

BUILDING THE FUTURE OF RESILIENCE

We are not powerless.



**Roy Wright
President & Chief Executive Officer**

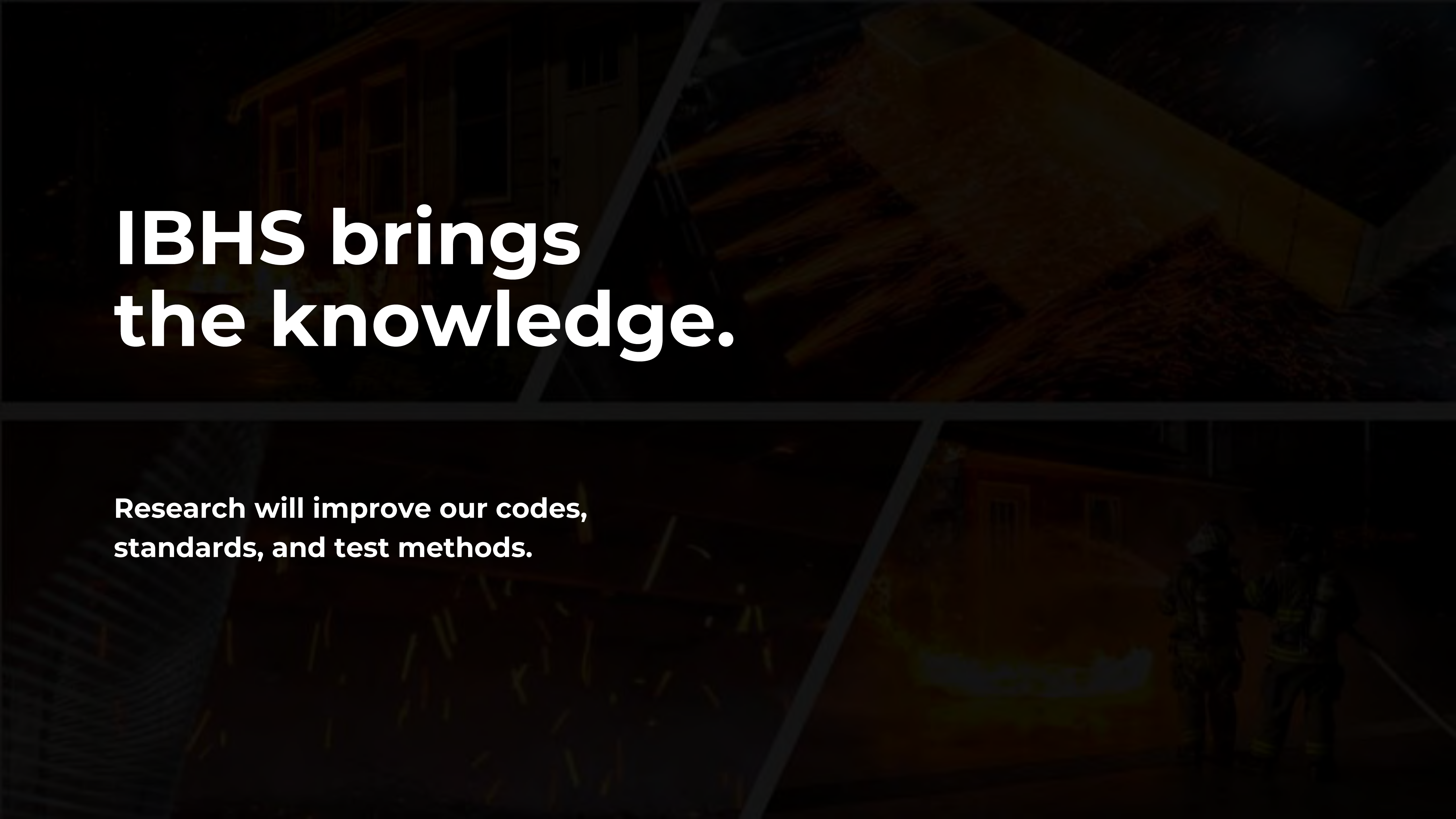
**Insurance Institute for
Business & Home Safety**

Start with **Pioneering
Building Science
Research**

Pathway to
Resilience

Advance **Consumer and
Public Policy Action** to
prevent avoidable loss

Make the case by
articulating the **Proof
Points for Resilience**



IBHS brings the knowledge.

