

# TYPES OF GUN VIOLENCE

One of the most dangerous things about gun violence is how little we understand it.







# ACTIVE SHOOTER

DELIBERATE ATTACKS WITH MANY (OFTEN RANDOM) VICTIMS

INSIDER(S)

FRONTAL ASSAULT

SNIPER

AMBUSH

HOSTAGE TAKING

SIEGE

CRIMINAL ACTS

COMPLEX COORDINATED



# SPONTANEOUS

CARRYING A GUN WITHOUT PLANNING TO SHOOT ANYONE

ESCALATION OF DISPUTES

FIGHTS

MINOR CRIMES GONE WRONG

ACCIDENTS



# TARGETED

SHOOTING SPECIFIC PERSON(S) IN PUBLIC

DOMESTIC VIOLENCE

DISGRUNTLED EMPLOYEES

DRIVEBYS

MURDER/SUICIDE

SUICIDE & ATTEMPTS



# PERCEIVED

FEAR OF ACTIVE SHOOTER WITHOUT REAL DANGER PRESENT



HOAX



THREAT



SWATTING

# ACTIVE SHOOTER

- Perpetrator kills and/or wounds as many victims as possible, either targeted or random, within the school campus, business, or public space during a continuous episode of violence.
- Often don't stop shooting until they're subdued, cornered, or apprehended
- There's no legal definition or specific criminal charges for an "active shooter," "mass shooter," or "school shooter."

# SPONTANEOUS

- Shooting in a public places that was not planned such as dispute that escalates or an accident
- Committed by person carrying a gun without a specific intent to shoot someone that day
- Often confused for “active shooter” when bystanders hear shots and start running



# TARGETED

- Shooting in public directed at a specific person or groups without additional shots fired at bystanders
- Examples include an ex-spouse shooting their former partner inside a workspace because they know when he/she will be at work
- When shots are fired and people start running, this is often confused with an “active shooter”

# PERCEIVED

- A belief that shots have been fired caused by a loud sound, yelling, or post of social media describing shooting can cause the same response as an actual shooting
- Once a large crowd believes a shooting has happened, there is likely to be a police response for a reported shooting



# THREATS, HOAXES, & SWATTING

Knowing the difference is key to understanding how to increase safety and response time in your business.

<b>THREATS</b>	Real intent to carry out violence against a person, persons, or property. Implies ability to make good on the threat such as purchase of or access to a firearm. May be written, spoken, or illustrated.
<b>HOAXES</b>	No intent to follow through with violent action, instead an attempt to disrupt routine, cause chaos, and spread fear. May be the result of bullying, attempt to avoid an undesirable situation, or a “dare.”
<b>SWATTING</b>	A form of hoax that attempts to get law enforcement, specifically SWAT team members, to a location. Often uses call blocking, voice altering, and other technologies. Some swatting even comes from outside of the country.

# THREATS

- Must be immediately addressed and validated by authorities
- Threats are punishable by law in many states
- Can have violent intent without capability to carry it out or access to firearm
- Ranges from casual remarks to detailed plans, manifesto, or conspiracy to commit attack



