

# Baltimore LEPC: Re-designing CEAS



# CEAS Overview

- A post emergency/disaster access management system that validates private sector “essential employees” for access during times of restricted travel or area access
- Pre-enrollment, Common, centrally issued credential based
- Developed to facilitate community resiliency, business continuity and economic recovery
- Available to private businesses and organizations
- Procedurally supported by OEM and Baltimore City PD

# History of CEAS in Baltimore

- Originated in 2009/ Revised in 2014
- Approved by the Mayor
- Supported by the Office of Emergency Management and BPD Order T-8
- No cost to government
- Used on three occasions
  - February 2010 Blizzard
  - Super Storm Sandy – October 2012
  - Baltimore Riots – April 2015

## Emergency access is in these cards

By **ROBBIE WHELAN**  
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The blizzard that battered Baltimore this week was the first test of an emergency system set up so businesses can make sure their property and operations are protected, and city officials say the effort was a success.

The Corporate Emergency Access System, a paid service run by BNET Inc., a New York-based nonprofit, was introduced in Baltimore Nov. 18, after a major downtown water main break left much of the city's business district cut off to property owners.

First adopted in Buffalo shortly after the events of Sept. 11, 2001, CEAS allows corporations to designate a certain number of employees as essential, then issues identification cards to them so that in the case of a hurricane or a flood or a bomb threat, some (but not all) employees can go to the company's buildings and check on things.

Peter Picarillo, BNET's executive director, said that the idea for CEAS arose out of a report from the mid-1990s and his own involvement with public safety as a government employee in New York City during 9/11.

"The largest impediment to



RICH DENNISON

Baltimore City Police Commissioner Frederick H. Bealefeld III (left), speaks to the media Thursday about the effects of the blizzard as Mayor Stephanie Rawlings-Blake looks on.

Since the program's introduction in November, only three local businesses have signed up, and about 20 access cards issued, according to a city fire official. Several more companies have applied to be eligible, and in a few years, Picarillo said, the goal is to have "thousands" of companies paying the \$50 biennial fee

little more than a week ago. He said that the company is still digging out from the snow storm, but he would have liked to have access during the blizzard.

"For us, I didn't really even think about a snowstorm for us to use it for. We were thinking more about chemical emergencies," he said. "But this would have been a

# Re-examining CEAS

**The COVID-19 pandemic caused us to re-examine the program at two levels.**

**Operationally:**

- Pre-enrollment and physical cards worked on some levels but lacked real-time agility during a crisis with a landslide of enrollment
- Changing definition of essential employee
- Changing definition of essential industries changed

**Politically:**

- Sensitivity to perceived exclusivity
- “implied activations”

# New “Buzz Words” of Access Management

## Most often used terms

- **Essential Employees/Workers Only**
- **Essential Travel Only**
- **Essential Businesses/ Named Industries Only**

## Why?

- Flexible
- Non-Discriminatory
- Can be combined with other means of access management

# CEAS Operational Upgrades

- **Removal of outdated concepts**
  - Access Level
  - Address based
- **Single enrollment for all CEAS jurisdictions**
- **Provide a streamlined approach to access management, without the need to “activate”**
- **Increased focus on identification of employee status and industry classification**
  - Introduction of North American Industry Classification System (NAICS) to classify industry type
  - Allows for greater access management granularity, if needed

# What is Changing: Program Upgrades

- **Credential re-design**
  - To emphasize user's status and industry
- **Addition of new just-in-time credential types**
  - Provide a just-in-time capability to assign essential status to certain employees
  - Increased flexibility based on company need
  - Flexible time assignment of essential status
- **Standardizing of credential design across jurisdictions**
- **Software security upgrades**
- **Updated real-time smartphone scanning for enforcement personnel**

