2014 Strategic Plan Update

Membership Meeting
June 19, 2014
Vision Statement

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

The CRRC shall:

• Implement and communicate fair, accurate, and credible radiative energy performance rating systems for roof radiative surfaces.
Mission Statement

The CRRC shall:

• Support research into energy related properties of roofing radiative surfaces, including durability of those properties.
Mission Statement

The CRRC shall:

• Provide education and objective support to parties interested in understanding and comparing various radiative surface roofing options.
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.
GOALS (1-3 years)

The CRRC will:

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

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Feedback

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