

COVER PAGE

Name of the entity applying: California Bay Area Urban Areas Security Initiative

Primary location of the applicant and activities: San Francisco Bay Area

Name of the application tracks:

- Promising Practices: Multiple Projects Track
- Innovation Track

Names of Promising Practices: Multiple Projects Track projects:

1. Cross-Sector Threat Assessment Training and Best Practices Template Book
2. Terrorist use of On-line Platforms and How to Mitigate the Threat
3. Media Literacy Training

Names of Innovation Track projects:

4. Mental Health Awareness Student Film Creation and Contest

Amount of funds requested: \$1,060,924.

Project Abstract

The Bay Area Urban Areas Security Initiative (Bay Area UASI) assists high threat urban areas to prevent terrorism and build community resilience. The Bay Area UASI includes 12 counties, over 100 incorporated cities, and a population of 8.2 million people. The area includes critical infrastructures, international airports, high profile landmarks, refineries, Silicon Valley, large stadiums, national labs, military installations, and colleges. The Bay Area UASI seeks to expand current FY20 projects to additional high schools, faith-based organizations, and counties, and to expand local targeted violence and terrorism prevention frameworks by broadening services to whole community stakeholders while adding new and innovative strategies.

The Bay Area UASI Targeted Violence and Terrorism Prevention (TVTP) Program aligns with the objectives under Goal 3 of the CTTV Strategic Framework. Our proposal offers a blend of in-person and online training, includes organizational enhancements, and leverages technology and the whole community to help implement targeted violence and terrorism prevention strategies. We strive to raise awareness of threats and prevention strategies, provide lines of communication to report what is observed, help communities and threat assessment teams effectively assess information received, and connect those at risk with resources to mitigate their current situation.

BODY

1. Needs Assessment

The May 14, 2021 National Terrorism Advisory System (NTAS) Bulletin advises that threats have evolved significantly. Social media and online forums are increasingly exploited to spread violent extremist narratives and activity. There is a media literacy knowledge gap. The threat of targeted violence in schools remains elevated as more children return to school. The May 10, 2021 Public Awareness Bulletin on School Targeted Violence cited the need to increase support services to help students adjust to in-person school environments. The California (CA) Association of School Counselors, CA Association of Social Workers, and the CA Association of School Psychologists have recommended immediate resources to assist students suffering from mental health issues as schools re-open. The U.S. Secret Service (USSS) National Threat Assessment Center (NTAC) reported that 100% of all school attackers exhibited concerning behaviors to bystanders prior to their attack with 94% of these behaviors exhibited at school. To enhance school safety, NTAC recommends that schools establish comprehensive targeted violence prevention plans to include establishing multidisciplinary threat assessment teams, developing protocols, establishing reporting systems, defining thresholds for law enforcement intervention, and training all stakeholders including bystanders. CA Department of Education (CDE) regulates School Safety Plans which exclude many targeted school violence best practices. This creates a gap in assessing and managing the threats schools face. The Bay Area County Offices of Education and the Northern California Regional Intelligence Center (NCRIC) substantiates a gap in the existence of Threat Assessment & Management Teams across the region.

Existing programs: School Safety Plans mandated by the CDE improve school climate and safety. Bay Area high schools participate in active shooter training. The Safe Schools Ambassador Program reduces targeted violence and is in use at a handful of high schools in the Bay Area. The NCRIC provides onsite physical, cyber and “threat to life” assessments and advice on how reduce vulnerabilities. The Inter-Faith Councils of Contra Costa and San Francisco Counties offer Bay Area faith communities a variety of conflict resolution, diversity, and acceptance trainings. While many training courses and threat assessment services exist, not many people take advantage of these services. Through this program we hope to make training and resources visible and accessible to the broadest of stakeholders.

Bay Area UASI FY20 TVTP program trains 55 (15%) of the Bay Area’s 369 public and private high schools and 100 Houses of Faith. The proposed scope of the FY21 program described in this narrative will successfully build upon FY20 projects and double the number of high schools and houses of faith trained. The total estimated number of people within this targeted population includes over 326,000 high school students, over 100,000 school faculty and staff, hundreds of thousands of people who staff or attend houses of faith. New projects in this proposal include customized cross-sector target-specific threat assessment training and resources for 200 cross-sector attendees, Terrorist Use of the Internet training for 200 cross-sector attendees, Media Literacy/On-Line Critical Thinking training for 17,000 students from 55 high schools, Threat Assessment & Management and technology enhancements in two (2) additional counties, and a Mental Health Awareness Student Film Creation and Contest project for 12 high schools (360 students). The total estimated number of people within this whole-of-community approach includes a sizeable portion of the 8.2 million Bay Area population and will reach people across all

sectors. Expanding the training programs to more bystanders, threat assessment management professionals, and whole community partners will prevent violence and strengthen existing local prevention frameworks. Projects are listed under each track in priority order. Severability of projects could halt momentum; however we plan for sustainability as it is a shared objective. An overview of the proposed projects; their respective goals, description, stakeholders, and current efforts; and gaps and needs are provided below.

