Home Fire Sprinkler General Prevention & Awareness Campaign
Mission Statement

The Home Fire Sprinkler Coalition (HFSC) is a national, nonprofit, 501(c)(3) educational organization. HFSC is noncommercial and does not lobby for legislation. HFSC’s sole focus is educational outreach.

The mission of the Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of home fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.
## Table of Contents

**INTRODUCTION/SUMMARY** .................................................................................................. 4

**FIRE SERVICE OUTREACH**
- Fire Service / AHJs Survey .......................................................................................... 6
- Big Builder/Developer Survey ..................................................................................... 7
- 9 Steps to a Safer Community – Online Education Program ..................................... 8
  - Video Series ............................................................................................................ 9
  - Case Studies ........................................................................................................... 11
- Handouts/Fact Sheets .................................................................................................. 12
- Pilot Program ............................................................................................................. 13
- Fire Service Conferences .......................................................................................... 15

**FIRE SERVICE ADVERTISING**
- Fire Service Advertising Campaign ........................................................................ 16

**CONSUMER OUTREACH**
- Home Fire Sprinkler Education Prop (Box) .............................................................. 18
- This Home Can Save Your Life brochure .................................................................. 19
- Consumer Education Sheets ...................................................................................... 20
- Animated Consumer Videos ....................................................................................... 21
- Living With Sprinklers brochure ................................................................................ 22
- Living With Sprinklers Hang Tag ............................................................................... 23
- Consumer Digital Campaign ...................................................................................... 24

**PLANNER OUTREACH**
- American Planning Association Conference ............................................................ 25

**BUILDER/DEVELOPER OUTREACH**
- Pacific Coast Builder Show ....................................................................................... 26
- Builder Advertising ..................................................................................................... 27

**PUBLIC RELATIONS**
- Media Outreach ......................................................................................................... 30
Introduction/Summary
The fire service has been our most frequent and most important partner in home fire sprinkler education and awareness. Our free resources have been used to educate a variety of target audiences: consumers, water purveyors, members of the home building industry, decision-makers/elected officials, insurance and real estate agents, and others. While some homes have been protected with fire sprinklers because people have asked for them when building a new home, the reality is most homes that are sprinklered are in areas where they are required by code. w

Unfortunately, in more than 25 states coordinated efforts by the homebuilding industry have resulted in bans on local or state codes that require sprinkler installation in new homes. This has been made worse by prevalent myths and confusion about the technology, burdening an already taxed fire service.

In areas where sprinklers are not required by codes, Authorities Having Jurisdiction (AHJ) can negotiate trade-ups as incentives to builders/developers in exchange for improving life safety by installing home fire sprinklers in the entire new-home development.

The challenge is a major lack of awareness of these incentives among the fire service, AHJs, and developers, which was revealed in the two online surveys we conducted as part of this grant. Working with FireHouse.com, 1,037 members of the fire service completed the survey; 48% were AHJs. Concurrently, working with Hanley Wood (a leading homebuilder publication), 127 qualified builders/developers completed a similar survey. The results of both surveys confirmed the gap we identified anecdotally and supported the need for our developer incentive program:

- Less than half (45%) of the fire service responders were aware that jurisdictions without home fire sprinkler code requirements could offer incentives to developers.
- Only 9 percent of developers were aware that fire sprinkler incentives are available to them.
- 55% of developers would be interested in building homes with fire sprinklers if they were offered incentives, yet only 6 percent had ever been offered them.

Objectives
This grant helped us achieve two objectives:
1. Educate fire service/AHJs, planners, and big builders/developers about incentives to encourage sprinkler installations in new homes when there are no code requirements.
2. Increase awareness of home fire sprinkler protection of occupants and firefighters and home fire sprinklers’ role in community risk reduction (CRR).

