CRRC
COOL ROOF
RATING COUNCIL ®

2025 Annual Report

cool connections

2025 Annual Report

ABOUT THE CRRC

The Cool Roof Rating Council (CRRC) is a 501(c)(3) nonprofit organization that develops fair, accurate, and credible methods for evaluating and labeling the radiative properties of roofing and exterior wall products. The CRRC also provides education to the public about the impacts of cool surfaces.

Mission

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.

Vision

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

DIRECTOR'S MESSAGE

Dear CRRC Community,

This year marks a significant evolution for the CRRC. For the first time, we are publishing a formal Annual Report to more effectively communicate the impact of the organization's work. This shift in reporting coincides with the transition of our "Annual Meeting" into a multi-day "Annual Conference," which we've redesigned to move beyond organizational updates and embrace our 2026 theme: "Cool Connections." Our goal is to serve as a true hub for the cool surfaces community, fostering the relationships and discussions that will define the future of our industry.

Reflecting on the past year, our greatest technical milestone was the publication of the 2025 edition of the ANSI/CRRC S100 Standard. This latest version does more than just update requirements for roofing products: it marks a historic step forward by incorporating requirements for the rating of exterior wall products. By establishing a published, consensus-based standard for walls, we have removed a major barrier for jurisdictions and code bodies, paving the way for broader adoption of cool exterior wall provisions nationwide.

Looking ahead to this year's conference, we are eager to hear what matters most to you. The schedule has been designed to stoke innovative discussion and gather the essential Member input that will lay the groundwork for the CRRC's next Strategic Plan.

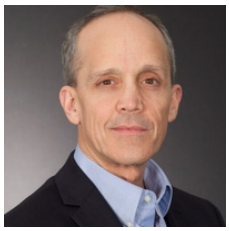
I want to extend a sincere thank you to our committee members, Board of Directors, and tireless volunteers. The progress detailed in this report is a testament to your expertise and dedication. We truly couldn't do it without you.

Jeff Steuben
CRRC Executive Director

2025-2026 BOARD OF DIRECTORS MEMBERS*

David Cocuzzi
NCCA
Treasurer

Chadwick Collins
SPRI



Tom Herron
Interested Individual

Maureen Kavanagh
3M
Vice Chair

Jim Kirby
Siplast

Frank Klink
Interested Individual
Secretary

Hal Arthur Leland
Western Colloid

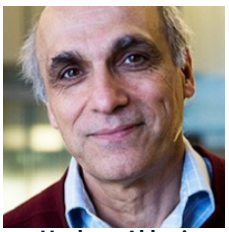
Selena Melgoza
Climate Resolve

Stuart Ruis
R&D Services
Chair

Erick Sharp
ACE Laboratories

Wade Shepherd
Westlake Royal Roofing LLC

EX-OFFICIO BOARD MEMBERS*



Hashem Akbari
Concordia University
IC Chair

Payam Bozorgchami
California Energy Commission

George Daisey
Dow
TC Chair

Andre Desjarlais
Oak Ridge National Laboratory

Mike Ennis
SPRI
Former Board Chair

Ronnen Levinson
Lawrence Berkeley National Laboratory

Victoria Ludwig
U.S. EPA

Rick Olson
TRIA
Former Board Chair

Kurt Shickman
Interested Individual

Richard Slomko
Atlas Material Testing
Former Board Chair

Peter Turnbull
Peter Turnbull & Assoc.
Former Board Chair

Amanda Turner
Interested Individual
RCSC Chair

CRRC STAFF

Beth James-Bourgeois
Program Manager

Audrey McGarrell
Communications Manager

Tanya Murray
Administrative Coordinator

Sarah Schneider
Deputy Director

Jeffrey Steuben
Executive Director

Stacey Weister
Senior Technical Manager

**The Board of Directors and committee rosters included in this report are current as of the April 9, 2026 Board meeting. All other information presented in this report is for the 2025 calendar year.*

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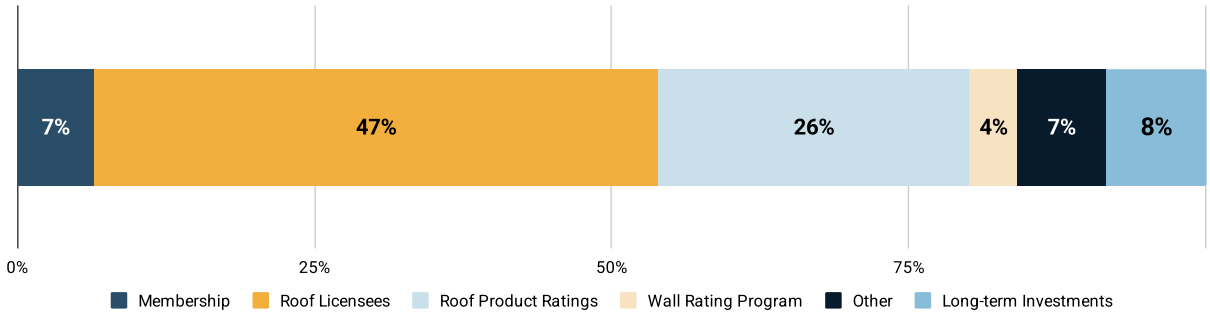
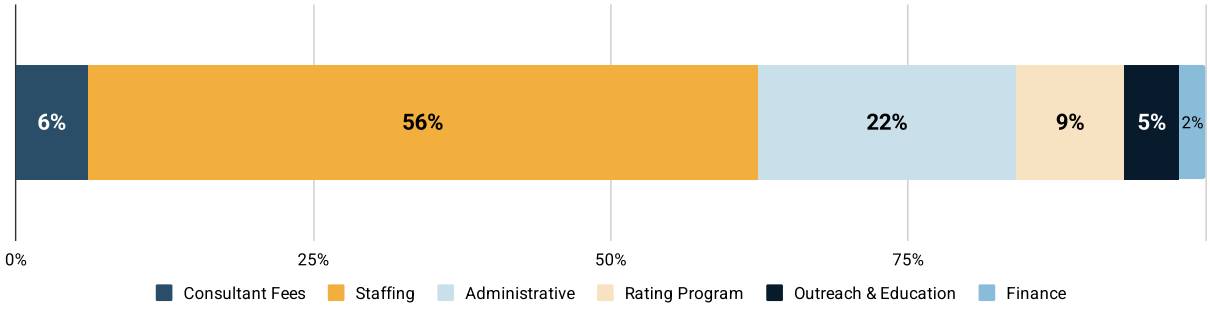
2025 FINANCES