Promising Practices -Multiple Projects Tracks

Project One: Cross-Sector Threat Assessment Training and Best Practices Template Book

Goal: Enhance capabilities to recognize and prevent terrorism and targeted violence through customized, sector, and/or target specific training and toolkits.

The Cross-Sector Threat Assessment Training and Threat Assessment Best Practices Template Book project provides customized training from nationally renowned experts on how to conduct threat assessments for various diverse targets of violence and terrorism such as schools, faith-based organizations, high rise buildings, public transit, and large public gatherings. Participants in this training will include members from the private, non-profit, and public sector entities. The Cross-Sector Threat Assessment guide will contain best practices, sector specific templates, forms, and reporting instructions.

Project Two: Mitigation of Terrorist Use of the Internet and On-line Platforms Training

Goal: To increase awareness of how terrorists use the internet and online platforms and provide mitigation strategies for the technology, law enforcement, academic and whole community partners.

The Mitigation of Terrorist use of the Internet and On-line Platforms training provides insight on how terrorist organizations exploit the Internet and online platforms to to disseminate propaganda, recruit, radicalize, plan attacks and fundraise. This training includes instruction on mitigation and neutralization techniques, and how to report suspicious on-line activity.

Project Three: Media Literacy Training

Goal: To increase media literacy and on-line critical thinking skills in the Bay Area

The Media Literacy and Online Critical Thinking Training focuses on providing in person and on-line awareness level training on media literacy and online critical thinking. These classes include topics such as bias in communication, recognizing and verifying sources of information, and how communications attempt to target or persuade individuals and groups.

Innovation Track

Project Four: Mental Health Awareness Student Film Creation and Contest

Goal: To build youth resilience and mental health promotion skills by empowering high school students to create short films on mental health awareness and compete in a contest.

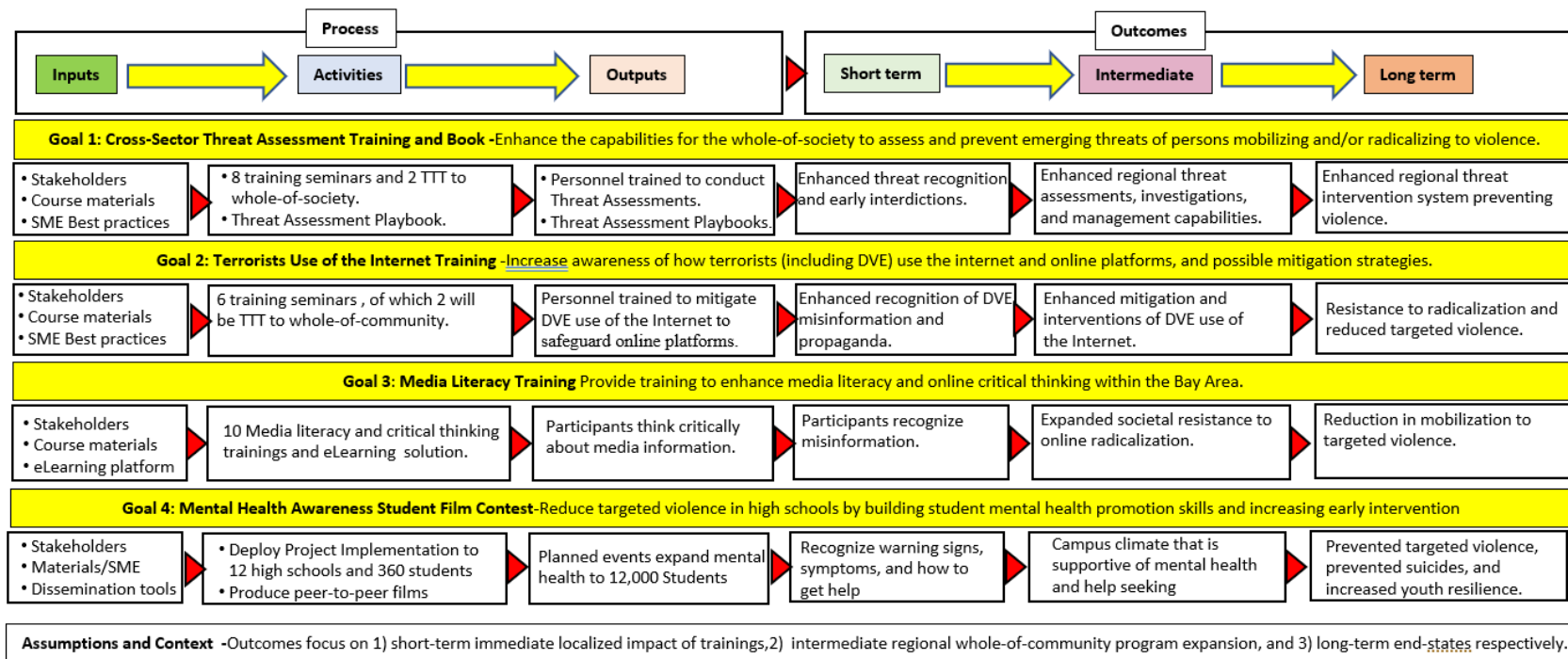
This project meets Objective 2: The local community has awareness of both the risk factors for – and the protective factors against - radicalizing to violence. The aftermath of the COVID-19