HFSC researched and worked with AHJs who had experience negotiating trade-ups/incentives that resulted in developments fully protected by home fire sprinklers. We learned about the process, timing, the most common trade-ups, and the stakeholders involved. We created a comprehensive online education program, “9 Steps to a Safer Community,” at homefiresprinkler.org/crr. It informs AHJs how to use builder/developer incentives in their communities. The program provides tools to learn, engage, and educate all stakeholders involved in the planning process.

Downloadable teaching tools include a customizable PowerPoint presentation, guidance, and case studies featuring large and small developments that were sprinklered based on negotiated trade-ups. Information for each step is supported with short video clips. These include testimonials from AHJs and a metropolitan water director, and inspiring messages from a national fire service leader addressing home fire sprinklers in local CRR activity and their vital role in reducing hazardous firefighter exposure.

continued
Twenty-seven members of the fire service reviewed the content and completed an online survey that determined that, overall, the content was “helpful” and organized and provided effective tools to educate stakeholders. Some modifications were made to simplify navigation based on survey results.

**Implementation**
Ten fire departments in jurisdictions with new-builds participated in our pilot program. They agreed to use our grant materials and review our new content; customize the presentation; and present to at least one local stakeholder and one developer. Following their presentation, each fire department completed an evaluation.

We promoted our incentive program to the fire service through a comprehensive communications plan that included eblasts, webinars, blogs, educational presentations, and staffing booths at fire service conferences.

To reach local planning/zoning officials with information about home fire sprinkler incentives, we attended the American Planning Association (APA) conference and ran an information ad in their magazine. We attended the Pacific Coast Builders Conference attended by big builders and developers. We ran informational ads in magazines targeting big builders and ICC members, participated in a webcast with 785 members of the home building industry, and sent our message through eblasts.

This grant also made it possible for us to respond to direct requests from the fire service, who told us that local departments need and want more materials to educate consumers about home fire sprinklers. Our response included customizable tools they can hand out, use on their websites, and share via social media.

We developed a consumer landing page and implemented a digital campaign targeting people who plan to build new homes. Our consumer digital ads achieved 1.8 million impressions with 9,865 visitors to the consumer landing page. 77,009 viewers watched 30 seconds of our consumer videos for a total of 1,443 hours of watch time.

This grant also helped us present home fire sprinklers in the context of Community Risk Reduction (CRR) to a large segment of the fire service. This is an important concept that HFSC has supported and promoted since CRR was initiated in the U.S. by Vision 20/20. CRR is rapidly growing in popularity within the fire service, but not all departments also recognize the value of incorporating home fire sprinkler education and outreach as part of local CRR. Our grant program was effective in raising the profile of this strong fire service value and providing resources to help them embrace it.

This grant funded the development of new content on HFSC’s website that was the centerpiece of our program. This content achieved 28,684 page views during the grant performance period, with the average time spent on a page being 2:53. Combined, our grant promotions achieved 8.6 million impressions, a reach that will grow indefinitely outside of the grant performance year as the content remains viable and in use.

HFSC met the goals and objectives of this grant project. An outside audit of this grant award was completed without issue.
Fire Service / AHJs Trade-Up Survey

HFSC partnered with Firehouse Magazine to survey members of the fire service to determine knowledge, opinion, and any experience with trade-ups/incentives. At the end of the grant period, a post-survey was completed to measure increased knowledge, perception, and activity.

Pre-survey sent 12/7/2017 & 12/15/2017 to 100,000+ (opt-in subscribers) to establish baseline and measure knowledge, perception, and activity
- 1,037 completed survey
- 38% volunteer/paid-on-call
- 30% paid
- 24% combination
- 81% in districts that do not require fire sprinklers
- 48% AHJs.

