



10 Year Participant Survey



Why conduct a survey?

- Gather input from CRRC participants
- Input from other industry members
- Inform development of a 10-year plan



Survey Participants

- 93 people started, 63 completed
 - 12 unaffiliated with the CRRC
- Type of company
 - 72% manufacturers and trade associations
 - 13% product seller
- Product type
 - 27% field-applied coatings
 - 22% factory-applied coatings
 - 13% single ply



Survey Results

- 94% mission matches expectation for next 10 years
- 100% of members responded that their membership is somewhat or very beneficial



- “More people need to know that the CRRC exists and WHY the need for them exists.”
- 65% find writing articles very important
- 87% website is very important
- “Offer CEU credits to architects”



Codes and Programs

- 78% very important to stay informed
- 91% key issue/important to advocate for references to CRRC
- “We need one voice to the industry in standards and policy!”
- 89% key issue/important to advocate for cool roof rebates



Product Directory

- 65% key issue or important to include all types of roofing products
- “The organization should look to reduce the cost and turnaround for its current test methods.”
- 45% key issue or important to include other surfacing materials



- 80+% more funding for marketing, research and codes/programs very/somewhat important
- Reduced meeting fees 49% not important
- Reduced annual fees 32 % not important, 38% somewhat, 30% very important



Other Activities

- Conduct/fund related research (79% very important)
- Several comments regarding photovoltaics
- Life cycle costing, recycled content, reduct carbon footprint
- “Continue on current course. Do not expand too much and lose focus.”



Plan for the Plan

- CRRC will use the survey results to develop a 10-Year plan
- Contact us if you would like to participate
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