**Research will improve our codes,
standards, and test methods.**

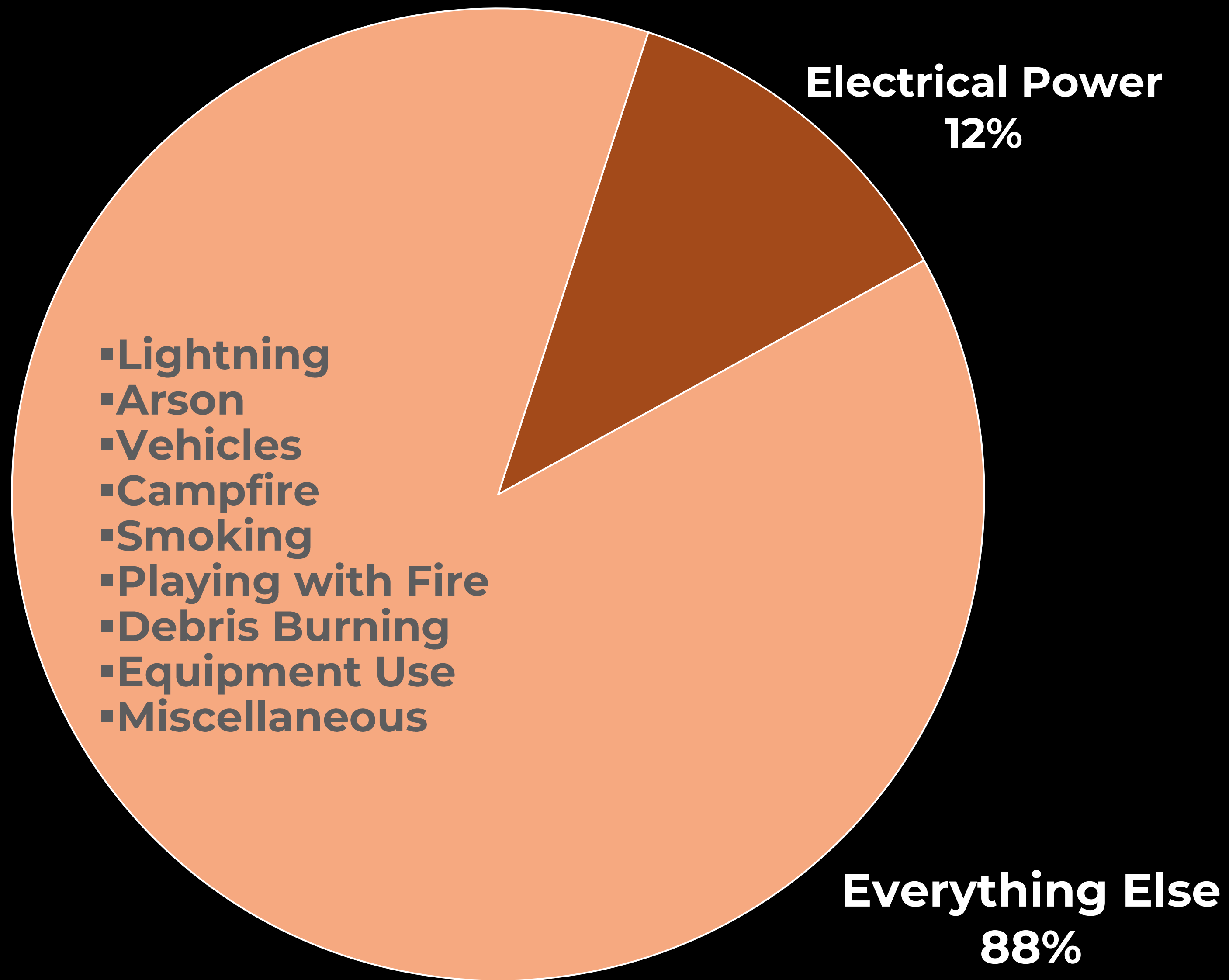
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FIELD




IBHS





Data: 2014-2018 CAL FIRE fires by causes (known).

An aerial photograph of a wildfire. Thick, billowing white and grey smoke rises from the fire, partially obscuring the landscape. Below the smoke, bright orange and red flames are visible, consuming dry vegetation. The terrain appears to be a mix of dark, charred earth and lighter, unburned areas. The overall scene is dramatic and intense, capturing the scale of the fire.

“Coupled with changes in patterns of precipitation that are also expected to occur as the climate warms, it may mean that California’s wildfire season will shift from fall into winter, with longer and more intense fires later in the year.”

The New York Times

Source: <https://www.nytimes.com/2019/10/28/climate/santa-ana-winds.html>

It's a system.

Requires homeowners,
communities, community
planners to work together.



We are seeing communities repeat mistakes.

Rebuilding back without revision.



Risk and motivation aren't lining up.

**Californians are aware of their risk
and aren't doing enough to
combat the growing risk.**





Colorado Homeowner

Doesn't know where to find information on wildfire.

“Wildfire risk where we live is very low – we are only 20 minutes to the mountains and have wildfires yearly.”

RISK PERCEPTION



LOW

NEIGHBORHOOD



MODERATE

REGION





California Homeowner

Looks to local fire departments or news stations for information.

“Other than my yard, I don't feel educated enough to prepare my home from wildfire.”

