Welcome to the
2019 Annual Conference
Educational Sessions

**National Building Code
Awareness Project
(BCAP)**

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- 1998 – Volunteer committee of emergency managers, insurers, meteorologists, and organizations dedicated to strengthening homes and safeguarding families

- Today – Nonprofit coalition of more than 100 academic, corporate, nonprofit, and government partners

Building codes … basics

- Are created at the national level every three years through a consensus process led by the International Code Council, but they must be *adopted*, adequately *resourced*, and *enforced* by state and local governments
- Set forth the <u>minimum</u> requirements for construction of a legal building (minimum standard vs. ideal standard)
- Establish an essential foundation for resilience and underpin community "bounce back" following disasters

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And they are cost effective ($bn)

Mitigation Category	Cost	Benefit	Benefit/Cost Ratio
Riverine Flood	$0.09	$0.55	6:1
Hurricane Wind	$0.53	$5.55	10:1
Earthquake	$0.58	$6.90	12:1
Total BCR for adopting the 2018 I-Codes	$1.20	$13.00	11:1
Wildland-Urban Interface Fire	$0.80	$3.03	4:1

Source: *National Hazard Mitigation Saves: 2017 Interim Report*, National Institute for Building Sciences

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Building codes … proven performers


2017   2008 (1970)   2001   1972   2000

Rockport, Texas after Hurricane Harvey

Photo courtesy of the 2017 FEMA Hurricane Harvey Mitigation Assessment Team (MAT)

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Building codes … economic impact

- Billion dollar disasters increasing:
  - o 1980 – 2018 annual average is 6.2 events
  - o Annual average for 2014 – 2018 is 12.6 events
- FEMA: Building to higher standards means damage is 77% less likely
- FEMA: Approximately $500 million in annualized losses avoided when modern building codes adopted

U.S. 2018 Billion-Dollar Weather and Climate Disasters
January–September 2018
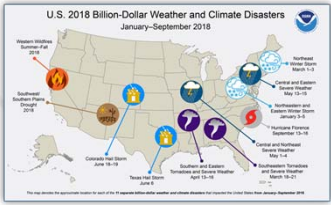
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Yet, there are challenges …

- Codes are frequently undermined by competing interests
- Scenarios can include:
  - – Amendments weaken codes by removing or diminishing key components;
  - – Building code department funding is inadequate for effective enforcement;
  - – Code adoption cycles are too long to be effective; or
  - – Codes are abandoned altogether.
- Those with the most to lose are not part of the decision-making

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Buildings Codes … breadth of the challenge

- Jurisdictions with One or More Hazards (Seismic, Hurricane, Flood, Tornado, Wind)
- Building Codes Adopted *with Disaster-Resistant Provisions* Incorporated for Commercial and Residential Buildings
  - – 7,265 of 23,143* (31%)
  - – Approximately 69% of U.S. communities facing one or more of the above-described hazards is doing so without the benefit of current, relevant structural building codes

*Quarterly Tracking

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BCAP – The Approach

1. Conduct behavior-focused study to support development of public awareness campaign strategies, messaging, and assets
   - Identify communication barriers; identify levels of understanding of building codes; identify motivators to drive appreciation for building codes
   - Benchmark current attitudes and behaviors
2. Create data-driven transparency tool
3. Implement national awareness program

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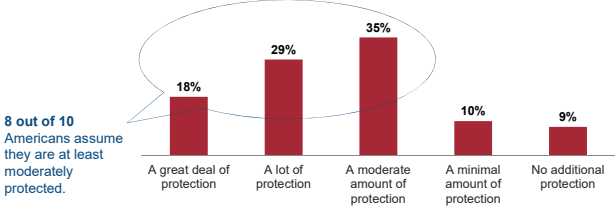## Codes are confusing, easier out of sight, out of mind

- Often confused with other property restrictions like HOA rules and zoning regulations
- No understanding where codes come from, but assume informed by building, safety and engineering experts
- Nearly a quarter of homeowners surveyed freely admit they don't know if their codes are up-to-date (22%)
  - Among those living in states with 2015 BCEGS scores 5 and above...
    - 70% think their codes are up-to-date
    - 47% think their code provides a great deal or a lot of protection

September 2017 Focus Groups
March 2018 Survey

## No real reason to worry: We're protected already.

Assumed Protection from Building Codes

8 out of 10 Americans assume they are at least moderately protected.