# HOAXES

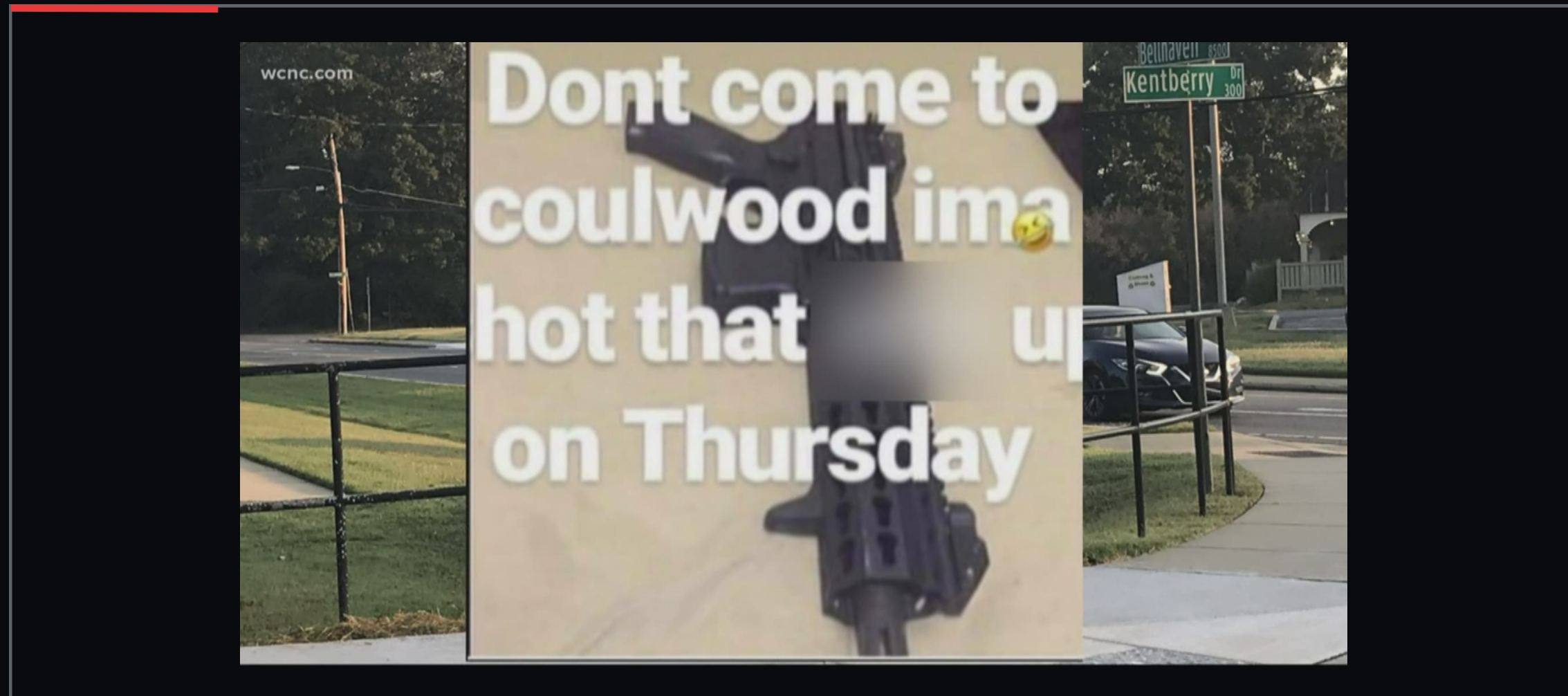
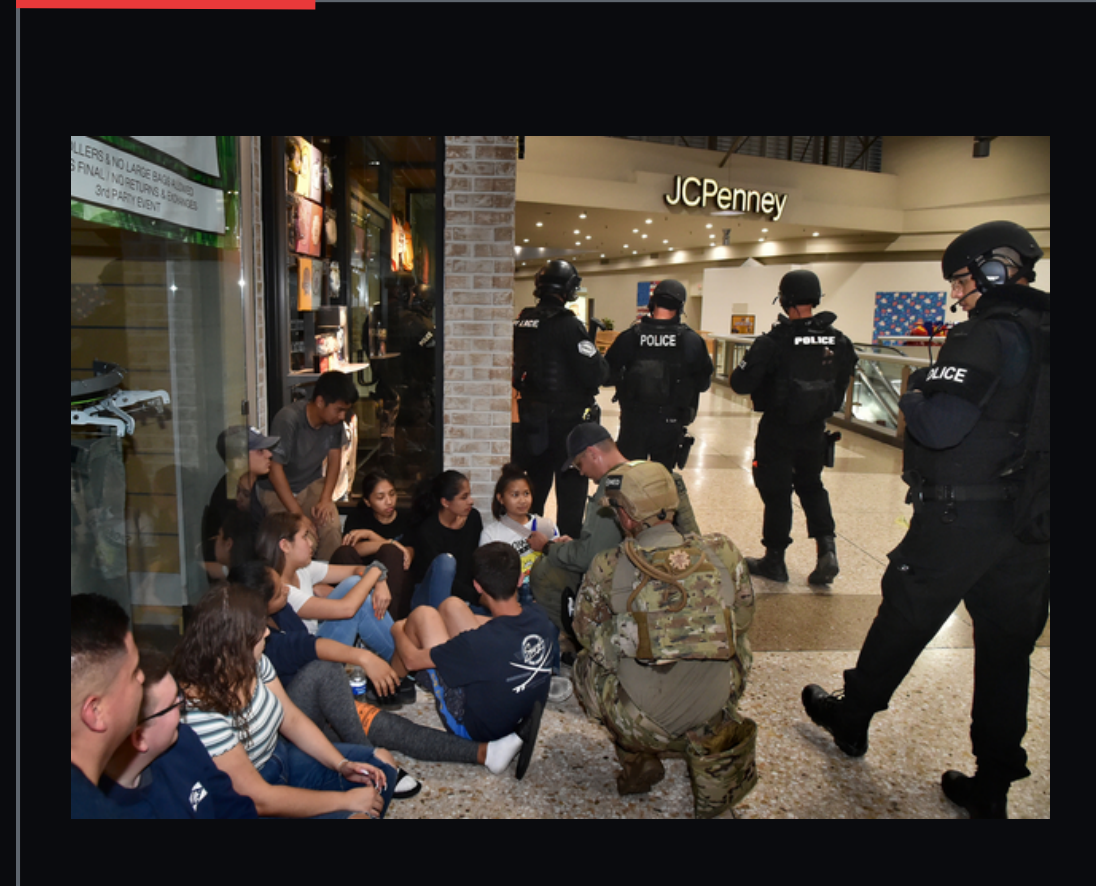
- Must be immediately investigated by school officials and authorities
- Period of fear and disruption before nature of the hoax is realized
- Causes disruption without serious intent to cause harm
- Hoaxes are punishable by law in many states

