



**Vision 20/20**

*National Strategies for Fire Loss Prevention*



## Model Performance in Community Risk Reduction

**SYMPOSIUM 2020**

# A Replicable Model for Increasing Voluntary Home Fire Sprinkler Installation

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# FORMATIVE EVALUATION

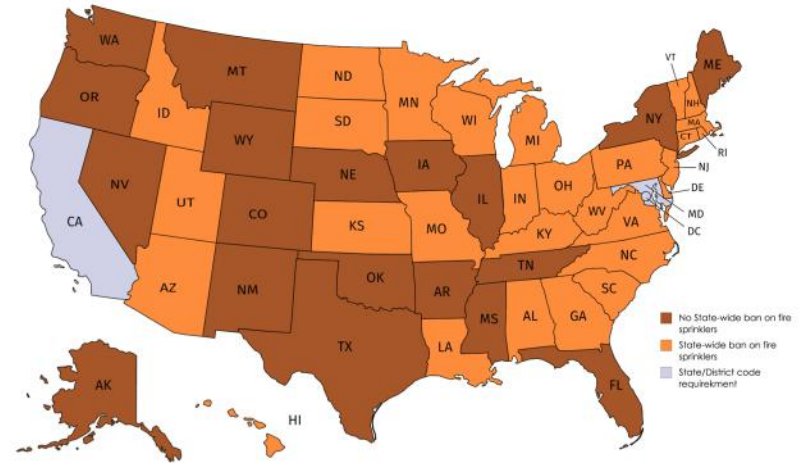
# 2003: Camas was a fast-growing community

- Housing and population growth
- Increasing demands on fire department
- Home fire sprinkler requirement failed with strong opposition from builders in 2003



# New-Construction Home Fire Sprinkler Codes

- CA, MD and DC adopted state- and district-wide code requirement
- 25+ states cannot adopt codes due to anti-sprinkler code efforts

