

- 2023 Whitepaper -

# Active Shooter Prevention Project ASPP, LLC



**“A lack of knowledge is no excuse for loss of life.”**

**- Chris Grollnek**

# The Problem - No Best Practice

Exploring the query, "*How to respond during an Active Shooter incident*" online generates over 30 million results. This deluge of information has the potential to leave individuals feeling inundated and uncertain about the best course of action. Some organizations may even rely on the, "*It'll never happen here*" strategy rather than developing and implementing a plan.

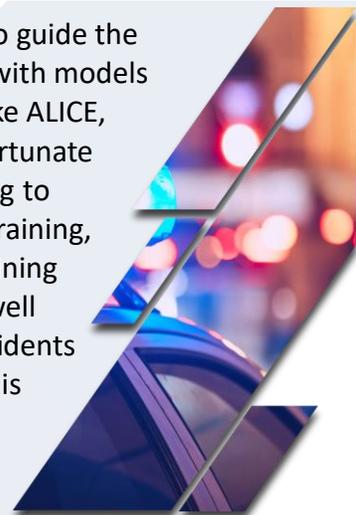
## Defining the Differences

The definition of an Active Shooter is constantly changing and evolving as government agencies and so-called experts continue to study these horrific incidents. The many definitions of the term "Active Shooter" can include gang violence, domestic violence, and even suicides. These differences add to the public's confusion of the number of incidents and the statistics often cited by various reports and studies. For instance, consider the scenario where an assailant, armed with a gun, uses a knife to kill and injure his victims. Is this classified as an Active Shooter incident? The confusion deepens as the term "Active Threat" is used. An Active Threat can be defined as a perpetrator using a variety of weapons, to include a firearm, knife, pressure cooker bombs (Boston Marathon 2013), a vehicle (Nice, France 2016), or any other instrument to cause death or serious bodily injury. The term "Active Assailant" is used interchangeably with Active Shooter.



## Lack of a Universally Accepted Best Practice

Numerous strategies, catchphrases, and acronyms have emerged to guide the public's response to Active Shooter incidents. You may be familiar with models like Run, Hide, Fight, or Avoid, Deny, Defend, and even acronyms like ALICE, CRASE, or ALIVE - the list is extensive. However, what remains unfortunate is the absence of a universally accepted best practice for responding to an Active Shooter incident. If you have undergone Active Shooter training, your approach could greatly differ from someone who received training elsewhere. While the intent behind these various strategies were well intended, none of them have solved, or even slowed down, the incidents of active shooters. The First step to stopping these acts of violence is recognizing each incident is different as it relates to location, environment, perpetrator's intent, people targeted, and the police response. A tailored approach for each situation is necessary!

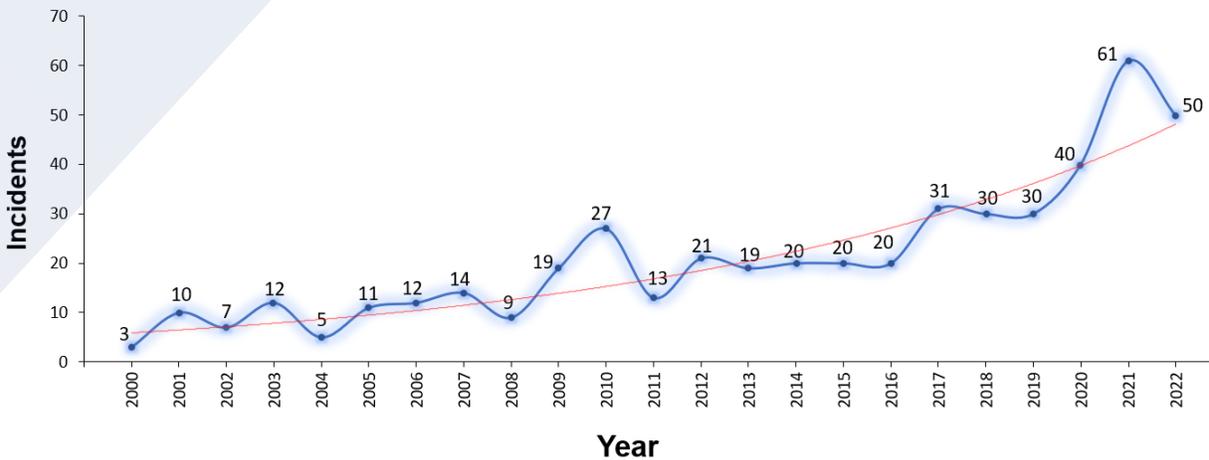


# Trending The Wrong Way

Utilizing FBI data, the chart presented below depicts the frequency of Active Shooter incidents in the United States spanning from 2000 to 2022. Within this period of 23 years, a total of 484 distinct Active Shooter incidents were recorded. While these figures might appear relatively low considering the standards set by different agencies, the prevailing sentiment is that we are witnessing an undesirable trend.