# SWATTING

- Immediate response from law enforce while school officials and students may be unaware of what is happening
- Punishable with felony charges in many states
- VOIP calling makes identifying the perpetrator impossible in some cases
- Motives of often unclear



EXAMPLES  
**THREATS,  
HOAXES, &  
SWATTING**



RESULTS

# THREATS, HOAXES, & SWATTING

Fear among employees and customers

Arrest and/or prison

Law enforcement action

Retention of employees and regular customers (especially after multiple incidents)

Disturbance to regular operating hours and special events

Single or multi-day closure of building, mall, or even entire commercial district





# SPONTANEOUS

Not an “active shooter” but disruptive and violent all the same.

Typically due to:

- Escalation of a fight
- Response to a perceived threat (e.g., loud noise)
- Misfires and accidents

# SPONTANEOUS GUN VIOLENCE



INCIDENT REPORT

## Easton Town Center Mall Fatal Shooting

Columbus, OH: Mall went into lockdown when a 13-year-old fatally shot another teen during a fight outside the movie theater at a \$5 ticket promotion event.

AUGUST 2023

# TARGETED GUN VIOLENCE

## WHAT

Single person is targeted, without plans to kill any additional individuals.

## EXAMPLES

- Domestic violence that makes its way into a public space such as a parking lot or event
- Disgruntled faculty or staff member shoots another staff member



INCIDENT REPORT

Baptist Medical Center

Jackson, MS: A man visiting a patient in the hospital killed the patient and then commit suicide with inside a private hospital room.

AUGUST 2023



# FACT



Many spontaneous shootings and targeted gun violence are mistaken for active shooter situations.

