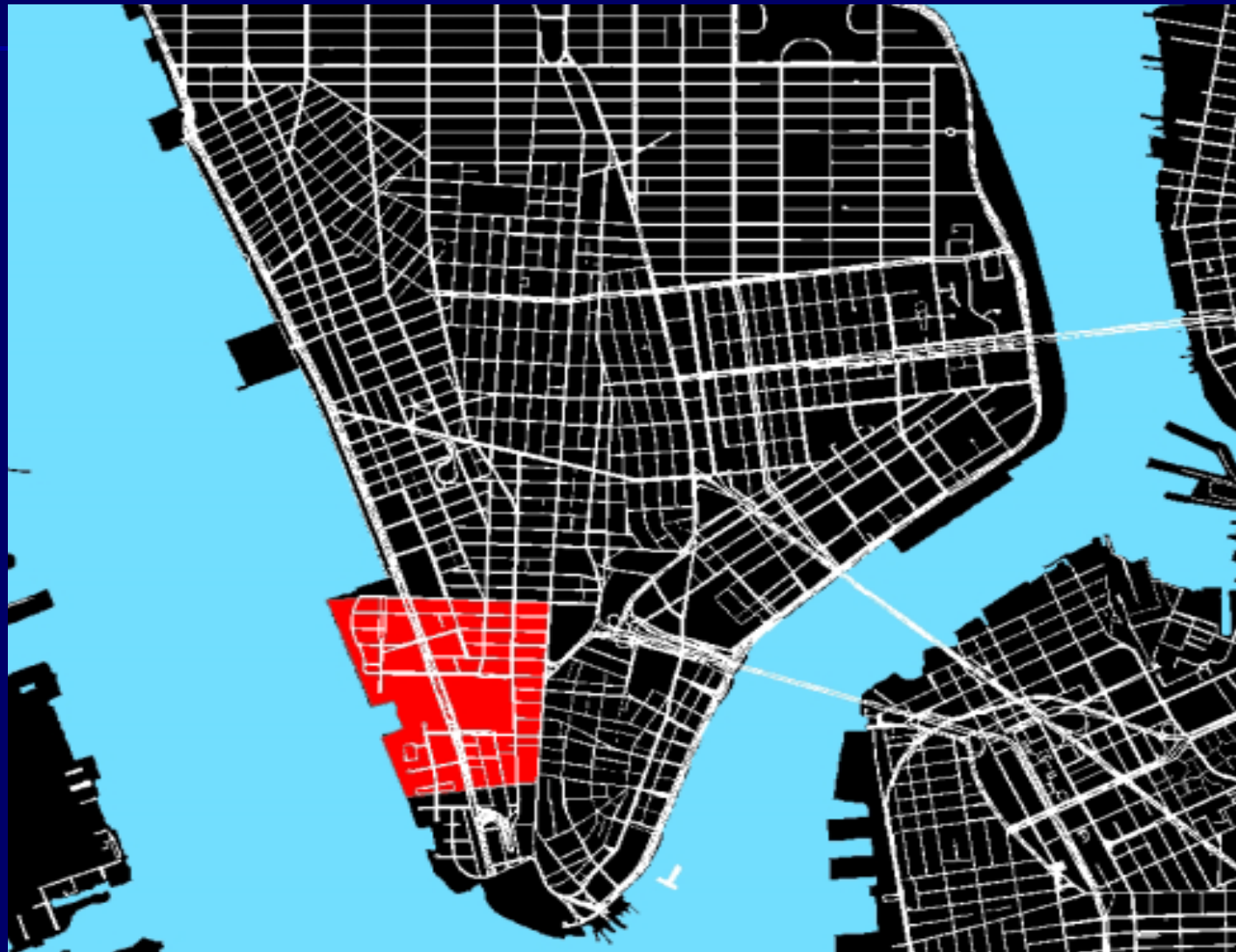
(CNN/Chris Volpe)

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



- › Rescue vaulted assets
- › Retrieve vital records
- › Power down networks, mainframes & servers.
- › Retrieve laptops, servers.
- › Recover files, computer records, microfiche and back up tapes.
- › Begin clean up and restoration
- › Restore critical operations and customer services.
- › Avoid severe financial loss and loss of customers.