## Active Shooter Incidents

2000-2022



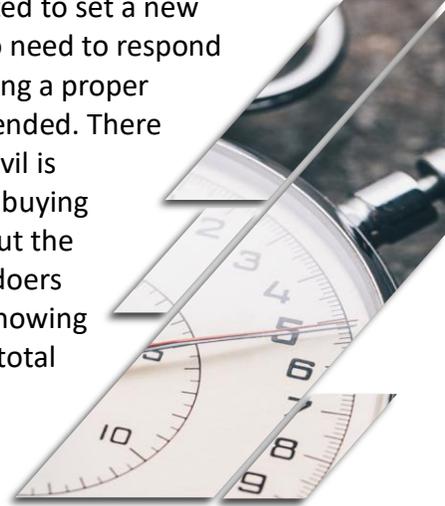
## It's Been 68 Years...

For the past 68 years, not a single child in an American school has fallen victim to a fire-related incident. This remarkable achievement can be attributed to the implementation of comprehensive national policies that effectively ended fire-related tragedies in our schools. A well defined "fire code" meticulously followed when constructing new schools, rigorous fire code inspections, the installation of alarms, water sprinkler systems, instructional signs, regular drills, trained marshals, increased numbers of inspectors, fire department visits, hydrant checks, and active community engagement are just a few elements that underscore the extensive scope of the fire prevention strategy in America. The lives lost in the past have laid the foundation for a system that now saves countless lives. This perspective resonates widely within the general public. It is time to harness the essence of this successful strategy and use it (or incorporate it) to protect our children from the escalating pattern of violence. The ultimate solution lies in PREVENTION.



# The Solution - ASPP

The Active Shooter Prevention Project (ASPP), LLC was created to set a new national standard focusing on PREVENTION first. There is no need to respond with fear, but instead with preparedness. The days of planning a proper response without building prevention into your plans have ended. There is a reason the industry of active shooters created by pure evil is valued at \$4.4 billion a year. The reason is because we keep buying shiny objects to respond to these events; it is time we roll out the total solution that exists to *prevent active shooters* and evildoers in their tracks. At ASPP, we believe "fear" comes from not knowing what to do, in any critical incident. It is time we roll out the total solution to prevent active shooters. That is, a well-purposed Emergency Action Plan that includes training, advanced technology, physical security, and a proper response.



## 500+ Years of Experience

The ASPP Community of Experts have over 500 years of combined experience in various disciplines including law enforcement, military, intelligence, teaching, training, technology, and product development. Specific to law enforcement, military, and intelligence, our experience includes local law enforcement (SWAT), FBI Hostage Rescue Team (HRT), DEA, DHS, CIA, Marine Corps, Navy SEALs, Army Rangers, Air Force, and Coast Guard. We rely on our real-world experience, education, and knowledge to identify practical solutions. We have the resources to help your organization and our communities prevent, and when necessary, respond to critical incidents. Our experts are located throughout the United States and overseas. We are ready to assist you.

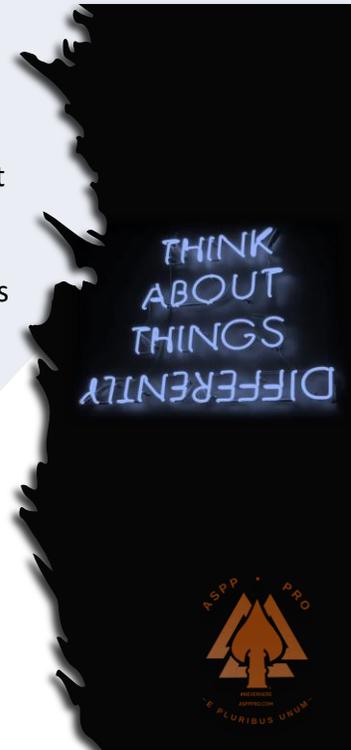


# The P.R.O. Model

The Active Shooter Prevention Project's P.R.O. Model (Prevention, Response, & Options) focuses on PREVENTION first. Training our communities to better recognize red flags and warning signs is not enough. We also need to ensure there are reliable and anonymous reporting mechanisms in place. This information would allow Threat Assessment Teams and trained individuals to evaluate the information and determine if further action such as intervention is warranted. We are setting the bar by leveraging the latest advances in technology, including artificial intelligence, to alert first responders of potential threats before the first shot is fired.

