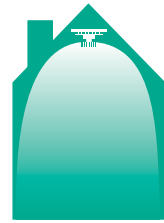


FISCAL YEAR 2016 SUMMARY REPORT

August 25, 2017 – November 24, 2018



Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most[™]



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.



HFSC BOARD

American Fire Sprinkler Association

Canadian Automatic Sprinkler Association

FM Global

International Association of Fire Chiefs

National Association of State Fire Marshals

National Fallen Firefighters Foundation

National Fire Protection Association

National Fire Sprinkler Association

National Volunteer Fire Council

Phoenix Society for Burn Survivors

State Farm Insurance

UL

U.S. Fire Administration/FEMA



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Protect What You Value Most™



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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 big 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

SURVEYS SHOW AHJs SHOULD BE OFFERING SPRINKLER INCENTIVES TO HOMEBUILDERS-DEVELOPERS

IN A 2017 SURVEY* OF FIRE SERVICE MEMBERS



95% support home fire sprinklers in single-family homes

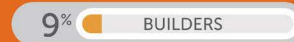


55% were not aware that jurisdictions without home fire sprinkler code requirements could offer incentives to developers

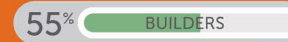


8% offer incentives to developers

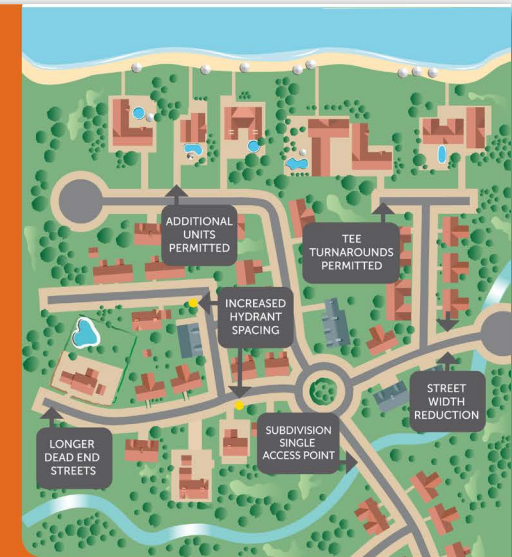
IN A SURVEY** OF BUILDERS



9% are aware of incentives for home fire sprinklers in developments



55% would be interested in protecting homes with sprinklers if offered incentives



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*Survey conducted by FIREHOUSE.
**Survey conducted by HanleyWood.
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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 sprinklering planned developments; collect sprinkler advocates.
- 127 builders (50+ homes/year) completed survey

BUILDER & DEVELOPER INTEREST IN HOME FIRE SPRINKLER INCENTIVES

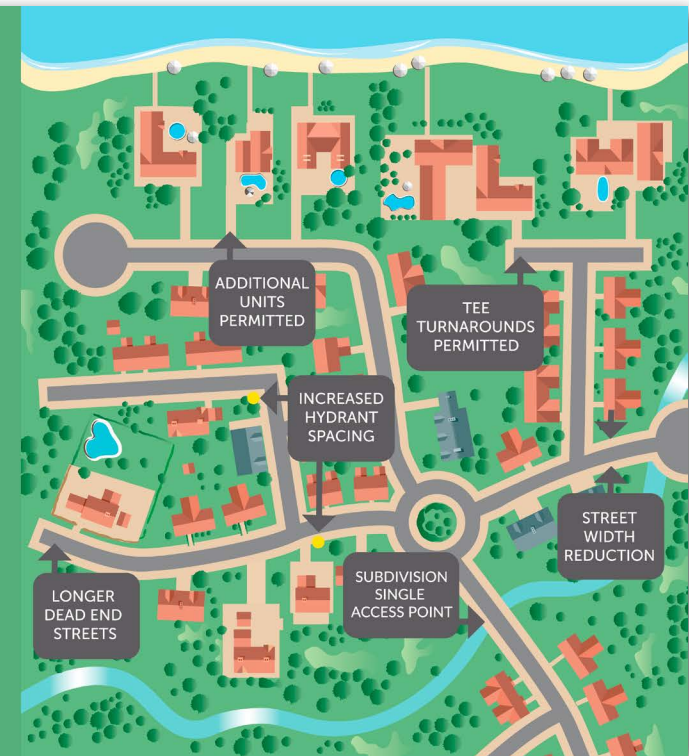


INCENTIVES BUILDERS VALUE MOST

- Additional units
- Not requiring expansion of existing water supply

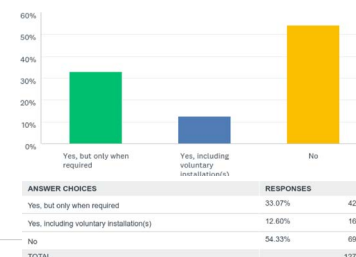


Survey conducted by HanleyWood. ©2018 Home Fire Sprinkler Coalition



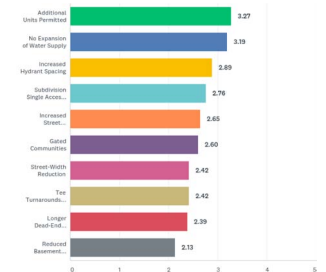
Q2: Have you built a home that included home fire sprinklers?

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 – Online Education Program

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.