Benefits to Government

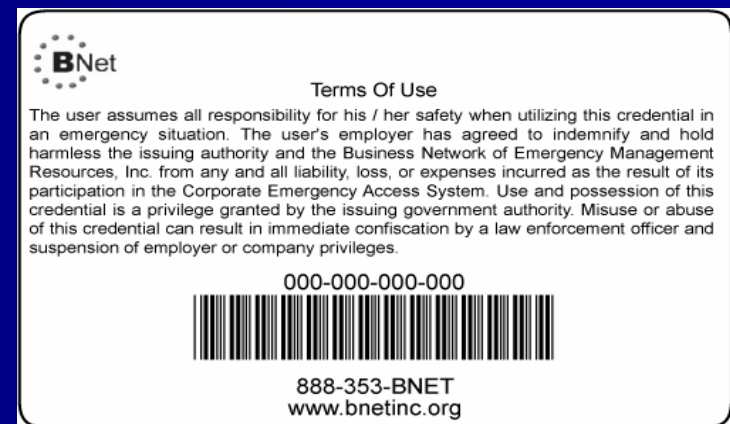


- › Helps local governments speed area recovery by having businesses ready to resume normal activities once restrictions are lifted.
- › Limits the financial impact to to the local economy by by helping businesses control and limit loss.
- › Limits the loss of local tax revenues by shortening business recovery times.
- › Great business retention and recruitment tool.

CEAS Standard Card



- › Designed to provide a positive, verifiable credential that identifies the carrier as an "essential" business employee.
- › Security Embossed Photo ID.
- › Name and Work Location.
- › CEAS ID Number.
- › Access Level and Bar Code.
- › \$50 for 2 Years



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



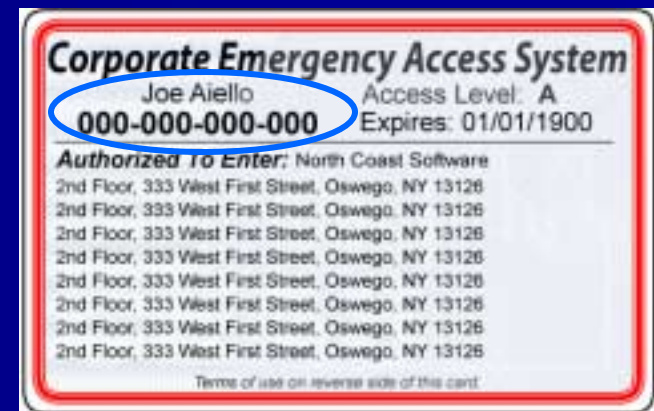
- › Flexible credential for any trained employee you designate at time of the event.
- › All potential Flex Card holders must go through required training. For every Flex ordered will need, at a minimum, one person needs to be trained.
- › No Name or Picture. (Requires additional Picture ID.)
- › Ideal 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

Standard Card



Tandem Card

CEAS Tandem Card



- › Eliminates the need for separate CEAS Credentials for each worksite.
- › Locations identified on both the Tandem Card and the Flex Card are counted against the company's allotment.
- › 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.

Employees at Work Site	Maximum Allowed to be Designated as "Essential"
≤ 20	25%
21-100	20%
101-1,000	15%
1,001+	10%

Card Allotments



Allotments for property/building management personnel are based on a facilities square footage

Building Sq. Footage	Maximum Cards Allowed
<250,000	12
250K – 500K	24
500K – 1M	45
1M – 1.5M	50
>1.5M	55

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



- › ENTRY X: - All access prohibited
- › ENTRY D: - Direct involvement (Critical Infr.)
- › ENTRY C: - Critical industries
- › ENTRY B: - Basic functions, all companies
- › 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 (NIPC) 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



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

Role of the Corporate Coordinator



- › 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

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

Getting Started

STEP	Corporation	BNET Inc.
1	Enrollment <ul style="list-style-type: none"> › Complete application / Corporate Info / Number of Credentials › <u>Provide proof of insurance and indemnification</u> › Signed on Corporate Letterhead › Payment 	<ul style="list-style-type: none"> › Review / Approval / Information Package › Verify Insurance › Review / Approval / Invoice › Access for Organization Administration
2	Prepare to Train – Employee Information <ul style="list-style-type: none"> › Specify Names / email of individuals requiring training 	<ul style="list-style-type: none"> › Issue logon id's for trainees
3	Training / Agreement to Participate <ul style="list-style-type: none"> › Terms of Use Agreement › Attach Pictures to database 	<ul style="list-style-type: none"> › Create Credentials
4	Credential Holder Information <ul style="list-style-type: none"> › Attach Pictures to database 	<ul style="list-style-type: none"> › Ship Credentials
5	Distribute Credentials	› Database Management & Reporting

Corporate Emergency Access System



› For More Information:

www.CEAS.com

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