When prevention fails, a quick response is essential. For example, when shots are fired, our technology can provide the police with real-time information on the location of the assailant(s) as they move to different positions. This provides law enforcement the ability to better evaluate the situation and approach tactically.

The ASPP Community of Experts have the knowledge to help your organization by assessing its specific needs and providing options.



## The 4 P's

When we talk about Active Shooter incidents, there are four key factors to consider. These factors are: 1) The Place- where is the incident occurring? 2) The People – who is being attacked, and what is their level of training? 3) The Perpetrator – Who is the assailant, what is their motive, and what level of destruction do they intend to inflict on the community? 4) The Police – who is responding, how long will it take them to arrive on the scene, and are they ready, willing, and able to intervene? Most Active Shooter incidents are over within 5 minutes, and it normally takes the police anywhere from 0-8 minutes to arrive on the scene. Unfortunately, we are often reminded that response does not always equal rescue. We need to better utilize training, tools, and technology, to give the gift of time and save lives.

### Place



### People



### Perpetrator

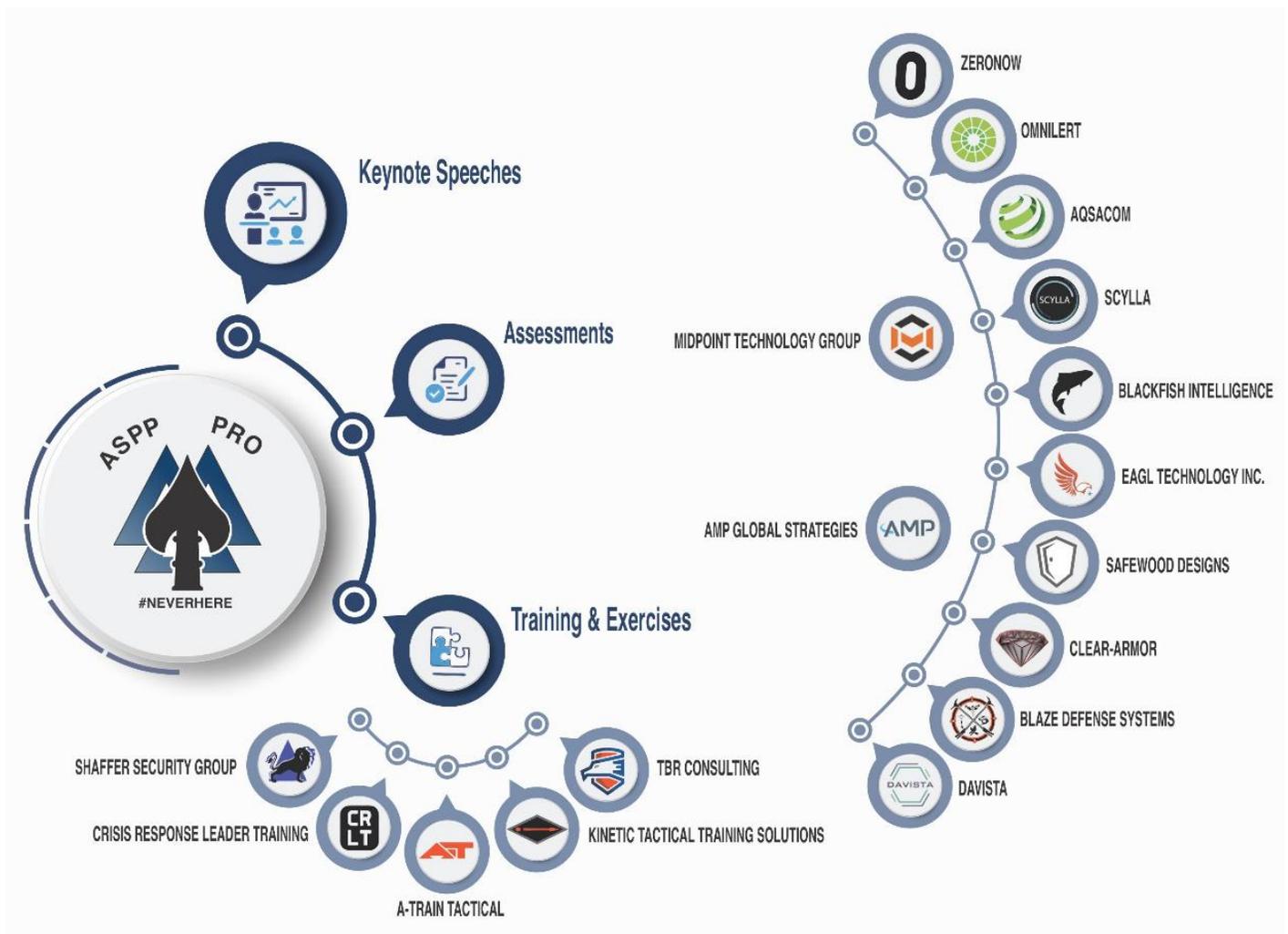


### Police



# ASPP Community of Experts

The ASPP Community of Experts consists of a group of hand-selected individuals who are leading the PREVENTION first charge. ASPP's values and goals have aligned with several companies that offer a wide array of products and services. These products and services have been incorporated into the P.R.O. Model as viable options.



Our team believes in an all-hazards approach to emergency preparedness and recognizes there is no “magic pill” to solve every problem the same way. We are educating the public and helping organizations succeed in preventing and responding to critical incidents using a layered approach while incorporating real-world solutions.

Some of our products and services include: assessments, grant assistance, training & exercises, keynote speeches, consulting, Emergency Action Plans (EAPs), pre-incident prevention, community outreach, private investigations, product integration, gun detection, gunshot detection, mass notification systems, ballistic protection, security glass laminate, equipment, gear, and supplies. Learn more about these innovative companies by reading on.



