Preventing School Shootings With Michigan SEC-97 PA144 Funding

Find out how you can take advantage of $168MM in funding available to improve safety in Michigan schools through Section 97 of Public Act 144.

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What the Act Means for You

In 2020-2021, there were a total of 93 school shootings with casualties—the highest number since 2001. Although the percentage of public schools implementing security measures like access control (92 to 97%) and security cameras (61 to 91%) has increased, protecting students and faculty from school shootings has still been a great challenge.

First and foremost, one of the largest hurdles school districts grapple with is lack of budget. During a time when school safety has become a major concern, the state of Michigan has appropriated $168MM* to Michigan school districts for:

- Coordination with local law enforcement
- Training for schools on threat assessment
- Training for school staff and students on threat response
- Training for school staff on crisis communication
- Safety infrastructure such as cameras, door blocks, hardened vestibules, window screening, technology necessary to operate buzzer systems and firearm detection software.

Approximately $160 per student in school aid funding is available to Michigan schools to invest in security measures that prevent mass shootings.

ZeroEyes is a fervent supporter of Section 97 of Public Act 144, which gives schools the critical funding needed to add additional layers of security to protect students, teachers, staff, and the general public.

We understand the pressures that school districts face when implementing new security measures and technology. Between vetting whether a security measure is effective and how parents will feel about new protocols, there are numerous consideration points.

This guide will cover everything you need to know about Section 97 of Michigan Public Act 144 and how you can make the most of your newly available funds.

$150MM for public schools and $18MM for private schools.

How ZeroEyes Fits the Act

From <u>Michigan PA 144</u>, page 92, Sec. 97:

[Safety infrastructure] may also include **[1] firearm detection software** that integrates to **[2] existing security cameras** to detect and **[3] alert school personnel** and **[4] first responders** to **[5] visible firearms on school property**. The software described in the immediately preceding sentence must be **[6] organically developed** and **[7] proprietary to the company** it is purchased from and **[8] should not include any third-party or open-source data**.

Here's how ZeroEyes meets the criteria for safety infrastructure funding through Michigan PA 144:

1 ZeroEyes is the market leader in firearm detection software, with SAFETY Act designation from the Department of Homeland Security.

2 ZeroEyes' A.I. gun detection solution integrates into existing security cameras to save schools the cost of expensive equipment upgrades.

3 When a possible threat is detected, an alert is sent to staff and local law enforcement through a desktop dashboard, mobile app, and text alerts.

4 In an emergency, ZeroEyes' integration with RapidSOS allows us to send critical data directly to local 911 agencies through the RapidSOS platform.

5 ZeroEyes' gun detection solution only detects visible guns - not physical features of a person or concealed weapons.

6 ZeroEyes' team has organically built our solution, creating a comprehensive dataset with hundreds of thousands of images and videos.

7 Our A.I. gun detection solution is fully proprietary to ZeroEyes, with SAFETY Act designation from the Department of Homeland Security and a US <u>patent</u>.

8 ZeroEyes is the only solution of its kind that does not include any third-party or open-source data. Our proprietary data ensures authenticity, accuracy and security.

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Firearm/Weapons Detection Software Vendors That Meet Michigan PA 144 Requirements

REQUIREMENTS	ZEROEYES	OTHER WEAPONS DETECTION VENDORS
"integrates to existing security cameras"	✔	✔
"detect and alert school personnel and first responders"	✔	✔
"organically developed"	✔	✘
"proprietary to the company"	✔	✘
"should not include any third-party or open-source data"	✔	✘
Critical Feature: In-house human verification to prevent false positives	✔ All alerts are verified by in-house military-trained analysts	✘ No human verification or outsourced to a third-party
Awarded the U.S. Department of Homeland Security SAFETY Act designation.	✔ The only video analytics tech to earn the SAFETY Act designation	✘ Not vetted by DHS with a SAFETY Act designation

> **We are committed to providing a safe and secure learning environment for our student body and see ZeroEyes as playing an important role moving forward. When many other well-meaning companies came to us with a sales pitch, ZeroEyes approached us with a solution.**
>
> *— Jill Lemond, Assistant Superintendent of Safety and School Operations, Oxford Community Schools, MI*

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Choosing the Right Solutions

What School Safety Infrastructure Upgrades Make Sense?

When evaluating your school security system, keep in mind that most systems are reactive; alarms go off and people begin running for safety only after a crisis occurs. The best security systems are proactive, preventing or identifying potential threats before danger strikes.

While, cameras, door blocks, hardened vestibules, window screening and buzzer systems are important and should be upgraded and maintained as a part of a multi-layered security approach, ZeroEyes' A.I. gun detection software is the only solution that detects visible guns and proactively alerts authorities with a threat.