RISK PERCEPTION

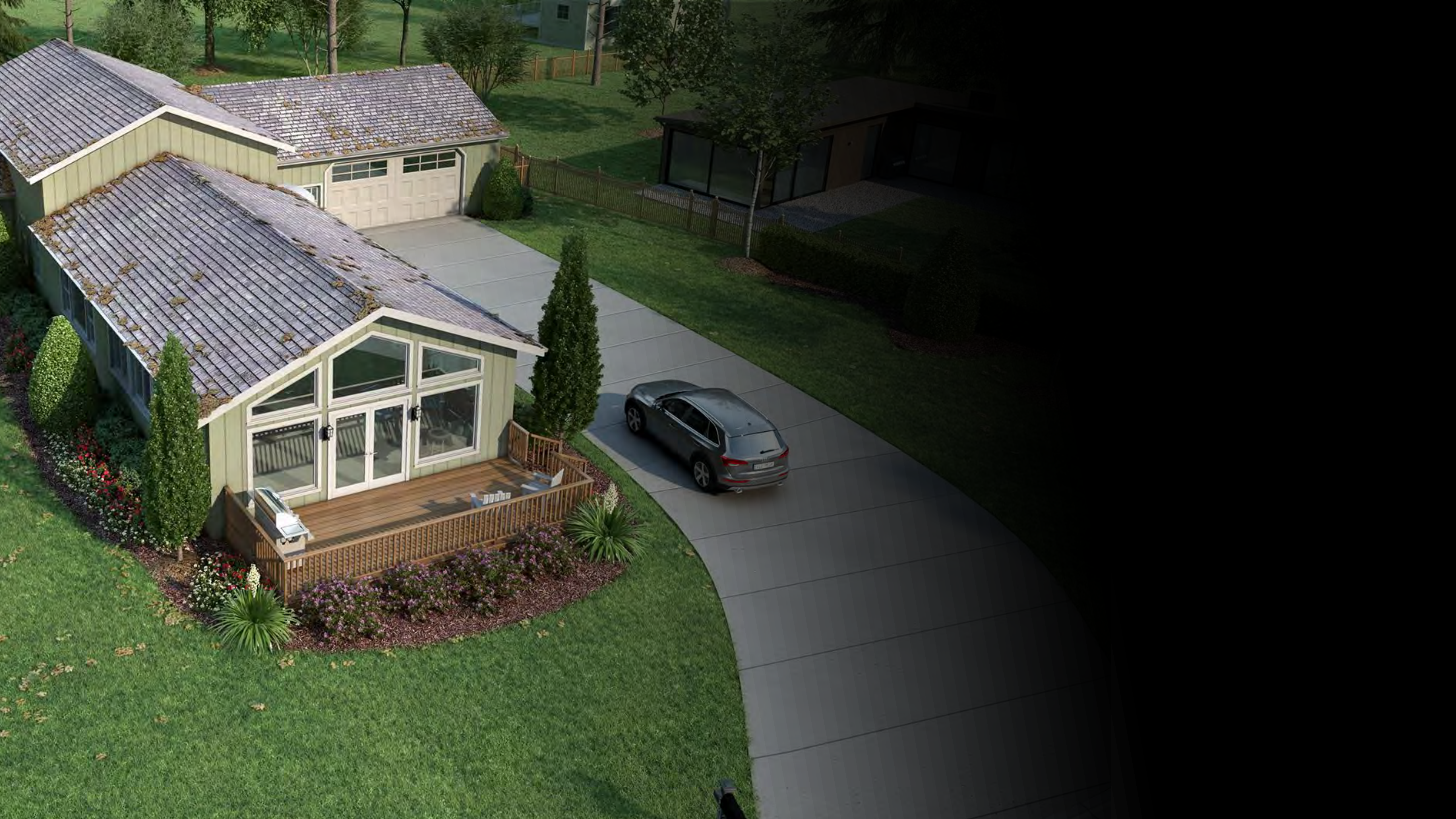


NEIGHBORHOOD



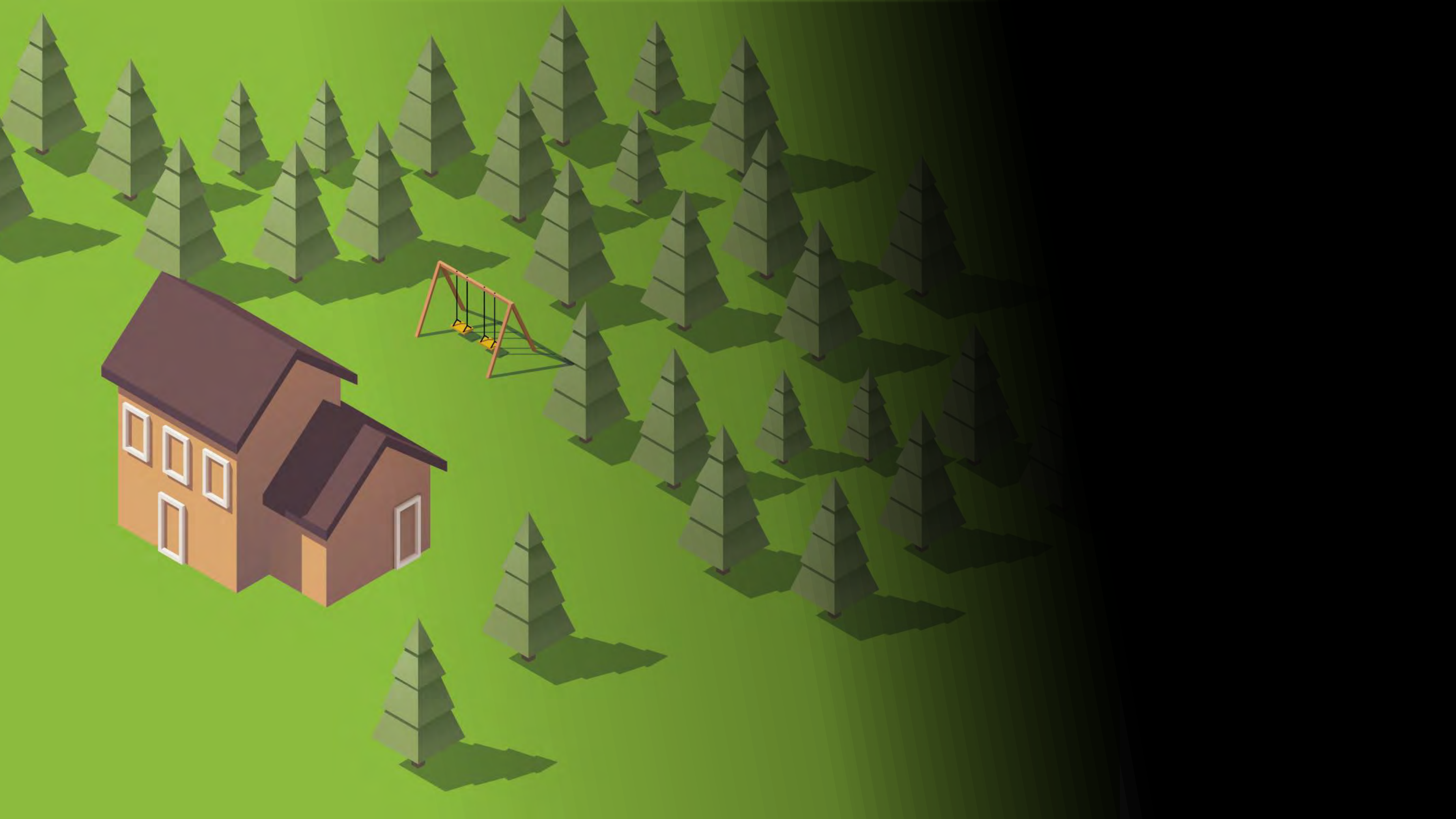
REGION





Why Suburban Wildfire Adaptation Roadmaps?











