



# **A PUBLIC-PRIVATE PARTNERSHIP In Emergency Preparedness**

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# What is CEAS?



<http://www.youtube.com/watch?v=jWn3aG9ScQA&feature=plcp>

# Business Network of Emergency Resources – (BNET Inc.) 501(c)

*Not-for-profit* organization dedicated to establishing practical and effective emergency and crisis management solutions through partnerships between the public and private sector.



# What Does Access Accomplish?

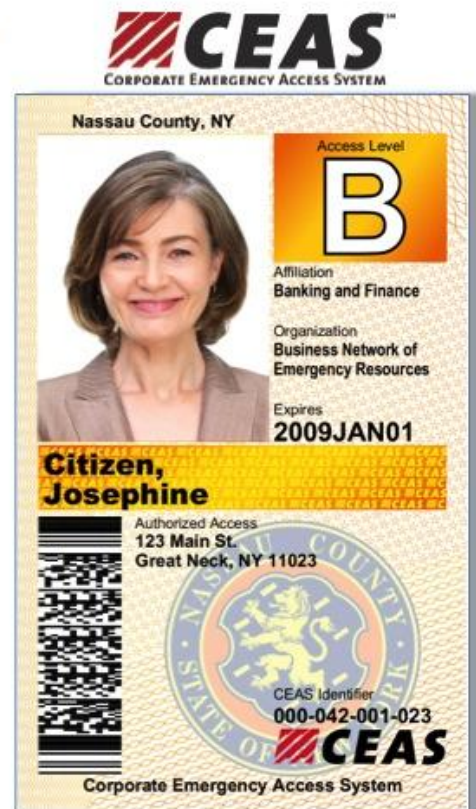


- ▶ Gets essential personnel, critical supplies and services into the effected area
- ▶ Gives businesses a vital head start to recover
- ▶ Restores essential lifelines
  - Utilities, Food, Money, Supplies
- ▶ Gives the community a head start to recover
  - Gets people back to work
  - Gets children back to school



# Corporate Emergency Access System

- ▶ Credentialing system validates private sector critical employees
- ▶ Allows access to restricted areas and travel during emergencies when safety permits prior to re-entry of the general public – Gov. control
- ▶ Variety of card types to suit needs
- ▶ Levels of activation
- ▶ Limits of card amounts based on FTE's at facility
- ▶ Credential highly resistance to unauthorized duplication



# Program Governance

Memorandum of Understanding

Plan of Administration

Law Enforcement Policy

Local Executive Advisory Board





# Participant's Requirements

- ▶ Indemnification
- ▶ Insurance
- ▶ Purchase of Cards
- ▶ Assign Employee – Limited Information Collection:  
Name, Photo, Place of Employment, E-mail



# Participant's Management

## ▶ Company Coordinator

- Person assigned to manage CEAS program with for the Company / Point of Contact for BNET.
- Documentation
- Assigns Cardholders
- Monitors training – Cardholder Training
- Manages card turnover
- Complies with program requirements
- Revokes/Recovers expired/unneeded cards
- Application (approved by BNET\*)

\*except for All Area Access Cards



# BNET's Responsibilities

- ▶ Reviews and approves applications
- ▶ Enforces jurisdictional program policy
- ▶ Provides training to end users
- ▶ Prints and distributes cards to Coordinators
- ▶ Maintain live database
- ▶ Provides access and reporting to Corporate Coordinators & Municipal Administrators
- ▶ Provides all back office services
- ▶ Provides telephone and e-mail support



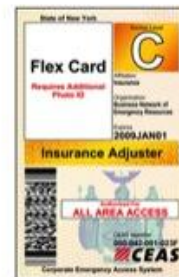
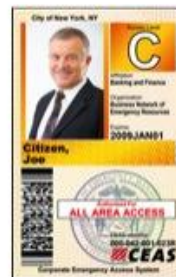
# Types of Cards

- ▶ **Standard Card**– photo identification card issued to a specific Critical Employee and/or Essential Service Provider for access to a single primary work location. They are address-based. **Price:** \$50 for 2 years.
- ▶ **Multi-Facility Card**– photo identification card issued to a specific Critical Employee and/or Essential Service Provider for access to ALL facilities within the sponsoring jurisdiction. **Price:** \$100 for 2 years.
- ▶ **Flex Card**– none photo identification card intended to provide additional flexibility. Requires a secondary form of government issued photo identification and proof of employment by the company. *\*Employers may request up to 25% of their eligible Cards to be issued as Flex Cards.*  
**Price:** \$70 for 2 years.
- ▶ **All Area Access Card**– photo identification card issued to a specific Essential Service Provider within a specially defined group of businesses that provides access anywhere within the sponsoring jurisdiction. *\*Cards require direct approval by jurisdiction.*  
**Price:** \$100 for 2 years.