Pandemic creates a new lens on the importance of mental health for students. Through this project, twelve (12) schools (360 high school students) will receive training, technical support, and resources and create films designed to promote mental health, respond to at-risk peers, and connect to mental health resources. Films will increase knowledge about warning signs, increase skill in talking about mental health challenges, and encourage help-seeking. School-wide activities will further increase mental health awareness. Films will be submitted to an annual film contest, with opportunities to win stipends and recognition for their schools.

2. Program Design –

Bay Area communities are at risk for targeted violence where people routinely congregate in person and on-line in large numbers, such as schools, houses of faith, the workplace and on-line. To address this threat and reduce the risk, the Bay Area UASI has identified four projects, with goals and activities that are aligned with the TVTP Grant Program’s six objectives. The program design is depicted in the Logic Model and individual projects are described in detail in their respective *Implementation and Measurement Plans* (IMP).

Logic Model



2. **Organization and Key Personnel** - The Bay Area UASI Regional TVTP Program Manager will continue to administer the program, build and expand partnerships, and collaboration across the entire Bay Area region. The Bay Area UASI TVTP Program Manager's unique regional emergency management and homeland security experience, existing relationships, and expertise in training and organizational performance management contribute to the program's adoption, implementation, and success. The Program Manager will handle performance reporting, risk mitigation, compliance, transparency, and marketing. The Program Manager will manage scope, schedule, budget, and quality of TVTP projects. Objectives are achieved through broad stakeholder support. Through TVTP projects, new relationships are forged, local multi-disciplinary teams are established, and local prevention capabilities are enhanced. The Bay Area UASI has the infrastructure to expand services to whole community audiences and to capture performance data and metrics. The Bay Area UASI has support from City and County leadership, Public Safety leaders, the Northern CA Regional Intelligence Center (NCRIC), Cal OES, FEMA IX, community-based organizations, local school safety committees, local interfaith leaders, children and youth services coalitions, elected leaders, CA statewide professional associations for School Resource Officers, School Counselors, County Behavioral Health Directors, and the CA Mental Health Services Authority who have agreed to promote and support implementation of these projects.

Sustainability -The narrative below describes how the four proposed projects will be sustained beyond the grant period of performance.

- **Project One: Cross-Sector Threat Assessment Training and Best Practices Template Book** will be sustained through a train-the-trainer program that will build a cadre of local instructors who will maintain and expand the training program
- **Project Two: Mitigation of Terrorist use of the Internet and On-line Platforms Training** will be sustained through a train-the-trainer program that will build a cadre of local instructors who will maintain and expand the training program
- **Project Three: Media Literacy/Online Critical Thinking** will be sustained by the development of an online eLearning course that will be owned by the BA UASI and available, at no cost 24/7 to the entire Bay Area.
- **Project Four: Mental Health Awareness Student Film Creation and Contest** Student films are shared and replayed.

5. **Budget Detail and Narrative**

- 1) **PERSONNEL:** The TVTP will fund the salary and fringe benefits for one (1) FTE program manager who will administer the overall program and perform fiscal duties. The total budget for Salaries is: \$190,996.

JUSTIFICATION

As a City and County of San Francisco employee, the Program Manager will continue to administer the TVTP program, implement projects, and build and strengthen partnerships, and local prevention frameworks. This position is a full-time equivalent on this project for 24 months.

- 2) **FRINGE BENEFITS:** The total cost for fringe benefits for one (1) FTE Program Manager based on the compensation package for the City and County of San Francisco is \$78,857. The total budget for Fringe Benefits is: \$78,857.

JUSTIFICATION

The amount represents the benefits for an 0933 Program Manager for the City and County of San Francisco, which is the fiduciary agent of the Bay Area UASI.

- 3) **TRAVEL: Not applicable.**
- 4) **EQUIPMENT: Not applicable**
- 5) **SUPPLIES: Not applicable.**
- 6) **CONTRACTUAL: The Bay Area UASI plans to award 4 contracts to implement the projects described in this proposal.** The total cost for the contracts will be \$683,800 and will be issued through a competitive Request for Proposals (RFP) process.