START HERE

Critical components that must be addressed before the risk curve can begin to be bent down. These are focused on the roof, vents, decks, and the 0-5 foot home ignition zone.



KEEP GOING

DIY steps to help keep your yard clear of debris. Tackle vulnerable fencing and keep trees trimmed.

LEVEL UP

Larger projects to address other vulnerabilities around a home, such as walls, outbuildings, and eaves.



LAST MILE

Replace windows, build a fire-resistant deck, and ensure the home ignition zone accounts for building shape details.



Start with the non-starters.

No wood shake or other combustible materials and basic property maintenance.



Move it.

Combustible items attached or near the structure need to be moved a safe distance from the structure or eliminated. Includes vegetation, decks, and fences.





Modify it.

Modifications to roof materials can significantly reduce the chance of embers entering the attic and starting a fire from within.



Coffey Park, Santa Rosa, California

2019

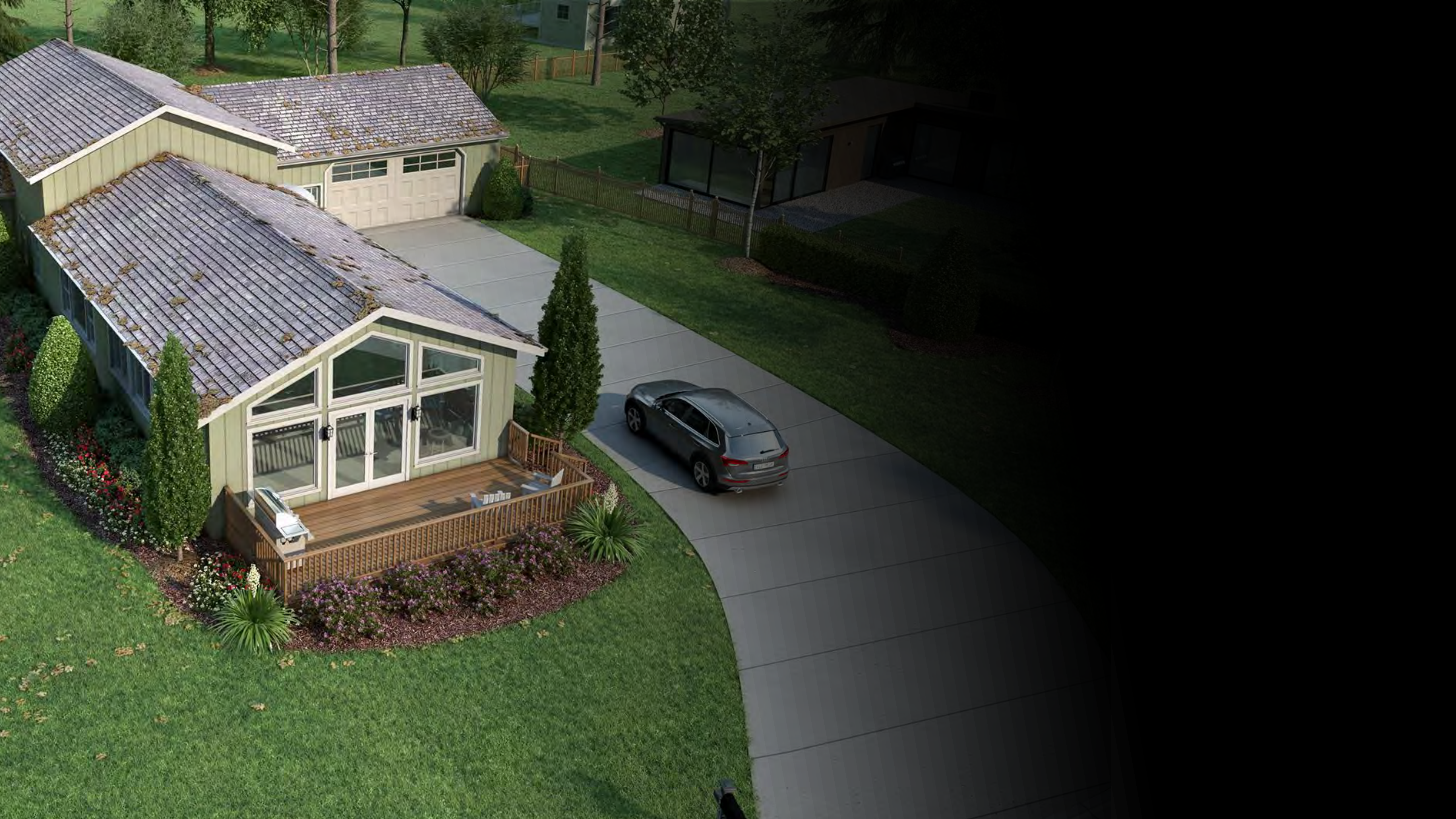
Redesign it.

Some components must be considered before construction. Considering wall and roof shape during the design stage can reduce vulnerabilities.

It's a system.

Requires homeowners,
communities, community
planners to work together.