9 Steps to a Safer Community – Online Education Program *(continued)*

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 13DNFPA13D – Life Safety System**



▶ **Fire Sprinklers and Incentives are Popular**

▶ *Click on titles to view videos.*



▶ **Home Fire Sprinkler Incentives**



▶ **Why New Homes Need Fire Sprinklers**



9 Steps to a Safer Community – Online Education Program *(continued)*

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:

PRE-APPLICATION
MEETING
DISCUSSIONS

AHJs CAN
OFFER
INCENTIVES

DEVELOPER
SAVES
\$1 MILLION

INCENTIVES
BENEFIT
DEVELOPERS

SPRINKLERS KEY
TO COMMUNITY
RISK REDUCTION

▶ *Click on titles below to view videos.*



**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



**Randy Miller, Deputy Fire Marshal,
Camas-Washougal FD**

- ▶ Discuss Incentives During Pre-planning Meetings
- ▶ Developer Saves \$1 Million



**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



9 Steps to a Safer Community – Online Education Program (continued)

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.

Camas, WA Home Fire Sprinkler Incentives



CAMAS, WASHINGTON
Drew's Farm 60-Unit Development
Single-Family Homes

Incentive:
One Roadway (Egress) Allowed or Single Point Subdivision Access Allowed

AHJ Negotiated with Developer
Result:
The developer saved \$1 million in infrastructure and material cost and avoided eliminating two lots for the second road. All residents are now protected by fire sprinklers.

Sprinkler Costs:
The average cost for home fire sprinkler installation in Camas is \$1.30-\$1.50 per sprinklered square foot.

Other Developments:
Camas has negotiated trade ups or incentives that have resulted in more than 2,000 homes protected with home fire sprinklers. The most common incentives included lower hydrants, narrower streets, single-point subdivision access, longer dead-end roads, smaller cul-de-sacs, steeper slopes, and gated communities.



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West Bridgewater, Massachusetts



WEST BRIDGEWATER, MA
The Farm 25-Units, Pearl Road 27-Units
Single-Family Homes
Requiring Home Fire Sprinklers Despite Mini-Max Code

Incentives:
Single access allowed
Longer dead-end road
Fire hydrants spaced further apart

Local Planning Board Uses Home Fire Sprinklers As Incentive
Problem:
Many states have adopted fire and building codes with a "mini-max" provision, including Massachusetts. Despite this, fire departments and local planning boards often work together to achieve greater fire safety for planned homes, including the requirement of installed fire sprinklers.

Result:
In West Bridgewater, the local Planning Board used its authority to add fire sprinklers in the broad development permit for all homes of two subdivisions - Pearl Road (27 homes) and The Farm (25 homes). The sprinkler requirements addressed both fire department distance/response time and, at the time, what was a limited available water supply in the area.

"The existence of mini-max code provisions in a state simply means the local jurisdiction can't pass a sprinkler mandate for all new construction. It doesn't prevent the fire department from working with local planning authorities to explore the unique aspects for all new developments to determine if, on a case-by-case basis, sprinklers can be included as a component for improving the life safety features of each home while providing for cost effective alternatives for both the developer and the community's infrastructure."

Chief Kenneth May,
West Bridgewater Fire Department.

Another Mini-Max Example:
In N. Andover, Massachusetts more than 2,000 homes have been built under local planning board fire sprinkler installation requirements. The fire department has documented life savings as a result of fire sprinklers in these homes.



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Saugatuck, MI Home Fire Sprinkler Incentives



SAUGATUCK, MICHIGAN
Dunegrass 21-Unit Development (Phase 1)
Single-Family Homes

Developer Incentive:
Reduced Street Width Allowed

AHJ Allowed Narrower Roads, Meeting Environmental Needs
Problem:
The proposed 21-unit development was located in environmentally protected dunes on the shore of Lake Michigan, prohibiting project approval. The critical dunes would have been damaged if the developer used full-width streets, as required for an unprotected development, and the State DCE was poised to deny approval. In addition, the development is located several miles from the closest fire station and has very limited water availability for suppression efforts.

Solution:
The AHJ worked with the developer to make environmentally safe accommodations. In exchange for installed fire sprinklers in all houses and attached garages, narrower streets were permitted. This avoided impact on the dune areas and ensured fire protection for all the homes.

Result:
The development was allowed to proceed with construction. The first 21 water front units were marketed at \$3-\$5 million each. The developer is considering building additional, more affordable units in the area, which will also be sprinklered if built.

Sprinkler Costs:
The average cost for home fire sprinkler installation in West Michigan is \$3.00-\$3.50 per sprinklered square foot.


Other Developments:
The same AHJ worked with the developer of a 31-unit development in neighboring Douglas, Michigan. In exchange for installing fire sprinklers in each home, the AHJ allowed the developer to build with a single access point. These units are marketed at \$400,000 on average.



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Home Fire Sprinkler Coalition
June 4, 2018 · 🌐

Are you looking for more information about home fire sprinkler developer incentives?
Are you an AHJ?
Are you attending the 2018 NFPA Conference & Expo?
Don't miss this Education Session:
A Case Study in Providing Incentives and Saving Lives
June 11, 8:30 a.m.
Islander B
<https://homefiresprinkler.org/home-fire-sprinkler-developer-incentives/>




HOMEFIRESPRINKER.ORG
Home Fire Sprinkler Developer Incentives Discussed at NFPA Conference & Expo [Learn More](#)

71 7 Comments 30 Shares

Like Comment Share

Home Fire Sprinkler Coalition
January 14, 2019 · 🌐

Requiring home fire sprinklers despite a mini-max code to protect developments in West Bridgewater, MA. The incentives included: single access, longer dead-end road and fire hydrants spaced further apart. Incentives are a win-win for the developer, community, fire department and most important, the people living in the homes.
<https://homefiresprinkler.org/w-bridgewater-fire-sprinkler/>




BUILT FOR LIFE® Program from HFSC **BUILT FOR LIFE® Program from HFSC**

72 7 Comments 22 Shares

Like Comment Share

Home Fire Sprinkler Coalition
January 7, 2019 · 🌐

Home fire sprinklers helped protect dunes along the Lake Michigan shore in Saugatuck, Michigan.
<https://homefiresprinkler.org/saugatuck-fire-sprinkler-inc-/>



Home Fire Sprinkler Coalition
Nonprofit Organization

88 11 Shares

Like Comment Share



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.