> **At KUSD, we have a multilayered security approach that includes the most effective and innovative technologies and resources, and ZeroEyes' platform clearly supports our strategy.**
>
> *— Kevin Christoun, Maintenance, Environmental and Safety Manager at Kenosha Unified School District, Wisconsin*

What Should Schools Look for in a Firearm/Weapons Detection Technology Vendor?

☑ A solution that uses proprietary, real-world and comprehensive datasets to maintain accuracy, privacy, and security.

☑ A system with a measure to prevent false positives, like human verification.

☑ A system that specializes in gun detection, rather than offering high-risk facial recognition (which has both political and ethical concerns in K12 institutions) or multiple services of questionable quality.

☑ A company that provides immediate warnings and ongoing, real-time data to first responders to help them neutralize the threat, along with real-time collaboration with experts in weaponry and emergency response.

Why Schools Need to Prioritize Mass Shooting Prevention

Although mass shootings are statistically rare, the rise in mass shooting events over the past few years cannot be ignored—not to mention, the effects they have on students and teachers.

Safety Concerns May Contribute to a Drop in School Enrollment

57% of teens are worried about the possibility of a shooting happening at their school.

63% of parents of teenagers are worried about a shooting happening at their child's school.

Data from Pew Research Center

In 2020-2021, there was a 3% drop nationwide in public school enrollments, which equates to 1.5 million students. While a large portion is likely due to COVID, the uptick in school shootings is also a contributing factor.

According to an EdWeek survey, 6 in 10 teachers say that large-scale school shootings are a key safety concern. And unfortunately, 73% of teachers have said they do not believe their school districts are doing a good job at addressing gun-related violence. Active shooter drills are not enough.

With nearly 55% of educators stating they are ready to leave their profession earlier than planned, it's clear that lack of safety is a big reason that schools nationwide are experiencing staff shortages and difficulty recruiting teachers.

Research Shows Teachers Do Not Feel Safe At School

63% of K-12 teachers do not believe their schools are prepared for a mass shooter event, despite student and staff training for an active shooter event.*

60% of teachers say they're worried of a mass shooting happening in their school. †

70% of American Federation of Teachers members say the threat of gun violence affects their school's environment.*

*American Federation of Teachers 2022 Report
†National Education Association Survey

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ZeroEyes Technology Explained

ZeroEyes' A.I. weapons detection platform is one component of an organization's multi-tiered security approach. Our software integrates with an organization's existing camera systems to detect weapons and alert onsite staff, security and local police within 3-5 seconds with real-time, actionable intel.

1

DETECTION

- Algorithm looks for visible firearms only
- No facial detection
- No PII, GDPR, CCPA, FERPA, etc. concerns

2

VISUAL DESCRIPTION

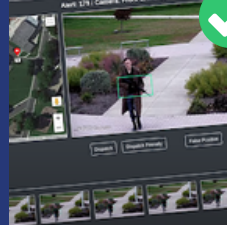- Keyframe Image
- Timestamp
- Geolocation

3

HUMAN VERIFICATION

- Manned by US military veterans 24/7/365
- Every gun detection is verified within 1-3 seconds

4

GATHERING INTEL

- Weapon type
- Real-time tracking
- Actionable intel

5

ALERTING

- ZE Client Platform
- Local Emergency Dispatch

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Staying Left of Bang: ZeroEyes Sends Alerts Before Shots Are Fired

Staying "left of bang," or before a shot is fired, is critical to preventing a mass shooting tragedy. It's typical for an active shooter to "prep stage" before entering a building, and in many cases, surveillance cameras show a shooter with a visible firearm for 7 minutes on average before shots are fired.

By alerting first responders **before** shots are fired, you save time and save lives. But remember: "left of bang" security is best implemented as a layer of protection along with "right of bang" solutions.
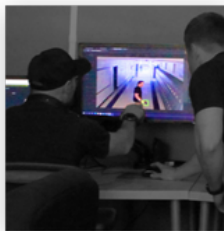
The ZeroEyes Detection Timeline

:00 SEC

MONITOR anywhere there's a camera with 24/7/365 coverage.

:01 SEC

DETECT guns with actionable visual intel of location & description of perp.

:02 SEC

VERIFY every alert through our human operators to prevent false positives.

:03-05 SEC

ALERT security and first responders of the threat in just 3-5 seconds.

RESPOND

RESPOND to the threat with real-time intel that aids first responders.

PROTECT

PROTECT against an active shooter crisis by reducing response times.