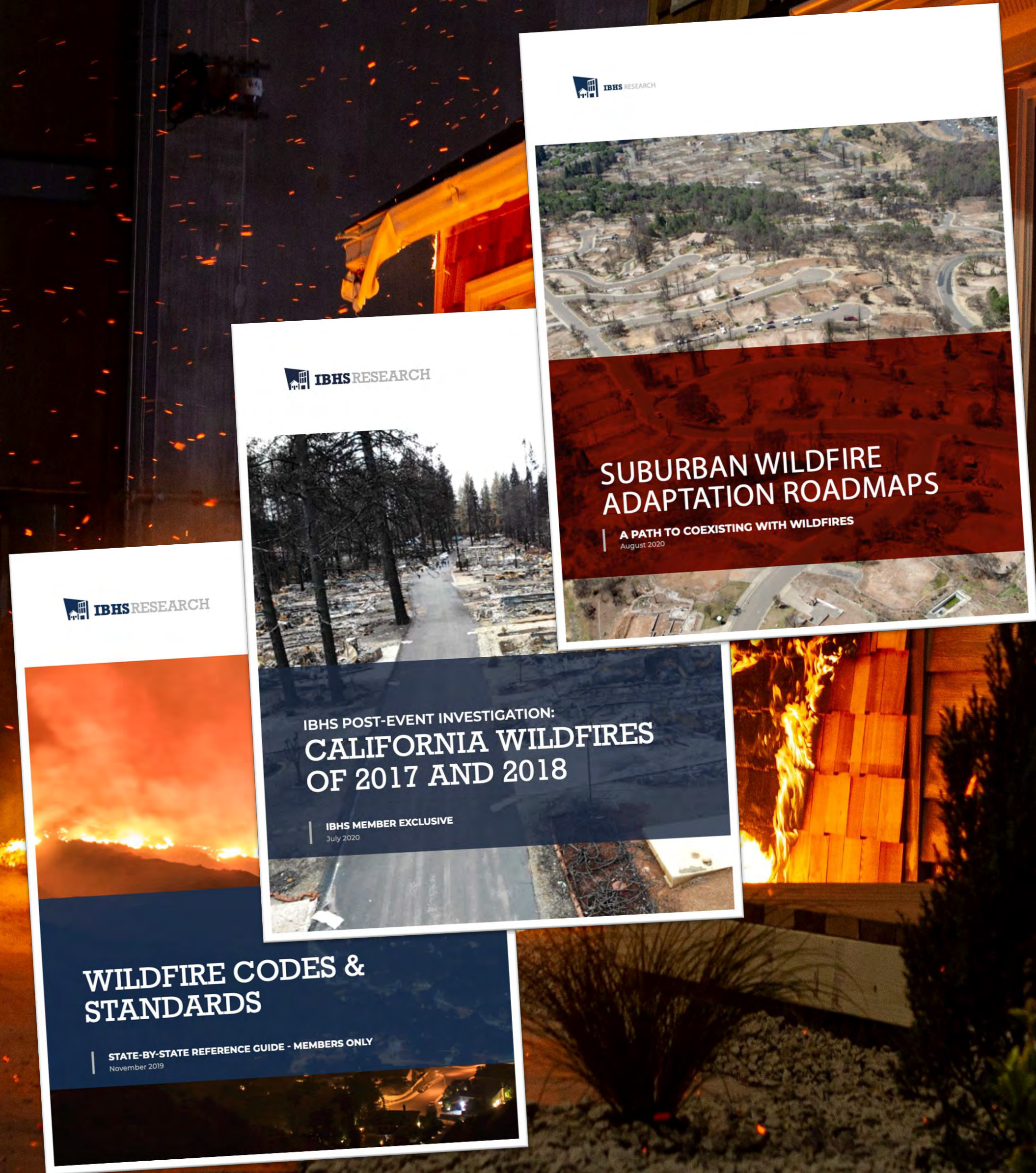


WILDFIRE-READY.COM

START HERE

- Fire-rated roof covering
- 0-5' home ignition zone
- Clear under deck
- Replace or cover vents