CRRC 2025 Revenue by Type



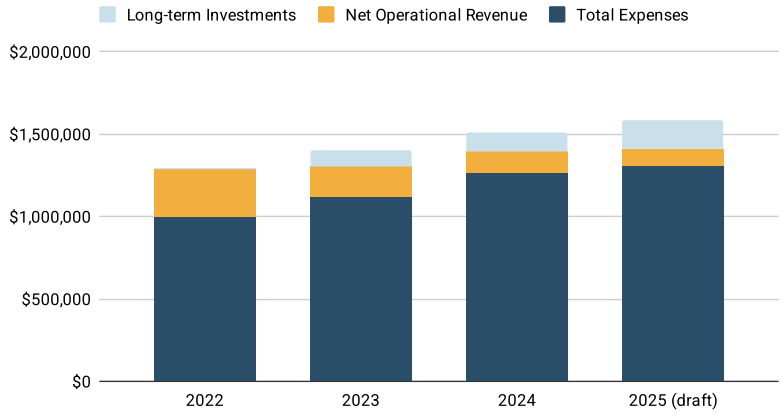
- Proven and stable revenue model that has supported the organization for many years
- The Board continues to explore ways to diversify revenue, such as updating the membership structure, international opportunities, and creating new rating programs
- While a relatively small portion of the total revenue, the Wall Program is self-sustaining and net positive

CRRC 2025 Expenses by Type



- The organization remains committed to supporting the staff, which drives progress on the mission
- Cost-efficiency has been obtained through updating internal systems and finding contractors that best align with the organization's needs

CRRC Expenses and Net Revenue by Year



- Positive annual net revenue demonstrates commitment to careful fiscal management
- While the CRRC's net operational revenue has declined, the increased value of the organization's long-term investments provides a financial buffer
- CRRC financial reserves may be used to strategically invest in the organization
- The CRRC Board periodically assesses program fees. The last increases were ~4% increases in 2024 and 2019.

**"Other" includes meeting registration and sponsorship, technical training, late and transaction fees, grants, and bank interest.*

RATING PROGRAMS

Rating Program Committees

Technical Committee

The CRRC Technical Committee (TC) is charged with understanding and resolving core science and technical issues related to standard test methods and practices and the development of rating systems for new roofing products.

In 2025, the Committee held three meetings—two virtual and one in person—focused on improving technical clarity, staying aligned with changing industry standards, and strengthening organizational procedures. The following summary highlights the main achievements and milestones reached during the year.

One of the TC's main focuses in 2025 was ensuring consistency between the CRRC-1 Roof Product Rating Program Manual and national standards. Key technical achievements include:

- Revising the definition of "Liquid-Applied Roof Coating" to align with the ANSI/CRRC S100-2025 standard and the International Building Code (IBC).
- Revising the definition for "Liquid-Applied Roof Covering" to provide greater clarity for program participants

The TC also enhanced its role as a proactive player in the wider roofing and energy sectors by adding a new standing agenda item to receive updates on codes and standards. This helps the Committee stay informed about changes in relevant codes and standards like ASHRAE Standard 90.1 and the International Energy Conservation Code (IECC).

In an effort to enhance transparency and boost administrative efficiency, the TC made Board-approved changes to the Technical Committee Policy to improve control and clarity in distributing committee materials. The committee also migrated its file sharing to a new Google Drive platform and updated its public-facing webpage to make essential documents easier to access.

Voting Member	Affiliation	Alternate	Affiliation
Anna Sanchez-Fischer	Arkema	Steve Wadding	Polyglass USA, Inc.
Ronnen Levinson	Lawrence Berkeley National Laboratory	Hashem Akbari	Concordia University
Andre Desjarlais	Oak Ridge National Laboratory	Steve Cuculich	UL
Randy Ober	Carlisle Construction Materials	Walter McIntosh	Amrize Building Envelope LLC
Greg Keeler	Owens Corning	Brendan Dineen	Malarkey Roofing
Bob Zabcik	Metal Construction Association	David Cocuzzi	National Coil Coating Association
Michael Crewdson	Q-Lab Weather Research Service	Rich Slomko	Atlas Material Testing Technology
Krystal Del Regno, *Vice Chair*	Sherwin-Williams	Bill Hendricks	FSR Treatment, Inc.
Rick Olson	Tile Roofing Industry Alliance	Robin Anderson	Westlake Royal Roofing LLC
Kurt Sosinski	Interested Individual	Payam Bozorgchami	California Energy Commission
Andrew Jambor	ACE Laboratories	Rodney Armstrong	ACE Laboratories
George Daisey, *Chair*	Dow Construction Chemicals	Mike Sand	General Coatings Manufacturing Corp.
Sid Dinwiddie	Asphalt Roofing Manufacturers Association	Heather Estes	Asphalt Roofing Manufacturers Association
Tyler Allwood	Eagle Roofing Products	Tim Hebrink	3M
Rebecca Everman	3M	Maureen Kavanagh	3M
Michael Joyce	R&D Services, Inc.	Tyler Westerling	Architectural Testing, Inc./ Intertek

Table 1. TC Roster as of April 9, 2026

This report reflects the current committee roster as of the April 9, 2026 Board meeting. We'd like to thank Annette Sindar (past Vice Chair) and Steve Heinje, who served on the TC during 2025 and are not on the current roster.

