

Cool Roof Rating Council (CRRC)

2023 Strategic Plan Update



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Core Ideology

Core Ideology describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements: **Mission** is a broad statement of who we are, what we do, and broadly how we are doing it – **today**. **Core Values** are essential and enduring principles that guide the behavior of an organization.

CRRRC 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.

CRRRC Core Values

Collaboration
Technical Integrity

Envisioned Future

The envisioned future conveys a concrete, yet unrealized, vision for the organization. It includes a vivid description of a desired future and what the organization aspires to achieve, and the goals to accomplish in pursuit of that vision.

CRRC Vision

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

Goals (~5 Years)

Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its Envisioned Future.

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

Goals and Objectives

Supporting **objectives further clarify direction** and describe what the organization wants to have happen. In other words, these are descriptive statements of what constitutes success in measurable terms. Objectives indicate a direction and have a three to five-year timeframe and are reviewed every year by the Board.

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

Goal A Objectives:

1. Increase active relationships with media
2. Develop public-facing communications resources
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
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 executives

Goal B: The CRRC expands its program offerings and services

Goal B Objectives:

1. Continue to improve the Roof Rating Program
2. Improve and grow the Wall Rating Program
3. Explore development of a rating program for pavement materials
4. Explore the viability of becoming a carbon offset certifier
5. Restructure the organization to encompass all of CRRC's program offerings and services

Goal C: The CRRC is a global leader in cool surface information

Goal C Objectives:

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