Developers are missing something big.

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).

In home fire deaths since 1980, the fire death rate per 1,000 reported home fires is actually 10% higher; and 33% 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. Call them incentives or trade-ups – these locally negotiated developer benefits are resulting in sprinkler installations and improved life safety in more jurisdictions each year.

INSIDE: Learn how trade ups are used in Camas, Washington.

According to NFPA data, we have a stubborn home fire problem. Despite a decrease

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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](#)

COMMON HOMEBUILDER INCENTIVES:

- Street-Width Reduction:** Traffic lanes may be narrowed, substantially reducing the amount of pavement in every linear foot of street in the development.
- Longer Dead-End Streets:** Dead-end streets may be increased in length, allowing additional house lots to be built.
- Tee Turnarounds Permitted:** The permitted use of tee turnarounds in sprinklered developments can create at least one additional lot per cul-de-sac.
- Increased Street Grades and Building Setbacks:** Steeper street grades and building locations are allowed further from where the homes' access leaves the main road.
- Additional Units Permitted:** Development plans allow homes to be closer together.
- Expansion of Existing Water Supply May Not Be Needed:** Required fire flows for fully sprinklered developments can be greatly reduced compared to non-sprinklered developments.
- Increased Hydrant Spacing:** Supply mains may be reduced and hydrant spacing can be increased.
- Subdivision Single Access Point:** A fully sprinklered subdivision allows for a single public access road. This decreases infrastructure costs and significantly increases the number of single family dwellings allowed.
- Gated Communities:** Gated communities delay fire department access. A fully sprinklered subdivision provides mitigation for this impact, allowing developers to utilize this security option when desired.
- Reduced Basement Windows:** Fire sprinklers reduce the number of required rescue openings in every basement sleeping room.

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Visit HomeFireSprinkler.org/CRR for more information on how to increase fire sprinkler use in your community

9 STEPS TO A SAFER COMMUNITY

- STEP 1:** UNDERSTANDING HOME FIRE SINKLERS: NFPA 13D
- STEP 2:** WHAT ARE HOME FIRE SINKLER INCENTIVES
- STEP 3:** HOW DO INCENTIVES BENEFIT DEVELOPERS AND COMMUNITIES
- STEP 4:** HOME FIRE SINKLERS AND COMMUNITY RISK REDUCTION
- STEP 5:** YOUR NEW HOUSING FORECAST
- STEP 6:** WHO ARE YOUR STAKEHOLDERS
- STEP 7:** WHAT INCENTIVES WILL WORK IN YOUR COMMUNITY
- STEP 8:** FREE RESOURCES TO PRESENT TO STAKEHOLDERS
- STEP 9:** AGREEING ON AN INCENTIVE OFFER

Fire Sprinkler Incentives Fact Sheet

Common homebuilder incentives and the 9 steps you can take for a safer community.

[DOWNLOAD PDF](#)



9 Steps to a Safer Community – Online Education Program *(continued)*

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



9 Steps to a Safer Community – Online Education Program *(continued)*

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.

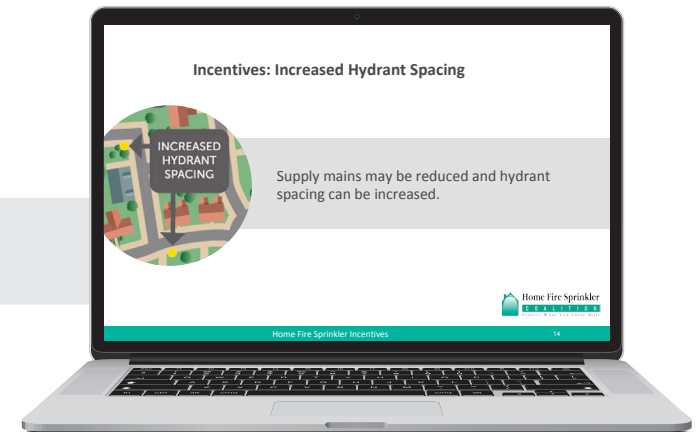
– Matt Missildine,
Pike Road Fire Department (AL)

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

Developers are missing something big.

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.)

home fire problem. Despite a decrease in home fire deaths since 1980, the fire death rate per 1,000 reported home fires is actually 10% higher; and 33% 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.

Home Fire Sprinkler Coalition
Protect What You Value Most
HomeFireSprinkler.org

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.

Industry Insights: Home Fire Sprinkler Incentives Appeal to Single-Family Home Developers

By Randy Miller, Deputy Fire Marshal, Camas Washington Fire Marshal's Office

With plans to develop a 60-home subdivision along a steep hillside in Camas, WA, a developer requested approval for a single entrance instead of the two roads that were required. This presented an opportunity for Randy Miller, deputy fire marshal, Camas Washington Fire Marshal's Office. In response, Miller agreed to the single entrance if the developer agreed to install home fire sprinklers in all 60 homes.

The developer agreed and the result was a win-win for Camas, the future homeowners and the developer. According to Miller, a second road would have taken up to six lots. Instead, the lots were used for additional homes and the developer saved an estimated \$1 million in infrastructure and material costs. Moreover, all the homes in the development are protected from fire for many generations to come.

While Camas did not have an ordinance or a home fire sprinkler requirement at the time, Miller worked closely with planners, city officials, builder association leaders and developers to educate about the life-saving benefits of home fire sprinklers and the potential trade-ups, or incentives, that can be offered if entire developments are protected.

[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.