Post-survey sent 8/15/2018 & 8/22/2018 to 992 (opt-in subscribers who completed the pre-survey in 12/17) to measure increased knowledge, perception and activity
- 99 completed survey
- 31% volunteer/paid-on-call
- 29% paid
- 30% combination
- 79% in districts that do not require fire sprinklers
- 52% AHJs

RESULTS:
Increase in knowledge that incentives can be available in jurisdictions without code requirements
- Pre: 45%
- Post: 63%

Increase in respondents who said jurisdiction offered incentives.
- Pre: 8%
- Post: 12%
Big Builder/Developer Survey

We worked with Hanley Wood/BUILDER Magazine (a leading homebuilding industry publisher) to survey and educate the nation’s big builders/developers about trade-ups.

- Determine knowledge, opinion, and any experience with trade-ups; gauge interest in sprinkling planned developments; collect sprinkler advocates.
- 127 builders (50+ homes/year) completed survey

**Q2: Have you built a home that included home fire sprinklers?**

Among the respondents who have built homes with fire sprinklers, 72% of them have only installed sprinklers when required.

**Q10: Please rate the importance of receiving the following incentives or trade ups in exchange for sprinklering a development:**

Permitting additional units led as the most important trade up, with not requiring expansion of the water supply as the other incentive to be rated over 3, and then followed by increased hydrant spacing. Reduced basement windows was considered least important at a rating of 2.13.
9 Steps to a Safer Community Program
HFSC developed a microsite to help the fire service and AHJs learn how home fire sprinklers reduce risk in their community and benefit developers. Visitors could go through all of the steps or easily navigate to the step or resources needed for their programs.

The website was reviewed by 27 members of the fire service who completed an online survey that determined that, overall, the content was “helpful,” and organized and provided effective tools to educate stakeholders. Some modifications were made to simplify navigation based on survey results. The information and resources included:

- General NFPA 13D information
- Common (or Typical) Trade-up/Incentive descriptions
- Tools to determine local stakeholders
- Customizable PowerPoint (PPT) presentation
- Case studies of successful trade-ups in large and small developments
- Data and economic information
- Fact sheets and guidance to help use the new tools with planning and zoning boards, homebuilders/developers, and other stakeholders
- During the grant period, there were 28,684 page views with the average visitor spending 2:53 during each visit.

Click here for Community Risk Reduction Resources, Videos, PowerPoint Presentations and downloadable PDFs.
9 Steps to a Safer Community Video Series

HFSC developed a series of two-minute videos to educate and inform AHJs and provide them with tools they could use to educate stakeholders. The videos could be viewed online or downloaded. We sized them to encourage and simplify use through fire service email, blogs, and social media distributions. They included:

- Brief Overview of NFPA 13D
- NFPA 13D—LIFE SAFETY SYSTEM
- Home Fire Sprinkler Incentives
- Fire Sprinklers and Incentives are Popular
- Why New Homes Need Fire Sprinklers

Click on titles to view videos.
9 Steps to a Safer Community Video Series

HFSC developed a series of short videos that could be viewed, downloaded, and embedded in PPT presentations and websites and linked to social media. The videos featured the following:

**Chief Dennis Compton (retired), Past Chair NFFF Board, fire service leader**
- Sprinklers Are Key to Community Risk Reduction
- Sprinklers Are a Community Issue
- We Have to Start Today
- Sprinklers Are a National Issue
- Sprinklers Protect Firefighters
- Contamination is a Great Hazard
- Fire Chiefs Have To Be Activists
- We have to Teach the Public
- We Have Many Opportunities to Start
- Don’t Wait To Be Invited
- Home Fire Sprinklers Are Not New

**Jim Ford, Deputy Chief/Fire Marshal, Scottsdale, AZ**
- 30 Years With No Problems
- Sprinklers Clearly Save Lives
- Community Risk Reduction
- Incentives Make Better Developments
- AHJs Can Offer Incentives

**Dave Petty, Director of Water Operations, Scottsdale, AZ**
- Scottsdale Success Story
- Incentives Benefit Developers
- Sprinklers Use Far less Water
- Scottsdale Saved Millions