2025 Annual Report

Wall Rating Program Committee

The Wall Rating Program Committee (WRPC) evaluates and develops the technical and programmatic details for the Wall Rating Program and makes recommendations to the CRRC Board.

The WRPC is responsible for:

- Evaluating technical issues, such as test methods, standard practices, and weathering protocols
- Developing Program procedures and requirements
- Providing guidance on Program marketing activities
- Collaborating with other CRRC committees in the dissemination of information related to cool surface education

In 2025, one of the WRPC's priorities was implementing the 2025 Wall Rating Program Marketing Plan, which outlined tasks for pursuing key strategic objectives that were identified by the committee's Marketing Working Group in 2024. The committee regularly reviewed progress and advised on program marketing activities throughout 2025 and provided input on revisions to the marketing plan for 2026.

A joint working group was formed between the WRPC and the CRRC Rating Codes and Standards Committee to benchmark the adoption of wall requirements and standards, identify barriers to adoption, and to propose strategies to increase adoption. The working group met twice in 2025.

The WRPC also began preliminary discussions around the development of a quality assurance testing protocol for the Wall Program modeled after the Roof Validation Testing Program. The committee will continue these discussions in 2026. If Validation Testing for the Wall Rating Program follows the same testing cycle as the Roof Program, then the first year of testing would be 2029.

Voting Member	Affiliation	Alternate	Affiliation
Greg Williams	Behr Paint Company	Ginger Shi	Behr Paint Company
Alex Nicol	Sherwin-Williams	David Cocuzzi	National Coil Coating Association
Howard Wiig	Hawaii State Energy Office	Bahador Ziaeemehr	Concordia University (student)
Ronnen Levinson	Lawrence Berkeley National Laboratory	Ray Fernando	Cal Poly SLO
Steve Drennan	IIBEC	Neal Johnson	IIBEC
Tim Hebrink	3M	Evan Montanez	Cool Additives Technology (Coadtech)
Jeremy Jones	American Coatings Association	VACANT	VACANT
Brandon Bethke	Tempo Chemicals & Solutions	VACANT	VACANT
Robert Bennett, *Chair*	Tex-Cote	Eric Brown	Tex-Cote
Paige Kuplic	Axalta	Farhan Ansari	Dow Construction Chemicals
Wally Kesler, *Vice Chair*	Dunn-Edwards	Chris Wessels	Dunn-Edwards
Bill Dean	Interested Individual	VACANT	VACANT
Dale McIntyre	Interested Individual	VACANT	VACANT
Jonathan Parfrey	Climate Resolve	Neetu Jain	Global Cool Green Cities Foundation
Ashley Garrett	ACE Laboratories	Rich Slomko	Atlas Material Testing Technology

Table 2. WRPC Roster as of April 9, 2026

This report reflects the current committee roster as of the April 9, 2026 Board meeting. We'd like to thank Dale McIntyre for his service as the Chair of the WRPC through 2025, and Rankin Jays and Suzanne Chang, who served on the committee during 2025 and are not on the current roster.

Pavement Ratings Steering Committee

The Pavement Ratings Steering Committee (PRSC) oversees the CRRC's exploration and development of a potential rating program for pavement materials.

Unlike other committees, the PRSC is composed of CRRC Members and non-CRRC Members to ensure broad representation from across the pavement industry and other stakeholders.

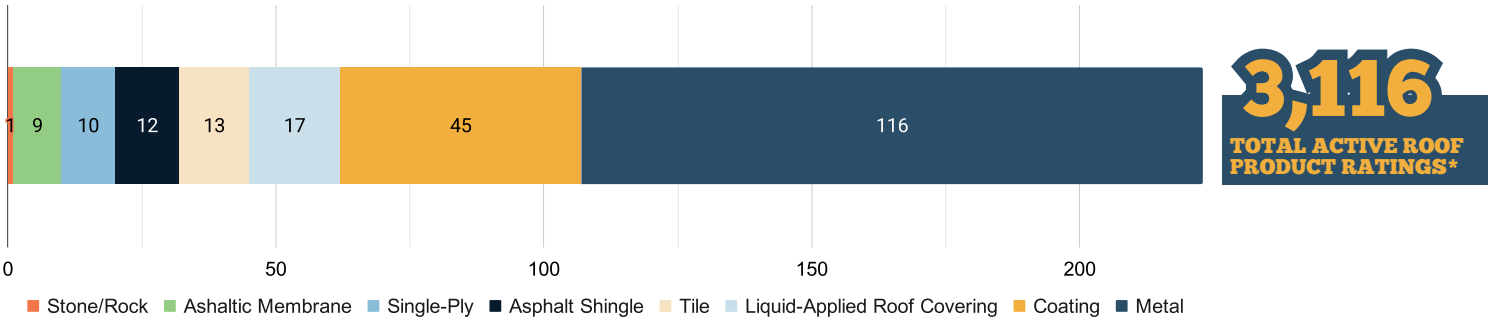
Voting Member	Affiliation	Voting Member	Affiliation
Rodney Armstrong	Ace Laboratories	Jessica Levin	Dow
Jean-Paul Fort	NAPA	Ronnen Levinson	LBNL
Dan Haines	Azelis	Bart Lungren	Pavement Technology, Inc.
Iona Isachsen	Smart Surfaces Coalition	Sanjay Luthra	Interested Individual
Wally Kesler	Dunn-Edwards	Bryn Moncelsi	Climate Resolve
Jim Kirby	Siplast	Ryan Stevens	City of Phoenix
Frank Klink	Interested Individual	Steve Wadding	Polyglass

