



2014 Strategic Plan Update

Membership Meeting
June 19, 2014

The Cool Roof Rating Council (CRRC) will be the foremost internationally referenced radiative surface rating and educational organization.

The CRRC shall:

- Implement and communicate fair, accurate, and credible ~~radiative~~ energy performance rating systems for ~~roof~~ ~~radiative~~ surfaces.

The CRRC shall:

- Support research into energy related properties of ~~roofing~~ radiative surfaces, including durability of those properties.

The CRRC shall:

- Provide education and objective support to parties interested in understanding and comparing various **radiative surface roofing** options.



Mission Statement

By pursuing this mission, the CRRC will become the recognized ~~preeminent~~ informational resource ~~that is committed to~~ for reducing the urban heat island effect, increasing building energy efficiency, improving occupant comfort, and mitigating the global climate effects of greenhouse gas emissions.



CRRC GOALS (1-3 years)

The CRRC will:

1. Improve and enforce the Random Testing program
 - Maintain rating credibility
 - Improve organizational efficiency



CRRC GOALS (1-3 years)

The CRRC will:

2. Develop marketing and outreach tools to communicate the value of CRRC program
- Support existing members in discussing CRRC ratings and membership
 - Approach new potential members



CRRC GOALS (1-3 years)

The CRRC will:

3. Pursue adoption and enforcement of CRRC ratings/program in U.S. states
- Expand coverage of CRRC program and product directory
 - Attract new Licensees



GOALS (1-3 years)

The CRRC will:

4. Develop a technical research plan

- Determine high priority research projects
- Partner with other organizations



GOALS (1-3 years)

The CRRC will:

5. Develop targeted fact sheets and additional educational information
 - Improve consumer understanding of CRRC ratings and roof performance
 - Support building designers' decisions



GOALS (1-3 years)

The CRRC will:

6. Assess added value of ES-CRRC program
 - Survey members regarding its value
 - Determine program profitability



GOALS (1-3 years)

The CRRC will:

7. Develop a plan for program expansion to include other radiative surfaces
- Develop action plan to respond to strategic opportunity



GOALS (1-3 years)

The CRRC will:

8. Develop a plan to pursue international opportunities
- Develop action plan to respond to strategic opportunity



Next Step: Participation

Task 1: Admin	Task 2: Marketing	Task 3: Rating Program	Task 4: Finance
Other Surfaces Plan	Outreach Tools	Random Testing	Code Adoption
International Expansion Plan	Fact Sheets	Technical Research Plan	ES-CRRC Evaluation

1. Random Testing
2. Outreach Tools
3. Code Adoption
4. Technical Research Plan
5. Outreach Fact Sheets
6. ES-CRRC
7. Other Surfaces
8. International Expansion