# Current Card Options



CEAS Standard Card



# Card Allotments

Cards are allotted based on a percentage of employees at a specific work address\*

Employees at Work Site	Maximum Cards Allowed
<b><u>≤</u>20</b>	<b>25%</b>
<b>21-100</b>	<b>20%</b>
<b>101-1,000</b>	<b>15%</b>
<b>1,001+</b>	<b>10%</b>

\* Exceptions may be requested: Appropriate justification required for approval.

# Benefits to Business

- ▶ Assess damage, begin restoration
- ▶ Mitigate damage to facility
- ▶ Restore critical operations and customer services
- ▶ Move key resources and personnel
- ▶ Rescue vaulted assets, vital records
- ▶ Power down networks, mainframes & servers
- ▶ Retrieve laptops, servers
- ▶ Preserve vital research
- ▶ Low cost solution



# Benefits to Government

- ▶ CEAS is a springboard to stronger public-private partnerships
- ▶ Allows recovery of vital lifelines
- ▶ Faster economic recovery (macro) from a regional event
- ▶ Faster social recovery (puts people back to work quicker)
- ▶ Provides an effective decision making tool for law enforcement without loss of control
- ▶ No Cost – CEAS is a win-win for everyone, operationally and politically



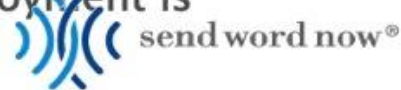
## Public Sector –How CEAS Work?

- ▶ CEAS must be activated by public officials via announcement during an emergency event before cards are accepted for access
  - The Police are ALWAYS in charge regardless of activation level issued
- ▶ CEAS has various Levels of Activation
  - Level “C” – Critical Infrastructure, Critical Industries
  - Level “B” – Non-Critical / All Businesses
  - Level “A” – Driving Restrictions
  - Level “X” – Not Activated / Activation Ended



## Private Sector – How Does CEAS Work?

- ▶ The jurisdictions will notify BNet of an emergency event or use local media and their standard notification channels to make public notification.
- ▶ The Coordinator will receive activation notifications from BNET including location, access level and detailed information regarding access point(s) including any other important information
- ▶ **Send Word Now** is BNET's notification tool
- ▶ The Corporate Coordinator is the primary point of contact and is responsible to communicate the activation to personnel – **Self Deployment is strongly discouraged**



<http://www.ceas.com>



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**CONTACT US**

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**WELCOME TO CEAS**

CEAS is a pre-event credentialing program, which authenticates critical business employees for access to restricted areas following a disaster or serious emergency using a secure identification card recognized by the police. Municipalities must adopt the CEAS Program for use in their jurisdiction before businesses can enroll in the Program and receive ID cards. The local authorities can implement CEAS following an emergency once immediate threats to life are stabilized.



**NEWS & EVENTS**

[10.25.11]  
[Providence, RI Launches CEAS](#)  
The Business Network of Emergency Resources (BNET), in partnership with the City of Providence, RI, this week announced the launch of the Corporate Emergency Access System (CEAS).

[09.15.11]  
[Many Businesses Still "Reacting" Instead of Preparing Despite All of the Warnings](#)  
National Preparedness Month Highlights the Importance of Readiness

YOUR FAMILY'S SAFETY IS IN YOUR HANDS.  
TAKE THE READINESS CHALLENGE.

[More News](#)

# Final Thoughts

- ▶ BNet exists for one reason only... create programs intended to mitigate damage to economic lifelines that affect communities recovering from a disaster by getting businesses up and running as quickly as possible
- ▶ We do this by creating a partnership between businesses and public safety officials responsible for managing impacted areas
- ▶ Take advantage of the public-private initiatives at your disposal. "The Whole Community"
- ▶ Consider an emergency re-entry/access plan as an annex to your BC Plans
- ▶ CEAS is not a business continuity plan...it is a tool for your arsenal

# Contact Information

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