National Building Code Awareness Project (BCAP)

- 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 minimum 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

And they are cost effective ($bn)

<table>
<thead>
<tr>
<th>Mitigation Category</th>
<th>Cost</th>
<th>Benefit</th>
<th>Benefits/Cost Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverine Flood</td>
<td>$0.09</td>
<td>$0.55</td>
<td>6:1</td>
</tr>
<tr>
<td>Hurricane Wind</td>
<td>$0.53</td>
<td>$5.55</td>
<td>10:1</td>
</tr>
<tr>
<td>Earthquake</td>
<td>$0.38</td>
<td>$6.10</td>
<td>12:1</td>
</tr>
<tr>
<td>Total BCR for adopting the 2018 I-Codes</td>
<td>$1.20</td>
<td>$13.00</td>
<td>11:1</td>
</tr>
<tr>
<td>Wildland-Urban Interface Fire</td>
<td>$0.80</td>
<td>$3.03</td>
<td>4:1</td>
</tr>
</tbody>
</table>

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

Building codes ... proven performers

Rockport, Texas after Hurricane Harvey

Photo courtesy of the 2017 FEMA Hurricane Harvey Mitigation Assessment Team (HAT)
Building codes … economic impact

- Billion dollar disasters increasing:
  - 1980 – 2018 annual average is 6.2 events
  - 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

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

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 60% of U.S. communities facing one or more of the above-described hazards are relying on benefit of current, relevant structural building codes

*Quarterly Tracking
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

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

No real reason to worry: We’re protected already.

- 8 out of 10 Americans assume they are at least moderately protected.
- 18% assume a great deal of protection, 29% a lot of protection, 25% a moderate amount of protection, 10% a minimal amount of protection, 9% no additional protection
What truly frightens Americans: No code at all

No code? Two-thirds of Americans would be very or extremely concerned.

Concern If Had No Building Code

- Extremely concerned: 43%
- Very concerned: 29%
- Concerned: 16%
- Somewhat concerned: 9%
- Not at all concerned: 7%

March 2018 Survey

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

- Has no building codes at all: 226.76
- Has codes that allow renovators and builders to perform shoddy work: 140.72
- Has a building code that is not enforced: 181.29
- 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

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

Importance to an Elected Official’s Job

- Absolutely Essential
- Very Important

- Maintaining law and order and addressing crime: 18%
- Responding well to a natural disaster or extreme weather event: 35%
- Ensuring the community holds up well to a natural disaster or extreme weather event: 35%
- Keeping taxes low: 32%
- Keeping property insurance rates low: 31%
- Attracting business to the area: 31%
- Protecting the environment: 30%
2019 ICC Annual Conference
Educational Sessions Handout

NO CODE. NO CONFIDENCE.

Modern building codes ensure that your home is built to the latest standards based on research, proven innovation, and science. Use this tool to determine the building codes used in your community.

How does it work?
This simple tool will help you understand residential code data in your community.
1. Once we have your location, you will see a map of your area.
2. Our data is color-coded to make it easier for you to see the codes for your community.
3. Check out surrounding communities and share codes with your friends.

Birmingham, Alabama
35203

Change Location
View Details
Find it Works

Code not Adopted
Current Code Adopted
Code Out of Date
Intracode

City
Birmingham County
Jefferson, Shelby
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)
  - Or course meteorologists

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

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
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

Shareable 30" Video

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.

#CodeConfident
Longer Form Videos

- Title: Parachute | Length: 45"
- Title: Two Towns | Length: 1' 15"

These short videos 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

Partner Badge

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.
The "Transparency" Solution

- Expanded Outreach
  - Develop additional video and radio PSA's
  - Secure funding for a media-buy targeting disaster-prone communities that lack minimum, model codes
  - 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
  - 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