Industry Insights: Your Department Can and Should Take the Lead on Home Fire Sprinkler Education

By Dennis Compton, Chief, Pittsburgh-Sprinkler Unit

For more than two decades, the Home Fire Sprinkler Coalition (HFSC) has worked with local fire department personnel to improve broad public awareness and understanding of the dangers of home fire, and the life safety benefits achieved with installed fire sprinklers. This educational partnership with the fire service has expanded over the years, and recently it's evolved to include a stronger focus on community risk reduction (CRR).

I'm happy to see this progression. CRR protects against harm, including from fire. For both civilians and firefighters, homes represent the biggest component of the national fire problem. It makes sense for communities to include fire sprinklers in CRR work, and there's a lot of work to do.

[View online](#)



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

Ad	Imp.	Interactions	Interaction rate
HomeFire Sprinkler Incentives Incentives Can Create a Safer Environment for Your Community & Firefighters A free win-win solution to implementing single family residential fire sprinklers HFSC	5,812,428	13,571 clicks	0.27%
Home Fire Sprinkler Incentives Incentives Can Be Offered in Jurisdictions Without Home Fire Sprinkler Code Requirements Incentives - a win-win solution to implementing single family residential fire sprinklers Home Fire Sprinkler Coal.	1,150,060	7,929 clicks	0.69%
HFSC Protect Community & FF's Use Incentives to Implement Home Fire Sprinklers - Protect Your Community & Firefighters	6,288	1,894 clicks	30.12%
HFSC Fire Sprinkler Incentives Win Win Solution to Home Fire Sprinkler Without Mandatory Code Protect Your Community & FD	8,003	1,693 clicks	21.15%
Protect Community & FD Incentives the Win Win Solution to Home Fire Sprinklers Without Mandatory Code Use Incentives to Implement Home Fire Sprinklers - Protect Your Community & Firefighters Home Fire Sprinkler Coal.	452,993	1,616 clicks	0.36%

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 FIREHOUSE 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 CFSI 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.

DEADLY IN 2 MINUTES OR LESS

Can You Survive a Home Fire?

Most fatal structure fires happen at night. Most are at night when people are sleeping. A home fire can become deadly in two minutes or less. That's not much time. Could you wake up, realize you're in danger and make your way to a safe exit in under two minutes? Could your children?

New Homes
Fires in new homes are deadlier today. Common unprotected lightweight building material and flooring burns faster and falls quicker. Our furniture and belongings are made of synthetics that create deadly smoke when they burn.

Home Fire Sprinklers Save Lives
Home fire sprinklers detect a fire and control it automatically. The sprinkler puts water on a fire while it's still small. That keeps heat, flames and poison smoke from spreading. Having fire sprinklers gives you, your family and your pets time to get out safely. If you plan to build or buy a home, ask for fire sprinklers.

Learn more at HomeFireSprinkler.org
Follow HFSC on Facebook: facebook.com/HFSCorg, Instagram: homefiresprinklercoalition, and on Twitter: @HFSCorg. You can also follow HFSC activities on Pinterest: pinterest.com/hfsc/ and LinkedIn.

Logos: FEMA, Home Fire Sprinkler Coalition, HomeFireSprinkler.org

PROTECT WHAT YOU VALUE MOST

With Home Fire Sprinklers

Did you know a home fire can become deadly in two minutes or less? Homes built with lightweight building material and flooring burn faster, falling quicker (often collapsing in a fire). Common synthetic furnishings and belongings burn hot and fast and produce toxic smoke. A fast, spreading fire can take lives in only seconds.

The answer to this modern home fire problem is a century-old solution: fire sprinkler technology. Installing home fire sprinklers is the best protection available. The proven, life-saving technology is the same - just updated for home designs.

Two types of home fire sprinklers
Standalone means there is piping specifically for the sprinklers. Multi-purpose means there is a combination system for regular plumbing plus the fire sprinklers.

Water supply
Sprinklers connect to your home's water supply. In some homes, a tank and pump are used. Piping behind walls and ceilings connects the sprinklers to the water, like plumbing. The water is ready if a fire starts.

Fire sprinklers work automatically
Each sprinkler works on its own. A special plug keeps the water in the pipes when it's not needed. If a fire starts, its high heat surrounds the area below the sprinkler and causes the plug to open. That lets water flow on the flames. Just one sprinkler can control a home fire.

Learn more at HomeFireSprinkler.org
Follow HFSC on Facebook: facebook.com/HFSCorg, Instagram: homefiresprinklercoalition, and on Twitter: @HFSCorg. You can also follow HFSC activities on Pinterest: pinterest.com/hfsc/ and LinkedIn.

Logos: FEMA, Home Fire Sprinkler Coalition, HomeFireSprinkler.org

WHEN YOU BUILD OR BUY A HOME

Ask for Fire Sprinklers

You have a lot of important decisions to make with a new home. Fire safety should be at the top of your list.

Today a home fire can become deadly in two minutes or less. Home fires burn hot and grow quickly. The flames and deadly smoke move through the house. Two minutes isn't much time to escape a burning home. This is especially true for older adults, young children and people with disabilities who can't get to exits as quickly.

The answer: Home fire sprinklers. They detect a fire and put water on it quickly, slowing the fire or even putting it out. They work automatically even if you're asleep. That gives you and your family time to escape a fire safely.

How they work
When the high temperature of the fire surrounds the area below the sprinkler, it breaks the plug and releases the water. In the majority of cases, just one sprinkler controls the blaze. Sprinklers can't be activated by smoke or a smoke alarm.

Choosing flooring, counter tops and window treatments for a new home is important. So is choosing the best fire protection for your family. If you plan to build or buy, ask for home fire sprinklers.

Learn more at HomeFireSprinkler.org
Follow HFSC on Facebook: facebook.com/HFSCorg, Instagram: homefiresprinklercoalition, and on Twitter: @HFSCorg.

Logos: FEMA, Home Fire Sprinkler Coalition, HomeFireSprinkler.org

DO YOU KNOW THE FACTS

About Home Fire Sprinklers?

