

Strategic Plan Update

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CRRC Executive Director

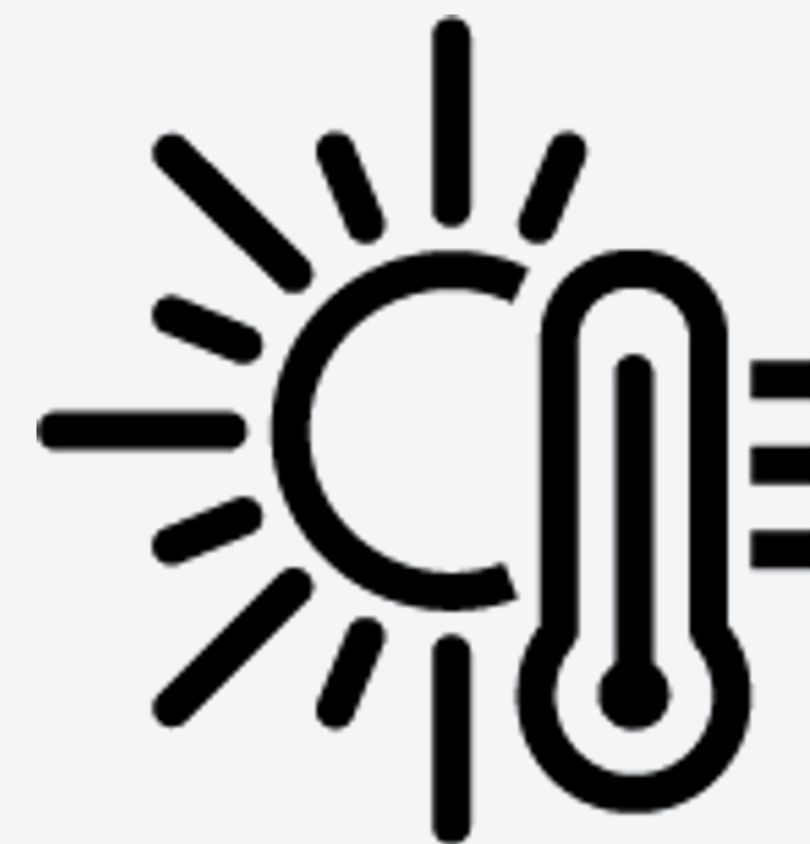


Background

- CRRC Strategic Plan historically updated every five years
 - 2009, 2014, and 2019
- For 2023, worked with professional strategic planning facilitator Jim Meffert (Tecker International)
- Conducted a holistic strategic planning process:
 - Stakeholder interviews of CRRC Members and Program end-users
 - Pre-meeting questions
 - All day in-person planning session with Board and staff
 - Review, refine, and elaborate on draft plan

Revised CRRC Mission Statement

The CRRC's mission is to bring objective, scientific information related to cool surfaces to critical discussions and informed decisions about the impacts of heat islands, extreme heat, and energy use in the built environment.



CRRC Vision

CRRC data and resources on the impacts of cool surfaces enhance individual and community resilience to extreme heat.



CRRC Strategic Goals

Goal A

The CRRC is known by the public as the pre-eminent resource on cool surfaces

Goal B

The CRRC expands its program offerings and services

Goal C

The CRRC is a global leader in cool surface information

Strategic Goal A

The CRRC is known by the public as the pre-eminent resource on cool surfaces

- (1) Increase active relationships with media
- (2) Develop public-facing communications resources



Strategic Goal A

The CRRC is known by the public as the pre-eminent resource on cool surfaces

- (3) Increase CRRC presence at relevant events**
- (4) Improve knowledge of cool surfaces and the CRRC among building contractors**
- (5) Increase references to CRRC rating programs and standards in building codes, ordinances, and voluntary programs**

Strategic Goal A

The CRRC is known by the public as the pre-eminent resource on cool surfaces

(6) Develop consumer-oriented technical tools to answer questions around energy savings and other impacts

(7) Increase the accessibility of research that demonstrates the impact of cool surfaces