Promising Practices -Multiple Projects Track

Contract #1: Cross-Sector Threat Assessment Training and Best Practices Template Book. The Bay Area UASI will use a contractor to provide eight (8) in-person Threat Assessment Training deliveries, two (2) train-the-trainer, and a Threat Assessment Guide. The contract amount is \$141,300.

JUSTIFICATION: Cross-Sector Threat Assessment Training and Threat Assessment Best Practices Template Book project is designed as a whole-of-community training on conducting threat assessment for various communities of interest such as schools, universities and colleges, place of work, and public gatherings. Participants in this training will receive a *Whole-of-Community, Cross-Sector Threat Assessment Guide* containing sector-specific templates, forms and reporting instructions. Project will deliver eight (8) training seminars (\$79,200- \$9,900/in-person delivery x 8), two (2) TTT seminars (\$39,600-\$19,800/in-person delivery x 2 in-person TTT sessions) and a Cross-Sector Threat Assessment Template and forms Book (\$22,500).

Contract #2: Mitigation of Terrorist Use of the Internet and On-line Platforms. The Bay Area UASI will use a contractor to provide online instructor-led training for whole community partners through the BATEP. The contract amount is \$155,000.

JUSTIFICATION: The selected consulting firm will deliver six (6), eight (8) hour in-person iterations of the *Mitigation of Terrorist use of the Internet and On-line Platforms*. Two of these trainings will be in a train-the-trainer format. Each delivery will cost \$25,833.

Contract #3: Media Literacy/Online Critical Thinking Training. The Bay Area UASI will utilize a contractor to design and deliver online and instructor led training and eLearning for 17,000 junior and senior high school students at 55 Bay Area high schools. The project focuses on providing whole of community awareness level training on media literacy and online critical thinking basics. These course topics include bias in communication, recognizing and verifying sources of

information, and how communications attempt to target or persuade individuals. Audience: Whole community partners through BATEP. The contract amount is \$207,500.

JUSTIFICATION: High school students are influenced by social media and other online platforms which can be used as a medium to encourage young people to commit acts of violence. Providing *Media Literacy/On-line Critical Thinking Training* will help students combat the narratives on-line, reduce radicalization, and prevent targeted violence in schools. To provide this training, the program must be a mix of instructor led online training (10 deliveries; 10 schools) and the resulting eLearning instructional modules will allow for on-line delivery flexibility to remaining schools. The resulting eLearning product will be owned by the Bay Area UASI to continue to provide the e-learning, at no cost to the remaining Bay Area schools after the end of the grant period.

Innovation Track

Contract #4 Mental Health Awareness Student Film Creation and Contest. The Bay Area UASI in partnership with the California Mental Health Services Authority will use a contractor to create Bay Area Mental Health Awareness film contests each year for two years. Contractor will identify 12 Bay Area High Schools as contest implementation sites (6 sites each year/\$90,000 per year). The contractor will provide mental health awareness training and support, technical film direction support, review film submissions, develop and provide event kits, and use stipends and other recognitions to celebrate winners. This contract amount is \$180,000.

JUSTIFICATION: 12 high school classrooms in 12 high schools (6 per year) will be selected to receive services that will enable and empower students to create short mental health awareness films then participate in an annual film contest. Services provided by the contractor to 12 classrooms and 360 students include Mental Health Specialist training and consultation, technical film creation and production support, stipends, event kits, and promotional material. Student directed mental health promotion films (public service announcements) will center youth voices in positive, action-oriented messaging; and offer a platform for school-wide dissemination of prevention messaging expanding the messaging of 360 students to 12,000. The film creation process increases knowledge about warning signs, builds confidence and skill in discussing mental health, and facilitates entry into mental health care. \$90,000 for 6 high schools per year for two (2) years.

- 7) **OTHER.** Management and Administration (M&A) Costs. The total budget for M&A costs is \$50,000

JUSTIFICATION: M&A costs cover preparing and submitting required programmatic reports, coordinating the Human Subject Research Determination and Institutional Research Board (IRB) processes, and responding to official requests from state and federal authorities.

- 8) **INDIRECT COSTS.** Total Indirect Costs of \$57,271 is added in the budget to help defray costs associated with administering this program such as human resources, IT-related activities, and administrative and facilities management within our organization.

Budget Summary

CATEGORY	EXPENSE \$
1. Personnel	\$190,996
2. Fringe Benefits	\$78,857
3. Travel	0
4. Equipment	0
5. Supplies	0
6. Contractual	\$683,800
7. Other: Management & Administration (M&A)	\$50,000
Total Direct Costs	\$1,003,653
8. Indirect Costs	\$57,271
TOTAL GRANT REQUEST	1,060,924