



**City of Philadelphia
Managing Director's Office**

~ ~ ~ ~ ~

**Office of Emergency
Management**

**MaryAnn E. Marrocolo
Deputy Managing Director**

**Camille Cates Barnett
Managing Director**

CEAS

**Corporate Emergency
Access System**

CEAS

- Pre-event credentialing program
- Authenticates critical employees via a secure ID
- Affords those employees access to restricted areas following an emergency

Goals

- Protect local economy by expediting business recovery
- Provide police officials with a simple method of determining access legitimacy
- Provide a simple, effective solution *today* for tomorrow's disaster

CEAS

Development Process

- Partnership with BNet, nonprofit organization based in New York State
- Philadelphia Advisory Board formed in April 2007
 - BNet
 - City Agencies
 - Private Sector

Key Elements

- Memorandum of Understanding
- Plan of Administration
- Participation Agreement
- Law Enforcement Directive
- Marketing Materials

CEAS

Why?

- Private sector first responder often “anonymous”
- Ad hoc credentialing is costly, labor and time intensive and creates an environment where access based on individual discretion and is uneven in application



CEAS

Benefits to Business

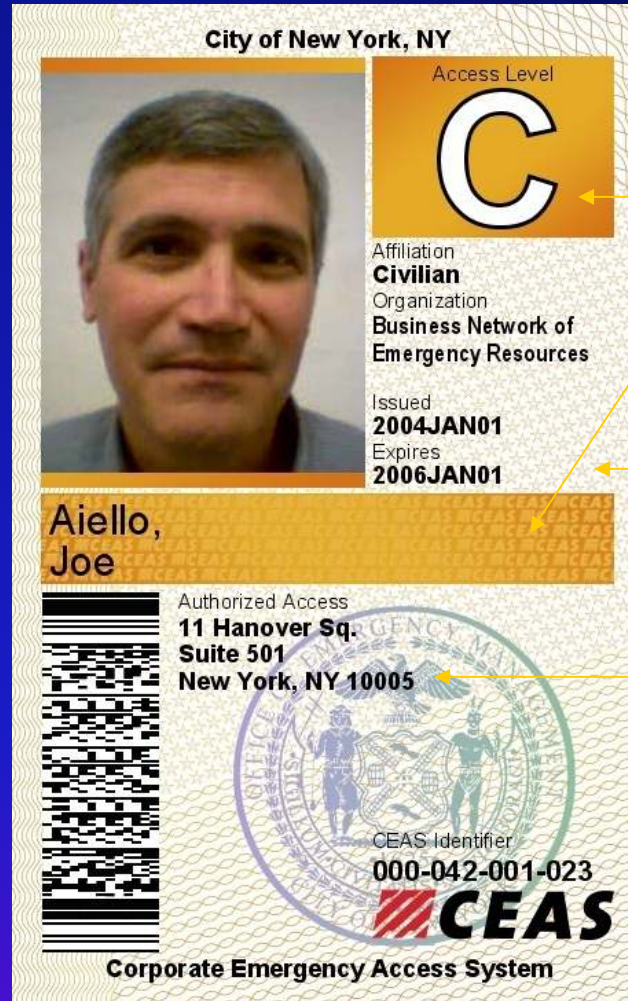
- Recover critical assets and records
- Power down/retrieve networks, mainframes & servers
- Assess damage, begin restoration
- Restore critical operations and customer services
- Minimize severe financial loss and loss of customers

Benefits to Government

- Speeds recovery by expediting infrastructure repair and business resumption
- Limits long term financial impact to local economy by making business more resilient
- Provides a manageable tool for controlling reentry
- **NO COST**

CEAS

CEAS Standard Card

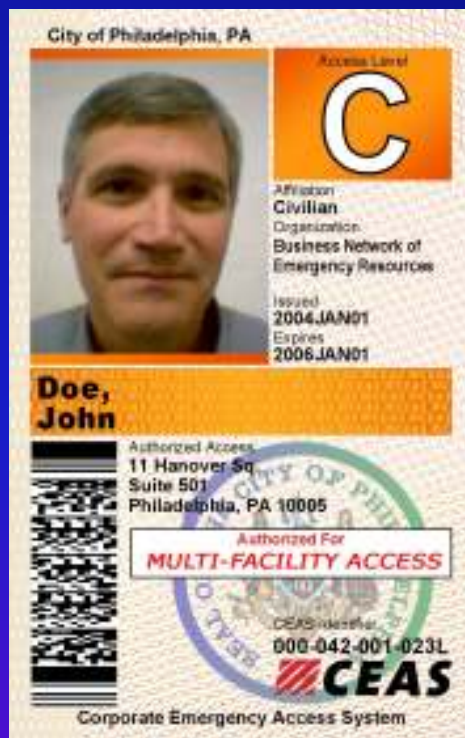


- Access Level
- Gradient Coloring
- Corporate Affiliation
- Expiration Date
- Access Location
- Regional Seal
- Hologram Laminate (not shown)

Cost: \$50.00 for 2years

CEAS

CEAS Multi-Facility Card



Cost: \$100.00 for 2years

May request up to 25% of total card allotment issued as Multi-Facility cards

CEAS All Area Access Card



Cost: \$100.00 for 2 years

CEAS

Employees @ Site	Cards Allotment
≤20	25%
21-100	20%
101-1,000	15%
1,001+	10%

CEAS
Standard Card Allotment
Based on % of employees
at specific work address

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

CEAS
Property
Manager/Building Owner
Card Allotment
Based on square footage

CEAS

CEAS Multi-facility Card Allotment

Example: XYZ Corporation – With four (4) facilities requesting the maximum 25% amount of Multi-facility Cards:

Building	Total Employees	Normal Allotment of Standard Cards	Adjusted Allotment of Standard Cards with MFC
1	125 (15%)	19	14 + 5 MFC
2	550 (15%)	83	62 + 21 MFC
3	75 (20%)	15	11 + 4 MFC
4	125 (15%)	19	14 + 5 MFC
	Totals	136	102 + 34 MFC

CEAS

Activation

- Cards have no benefit until the system is activated
- PPD maintains complete control over how system will be enforced at checkpoints
- Mayor or designee activates system
- Activation will be announced through CEAS, Alert Philadelphia, and media



CEAS

Activation

- Define Area Boundaries
- Determine Access Level
- Define Entry Points



CEAS

CEAS Entry levels

- **ENTRY X:** - All access prohibited
- **ENTRY D:** - Government defined exempt organizations
- **ENTRY C:** - Critical industries
- **ENTRY B:** - Basic functions, all companies
- **ENTRY A:** - All permitted, vehicular limitations

CEAS

Company Responsibilities

- Comply with **Insurance/Indemnification requirements**
- Identify, screen and authenticate employees essential to business recovery
- Ensure training takes place
- Identify participating facilities
- Manage employee Cardholders through use of on-line system

Web System

- Enrollment
- Card Management
- Employee Training
- On-Line & Telephone Customer Support (Business Hours)





CEAS

How to enroll...

Websites

www.CEAS.com

www.readyphiladelphia.org

Customer Service & Support

888-353-BNET

Thank you