Myth: In a fire, all sprinklers spray water.
Fact: Each sprinkler works individually to detect a fire. In most home fires, just one sprinkler controls or puts out the flames.

Myth: Smoke alarms cause fire sprinklers to activate.
Fact: Smoke and smoke alarms can't set them off. Home fire sprinklers are activated by the high temperature of a fire surrounding the sprinkler. The sprinkler closest to the fire will open when the temperature reaches between 135°-165° (57°-74°C). Water will flow from the sprinkler.

Myth: Damage from sprinkler water is worse than fire damage.
Fact: A home fire sprinkler uses about 1/10th the amount of water that fire hoses use, and with a lot less pressure. Home fire sprinklers control a fire while it is still small. That limits the damage.

Myth: Home fire sprinklers require costly inspections and maintenance.
Fact: It's easy to care for home fire sprinklers. A flow test should be done a couple of times a year (this can be done by the homeowner or a sprinkler contractor).

Myth: Home fire sprinklers will drive up insurance rates.
Fact: Shop around. Most insurance companies reward customers who protect their homes with fire sprinklers.

Fact: Fire Sprinklers Save Lives & Prevent Injuries
Fire sprinkler technology is tried and true. It's been saving lives and protecting property for more than 100 years. If you plan to build or buy, ask for home fire sprinklers.

Learn more at HomeFireSprinkler.org
Follow HFSC on Facebook: facebook.com/HFSCorg, Instagram: homefiresprinklercoalition, and on Twitter: @HFSCorg. You can also follow HFSC activities on Pinterest: pinterest.com/hfsc/ and LinkedIn.

Logos: FEMA, Home Fire Sprinkler Coalition, HomeFireSprinkler.org

HOME FIRE SPRINKLERS

Part of Community Risk Reduction

A home fire can become deadly in as little as two minutes. That's because construction with lightweight building material and flooring makes the homes burn faster, falling quicker in a fire (often collapsing). These fires are made worse by larger, more open layouts and common synthetic furnishings and belongings that burn hot and fast and produce deadly smoke.

Protecting all new developments supports Community Risk Reduction as home fire sprinklers provide superior protection for responders and residents, benefitting the entire community for decades. Unsprinklered new home fire exposure puts responders at risk from fire, collapse, and health hazards. Each new home built without sprinklers makes the community less safe for all. By protecting new housing stock, existing resources can be directed at high-risk populations and existing unsprinklered structures.

Fire department resources are always scarce. By controlling the spread of fire, home fire sprinklers free up time that can be shifted to risk reduction programs such as smoke alarm distribution and fire safety education.

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Follow HFSC on Facebook: facebook.com/HFSCorg, Instagram: homefiresprinklercoalition, and on Twitter: @HFSCorg. You can also follow HFSC activities on Pinterest: pinterest.com/hfsc/ and LinkedIn.

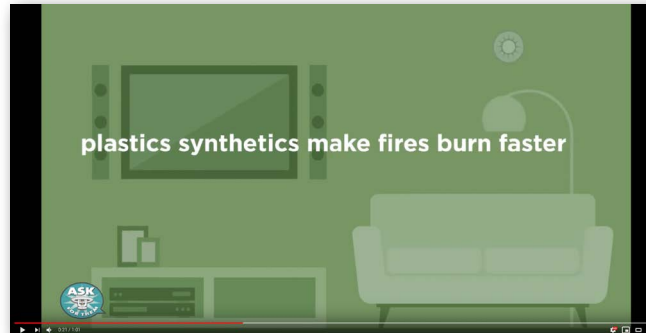
Logos: FEMA, Home Fire Sprinkler Coalition, HomeFireSprinkler.org



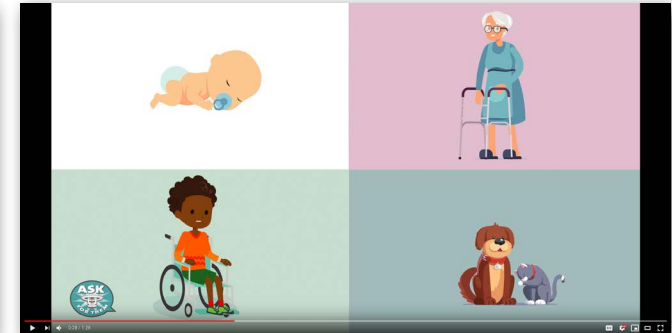
Animated Consumer Videos

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



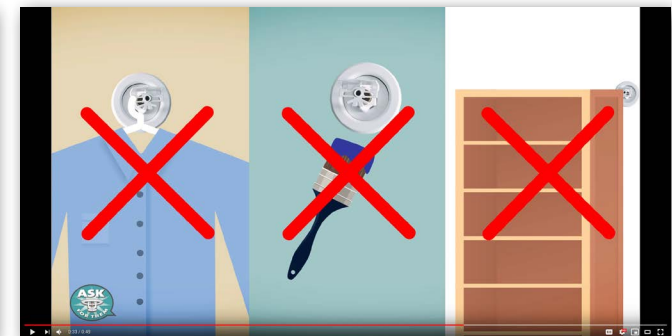
▶ Who is most at risk in a house fire?