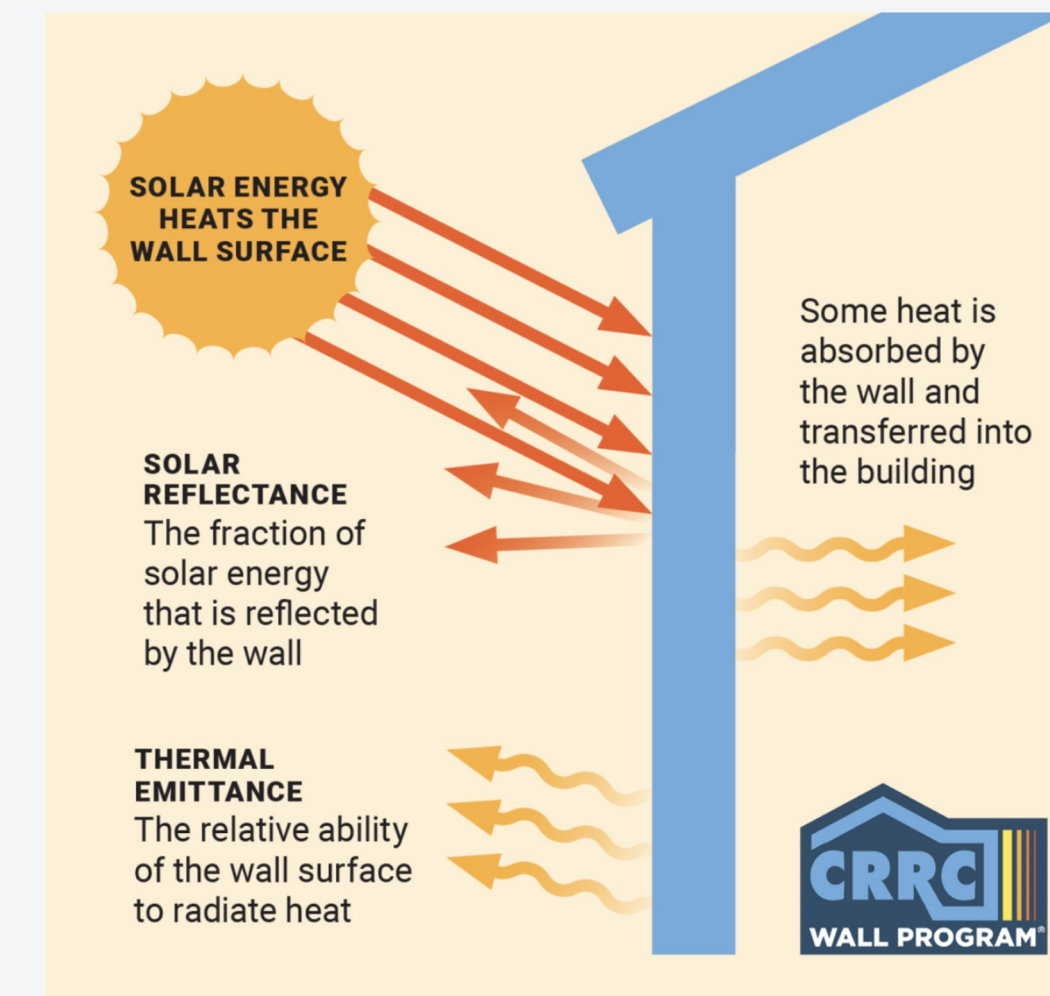
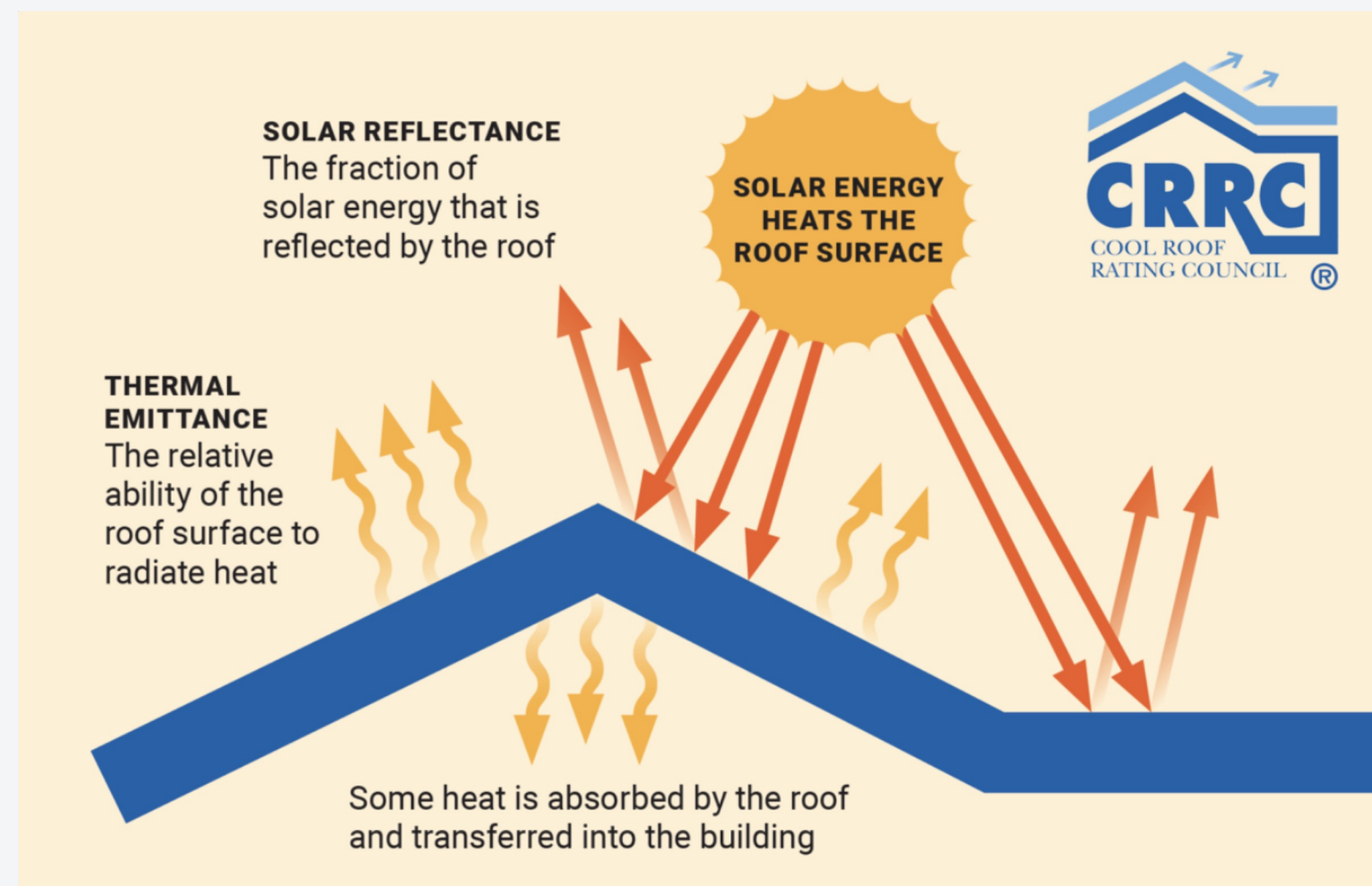
(8) Foster support for the CRRC by engaging with CRRC Licensee sustainability officers