**Randy Miller, Deputy Fire Marshal, Camas-Washougal FD**
- Discuss Incentives During Pre-planning Meetings
- Developer Saves $1 Million

**Click on titles below to view videos.**
Case Studies
HFSC developed a series of case studies featuring large and small developments that were protected with home fire sprinklers based on negotiated trade-ups. Each case study provides details about the development, the trade-ups that were negotiated, the results, the average cost/sq ft to install sprinklers, and photos. Survey results from the 27 members of the fire service who reviewed the case studies determined that the case studies provided incentive ideas. Each case study can be downloaded. As part of the grant, HFSC promoted the case studies through social media.
9 Steps to a Safer Community – Online Education Program (continued)

Handouts/Fact Sheets

Preparing Your Presentation
HFSC developed turnkey tools and resources to prepare and customize presentations for AHJ/fire service use with various stakeholders.

PowerPoint Presentation (PPT)
Includes national fire data, HFSC flash timeline, information about NFPA 13D, how home fire sprinklers work, and details about incentives. The slides included direction to add local data. Clips from the video series could be embedded in the presentation.

A Complete Guide to Community Risk Reduction for Your Community
See how locally negotiated developer benefits are resulting in sprinkler installations and improved life safety in more jurisdictions each year. DOWNLOAD PDF

Fire Sprinkler Incentives Fact Sheet
Common homebuilder incentives and the 9 steps you can take for a safer community. DOWNLOAD PDF
Pilot Program
To test and evaluate the program, HFSC conducted a pilot program working with 10 fire departments who had new development/housing starts where big builders were building. Each received a $1,000 stipend to be used for educational material to support their outreach programs. The AHJ agreed to present the program to at least one local builder/developer or planning/zoning board member. Each used the material as part of their presentations and completed comprehensive evaluations and feedback.

Participating fire departments in the pilot test program:
- Medford Fire-Rescue, Medford, OR
- Honolulu Fire Department, Honolulu, HA
- City of Madison Fire Department, Madison, WI
- Tomball Fire Department, Tomball, TX
- Cape Girardeau Fire Department, Cape Girardeau, MO
- Rapid City Fire Department, Rapid City, SD
- Clermont Fire Department, Clermont, FL
- Pike Road Fire Department, Pike Road, AL
- Lake Travis Fire Rescue, Lakeway, TX
- Berlin Fire & EMS Department, Berlin, MA

Survey Evaluation Results
- Overall, content on website was “very helpful” and easy to navigate.
- Most developers (and other stakeholders) were unaware of incentives
- Stakeholders attending presentations: City development, water department, public works, development engineer, planners, local officials, building officials, builders, developers, and Habitat for Humanity

Most common incentives discussed:
- Additional units
- Increased hydrant spacing
- No expansion of existing water supply
- Increased building setbacks
- Reduced basement windows
- Reduced firewall between garage and home
Survey Evaluation Results Sample Feedback

In general, there was a lot of tension at the start of the meeting. It eased as we talked, but it was obvious that there are a lot of wounds from the previous code fights that are still sore subjects. This is evident as we only had two developers at our meeting, although they are very large developers for our area, and they brought in home builder representation. I welcomed him and made it clear from the beginning that we were simply trying to educate developers about available options.

Further, I made it clear that the developers would be the ones to decide what was best. Taking the angle of simply making sure developers know what the options are so they can make the best decision seemed to be successful.

– Matt Missildine,
  Pike Road Fire Department (AL)

Although we had some of these incentives in place prior to the program, this pilot has inspired us to take a closer look at everything we can offer developers that choose this life-saving and affordable technology when they build in our community. We plan to continue to engage with developers and other stakeholders, as we are confident that there will be scenarios where installing home fire sprinklers can be not only important for the community, but even profitable, given the right situations.