▶ Types of home fire sprinklers



▶ How home fire sprinklers work



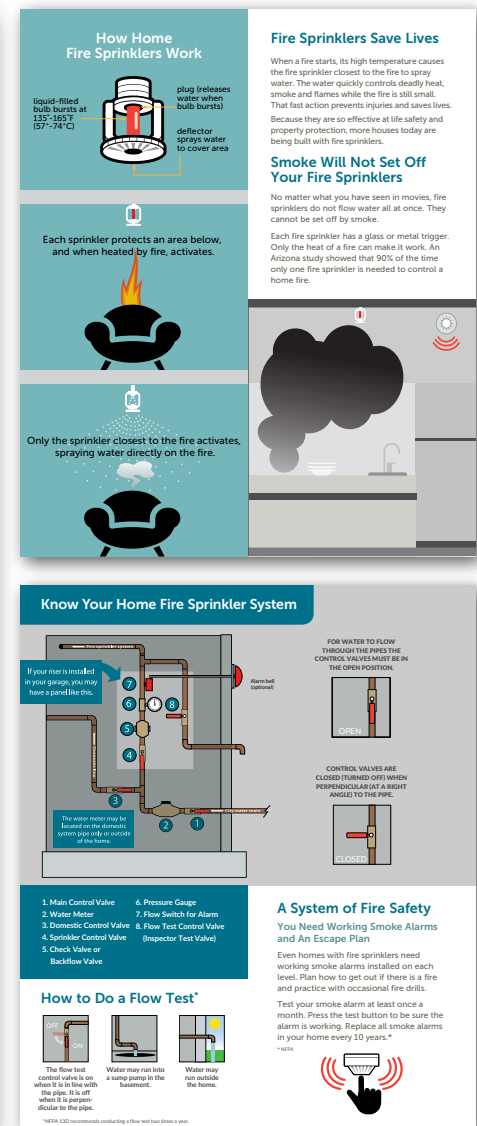
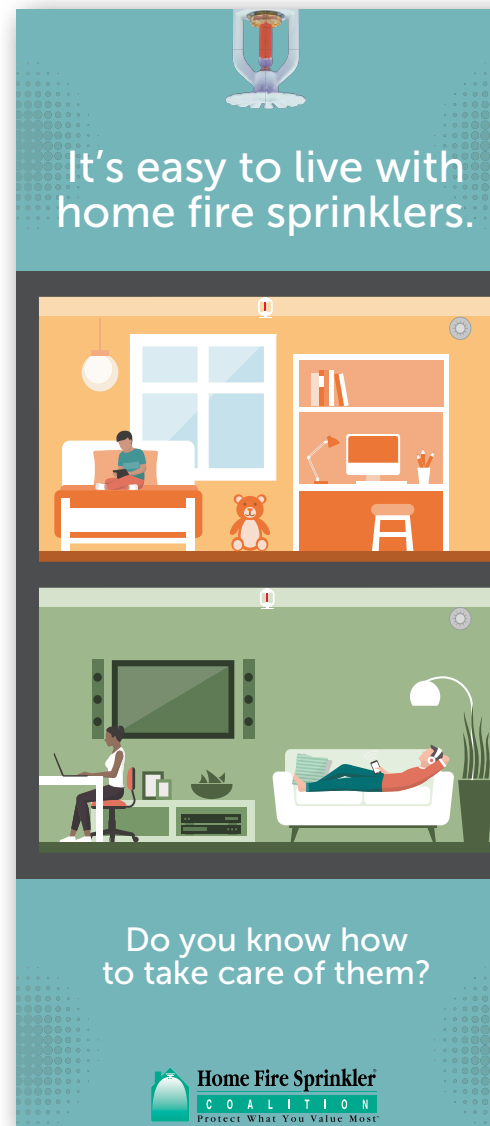
▶ It's easy to live with home fire sprinklers



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.

Know Your Home Fire Sprinkler System

The water main coming into your home supplies the water for the fire sprinkler and the domestic (plumbing) systems. A main water control valve (1) is on the pipe that supplies water to the sprinkler system. You may also have a control valve on your domestic (3) and sprinkler (4) pipes. The water flows through a check valve (5), or if required by plumbing code, a backflow valve.

WARNING
Turning off the water to your home will also turn off the water to your fire sprinkler system. Contact your fire sprinkler contractor if you have questions.

Contractor / Fire Department Contact Information

1. Main Control Valve
2. Water Meter
3. Domestic Control Valve
4. Sprinkler Control Valve
5. Check Valve or Backflow Valve
6. Pressure Gauge
7. Flow Switch for Alarm
8. Flow Test Control Valve (Inspector Test Valve)

FOR WATER TO FLOW THROUGH THE PIPES THE CONTROL VALVES MUST BE IN THE OPEN POSITION.

CONTROL VALVES ARE CLOSED (TURNED OFF) WHEN PERPENDICULAR (AT A RIGHT ANGLE) TO THE PIPE.

Home Fire Sprinkler Coalition
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HomeFireSprinkler.org

Keep Your Fire Sprinklers Working To Protect Your Family and Home

DO NOT HANG anything on fire sprinklers or pipes. Even lightweight items can damage sprinklers.

PROTECT FIRE SPRINKLERS FROM BUMPS. Be careful when carrying ladders and other large or tall items. Don't bump fire sprinklers or exposed pipes.

DO NOT PAINT the fire sprinkler or the cover. While doing messy work, such as painting, cover the sprinklers with plastic. Remove the plastic as soon as you are finished painting.

DO NOT BLOCK your fire sprinklers. Keep pictures and large/tall furniture away from sprinklers on the walls. Hang lamps and plants away from ceiling fire sprinklers.

CONSIDER LOCATION OF PIPES BEHIND THE WALL. Avoid using nails or screws to hang pictures on the wall near the sprinkler pipe.

TEACH CHILDREN not to touch or play with sprinklers or exposed pipes.

HOW TO DO A FLOW TEST*

- Find your flow test control valve. It may be labeled main drain, inspector test or test and drain. The valve is located on the sprinkler drain and test connection.
- If your sprinklers are connected to a central alarm, inform the alarm monitoring company or fire department that you are going to do a test.
- Slowly turn the flow test control valve to the "on" position (bring the valve in line with the pipe). This will start the water running. Let the water run for about 90 seconds. If your system has an alarm, you will hear it as the water is running.
- You may see a drop in water pressure soon opening the valve. The pressure should stabilize for the 90 seconds it is left open. The stream should be steady and not choppy with air pockets after the initial opening. Water should look relatively clear.
- Slowly turn the flow test control valve to the "off" position (the valve handle will be perpendicular to or make a right angle to the pipe).
- Write down the date you tested your system.