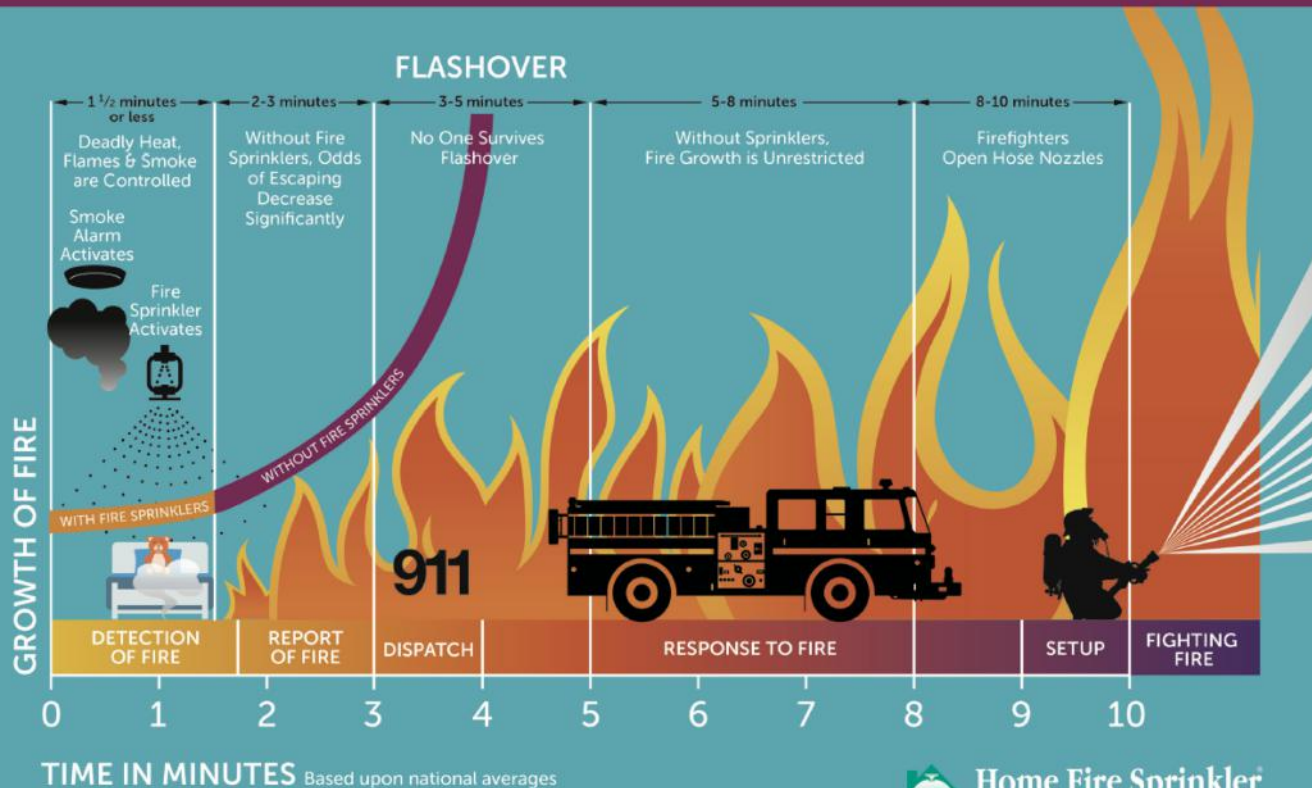


Created with mapchart.net

# Home fires can become deadly in less than two minutes

- 2/3 of all new homes are built with lightweight construction material.
- Unprotected lightweight building materials, flooring and synthetic furnishings make home fires faster.
- Response, suppression activities and exposure to toxic smoke put responders at risk of injury, death and disease.

# HOME FIRE TIMELINE



TIME IN MINUTES Based upon national averages



Home Fire Sprinkler

COALITION

Protect What You Value Most

HomeFireSprinkler.org



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# Use home fire sprinklers to reduce the risk of fire to citizens and firefighters

- Participate in discussions at pre-application phase.
- Educate stakeholders about fire risks and home fire sprinklers to protect civilians and responders.
- Offer incentives to developers.
- Educate the general public.
- Advocate for adoption of a local fire sprinkler ordinance to institutionalize these gains.



# PROCESS EVALUATION



# Meetings with key stakeholders

- Builder Association Leaders
- Developers
- City Officials
- Real Estate Professionals
- Planners



# Home fire sprinkler incentives

- Infrastructure Flexibility
- Waived Fees
- Single access point
- Additional Units/Higher density
- Street width reduction
- Longer dead-end streets
- Increased hydrant spacing
- Privacy gates/gated community



# How incentives were used in Camas

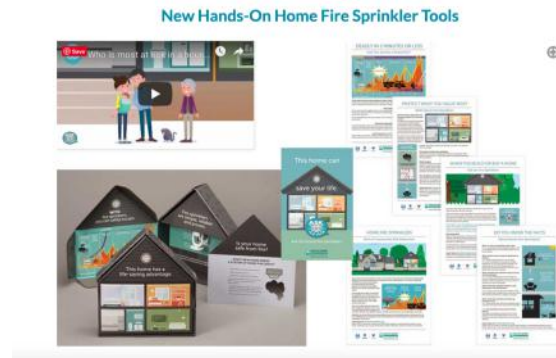
Sprinklers in 60-home development allowed single entrance:

- Developer saved \$1 million in infrastructure and materials costs; and
- Gained additional lots.
- Win-Win for Camas, future homeowners, developer and firefighters.



# Community Education

- Safety fairs
- Side-by-side demonstrations
- Newspaper campaigns
- Parade of Homes
- Utilized free HFSC resources



# Our Journey From Negativity to Acceptance

- The orchestrated (national and local) anti-code activity contributed to initial developer negativity.
- Over time, developers appreciated the benefits that fire sprinkler installation afforded.
- Measurable changes:
  - Willingness to meet with AHJ
  - Understanding/acceptance of incentive offers
  - Recognition of added marketing value of a home protected by fire sprinklers.



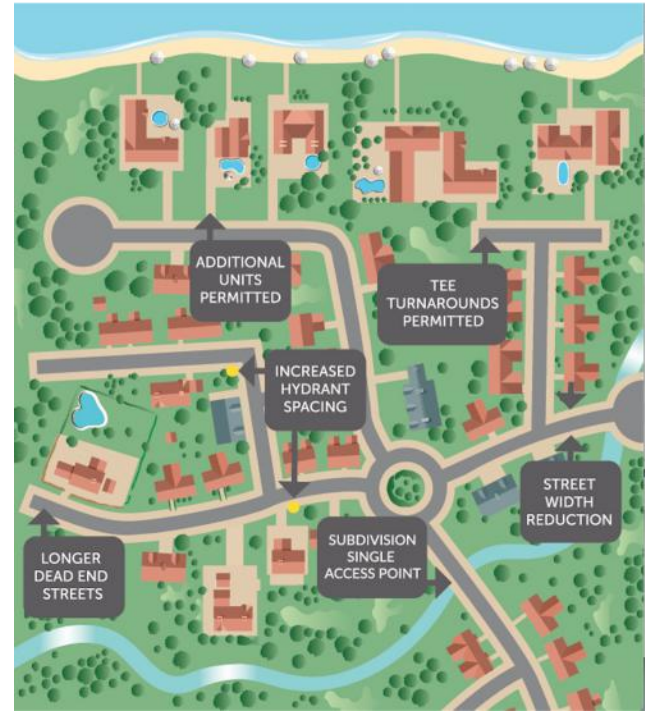
# IMPACT EVALUATION

# 98% of All New Homes Protected

- Since 1998, Camas has had 2,500 sprinklered homes
  - Average cost 1.40/sprinklered sq. ft.
  - Flow-through system eliminated a back-flow valve

# New-Construction Home Fire Sprinkler Codes

- Local developer trade ups as incentives solved the problem in Camas.
- They can in your jurisdiction too.
- 2008: Neighboring Washougal adopted a home fire sprinkler ordinance.