– Chase Browning,
  Medford Fire-Rescue

The most active participant was unaware of the incentives. With costs rising and challenges of hydrants, street width, etc., he was excited to hear about the options. I believe that the developer will most likely start with a smaller subdivision and sprinkler the homes and get the feel for the homeowners’ reactions. I think if it is successful, he will look at a larger development. He asked a ton of questions, including myths about all heads activating. The audience as a whole was surprised at how cheap it is to add residential sprinklers. I used my personal retrofit experience to answer questions and address concerns.

– Jennifer Pierce
  Clermont Fire Department
Fire Service Conferences

HFSC representatives met face-to-face to promote the developer incentive program at fire service conferences. The program was also featured as an educational presentation at NFPA’s Annual Conference and to AHJs and members of the fire sprinkler industry.

FDIC
April 26 - 28, 2018,
Indiana Convention Center,
Indianapolis IN – Booth #8327

NFPA National Fire Protection Association Annual Conference
June 11 - 13, 2018,
Mandalay Bay Convention Center,
Las Vegas, NV – Booth #1869
  • Education Session: “HFSC – A Case Study in Providing Incentives and Saving Lives” by Randy Miller/Peg Paul
  • More than 150 people attended the session

AFSA
October 1 - 3,
Gaylord National, Washington DC
  • Education Session: “Incentives to Protect Single-Family Developments with Home Fire Sprinklers”

IAFC Fire Rescue International (FRI)
August 9 - 11, 2018,
Kay Bailey Hutchinson Convention Center,
Dallas, TX – Booth 3782

NASFM National Association of State Fire Marshals Annual Conference
August 14, 2018,
Grand Summit Hotel,
Park City, UT
Fire Service Advertising Campaign

4-page Developer Incentives Insert
- Firehouse Magazine
- June Issue
- 4/page, 4/color insert
- Circ: 78,706 print
- 10,000+ digital
- 5,000 overrun

You can help with home fire sprinklers.

Single-family home starts have recently increased 2.9% (U.S. Census.) Builders will start hundreds of thousands of new homes this year, and that may include new developments in your jurisdiction. Only 5% are protected with home fire sprinklers (American Housing Survey.)

According to National Fire Protection Association (NFPA) data, we have a stubborn home fire problem. Despite a decrease in home fire deaths since 1980, the fire death rate per 1,000 reported home fires is actually 50% higher, and 35% higher for 1- and 2-family homes. That makes new construction in your jurisdiction both a public safety hazard and a community risk reduction opportunity. In jurisdictions that do not have codes that require fire sprinklers in new construction, the fastest path to increased fire safety is to offer developers something of value in exchange for installing fire sprinklers in all homes in new developments. Incentives or trade-ups - these locally negotiated developer benefits are resulting in sprinkler installations and improved life safety in more jurisdictions each year.

View online

Industry Blog Article #1, featuring Randy Miller and the Camas, WA Case Study. Posted to Firehouse.com on April 9, 2018. This article remained on Firehouse.com for 1 year.

View online

Industry Blog Article #2, featuring Chief Dennis Compton and HFSC’s 9 Steps to a Safer Community Microsite. Posted to Firehouse.com on April 17, 2018. This article remained on Firehouse.com for 1 year.

continues
Fire Service Advertising Campaign (continued)

Leaderboard & Medium Rectangle Banner Ads, featuring HFSC’s 9 Steps to a Safer Community Microsite. Ads ran for 1 month, April 2018.

Webinar
- 1-hour webinar
- May 22, 2018 @ 1:00 pm EDT
- 185 signed up
- 293 viewers
- Webinar will be archived on Firehouse.com for 1 year.

e-Blast, featuring incentives for developers to AHJs and announcing the May 22, 2018 webinar as well. Deployed on May 3, 2019 to 100,000+ opt-in subscribers with Firehouse Magazine. Included links to Firehouse Webinar Registration Page and HomeFireSprinkler.org/crr Microsite.