A great deal of protection	A lot of protection	A moderate amount of protection	A minimal amount of protection	No additional protection
18%	29%	35%	10%	9%

March 2018 Survey

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What truly frightens Americans: No code at all

Concern If Had No Building Code
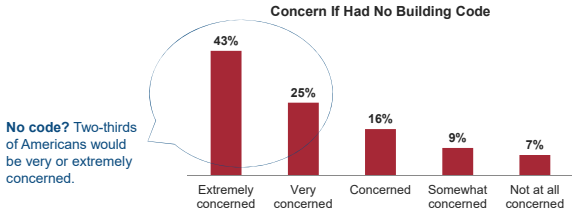
No code? Two-thirds of Americans would be very or extremely concerned.

Extremely concerned	Very concerned	Concerned	Somewhat concerned	Not at all concerned
43%	25%	16%	9%	7%

March 2018 Survey

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Maximum Differential Testing
(Message Strength/Impact Above or Below 100)

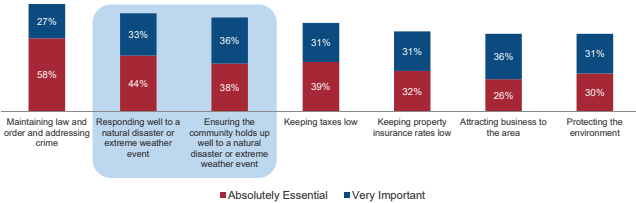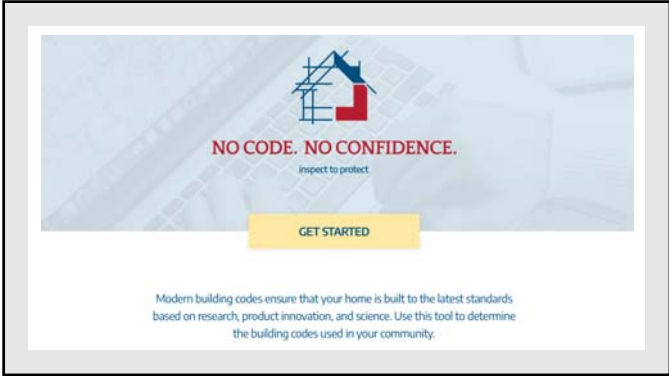| Statement	Value
Has no building codes at all.	226.76
Has codes that allow renovators and builders to perform shoddy work.	181.29
Has a building code that is not enforced.	140.72
Has codes that allow for construction that looks fine, but leads to problems later.	133.44
Does not use codes with the latest engineering for safety and durability.	125.86
Does not use codes that make every home as safe as possible in a fire.	116.05
Allows construction that could lead to flooding after extreme weather.	104.07
Has one of the weakest building codes in your state.	101.60

March 2018 Survey

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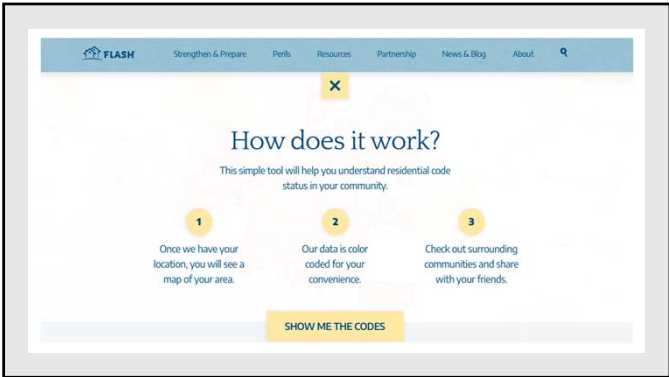### Officials' response to and prep for disaster more important than taxes, business & environment

Importance to an Elected Official's Job

	Maintaining law and order and addressing crime	Responding well to a natural disaster or extreme weather event	Ensuring the community holds up well to a natural disaster or extreme weather event	Keeping taxes low	Keeping property insurance rates low	Attracting business to the area	Protecting the environment
Very Important	27%	33%	36%	31%	31%	36%	31%
Absolutely Essential	58%	44%	38%	39%	32%	26%	30%

■ Absolutely Essential ■ Very Important

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Data considerations and opportunities …

- First phase of campaign solely focused on residential codes (IRC) and adoption (vs. enforcement)
- Dataset limitations
- Feedback loop to capture leads/verify/update information (crowdsourcing)
- Ongoing analysis and updates
  - Expand dataset
  - Introduce transparency
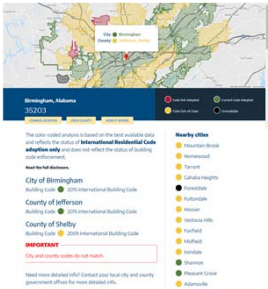
Getting the word out …