# OUTCOME EVALUATION

# Successful Activations

- Four documented successful activations
- May have resulted in civilian or fire service casualties without sprinklers:
  - two cooking fires where occupants failed to evacuate before recognizing the sprinkler had activated
  - one electrical fire
  - one spray finish explosion fire

# Successful Activations



# Successful Code Enactment



2016: Home fire sprinkler requirement passes

“You did a great job of proving me wrong.”

Camas Mayor, who had voted against the 2003 bill

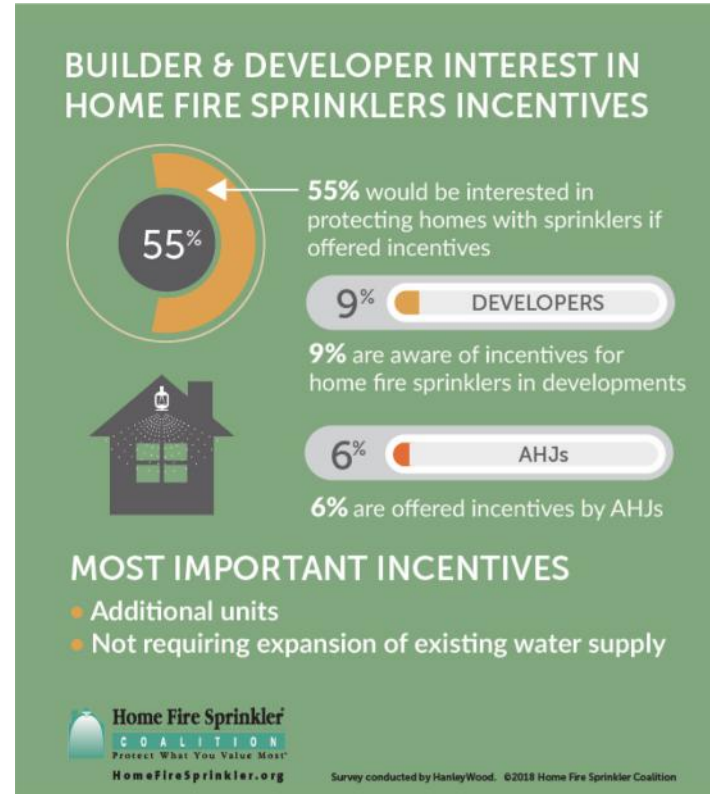
Source: The Columbian



# RECOMMENDATIONS

# You Can Do It Too

- One million new homes are built each year.
- Most with lightweight construction.
- Increased use of synthetics.
- Developers want to know about incentives.



# HFSC Free Resources

HomeFireSprinkler.org/crr



## Community Risk Reduction with Home Fire Sprinklers



UNDERSTANDING HOME  
FIRE SPRINKLERS: NFPA 13D

MORE INFORMATION



WHAT ARE HOME FIRE  
SPRINKLER INCENTIVES?

MORE INFORMATION



HOW INCENTIVES BENEFIT  
DEVELOPERS AND COMMUNITIES

MORE INFORMATION



HOME FIRE SPRINKLERS AND  
COMMUNITY RISK REDUCTION

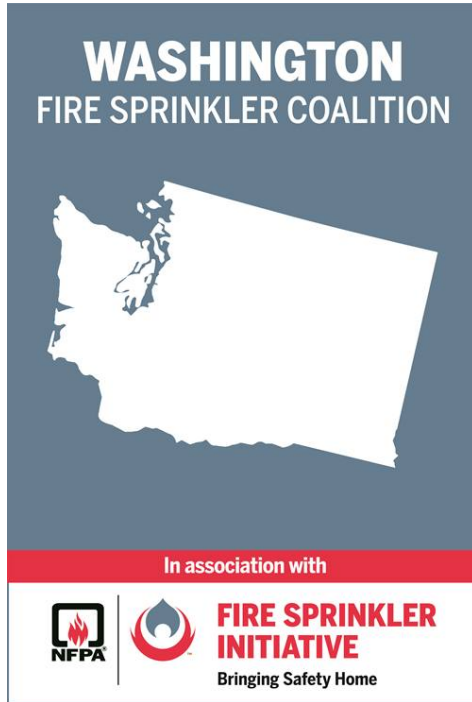


YOUR NEW  
HOUSING FORECAST



WHO ARE YOUR  
STAKEHOLDERS?

# Contact Information



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