# CEAS Credential Improvements

## CEAS Card Redesign

## CEAS Just-in-Time Virtual Credentials

- Virtual CEAS Card
- Self-Printed Vehicle Dashboard Placard



Original CEAS Card

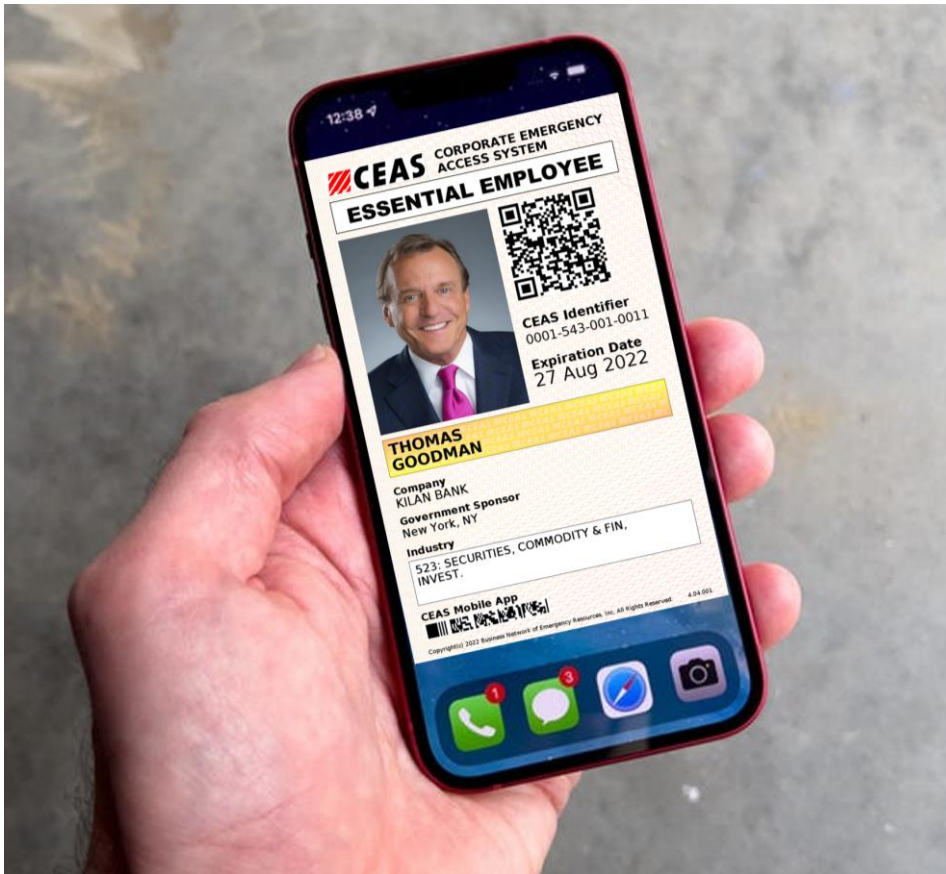


# Redesigned CEAS Card



- Streamlined to accent the user's status and Industry type
- Use of NAICS coding to identify Industry
- Removal of predefined Access Level – provides greater flexibility to Govt
- Removal of regional logos - to promote interoperability
- Removal of address –promotes Interoperability
- QR Code Tech
- PDF 417 scan capable

# CEAS Virtual Card



- Send instantly to the end user via email in PDF format for storage and display on a smartphone
- Allows companies to assign access to individuals based on event dynamics and need
- Eliminates the need to wait for printing, shipping and distribution during a crisis
- Virtual credentials can still be scanned by Law enforcement app
- Coordinator can issue any combination of physical cards and virtual cards
- Virtual cards have shorter lifespans but can be renewed and resent with a click

# CEAS Self-Printed, Dashboard Placard



- For use during travel restrictions and easy identification of essential travel by law enforcement personnel
- Placard is sent to end users via email in PDF format for self-printing and display on a vehicle dashboard
- Intended to work in conjunction with both physical and virtual credentials
- Vehicle Placard requests are always accompanied by a Virtual Card
- Placards have shorter expirations but can be renewed and resent with a click

# When can I use a CEAS Credential



- Access Management is ALWAYS at the discretion of government authority
- Government is no longer required to announce activation of the program
- End-users can display CEAS credentials if challenged during periods when “buzz word” or similar declarations are in effect

# What hasn't changed in CEAS

- Companies will still register using full time employee (FTE) count to determine subscription Tier level
- Each Tier will determine subscription cost and allot the Participant a finite amount of credentials
- Options to request more credentials based on need
- Cost to participate

# What's Next

- Sunsetting of Multi-Facility and All Area Access Cards
- Upgrades to Billing and Invoice system
- Virtual Wallet for credential storage
- Improved User Interface

# For More Information: [www.CEAS.com](http://www.CEAS.com)



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Log-in to Your Account

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## Essential Employee Identification Solutions for Crisis Response and Recovery

It is the goal of CEAS is to establish a means for private-sector employers to identify the individuals who are essential to their company's viability.

Charged with the enforcement of executive orders, law enforcement agencies often face the difficult task of deciding who can travel, access, and operate their business in a specific locale. CEAS provides a method for law enforcement agencies to recognize the status of those essential individuals that help communities survive.

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