IBHS RESEARCH



SUBURBAN WILDFIRE ADAPTATION ROADMAPS

A PATH TO COEXISTING WITH WILDFIRES
August 2020

IBHS RESEARCH



IBHS POST-EVENT INVESTIGATION: CALIFORNIA WILDFIRES OF 2017 AND 2018

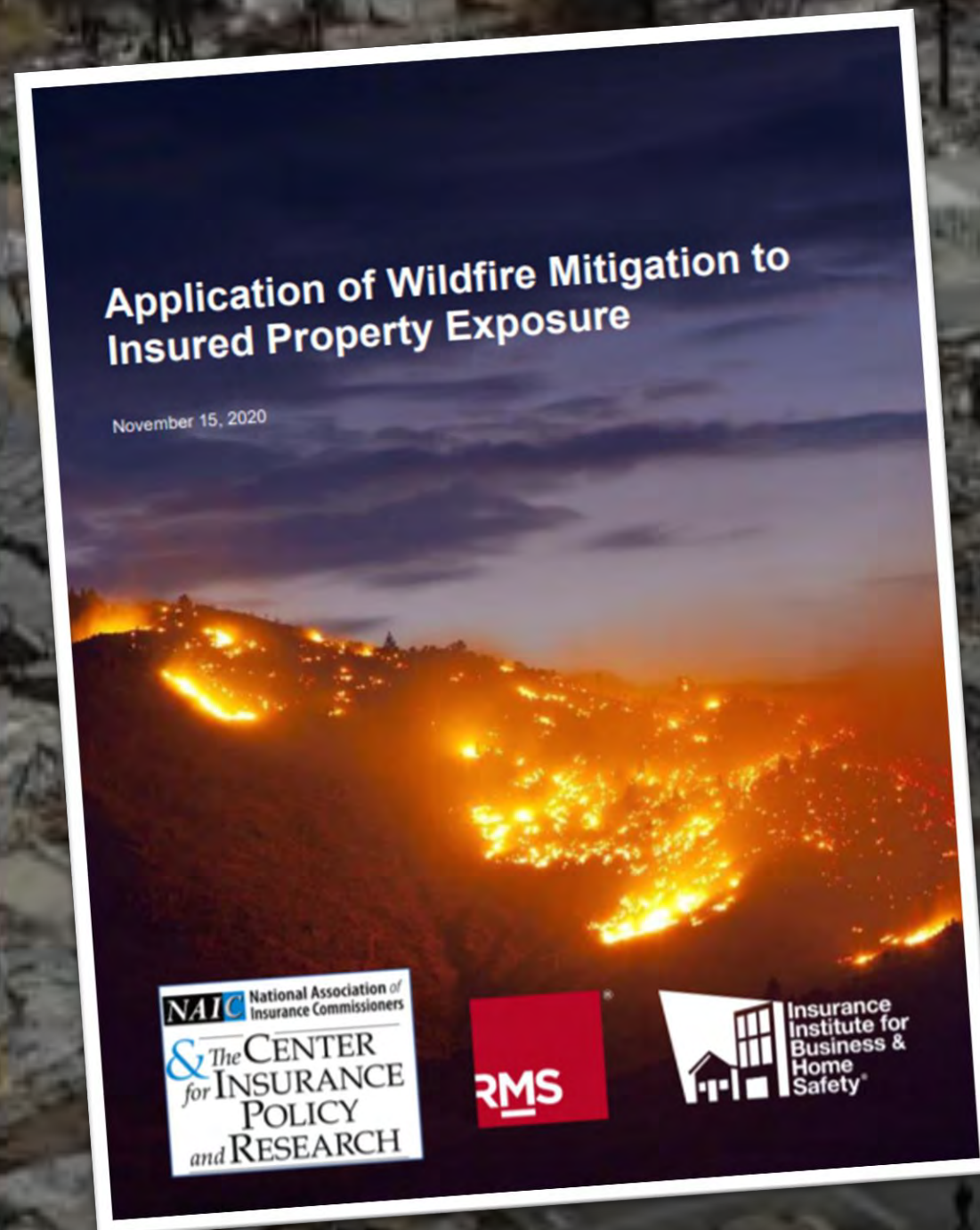
IBHS MEMBER EXCLUSIVE
July 2020

IBHS RESEARCH



WILDFIRE CODES & STANDARDS

STATE-BY-STATE REFERENCE GUIDE - MEMBERS ONLY
November 2019



- ✓ **Structural modifications: up to 40% reduction**
- ✓ **Structural + vegetation modifications: up to 75% reduction**



✓ Reducing vegetation in the 0-5 ft zone nearly doubles a property's wildfire survival rate

An aerial photograph of a coastal region, showing a large body of water on the left and a river delta or estuary system on the right. The land is covered in dense vegetation, and the water is a deep blue-grey color. The text "Adapting to Climate" is overlaid in white on the left side of the image.

Adapting to Climate

The New York Times

A Climate Reckoning in Fire-Stricken California

If climate change was a somewhat abstract notion a decade ago, today it is all too real for Californians fleeing wildfires and smothered in a blanket of smoke, the worst year of fires on record.

BREAKING NEWS Live updates: 37 Oregon wildfires have burned about 1 million acres [Read More »](#)

WILDFIRE

Oregon wildfires: About 1 million acres burned, more than 1,000 homes destroyed

— Here's a breakdown on some of the wildfires burning in Oregon, including acreage, containment and evacuation maps.

CNN

US

• LIVE TV 

California's wildfires show how climate change is making forced evacuations and power shut-offs the norm