Strategic Goal B

The CRRC Expands its Program Offerings and Services

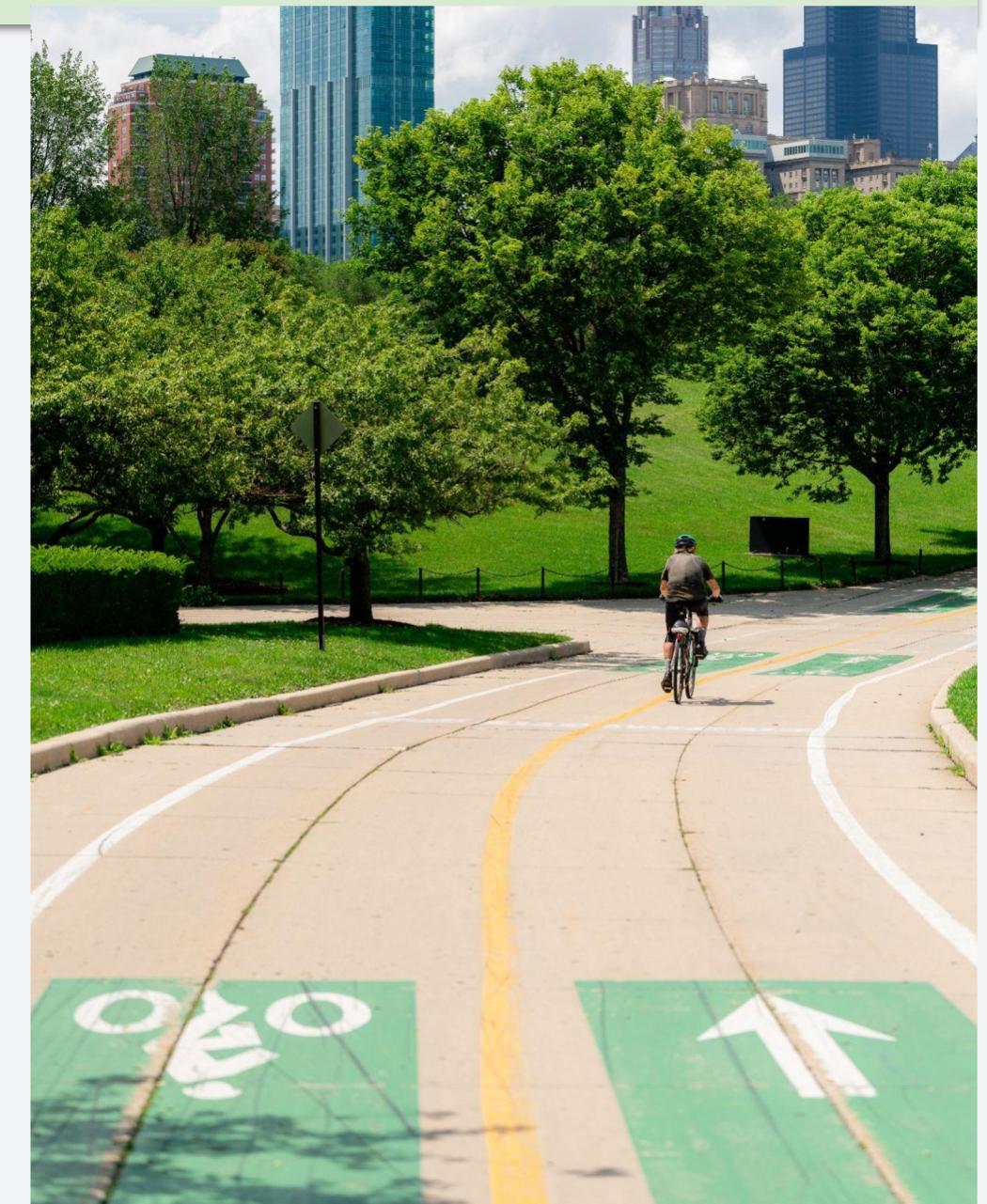
- (1) Continue to improve the Roof Rating Program
- (2) Improve and grow the Wall Rating Program