Open Rate Report:
- Received: 98,821
- Opened: 10,800 (10.9%)
- Click-throughs: 206 (1.9%)

Run-of-site: April 1 - May 31
- 555,000 Unique Monthly Visitors
- 1,816,000 Average Monthly Page Views
- 855,000 Average Monthly Sessions
- Link to HomeFireSprinkler.org/crr Microsite
- Impressions: 8,622,659
- Interactions (clicks): 36,548

Digital Ads
- 8,622,659 impressions
- 36,548 interactions

Why AHJs Should Offer Home Fire Sprinkler Incentives to Developers

Trade-ups are locally negotiated incentives that Authorities Having Jurisdiction (AHJ) can offer to builders or developers in exchange for improving life safety by installing fire sprinklers. These incentives provide an opportunity to protect new single-family home developments, even when sprinklers are not required by code.

HFSC developed new and free educational resources AHJs and other members of the fire service can use to educate all stakeholders involved in the local planning process. These resources include case studies, videos, downloadable presentations, statistics and economic data gathered from several communities.

Find out how to implement a fire sprinkler incentive program in your community at HomeFireSprinkler.org/crr

FREE FIREFHOUSE WEBCAST
May 22, 1 p.m. (EST)
Home Fire Sprinkler Education Prop (Box)

Funded partially through grant funds, HFSC produced 5,000 education props, a house-shaped box with a pendent sprinkler displayed inside. The box uses graphics with talking points to explain how home fire sprinklers protect a home. Fire departments are encouraged to use these tools with consumers, media, and during trade-up talks. It was offered to BFLFDs that agree to use it at least 5 times and document use and local reaction.

- Front shows only sprinkler closest to fire activates, not entire system
- Features flash timeline to explain the speed of fire
- Call outs explain how sprinkler activates
- Insert with smoke alarm/escape advice
- Can be displayed in developer model homes to educate homebuyers

Promote specific project activities, pilot programs, new material

- Developed press releases, pitch stories, prepared blog articles, Facebook, Twitter, and LinkedIn posts on project activities.
- Distributed to consumer, fire service, builder, official, and other key media and monitor.
- Boosted Facebook posts to target groups.

The home fire sprinkler box was showcased at the 2018 CFISI dinner.
This Home Can Save Your Life Brochure

New 12-page, 4/color HFSC consumer brochure featuring basic fire and sprinkler facts. This brochure was designed to fit inside the Home Fire Sprinkler Education Prop Box. Members of the fire service used this brochure to help educate their community as part of Community Risk Reduction.

Print quantity: 40,000

Available on the HFSC website for ordering and download.
Consumer Education Sheets

Based on feedback from the fire service, HFSC developed customizable sheets that can be downloaded and reproduced to educate a variety of audiences, including consumers, local officials, community planners, and developers. Fire departments are encouraged to add their logos. They can also be sized for websites, email, and social media use. They address the following key topics:

- Speed of fire
- Types of home fire sprinklers and how they work
- Fire sprinklers and community risk reduction
- When you build a home, ask for fire sprinklers
- Myths and facts about home fire sprinklers

Available on the HFSC website for download.
Animated Consumer Videos

HFSC developed a series of five short (less than 1 minute) consumer videos to support fire department public education outreach. Short videos appeal to consumers, especially when shared through social media platforms. The videos can be viewed online, shared through HFSC’s link, or downloaded. Fire departments are encouraged to place the videos on their website or use in presentations.

*Click on titles to view videos.*

- Why house fires burn quickly and are more deadly
- Who is most at risk in a house fire?
- Types of home fire sprinklers
- How home fire sprinklers work
- It’s easy to live with home fire sprinklers
Living With Sprinklers Brochure

It’s easy to live with home fire sprinklers. Do you know how to take care of them?