Table 3. PRSC Roster as of April 9, 2026

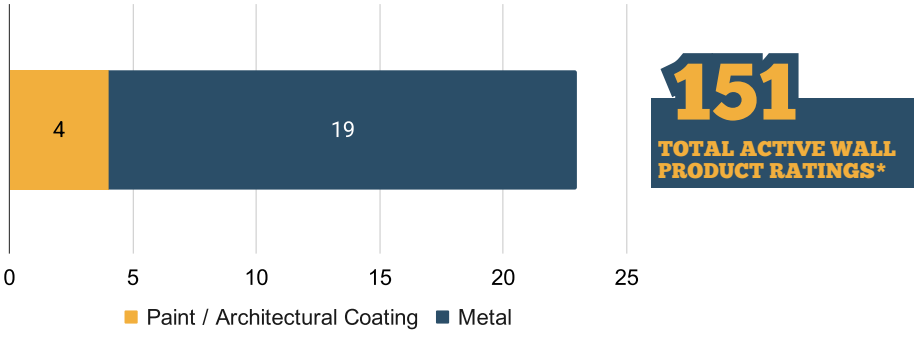
This report reflects the current committee roster as of the April 9, 2026 Board meeting. We'd like to thank Steve Heinje, who served on the PRSC during 2025 and is not on the current roster.

Rating Program Key Stats

New Roof Products Rated in 2025



New Wall Products Rated in 2025



**As of December 31, 2025*

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Rating Program Highlights: Data Integrity and Quality Assurance

Product Certification Body Accreditation

The CRRC is accredited to the International Standard ISO/IEC 17065:2012 by A2LA for the CRRC Roof and Wall Product Rating Programs (Accreditation Certificate 3146.01). The International Standard requires the CRRC to establish, document, and maintain policies and objectives for the fulfillment of the International Standard, including safeguarding impartiality and conducting annual assessments of policies and procedures.

Accreditation is renewed every two years and includes an assessment by A2LA to confirm ongoing compliance with the International Standard, A2LA requirements, and the CRRC's own policies and procedures. The CRRC was assessed by A2LA in fall 2025, and was deemed to be in full compliance with no identified deficiencies. The CRRC's accreditation was renewed in November 2025, and will be renewed again in 2027.

Laboratory Training

The CRRC has seven Accredited Independent Testing Laboratories (AITL), with ongoing opportunities for expansion. Our Lab Training program provides a valuable professional development opportunity for prospective and existing laboratories, as well as CRRC program Licensees, to master and understand the test methods used to evaluate the radiative properties of roofing and exterior wall products.

Training sessions are very flexible and typically include one to two days of customized on-site instruction. Qualified CRRC staff deliver expert guidance, offering hands-on demonstrations with equipment and no attendee limits. In 2025, CRRC Senior Technical Manager Stacey Weister conducted four on-site training sessions, instructing 15 participants across Ravenna, OH; Rialto, CA; Columbia, SC; and Tampa, FL. More information about lab training opportunities is available at coolroofs.org or by contacting CRRC staff.

Interlaboratory Comparison Study

The Interlaboratory Comparison (ILC) Study is a biennial evaluation designed to ensure the consistency and competency of CRRC-approved testing laboratories. By comparing results across a set of roofing and exterior wall products, the study validates technical proficiency and reporting accuracy and helps identify areas for continuous improvement.

Laboratory Type	Roof Prog.	Wall Prog.
Accredited Independent Testing Lab (AITL)	6	3
Approved Manufacturer Testing Lab (AMTL)	2	2
Approved Test Farms (color testing only)	2	n/a
Rapid Ratings AITL	5	n/a

Table 4. 2025 ILC Participants

The 2025 ILC began in December 2024, with the first lab receiving specimens in the first week of January 2025, and all testing was completed by the end of the year.

The 2025 ILC participants are shown in Table 4. In 2025, the scope of the ILC was expanded to include stone-coated metal shingles and exterior wall products for the first time.

2025 ILC SAMPLE SET

ROOFING PRODUCTS

- Factory-coated metal
- Asphalt shingle
- Tile
- Liquid-applied coating
- Single-ply membrane
- Stone-coated metal shingle **(NEW)**

EXTERIOR WALL PRODUCTS (NEW)

- Factory-coated metal
- Architectural coating

ROOF RAPID RATINGS

- Single-ply membrane

The study results confirmed that CRRC-approved laboratories are in compliance with CRRC requirements. Participants submitted consistent measurement data and demonstrated proper application of test methods, timely reporting, and excellent communication with staff.

Standard Deviation Range for All Products			
Roof Products		**Wall Products**	
Solar Reflectance	**Thermal Emittance**	**Solar Reflectance**	**Thermal Emittance**
0.003 - 0.016	0.010 - 0.015	0.005 - 0.006	0.006 - 0.010

Rapid Ratings Standard Deviation and Max Variation (Roof Only)			
Pre-Soiling (Standard Deviation / Max Var)		**Post-Soiling (Standard Deviation / Max Var)**	
Solar Reflectance	**Thermal Emittance**	**Solar Reflectance**	**Thermal Emittance**
0.007 / 0.02	0.014 / 0.04	0.020 / 0.05	0.012 / 0.03