### **SHAFFER SECURITY GROUP, LLC**

The Shaffer Security Group is at the forefront of Security Consulting and Risk Assessment services, catering to organizations both domestically and internationally. Their expertise spans various areas, including special event security planning, where they meticulously devise strategic security plans that have safeguarded the well-being of over 100,000 civilians and staff members. Additionally, they offer situational awareness training to personnel, empowering them to proactively evaluate security threats and risks, and equipping them with the necessary skills to respond effectively in the event of an active threat.



### **CRISIS RESPONSE LEADER TRAINING (CRLT), INC.**

Crisis Response Leader Training (CRLT), Inc. specializes in the development of immersive simulations that resemble animated tabletop chess matches. Their simulations are specifically designed to enhance problem-solving skills for Emergency Managers, Incident Commanders, employees, executives, and guard forces. They achieve this through a unique blend of learning management systems seamlessly integrated within captivating, scenario-driven 3D environments. This innovative approach creates engaging training experiences that promote critical thinking and decision-making in crisis response situations.



### **A-TRAIN TACTICAL, LLC**

A-Train Tactical, LLC is a consulting firm that specializes in helping businesses, schools, and houses of worship prepare for, respond to, and recover from critical incidents. Some of the topics they focus on are situational awareness, identifying potential threats, what actions to take when an active threat is in your vicinity, ways to help the injured survive, and how to react when law enforcement arrives on the scene. They utilize their knowledge and resources to help organizations develop their Emergency Action Plans (EAPs), train their personnel, and address potential issues before they become emergencies.



### **KINETIC TACTICAL TRAINING SOLUTIONS LLC**

Kinetic Tactical Training Solutions LLC is a veteran-owned business, committed to advancing the ongoing development of active shooter response techniques for first responders and supporting agencies. They strive to enhance the knowledge and skills of personnel in various areas, including tactics, operations, mission command, and training management. As part of their comprehensive approach, KTTS has formulated an Active Shooter Response Doctrine that is specifically tailored to the region, applicable to law enforcement, fire, and emergency management agencies of all sizes, and encompasses the entire spectrum of threats, ranging from Lone Wolf incidents to Complex Coordinated Terror Attacks (CCTA).