Strategic Goal B

The CRRC Expands its Program Offerings and Services

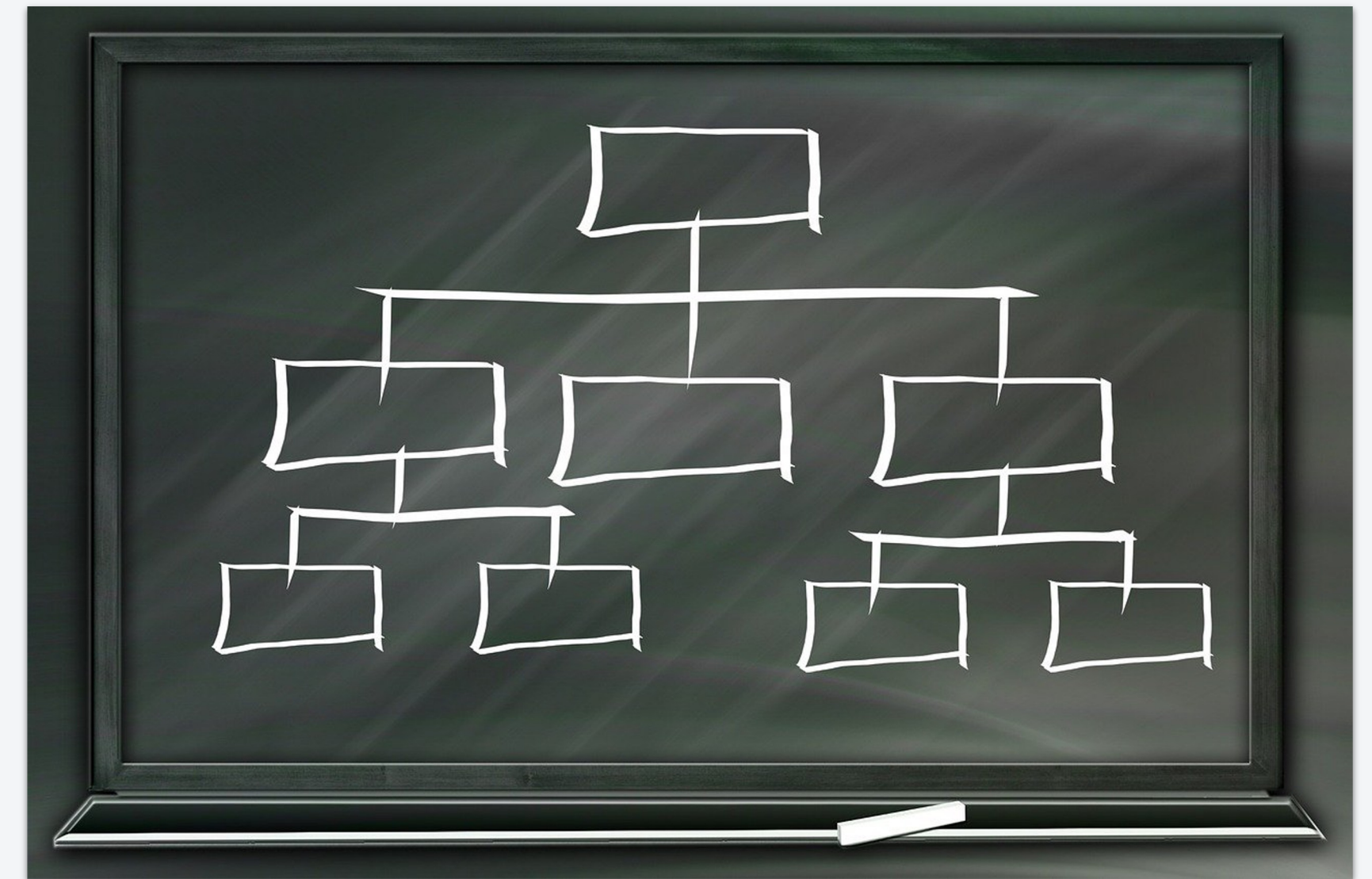
- (3) Explore development of a rating program for pavement materials
- (4) Explore the viability of becoming a carbon offset certifier



Strategic Goal B

The CRRC Expands its Program Offerings and Services

(5) Restructure the organization to encompass all of CRRC's program offerings and services



Strategic Goal C

The CRRC is a global leader in cool surface information

- (1) Increase presence in global discussions of the impacts of heat on the built environment
- (2) Increase CRRC's role as an advisor to international entities interested in creating rating systems
- (3) Explore possible structures for extending CRRC programs into international markets



Conclusion

The CRRC Board of Directors will regularly revisit the Strategic Plan

- Measure progress
- Adjust priorities
- Support strategy and task development