HFSC developed this brochure for people living in homes protected with sprinklers. Using simple graphics and copy, the brochure explains how a home fire sprinkler works, the key components of the riser, and how to do a flow test. HFSC printed 30,000 for fire departments to distribute in areas where homes are protected. The brochure is available at no charge. It can also be downloaded from the website.
Living With Sprinklers Hang Tag

Know Your Home Fire Sprinkler System

HFSC’s laminated hangtag is one of the most popular educational resources. It includes a plastic tie so that it can be placed on or near the riser and stay with the riser system, even if the homeowner changes. This grant funding allowed HFSC to update the content and design. It includes details about the system, how each sprinkler is individually activated by heat, a description of all of the riser components, and how to do a flow test. There is an area where the fire department or sprinkler contractor can place their logo and contact information. There is also an area where the homeowner can record the dates that they conducted a flow test. HFSC produced 13,000. Fire departments in areas where homes are protected with sprinklers can request the hangtags and consumer brochures. Homebuilders and sprinkler contractors are also encouraged to distribute them to consumers.
Targeting people who plan to build a new home, HFSC implemented a digital campaign using keyword search, display ads placed on websites viewed by the target audience, and a video campaign. The short messages include facts and figures about home fire sprinklers. Visitors who clicked on the ads were sent to the MyHomeFireSprinkler.org landing page where they could request information sent to them or download more information.

Campaign Results:
- 1.8 million total ad impressions
- 9,865 total clicks
- 208,169 YouTube ad impressions resulted in 77,009 viewers who watched 30-seconds of video
- 28% watched 100% of video
- 1,443 total hours of watch time
- 111 earned views represents people who return to watch another video within 7 days
American Planning Association National Conference

April 22 – 24, 2018
Ernest N. Morial Convention Center
New Orleans – Booth #522

Planners are key stakeholders when AHJs want to offer incentives to developers. It is important for AHJs to meet with planners during the pre-application phase. HFSC staffed a booth at APA’s National Planning Conference where more than 5,000 members attended. Many planners were not familiar with basic information about home fire sprinklers and the various incentives.

HFSC placed a full-page ad in APA’s Planning Magazine, conference issue (circ: 35,170). HFSC developed a banner ad featuring the developer incentives. The house boxes featuring the sprinkler were also on display. The 4-page developer incentive brochure was available.

- April 2018 issue
- Full-Page, 4/color Ad
- Circ: 35,170
- Readership: 70,340

American Planning Association Survey
HFSC conducted a survey with planners who visited the booth to determine awareness about developer incentives.

Have you heard of trade-ups or incentives for developers who sprinkle entire new developments?
- Yes – 24%
- Yes but I don’t know much about them – 20%
- No – 56%

Which of the following would work well in your community (check all that apply)?
- Increased Hydrant Spacing – 62.5%
- Additional Units Permitted – 58.3%
- Street-Width Reduction – 54.2%
- Expansion of Existing Water Supply May Not Be Needed – 37.5%
- Longer Dead-End Streets – 33.3%
- Tee Turnarounds Permitted – 33.3%
- Increased Street Grades and Building Setbacks – 33.3%
- Gated Communities – 25%
- Reduced Basement Windows – 16.7%
Pacific Coast Builders Show (PCBC)

June 27 & 28, 2018
Moscone Center, San Francisco, CA
Booth #2366

More than 10,000 members of the homebuilding industry attend PCBC, most are big builders and developers. The top 100 builders build 56% of all new homes. This conference provided an opportunity for HFSC representatives to talk 1-on-1 with this audience about the developer incentive program. A banner stand was developed featuring the developer incentive information. The 4-page developer incentive brochure was available and builder leads were captured.
Builder Advertising Campaign

GREEN BUILDER Magazine (2 times)

Print - 2 times
• Total Circulation: 200,000 – Includes 39,000 ICC Members
  - 91,000 Print Edition
  - 110,000 Online Edition
• May/June 2018 issue with Bonus Distribution at PCBC Conference
• Nov/December 2018 issue

e-Newsletter
• 29,800 Opt-In Subscribers
• June 19, 2018 e-newsletter edition – Special PCBC Pre-Show edition