### **TRAIN BE READY (TBR) CONSULTING LLC**

TBR Consulting stands out with its exceptional blend of national-level crisis management expertise and hands-on operational experience. Their team comprises highly seasoned instructors, trainers, and facilitators who bring a wealth of knowledge to the table. They excel in designing and facilitating critical incident exercises, crafting effective emergency plans, and cultivating strong partnerships with influential leaders in the public safety industry. When it comes to delivering top-tier services, TBR Consulting is unmatched in its commitment and capabilities.



### MIDPOINT

MidPoint Technology Group, in collaboration with Omnilert and EAGL Technology, has launched an innovative program aimed at preventing and mitigating active shooter incidents. With the help of cutting-edge analytics and advanced multi-layered security measures, this program empowers facilities to prevent potential tragedies. By working closely with ASPP, LLC and other industry experts, MidPoint Technology Group has developed a comprehensive risk mitigation program that enhances physical security and preparedness. As an integrator, the company offers tailored solutions through their MidPoint A.P.T. Rating to ensure safety and educate communities on active shooter prevention.



### AMP GLOBAL STRATEGIES

AMP Global Strategies, a Woman Owned Small Business (WOSB), delivers exceptional communication systems, infrastructure, equipment, cybersecurity solutions, and consulting services. Their clientele spans across various sectors, including Government, Business, Healthcare, Education, 911 Centers, and the First Responder Communities both within the United States and internationally. With a commitment to excellence, they provide world-class solutions tailored to meet the unique needs of their clients in these critical domains. They aim to fortify every location by providing robust products and advanced technology that ensure resilience against active shooters, just as it does against fire.



### ZERONOW

ZeroNow, a 501(c)(6) non-profit organization, was established with a clear mission to accelerate the rate and scope of technology innovation, standards development, funding initiatives, and awareness campaigns aimed at effecting immediate change. Their primary focus revolves around campus safety, particularly in addressing the urgent need to put an end to school shootings. ZeroNow serves as a unifying platform, bringing together stakeholders and subject matter experts who share a common objective of eradicating this pervasive issue.



### SCYLLA

Scylla's mission is to empower the private security industry with next-gen AI solutions. Scylla AI-powered solutions serve to improve every part of your security infrastructure and range from weapon recognition and anomaly detection to perimeter intrusion detection, facial recognition and biometric access control. Scylla is laser focused to use advanced AI video analytics to protect human life. With the power of AI comes the responsibility to use these capabilities ethically. Scylla has consciously made training, product design, and marketing decisions that ensure the AI is used in accordance with the company's mission and ethics.



### BLACKFISH INTELLIGENCE

Blackfish Intelligence comprises a robust team of exceptionally skilled investigators who have the breadth of experience, training, and advanced skills to handle the most complex investigations. Their Due Diligence division, in coordination with their in-house digital forensics lab, focuses on risk mitigation, transparency, network, and behavioral monitoring. When supported by their in-depth OSINT research, Blackfish Intelligence can serve in the Prevention phase as a Threat Assessment Team, or train one locally to perform that function for the organization.



### **AQSACOM**

For over three decades, AQSACOM has stood at the forefront of protection, safeguarding individuals from global threats including terrorism, human trafficking, and child & women exploitation. Leveraging our unique telecom expertise and global leadership in cyber intelligence technology, AQSACOM is proud to announce the availability of its innovative Smart Evacuation solution, Corridor<sup>®</sup>, built using transformative technology designed specifically to protect the lives of students and campus staff facing emergency situations such as Active Shooter Incidents. When most, if not all, of the existing solutions focus on the shooter, Corridor<sup>®</sup> focuses on protecting the lives of the innocents, moving them away from danger to a safe haven.



### **EAGL TECHNOLOGY, INC.**

EAGL Technology has revolutionized the security industry by integrating indoor and outdoor gunshot detection capabilities into a single technology platform. Through relentless innovation and development, EAGL consistently exceeds expectations by delivering state-of-the-art technology, unparalleled system response, and a comprehensive suite of products that form the most advanced Active Shooter Emergency Response system on the market. At the heart of EAGL's sensor technology, developed in collaboration with the Department of Energy, lies advanced algorithms that meticulously analyze the energy emitted during firearm discharge events. With their patented algorithmic analysis, EAGL Technology achieves the highest level of accuracy in the industry.