CONTACT YOUR FIRE SPRINKLER CONTRACTOR IF YOU HAVE QUESTIONS.

*NFPA 13D recommends conducting a flow test once every year.

Write down the date of each test here:

Home Fire Sprinkler Coalition
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HomeFireSprinkler.org

LWSCard 1.1/18 13M 1.4

Know Your Home Fire Sprinkler System

The water main coming into your home supplies the water for the fire sprinkler and the domestic (plumbing) systems. A main water control valve (1) is on the pipe that supplies water to the sprinkler system. You may also have a control valve on your domestic (3) and sprinkler (4) pipes. The water flows through a check valve (5), or if required by plumbing code, a backflow valve.

WARNING
Turning off the water to your home will also turn off the water to your fire sprinkler system. Contact your fire sprinkler contractor if you have questions.

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It's easy to live with home fire sprinklers.

Do you know how to take care of them?

FACTS ABOUT YOUR FIRE SPRINKLER SYSTEM

- Fire sprinklers have been improved properly housing.
- Each sprinkler makes a springing opening. Only the high temperature of a fire will set off the sprinkler.
- Each fire sprinkler works by itself.
- Only the sprinkler closest to the fire will spray water.
- Fire sprinklers will not operate at all once.
- In most cases, only one sprinkler is needed to control a home fire.
- Sprinklers will control or put out a fire, usually before the fire department arrives.

To find out more about home fire sprinklers, call the NFPA, NFPA 13D, or the fire department.

Home Fire Sprinkler Coalition
Protect What You Value Most
HomeFireSprinkler.org



Consumer Digital Advertising Campaign

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

Build a Safe and More Sellable Home

Fire Sprinklers keep you safe from fire and make your home more desirable when it comes time to sell.

Download Your Fire Sprinkler Guides!

First Name *

Last Name *

Email *

Death in Home Fires 80% Lower in Homes with Fire Sprinklers

Are you protecting your family and pets? Additionally, in a national poll 7 out of 10 people said a sprinklered house has more value than a non-sprinklered one. That's just the tip of the iceberg...

BUILD WITH HOME FIRE SPRINKLERS

Protect Your Family, Pets, and Property

[VIEW FREE GUIDES](#)

The nonprofit HFSC | www.myhomefiresprinkler.org

GET THE FACTS: HOME FIRE SPRINKLERS

7/10 Say a Sprinklered Home Has More Value

80% Fire Deaths 80% Lower in Homes with Sprinklers

[VIEW FREE GUIDE](#)

The nonprofit HFSC | www.myhomefiresprinkler.org

8/10 FIRE DEATHS OCCUR AT HOME

When You Build, Ask for **Home Fire Sprinklers**

[GET YOUR FREE GUIDES](#)

The nonprofit HFSC | www.myhomefiresprinkler.org



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

These Incentives Improve Community Safety and Provide Developer Savings

ADDITIONAL UNITS PERMITTED
INCREASED HYDRANT SPACING
TEE TURNAROUNDS PERMITTED
LONGER DEAD-END STREETS
SUBDIVISION SINGLE ACCESS POINT
STREET WIDTH REDUCTION

Only the sprinkler closest to the fire activates. Smoke cannot set off sprinklers. Sprinklers can be installed in any region or climate.

Home Fire Sprinkler COALITION
HomeFireSprinkler.org

Visit HFSC in Booth #522
2018 National Planning Conference
New Orleans April 22 - 24

©2018 Home Fire Sprinkler Coalition



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 sprinkler 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%
- Subdivision Single Access Point – 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.



Home Fire Sprinkler Incentives Improve Community Safety Provide Developer Savings



Home Fire Sprinklers: A Win-Win for Your Entire Community

- Reduce development and construction costs
- 55% of builders would be more interested in protecting homes with sprinklers if offered incentives*
- Supports Community Risk Reduction: protects residents and firefighters

House Fires Can Become Deadly in Less Than 2 Minutes



Only the sprinkler closest to the fire activates.



HomeFireSprinkler.org



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

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-ups as incentives to developers. These incentives may include:

- Street-Width Reduction
- Longer Dead-End Streets
- Tee Turnarounds 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 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

Home Fire Sprinkler COALITION
Protect What You Value Most
HomeFireSprinkler.org

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.

Home fire sprinklers are a win-win for developers, buyers, firefighters and the entire community.

Visit HFSC's booth: #2366

HomeFireSprinkler.org/CRR



GREEN BUILDER® BUILDING A BETTER WORLD

Check Out our Faves at PCBC!

Heading to PCBC in San Francisco next week? Look for these top picks by Green Builder Media's editorial team:

Rheem Prestige High Efficiency Tankless Gas Water Heaters

The newly redesigned Rheem® Prestige® High Efficiency Tankless Water Heaters deliver continuous hot water and energy savings to the widest selection of homes, apartments and condos. Easy-install features like longer vent runs (60-150 ft), an easy-hang bracket, and a pre-wired remote control make the switch to tankless simpler than ever.

Visit Rheem's booth: #2333

www.Rheem.com/TanklessInnovation



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.

Home fire sprinklers are a win-win for developers, buyers, firefighters and the entire community.

Visit HFSC's booth: #2366

HomeFireSprinkler.org/CRR



Phyn Plus Smart Water Assistant + Shutoff monitor

Uponor 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%.