By [Christina Walker](#), CNN

🕒 Updated 3:55 AM ET, Wed September 9, 2020



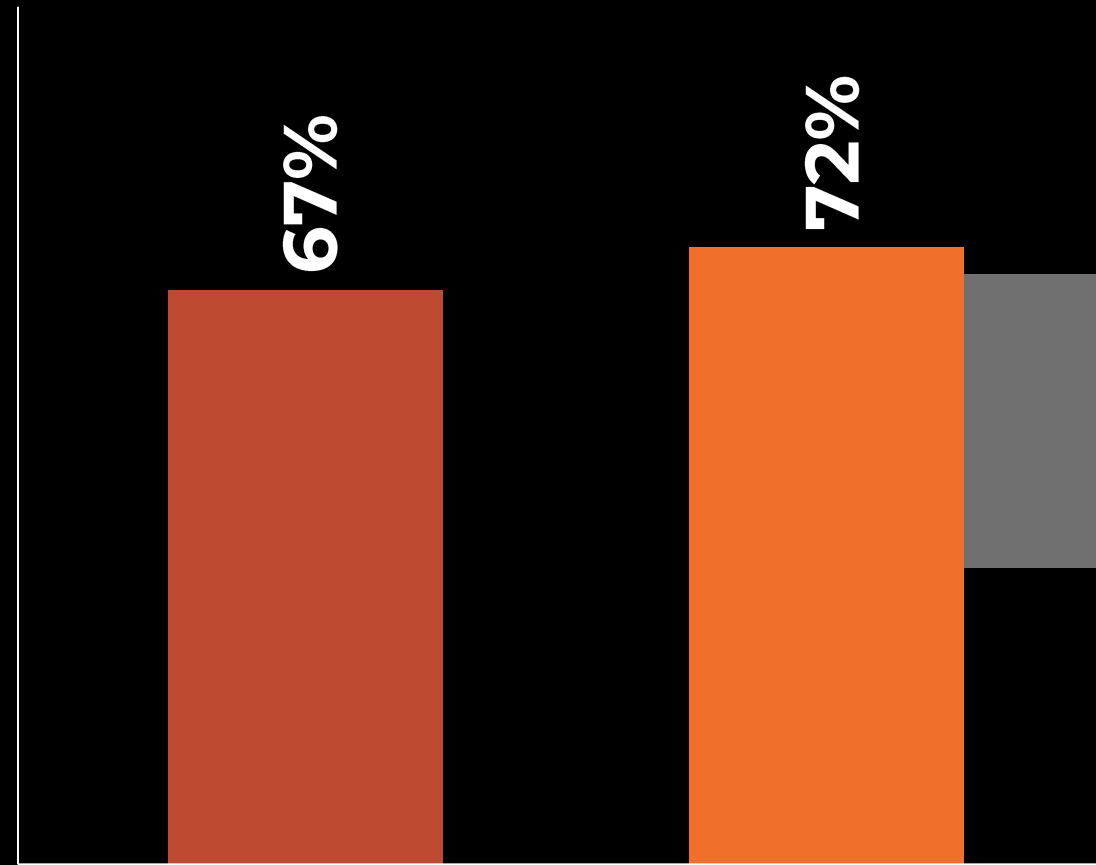
CBS NEWS

Western wildfires turn more deadly, spur mass evacuations

'Evacuate now:' Wildfires grow in Oregon as 500,000 flee

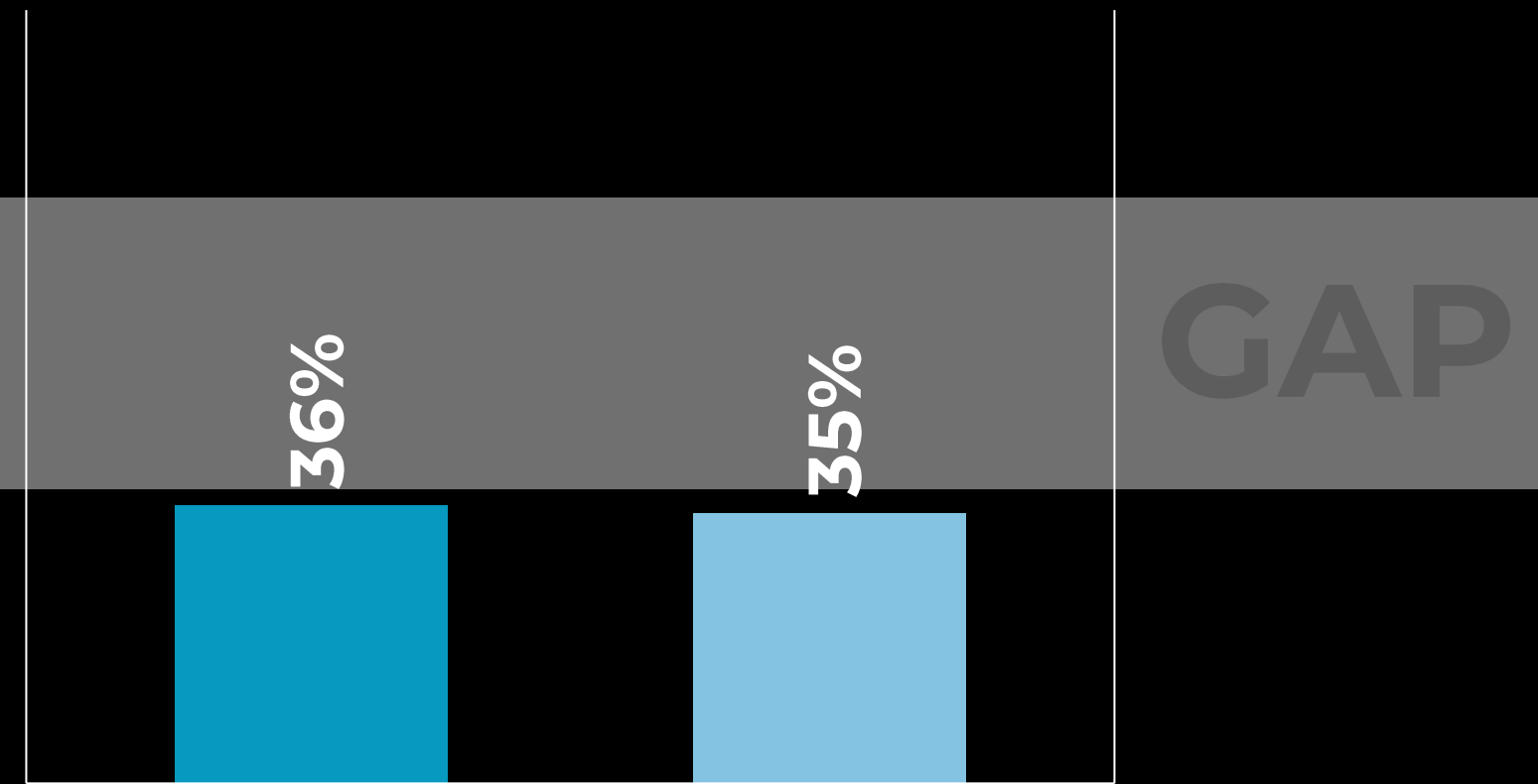
IS IT HAPPENING?