This results in:

- Business closures
- Extended police search and investigation
- Involvement of additional authorities

# Attack Types & Security Efficacy

	Guards	Metal Detectors/ Scanners	Hardened Building (ballistic glass/doors)	Saferooms	ID Cards & Biometrics	ZeroEyes AI Gun Detection
Single Shooter Insider Attack	✗	✓	✗	✗	✗	✓
Multiple Shooter Insider Attack	✗	✓	✗	✗	✗	✓
Frontal Assault	✓	✗	✓	✓	✗	✓
Sniper Attack	✗	✗	✓	✓	✗	?
Assassination / Ambush	✗	✗	?	✗	✗	✓
Hostage-Taking	?	✗	✗	?	✗	✓

## SECURITY MEASURES

# GUARDS



### CONSIDERATIONS

- Requires recruitment, hiring process
- Management and oversight of additional guards or SROs
- Armed guards must be licensed and attend continuous training in most states



### COSTS

	Low	High
Staffed entry points	2	2
Annual additional staffing hours	8,760	8,760
Hourly Rate Per Guard	\$18	\$30
Training per guard (annual)	\$150	\$1,000
Guard license fee (annual)	\$25	\$375
Recruitment	\$50	\$500
<b>TOTAL ANNUALLY</b>	<b>\$78,840</b>	<b>\$131,400</b>

## SECURITY MEASURES

# METAL DETECTORS



### CONSIDERATIONS

- Customers need to be able to enter malls and stores without stopping for security checks
- No protection for people outside of the building, including parking lots
- Leaves most entrances unsecured except main entrance
- Must have staffed guard to man the detector in case of alert



### COSTS

	Low	High
Electromagnetometer* Cost / Mo	\$3,000	\$5,000
Contract Duration	12	12
Entrances	1	1
Installation	\$100	\$600
Guard / SRO Staffing	\$78,840	\$131,400
<b>TOTAL ANNUALLY</b>	<b>\$114,940</b>	<b>\$192,000</b>



## SECURITY MEASURES

# HARDENED BUILDING

Bulletproof glass, ballistic doors, etc.



### CONSIDERATIONS

- No protection for people outside of the building, including parking lots, athletic facilities, events, etc.
- Retrofitting building for weight of glass is costly or impossible
- Does not prevent entry
- Prevents people from breaking windows to flee from a shooter or fire hazard



### COSTS

	Low	High
Number of installations	476	571
Cost per installation	\$50	\$300
Total installation cost	\$23,800	\$171,300
Square feet of glass	3426	3426
Price per square foot	\$350	\$800
<b>TOTAL COST</b>	<b>\$1,199,100.00</b>	<b>\$2,740,800.00</b>
<i>Retrofitting building - extra weight</i>	<i>\$15,000</i>	<i>\$100,000</i>

## SECURITY MEASURES

# AI GUN DETECTION

ZeroEyes



### CONSIDERATIONS

- AI gun detections within seconds
- Human verification prevents false positives
- Provides situational awareness to authorities and first responders
- No privacy issues from facial recognition or biases



### COSTS

	Low	High
Number of installations	30	250
Monitoring cost per camera	\$40	\$25
<b>TOTAL COST</b>	<b>\$14,400</b>	<b>\$75,000</b>
<i>Installation fee (one time)</i>	\$5,000	\$5,000

# ACTIVE SHOOTERS

	% of attacks at schools	Access to Location	Personal Vendetta	Specific Target in Mind
Single Shooter Insider Attack	36%	✓	✓	✓
Multiple Shooter Insider Attack	2%	✓	✓	✓
Frontal Assault	12%	✗	?	✓
Sniper Attack	10%	?	✓	✓
Assassination / Ambush	8%	?	✓	✓
Hostage-Taking	20%	?	?	?

# PERCEIVED VIOLENCE

Underestimated.

Overlooked.

Misunderstood.

**Devastating.**

“ Nothing  
happened.  
Why do I feel  
this way?”



# PERCEIVED VIOLENCE IMPACT

## PSYCHOLOGICAL

Anxiety

Depression

Agitation

Suspicion / Fear

## PHYSICAL

Loss of sleep

Rapid heartbeat

Lack of focus

Susceptible to illness

## FINANCIAL

Customer retention issues

Expansion / funding loss

Revenue loss

Staff recruitment complications

## COMMUNITY

Reduced time in and around business

Reduced attendance at events, sales, etc.

Suspicion and mistrust of public spaces

**Save Time.  
Save Lives.**

THANK YOU

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