Developers and Builders Can Profit From Home Fire Sprinkler Incentives



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 that explain available incentives and how developers, builders, planners and AHJs can work together to create a win-win. These resources include case studies, videos, downloadable presentations, statistics and economic data gathered from several communities.

Find out how a fire sprinkler incentive program can profit your business at HomeFireSprinkler.org/crr

DEVELOPER
SAVES
\$1 MILLION



Home Fire Sprinklers Can Decrease Infrastructure Costs



Even When Sprinklers
Are Not in the Codes

In jurisdictions that do not have codes that require home fire sprinklers in new construction, Authorities Having Jurisdiction (AHJ) can offer builders or developers valuable incentives in exchange for improving life safety by installing fire sprinklers. These incentives provide developers with cost savings and increased profitability.

Learn how developers save infrastructure costs from water department incentives.

INCENTIVES
BENEFIT
DEVELOPERS

HFSC's free resources provide information about trade ups as incentives and how developers, builders, planners and AHJs can work together to create a win-win.

Visit our website today.

COMMON HOMEBUILDER INCENTIVES:

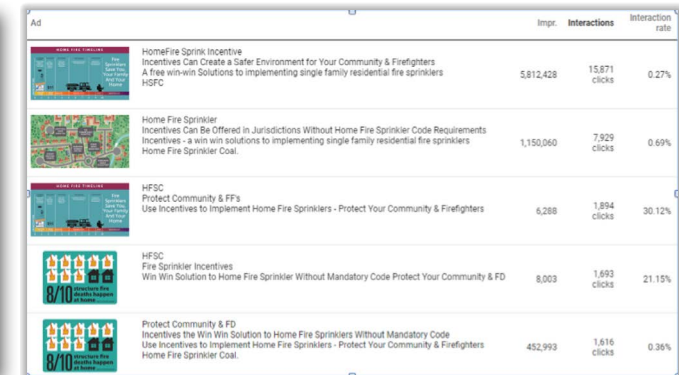
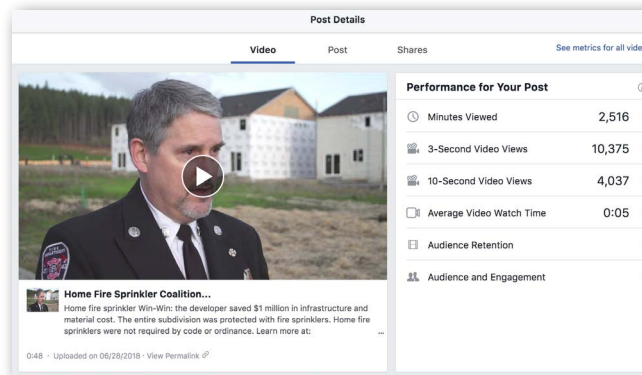
- Street-Width Reduction
- Longer Dead-End Streets
- Tee Turnarounds Permitted
- Increased Street Grades and Building Setbacks
- Additional Units Permitted
- Expansion of Existing Water Supply May Not Be Needed
- Increased Hydrant Spacing
- Subdivision Single Access Point
- Gated Communities
- Reduced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



Media Outreach

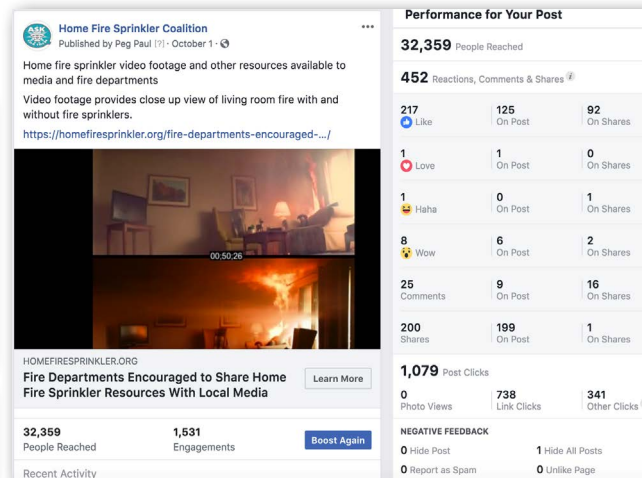
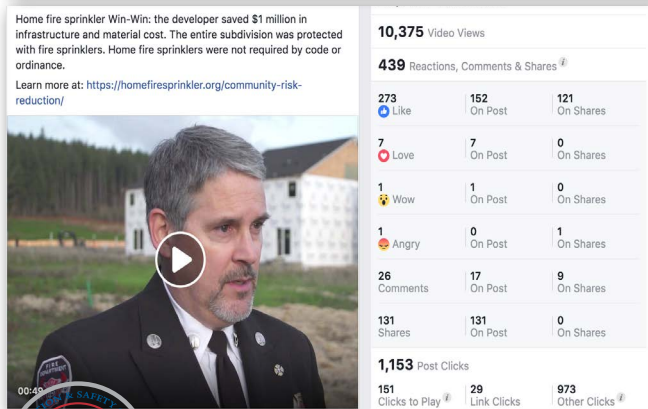
Throughout the grant year, HFSC promoted the developer incentive program, the new educational resources, and media resources including new video footage of a living room fire with and without sprinklers. Media outreach was sent through:

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



Nonprofit HFSC @HFSCorg

Is your jurisdiction in a mini-max state? You can still improve new home developments with fire sprinklers. Here's one W. Bridgewater, MA example:
<https://homefiresprinkler.org/w-bridgewater-fire-sprinkler-incentives/> ...
[#communityriskreduction](https://pic.twitter.com/SxR4mTJbs)
pic.twitter.com/SxR4mTJbs



Top Tweet earned 4,126 impressions

Got questions about @NFPA 13D? Here's a quick take: homefiresprinkler.org/product/nfpa-13d ... pic.twitter.com/WbphcSgue4

NFPA 13D—LIFE SAFETY SYSTEM