■ 2019 ■ 2020



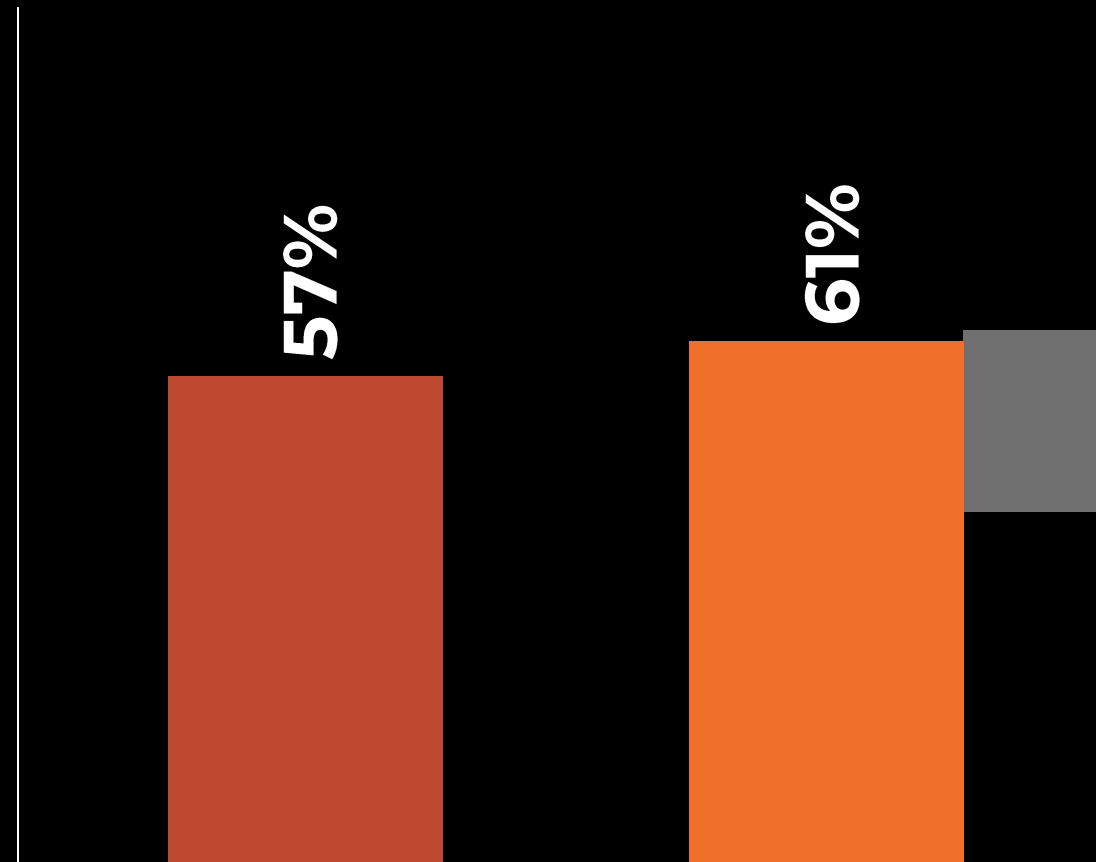
DO THEY EVER DISCUSS IT?

■ 2019 ■ 2020



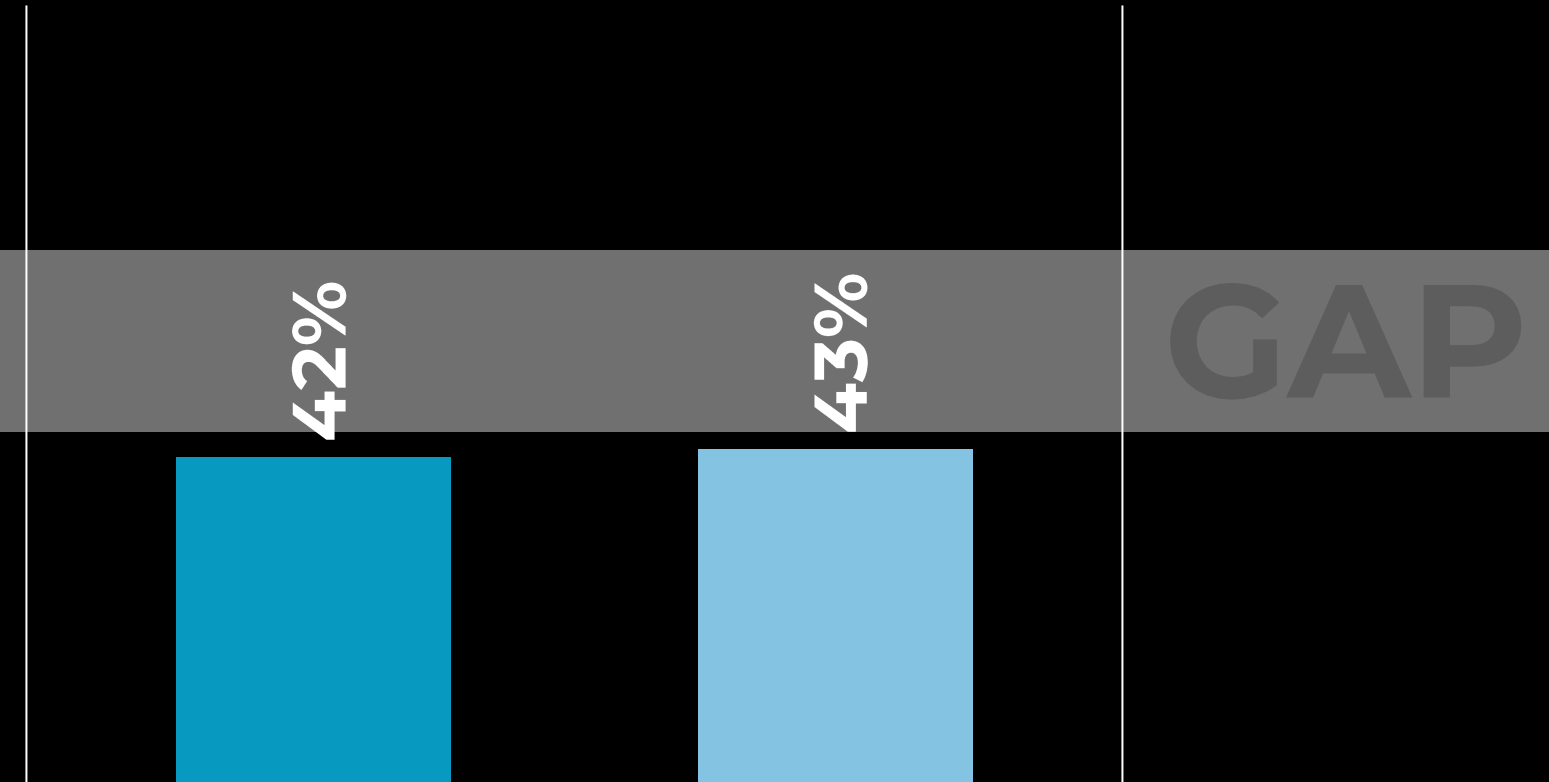
IS IT HARMFUL?

■ 2019 ■ 2020



WILL IT BE HARMFUL PERSONALLY?

■ 2019 ■ 2020



 RoysterWright
 DisasterSafety