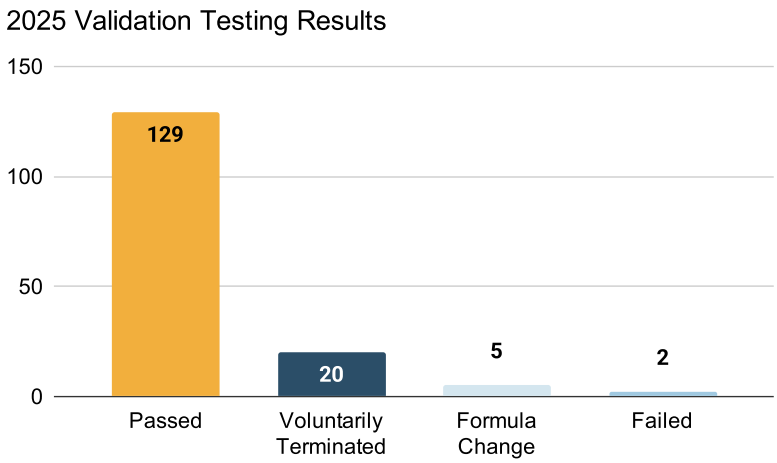
Table 5. 2025 ILC Precision Statistics

2025 Annual Report

Validation Testing

Effective January 1, 2025, the CRRC shifted the Roof Program quality assurance system from the Random Testing (RT) program to the Validation Testing (VT) Program. The main goal of the VT program is to verify the accuracy of active product ratings and maintain the integrity of the CRRC Rated Roof Products Directory (Roof Directory).

To remain active on the Roof Directory, product ratings must be validated every seven years. The validation deadline is based on the initial product approval date, the most recent RT year, or the most recent VT year—whichever occurred most recently.



The inaugural year of the VT program involved 160 products that were initially rated or last tested under RT in 2012 or earlier.

Online Rating Portal Enhancement

In preparation for the launch of the VT program in early 2025, VT was integrated into the CRRC Online Rating Portal (Portal). We received encouraging feedback from Licensees and laboratories who participated in VT in 2025, confirming that the Portal integration has significantly improved and streamlined the VT process.

We began work in May of 2025 to integrate the Wall Rating Program into the Portal, which will launch in Spring 2026.

Changes to Program Requirements

The following updates to the CRRC-1 Roof Product Rating Program Manual (CRRC-1) and the CRRC-2 Wall Product Rating Program Manual (CRRC-2) were approved by the Board in 2025 at the recommendation of the Technical Committee and Wall Rating Program Committee.

CRRC-1 Roof Program Updates

Definition for Stone-Coated Metal

A glossary definition for stone-coated metal products was added, along with various revisions related to stone-coated metal products throughout the CRRC-1.

→ *Roofing Product, Stone-Coated Metal - Roofing materials composed of metal sheets that are formed into various shapes and surfaced with a coating and stone granules.*

ASTM E903 Revisions

Revisions were made pertaining to the use of ASTM E903 that narrowed the types of products that may be tested for solar reflectance using this method based on the technical requirements of the device.

ANSI/CRRC S100 References

The CRRC-1 was revised as a result of the publication of the ANSI/CRRC S100 (2025) standard; content redundant with ANSI/CRRC S100 was removed and replaced with references to the relevant sections in the standard.

Definitions for Liquid-Applied Roof Coating and Liquid-Applied Roof Covering

Definitions for liquid-applied roof coatings and coverings were clarified.

→ *Roofing Product, Liquid-Applied Roof Coating - A liquid-applied adhered coating used for roof maintenance or roof repair, or as a component of a roof covering system or roof assembly.*

→ *Roofing Product, Liquid-Applied Roof Covering - A liquid-applied roofing system applied to a new or existing roofing substrate to serve as a roof covering.*

CRRC-2 Wall Program Updates

ASTM E903 Revisions
Revisions were made pertaining to the use of ASTM E903 that narrowed the types of products that may be tested for solar reflectance using this method based on the technical requirements of the device.

Definition for Withstand Field Exposure
A glossary definition for the term "withstand field exposure" was added. This term is used in the definition of a standard substrate in the CRRC-2 and ANSI/CRRC S100.

→ *Withstand Field Exposure - To undergo exposure to the natural elements for a specified length of time without loss of function as a substrate for Aged Radiative Property testing of the product applied to it.*

ANSI/CRRC S100 References
The CRRC-2 was revised as a result of the publication of ANSI/CRRC S100 (2025); content redundant with ANSI/CRRC S100 was removed and replaced with references to the relevant sections in the standard.

Definitions for Architectural Coating, Insulated Vinyl Siding, and Polypropylene Siding
The definitions for architectural coating, insulated vinyl siding, and polypropylene siding in the CRRC-2 were revised to align with the ANSI/CRRC S100 definitions for these product types.

→ *Wall Product, Architectural Coating - A coating recommended for field application to stationary structures and their appurtenances, and to portable buildings. This definition excludes adhesives and coatings recommended by the manufacturer or importer solely for shop applications or solely for application to non-stationary structures, such as airplanes, ships, boats, and railcars.*

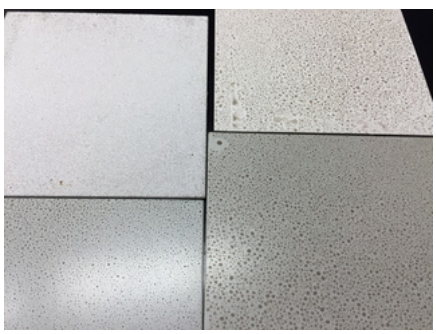
→ *Wall Product, Insulated Vinyl Siding - A Vinyl Siding Wall Product containing an additional insulative layer with a thermal insulance (R-value) not less than 0.35 m²·K/W (2 h·ft²·°F/BTU).*

→ *Wall Product, Polypropylene Siding - An exterior wall product that is manufactured from polypropylene (PP) resin.*

Test Methods Research and Development

The following technical research and test method development activities were conducted under the guidance of the Technical Committee in 2025. These projects focused on refining testing procedures to enhance consistency and data reliability.