- Multiyear implementation
- 2019 *Building Safety Month* – tandem theme
- Outreach via creative assets:
  - Partner engagement (briefings)
  - Traditional/social media advertising and promotion
  - Ongoing news generation and general promotion
  - Partnerships w/ broadcast community
    - *The Weather Channel* (Dr. Rick Knabb & Alex Wilson of *Weather Underground*)
    - On-camera meteorologists

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Partner Toolkit

Toolkit Contents

- Shareable images
- Shareable 8" videos / gifs
- Shareable 15" videos
- Shareable 30" videos
- Longer form videos
- Shareable statistic graphic
- Partner web badge

Shareable Statistic Graphic

2 OUT OF 3 — Two out of three places prone to severe weather **don't have** the **building codes they need.**

Check if your town is code confident
InspectToProtect.org

This is a statistic graphic created to share on social media platforms (Facebook, Twitter, Instagram, reddit). Feel free to post your own supporting message or use this as an example: "See if your local building codes are protecting you at InspectToProtect.org" and don't forget to use #CodeConfident #NoCodeNoConfidence

Shareable Images

These static images are perfect for sharing on any social media platform (Facebook, twitter, Instagram, reddit). Feel free to post your own supporting message or use this as an example "See if your local building codes are protecting you at InspectToProtect.org" and don't forget to use #CodeConfident #NoCodeNoConfidence

#CodeConfident   #NoCodeNoConfidence

Shareable 8" Videos / GIFs

These short videos are optimized for sharing on social media platforms (Facebook, twitter, Instagram, reddit). We recommend posting using the MP4 file format. They have captions and will auto-play on your feed. Feel free to post your own supporting message or use this as an example: "See if your local building codes are protecting you at InspectToProtect.org" and don't forget to use #CodeConfident, #NoCodeNoConfidence

#CodeConfident   #NoCodeNoConfidence

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Shareable 30" Video

Title: Four way Stop

This short video is optimized for sharing on social media platforms (Facebook, twitter, Instagram, reddit). Feel free to post your own supporting message or use this as an example "See if your local building codes are protecting you at InspectToProtect.org" and don't forget to use #CodeConfident #NoCodeNoConfident

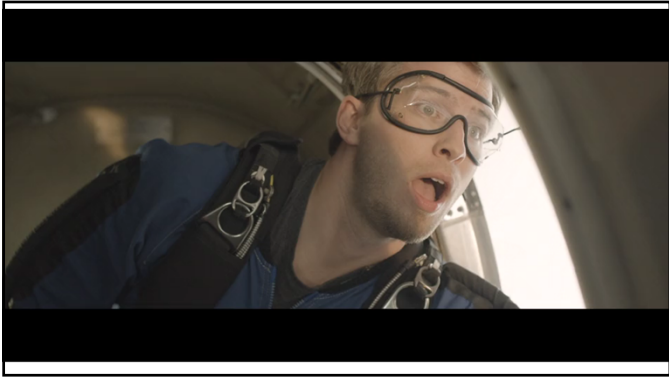NO CODE. NO CONFIDENCE.

Longer Form Videos

Title: Parachute | Length: 45"

Title: Two Towns | Length: 1' 15"

These short video are optimized for sharing on social media platforms (Facebook, twitter, Instagram, reddit). Feel free to post your own supporting message or use this as an example "See if your local building codes are protecting you at InspectToProtect.org" and don't forget to use #CodeConfident #NoCodeNoConfident

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Partner Badge

Be Code Confident
InspectToProtect.org

Some of the places most susceptible to severe weather lack the building codes they need. See if your area is one of them at InspectToProtect.org.

This badge can be used by partners to drive traffic to InspectToProtect.org. It can be placed as a clickable image on any website, as well as printed materials or even produced as stickers. Overall, it's a flexible way to show you're on board and continue spreading awareness.

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The "Transparency" Solution

- Expanded Outreach
  - o Develop additional video and radio PSA's
  - o Secure funding for a media-buy targeting disaster-prone communities that lack minimum, model codes
  - o Develop an interactive DIY tool to determine eligible retrofitting techniques based on the building code year
- Message impact will be measured post-launch in select locations
- Partner toolkits available for download on www.InspectToProtect.org
  - o To date, more than 65 organizations have downloaded the assets for promotion
- End result = establish social value for building codes and standards

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Thank You For Attending

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