Research Shows:

- In most school shootings the gun is visible for an average of **7 minutes** before shots are fired.*

- Nearly **25% of law enforcement** are injured or killed when engaging an active shooter **without accurate intelligence.†**

*FBI Report Analysis
† FBI Active Shooter Incidents in the United States 2021 Report

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The ZeroEyes Difference

24/7/365 verification and dispatch by military-trained analysts for zero false positives.

The only video analytics technology to receive the U.S. DHS SAFETY Act designation.

Exclusive focus on weapons detection to protect privacy.

How ZeroEyes Prevents False Positives

A.I. can do remarkable things, but it can never be 100% accurate on its own. That's why we've built a unique human verification layer into our system.

Our software is trained to be ultra-sensitive, picking up any potential threat of visible firearms. Keyframe images are then sent to our operations center, which is staffed by military veterans who monitor every detection 24/7/365 to prevent false positives.

How We Protect Privacy Concerns

Our A.I. software is designed solely to detect visible firearms and is incapable of facial recognition. This is to protect privacy rights and to avoid bias or discriminatory profiling of any kind.

Additionally, ZeroEyes does not surveil live video feeds and does not collect personally identifiable information (PII). The ZeroEyes Operations Center receives keyframe images that have detected visible firearms. Those images are dispatched to first responders and authorities only when we have verified an image of an illegally brandished firearm.

ZeroEyes does not collect, store, or distribute PII unless it detects an illegally brandished, visible gun that causes a safety emergency—per FERPA law. (34 CFR § 99.31)

Vetted by the Department of Homeland Security

The Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act was enacted by Congress in 2002 to encourage the development and deployment of anti-terrorism technologies by limiting the liability of its developers and sellers.

ZeroEyes is the first and only video analytics software of its kind to receive a SAFETY Act Designation from the Department of Homeland Security (DHS).

This means ZeroEyes' A.I. gun detection software meets the strict criteria established by the DHS, and that the DHS has placed its confidence in our technology's effectiveness at detecting guns.

Making the Most of Your Funds

You can begin adding to your multi-layered security plan with ZeroEyes' A.I. gun detection software today and pay later when allocated school aid funds are released to you.

We'll work with you to create your campus assessment and integrate our proactive gun detection system.

At an average cost of $20-50 per student per year, ZeroEyes is the most economical proactive solution compared to other security measures that require additional staff and don't prevent shootings—helping you make the most of your funds.

Using ZeroEyes costs as little as

13%

of your allocated funds

- ZeroEyes = $20-50 per student
- Funding Available = $160 per student*

Estimated allocated funding per student, exact amount may vary

ZeroEyes' A.I. Gun Detection Is a Cost-Effective Solution

	Before First GUNSHOT	**During or After** First GUNSHOT		**After** First GUNSHOT	
	ZeroEyes	**Concealed Weapons Sensors**	**Metal Detectors**	**Acoustic Gunshot Detection**	**Security Officer**
Est. Annual Cost per Detection Point*	$250-600	$100,000	$25,000-100,000	$75,000	$60,000-$80,000 (Annual Salary)
Average Annual Cost per Building	$20,000-$60,000	$435,730	$217,865	$490,196	

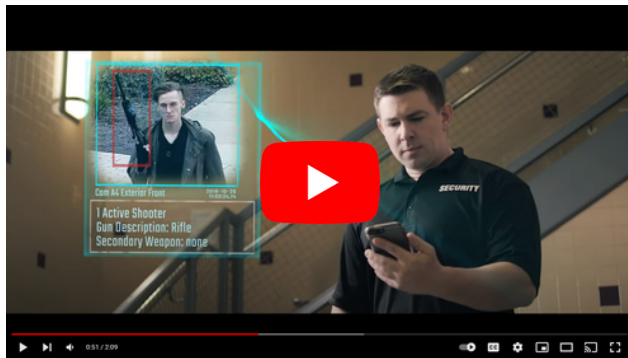***Detection point (entrance/exit, stairwell, etc.) may include more than one camera**

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Getting Started With ZeroEyes

With ZeroEyes, you can get A.I. gun detection software installed today without paying a single penny until you receive funding from Public Act 144. Here's how:

Step #1: Watch These Brief Videos

See Our Solution In Action

Watch Customer Testimonials

Scan the QR code or find these videos at Youtube.Com/c/ZeroEyes. Share this with other stakeholders who are weighing in on your school's security spend.

Step #2: Schedule a Consultation

Learn more about how our ZeroEyes' A.I. gun detection solution can help you identify the location of an active shooter, improve response time and situational awareness for first responders, and help keep your schools safe.

Visit www.ZeroEyes.com to request a demo.

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