- **Five-Point Reflectance Test:** Extensive research focused on the accuracy and subjectivity of the Five-Point Reflectance Test used to evaluate the variegation of roofing materials. The research resulted in a proposal to replace this test with product-category-based testing, which will be presented to the Board in 2026.
- **Rapid Ratings Procedures:** The Committee explored enhancements to the CRRC Rapid Rating process, including a proposed method for ensuring that the amount of soil deposited on specimens remains within tolerance.
- **ASTM Standard Updates:** The CRRC actively participates in the development and maintenance of ASTM standards that pertain to our rating programs. In 2025, CRRC Senior Technical Manager Stacey Weister became the Task Group Chair for ongoing revisions to ASTM D7897 and participated in other standards development activities of ASTM Committees C16 (Thermal Insulation) and D08 (Roofing and Waterproofing).



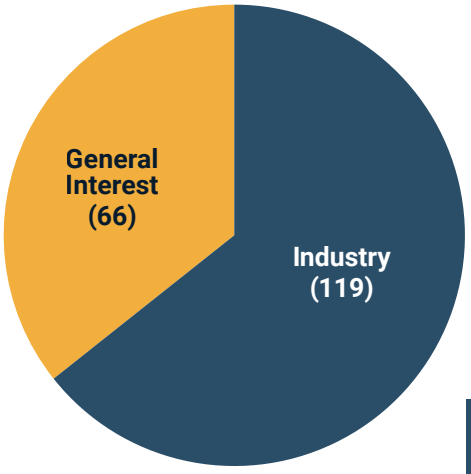
ASTM Organizational Member

2025 Annual Report

CRRC MEMBERSHIP AND COMMUNITY

Membership Key Stats

Membership Composition as of December 2025



185 TOTAL MEMBERS*

14 New Members in 2025

- CEPT Research and Development Foundation
- Dale McIntyre
- Green Shield Products, LLC
- Green Vista Roofing, LLC
- Gutterman's Supply Corporation of America
- HC Anderson Roofing Company
- MAC Street Industrial
- PABCO
- Richard Haber
- Sanjay Luthra
- ShingleTek
- Simiron, Inc.
- Superior Roofing Inc
- Willert Enterprises Inc

Membership Highlights: Collaboration and Connection

2025 Annual Meeting

The 2025 CRRC Annual Meeting was held on June 10-12 in New Orleans, LA. A total of 68 CRRC Members, guests, and staff convened for the Member Meeting, which was held in conjunction with Technical Committee, Education Committee, and Board meetings. The event included key updates on CRRC activities and finances; the annual Board election, where Jim Kirby (Siplast), Maureen Kavanagh (3M), Erick Sharp (ACE Laboratories), and Selena Melgoza (Climate Resolve) were elected to the Board; guest talks on the theme of Cool Surfaces in Action; presentation of the Marty Hastings Award to Kurt Shickman; and a lively networking reception.

Feedback on the event highlighted the importance of networking and learning to attendees. The success of this multi-day event spurred the transition from the "Annual Meeting" to the "Annual Conference" debuting in 2026, where opportunities for learning and connection will be further emphasized.

**As of December 31, 2025*

Membership Program Enhancement

In 2025, the CRRC began a project focused on exploring opportunities for growing our membership program. We aim to enhance the benefits of participating in CRRC membership and increase participation. The project kicked off at the annual staff retreat, where the CRRC staff brainstormed potential market segments and evaluated internal strengths and capacity for developing additional membership benefits. In September, we convened the CRRC Membership Working Group and used this forum to solicit feedback on our approach for exploring how we might enhance our membership program. With the Board's approval, in the fall of 2025, we began working with Association Research Consulting to conduct an environmental scan and market research study. This work will culminate in a prioritized roadmap that will guide us in developing the CRRC membership program.

CRRC Community

The CRRC community is a diverse network including individuals and companies representing Roof and Wall Rating Program participants, industry trade associations, laboratories and test farms, contractors, government agencies, environmental/social justice nonprofits, and more. Everyone in the CRRC community provides valuable contributions towards the success of the organization.

Board and Committees

The CRRC Board and our six committees are composed of volunteers from the CRRC Membership. All committee members are appointed by the Board, and Board members are elected by the CRRC Membership.* Thank you to our dedicated volunteers who donate their time and expertise to the organization!

Education and Research Collaborations

Thank you to the following companies and organizations who collaborated with the CRRC on educational presentations and resources, technical research, and conference papers in 2025!

Philadelphia Solar Energy Association
RoofersCoffeeShop PB Roofing AIA Central Kentucky Intertek
PRI Construction Materials Technologies Concordia University
R&D Services National Laboratory of the Rockies ACE Laboratories
Lawrence Berkeley National Laboratory County of Los Angeles
Central States Manufacturing Smart Surfaces Coalition Siplast
City of Austin Bakersfield College CoolSeal New Buildings Institute
California Division of the State Architect

Opportunities for Engagement

There are many opportunities to engage with the CRRC beyond participation in the rating programs and CRRC membership. Participants who are interested in the following opportunities may contact CRRC staff for more information.

- Run for the Board of Directors or a CRRC Committee
- Apply for a Member Spotlight feature in the semiannual CRRC Newsletter
- Author an Industry Insights article for the CRRC Newsletter
- Co-present at an educational event or webinar
- Collaborate on the development of educational resources or technical research projects

**Steering committee volunteers are not required to be CRRC Members or be appointed by the Board.*

2025 Annual Report

OUTREACH AND EDUCATION

Outreach and education (O&E) are a key pillar of the CRRC's activities in pursuit of our mission. We educate a broad range of audiences, including architecture and design professionals; roofing and exterior wall manufacturers and installers; policymakers and program developers; and the general public. The goal is to improve public awareness and comprehension of cool surfaces and CRRC ratings domestically and abroad.

O&E Committees

Education Committee

The CRRC Education Committee (EduC) provides guidance on the CRRC's O&E activities. The committee is responsible for creating educational materials, identifying education opportunities, and collaborating with other CRRC committees in the dissemination of information about cool surfaces.