### **OMNILERT**

presents an innovative Gun Detect Software, powered by AI, that effectively harnesses your existing security cameras to establish a highly scalable early detection system for guns and active shooters. Within mere fractions of a second, their advanced AI technology identifies potential gun threats, promptly triggering an alert for human verification. Whether you choose to utilize Omnilert monitoring services or your own security operations center, the solution ensures swift response and evaluation. Detecting gun threats at the earliest possible stage is crucial, yet it is just the initial phase in safeguarding individuals from active shooters. That is why Omnilert's Emergency Communications and Automation Platform goes beyond conventional methods.



### **CLEAR-ARMOR**

At Clear-Armor, they understand that when lives are at risk, time is of the essence. Their mission is to enhance the well-being of our communities by creating a safe and secure environment. Through their high-performance security glass laminate and critical life skills training, they aim to achieve this goal. As the sole supplier, manufacturer, and installer of world-patented, optically clear, and aesthetically pleasing laminates, they have the unique capability to transform glass on buildings into a robust, one-way armor that withstands multiple threat levels. Their products serve and protect a wide range of industries, including education, government, banking, police, military, corporations, and other facilities where security laminates are crucial for ensuring safety against active threats. With Clear-Armor, you can trust in their commitment to providing top-quality solutions that prioritize the security and well-being of your organization and its occupants.



### SAFEWOOD DESIGNS

SafeWood Designs, Inc. is a manufacturer of bullet-resistant materials and products that enhance the safety and security of interior spaces without compromising aesthetics or structural integrity. Our system comprised of custom-built doors, walls, windows, shields, furniture, and more that all seamlessly integrate and blend into an existing building's structure and features. Beautifully designed, discreet, and comprehensive systems in place are vitally important to maintain an environment that is more safe and secure and remains warm and welcoming.



### BLAZE DEFENSE

Critical Times Gear provides essential equipment for crucial moments. Their range of compact fire protection tools and tactical gear is far from ordinary. As a sole source provider, they cater to individual needs with their high-quality products, and they also offer fleet-style kits for vehicle applications. They have evolved beyond being solely a law enforcement or police supply store. Their tactical fire suppression kits and quick release conversion kits outshine the competition in the industry, showcasing top-notch quality and performance. When it comes to reliable and superior gear, Critical Times Gear is the trusted choice.



### DAVISTA

Davista is a dynamic and innovative company that originated from the Department of Homeland Security (DHS) Emeritus Center of Excellence in 2017. Leveraging their extensive knowledge in machine learning algorithms and data visualization, Davista specializes in empowering organizations to adopt a proactive and data-driven approach to enhance their risk reduction strategies. Their comprehensive solutions go beyond conventional methods, aiming to minimize a wide range of risks, including those related to health, safety, crime, security, and identity. By utilizing their breakthrough technology, they identify potential risks, prescribe effective interventions, and enable their customers to significantly improve their overall risk posture.



**“Survival is a mindset, not a skillset.”**

**- Greg Shaffer**

# Onward and Upward

ZeroNow is the membership-based community of school safety stakeholders formed to increase the pace and scale of technology innovation, ideas, and investment in school safety designed to bring about real change, now.

ZeroNow accomplishes its mission in three core areas:

- **Ideas** – Thinking outside the box.
- **Innovation** – Inventing the future.
- **Investment** – Funding school safety.

ZeroNow is committed to driving innovation in education safety technology and programs by creating a framework for new ideas, better solutions, and problem solving to address challenges faced by schools and campuses.

Let's merge our passion for change, our relentless pursuit of innovation, and the calling to create safe and inspiring environments for our youth. Together, we can develop the ability see around corners to create the level of school safety we need now and maintain it well into the future. Join us as one unified voice and one movement. With your help, there's nothing stopping us from getting to zero.

## #NEVERHERE is Possible!

Our work, from the World Police Summit in Dubai, to the Department of Justice, and everything in between, is only as strong as the public support, which has been exceptional to date. ASPP is implementing a new national standard to help educate the public on what to do, how to do it, and innovative technologies that can significantly increase both prevention and response.

To save more lives, we must ensure our businesses, schools, and houses of worship are not just fire-resistant, but also active shooter-resistant. We can do this together! Help us achieve our goal by sharing our PREVENTION first message. Visit our website and follow us on social media.



- [aspppro.com](https://aspppro.com)
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