HOME FIRE SPRINKLERS PROTECT THE ENVIRONMENT
• Reduce greenhouse gas emissions by 98%
• Reduce fire damage by up to 97%
• Reduce water usage to fight a home fire by as much as 91%
• Reduce water pollution

Environmental Impact of Automatic Fire Sprinklers, FM Global, 2010

These Incentives Improve Community Safety and Provide Developer Savings

In exchange for installing home fire sprinklers in entire developments, authorities having jurisdiction can offer locally negotiated trade-offs as incentives to developers. These incentives may include:

- Street-Width Reduction
- Longer Dead-End Streets
- Easements Permitted
- Increased Street Grades and Building Setbacks
- Additional Units Permitted
- Expansion of Existing Water Supply May Not Be Needed
- Increased Hydrant Spacing
- Subdivision Single Access Point
- Gated Communities

HOME FIRE SPRINKLERS PROVIDE A WIN-WIN FOR YOUR ENTIRE COMMUNITY

Home fire sprinkler incentives can reduce construction costs while protecting residents and firefighters. In exchange for installing home fire sprinklers in single-family home developments, developers can benefit from incentives such as permitting additional units, not requiring expansion of the existing water supply, increased hydrant spacing, longer dead-end streets, street-width reduction and other cost-saving benefits.

Visit HFSC in Booth #2366
2018 Pacific Coast Builders Conference (PCBC)
San Francisco June 27 & 28

HFSC - Home Fire Sprinkler Coalition

Home fire sprinkler incentives can reduce construction costs while protecting residents and firefighters. In exchange for installing home fire sprinklers in single-family home developments, developers can benefit from incentives such as permitting additional units, not requiring expansion of the existing water supply, increased hydrant spacing, longer dead-end streets, street-width reduction and other cost-saving benefits.

Visit HFSC’s booth: #2366
HomeFireSprinkler.org/CRR

Phyn Pls Smart Water Assistant + Shutoff monitor

Apnaq and Belkin have joined forces to develop the Phyn Plus Smart Water Assistant + Shutoff, which helps keep water loss to a minimum until repairs can be made. From the moment it is installed, Phyn Plus monitors and measures tiny fluctuations in water pressure to detect and alert homeowners when a leak is identified, mitigate costly damage through automatic shut off, and diagnose potential problems in plumbing systems before they become an issue.
Builder Advertising Campaign (continued)

Hanley Wood/BUILDER Magazine:

- 4 Builder e-Newsletters – banner ads (circ. 118,000 each)
  Deployment dates: 7/25, 8/1, 8/8 & 8/15
- Builder Economic Forecasts Webcast – 3-minute HFSC presentation – November 18, 2020 at 11:00 am.
  - 1,864 registered, 783 attended
  - 36% were developers/builder developers
  - Copy of database of 1,864 registered attendees
  - Poll question: Would being offered incentives or trade-ups increase your interest in sprinklers in the homes you build?
    61 yes
    19 no

“We have been installing sprinklers in our homes since 1986. It was a requirement by the City of Scottsdale. No problems, reduces home owner insurance.”

– AZ Developer
Builder Advertising Campaign (continued)

Hanley Wood/BUILDER Magazine:
E-blast to opt-in list of 25,760 homebuilders

July 31 Open Rate Report:
• Received: 26,362
• Opened: 3,716 (14.9%)
• Click-throughs: 672 (18.08%)

August 10 Open Rate Report:
• Received: 26,574
• Opened: 3,149 (11.84%)
• Click-throughs: 709 (22.52%)

Hanley Woods’s average CTR is .85-2.0%.
Media Outreach

Throughout the grant year, HFSC promoted the developer incentive program, the new educational resources, and media resources including new video footage of a living room fire with and without sprinklers. Media outreach was sent through:

- HFSC blog articles
- Social media: Facebook, Twitter and LinkedIn posts
- Website
- Press releases sent to targeted media