In 2025, the EduC met three times and worked on four projects. These projects included the development of two educational documents and review of the Cool Roofs and Cool Pavements Primer, as well as assisting in the development of a new CRRC Resources Microsite which will launch in spring 2026. The EduC also advised on plans to pilot the Cool Surfaces Lesson Plan (developed by the EduC in 2024) in classrooms; resource dissemination strategies and analytics tracking; and new project priorities for 2026.

Voting Member	Affiliation	Voting Member	Affiliation
George Daisey	Dow	Dale McIntyre	Interested Individual
Sid Dinwiddie	ARMA	Selena Melgoza	Climate Resolve
Sara Hyacinthe	PABCO Roofing Products	Wade Shepherd	Westlake Royal Roofing Solutions
Iona Isachsen	Smart Surfaces Coalition	Kurt Shickman, *Chair*	Interested Individual
Neetu Jain, *Vice Chair*	Global Cool Green City Foundation	Amanda Turner	Interested Individual
Wally Kesler	Dunn-Edwards	VACANT	VACANT
Frank Klink	Interested Individual	Steve Wadding	Polyglass USA
Maria Koetter	Interested Individual	Howard Wiig	Hawaii State Energy Office

Table 6. EduC Roster as of April 9, 2026

This report reflects the current committee roster as of the April 9, 2026 Board meeting. We'd like to thank Shawn Stanley and David Sailor, who served on the EduC during 2025 and are not on the current roster.

International Committee

The CRRC International Committee (IC) guides the CRRC in developing and implementing strategies and objectives for achieving the CRRC strategic plan goal of being a global leader in cool surface information. The CRRC has had recognized success with scaling the standardized evaluation of cool surfaces in the United States and is well-positioned to help scale cool surface standards internationally.

Voting Member	Affiliation
Hashem Akbari, *Chair*	Concordia University
Kurt Shickman, *Vice Chair*	Interested Individual
Tom Herron	Interested Individual
Neetu Jain	Global Cool Green City Foundation
Sanjay Luthra	Interested Individual
Bipin Shah	Winbuild
James Thomas	Topps Products

Table 7. IC Roster as of April 9, 2026

In 2025, the IC identified priority countries to focus our outreach to (India, Australia, Argentina, Paraguay); discussed various strategies for outreach and engagement; learned about various CRRC Member cool surface projects outside the U.S.; discussed opportunities and challenges for successful CRRC engagement; and developed annual committee goals for 2026. Table 7 lists the IC members as of December 31, 2025. Several non-committee members also participate in IC meetings and project working groups.

O&E Key Stats

2025 OUTREACH AND EDUCATION EVENTS

IN-PERSON

- ARMA Spring Committee Meeting
- ASTM Symposium on Changing Face of Building Materials and Systems in Response to Climate Change
- ASHRAE Annual Conference
- Climate Resolve Reflect Effect Workshop
- Boys and Girls Club SMART Girls Program
- Verdical Group Net Zero Conference
- PB Roofing Elevate the Envelope Seminar
- AIA Central KY Lunch & Learn
- Greenbuild

9 in-person presentations

VIRTUAL

- USGBC CA Continuing Education Webinar
- UNEP Cool Coalition Passive Cooling Working Group Meeting
- CRRC Continuing Education Webinar
- NIBS Continuing Education Webinar
- AIA FL Continuing Education Webinar
- MBMA Energy and Sustainability Committee Meeting
- USACE Continuing Education Webinar

7 virtual presentations

EXHIBIT BOOTHS

- Meadow Park Middle School Futures Fair
- AIA Conference on Architecture
- ZAK World of Facades
- Verdical Group Net Zero Conference
- Greenbuild

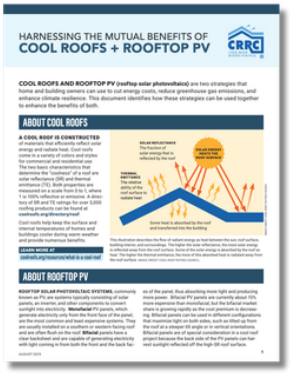
5 exhibit booths

O&E Highlights: New and Improved Resources

New Educational Resources

ENERGY STAR® Roof Program Alternative Document (January 2025)

This two-page brief was developed jointly by the Education Committee and CRRC Ratings, Codes, and Standards Committee. It explains how to identify roofing products that may qualify for code compliance or rebates in the absence of the ENERGY STAR certification program for roofing products, which ended in 2022.



Harnessing the Mutual Benefits of Cool Roofs + Rooftop PV (August 2025)

This four-page brief was developed by the Education Committee in collaboration with the Philadelphia Solar Energy Association (PSEA) and the National Laboratory of the Rockies. It summarizes current research into the mutual benefits of cool roofs and rooftop solar photovoltaics.

A Practical Guide to Cool Roofs and Cool Pavements: Primer (November 2025)

This 23-page document was originally created in 2012 by the Global Cool Cities Alliance (GCCA) for members of the R20 Regions of Climate Action.

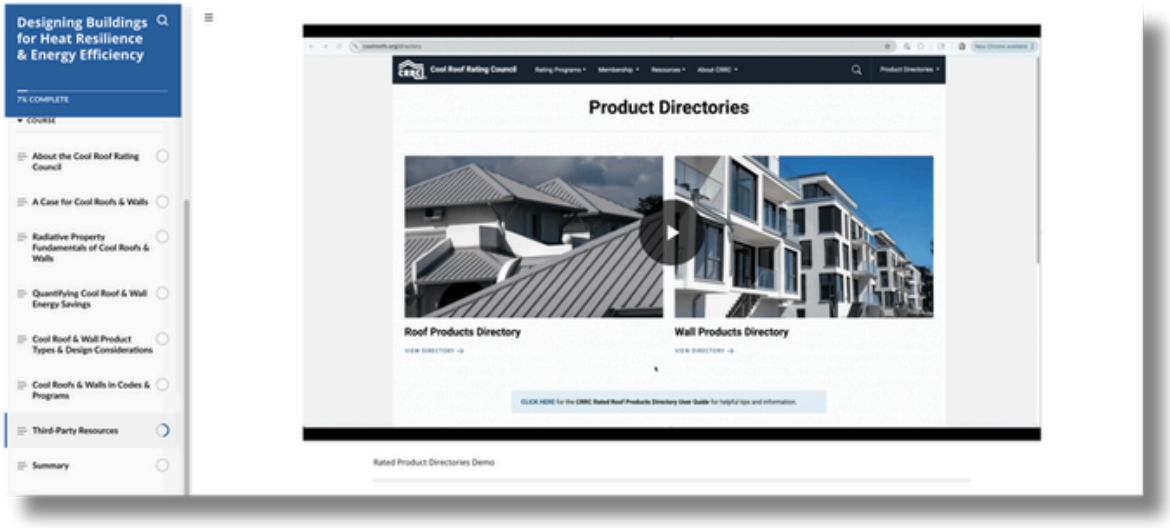
When the GCCA closed and donated its remaining assets to the CRRC, CRRC staff and an Education Committee working group performed a detailed review of the primer. The Board approved publication of the 2012 version with a disclaimer on coolroofs.org until an updated version of the primer is available. Revising the primer to have current information is a 2026-2027 project of the Education Committee.

2025 Annual Report

Self-Paced Continuing Education Course

In December 2025, the CRRC's free self-paced course, Designing Buildings for Heat Resilience and Energy Efficiency, was redesigned in a new responsive format to enhance learner engagement and experience. Available at AECDaily.com, the course is approved by the AIA, GBCI, and over 25 other organizations for professional continuing education credit.

A total of 753 learners took the course in 2025.



Technical Publications

CRRC staff co-authored three technical papers in 2025 for future publication in conference proceedings.

- Improving Evaluation and Adoption of Cool Exterior Walls for Heat Resilience (pending publication in ASTM Selected Technical Papers)
- Cool Materials Across North America - An Overview of Technology, Applications and Standards (pending publication in the proceedings of the 17th International Conference on the Durability of Building Materials and Components (XVII DBMC))
- Evolution of the Solar Reflectance and Thermal Emittance of Naturally Exposed Roofing Products (pending publication in the proceedings of XVII DBMC)

RATINGS, CODES, AND STANDARDS

Ratings, Codes, and Standards Committee

The Ratings, Codes and Standards Committee (RCSC) provides assistance to jurisdictions, national model codes and standards (C&S) developers, and voluntary green building programs about obtaining fair, accurate, and credible radiative performance ratings through the use of the CRRC's programs and standards. The RCSC also prepares public comments in accordance with the CRRC Code Advocacy Policy.

In 2025, the RCSC developed a Codes and Standards (C&S) roadmap; submitted public comments on several jurisdictional code update proceedings recommending the adoption of ANSI/CRRC S100 (2025) for cool roof and cool exterior wall provisions; provided feedback on errata to the 2027 International Energy Conservation Code (IECC) and International Residential Code (IRC) to fix the designation of ANSI/CRRC S100; participated in an adhoc joint committee working group comprising members of the RCSC and CRRC WRPC to discuss barriers and opportunities for the adoption of cool exterior wall code provisions in the context of the CRRC Wall Rating Program; and provided input to the Board on revisions to policies governing the committee and the organization's code advocacy activity. Table 8 lists the RCSC members as of April 9, 2026.

Voting Member	Affiliation	Voting Member	Affiliation
Amanda Turner, *Chair*	Interested Individual	Wade Shepherd	Westlake Royal Roofing Solutions
Heather Estes, *Vice Chair*	ARMA	Kurt Shickman	Interested Individual
Nav Koonar	Cedar Shake and Shingle Bureau	Howard Wiig	Hawaii State Energy Office
Byrn Moncelsi	Climate Resolve	Andrew Wilson	Central States Manufacturing

Table 8. RCSC Roster as of April 9, 2026

Ratings, Codes, and Standards Highlights: Adoption of CRRC Ratings and Standards

Adoption of ANSI/CRRC S100

The Standard Test Methods for Determining Radiative Properties of Materials (ANSI/CRRC S100) is an American National Standard that covers specimen preparation and test methods for measuring the initial and aged radiative properties of roofing and exterior wall products. The current edition of ANSI/CRRC S100 (2025) was approved by the American National Standards Institute on December 5, 2024. The major changes to the standard include the addition of new provisions for polymer and composite roofing materials and the introduction of the protocol for liquid-applied coatings on rough substrates that was adopted into the CRRC-1 Roof Program Manual in 2021. The standard also includes testing and weathering provisions for exterior wall materials, making it the most comprehensive standard for the radiative performance testing of building envelope materials. The standard can be accessed at coolroofs.org.

The ANSI/CRRC S100 standard is widely referenced in building energy codes and standards, including ASHRAE Standards 90.1 and 189.1; the IECC, IRC, and International Green Construction Code; RESNET Standard 301; LEED v5 rating systems for Buildings and Cities; Green Globes rating system (ANSI GBI 01); and many jurisdictional codes, including Florida, Georgia, Hawaii, and Texas.

Policies and Programs that Require CRRC-rated Products

There are also U.S. jurisdictions that either require or allow CRRC ratings for code compliance and rebate qualification, such as the State of California, the District of Columbia, and cities including Baltimore, Chicago, Denver, Los Angeles, and Louisville.

CONTACT US

Thank you for reading this report and for your ongoing commitment to the CRRC! To learn more about the information covered in this report, please visit coolroofs.org or contact CRRC staff.

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