

# CRRC Pavement Rating Program Information Packet

March 28, 2024

## What are we doing?

The Cool Roof Rating Council (CRRC) is exploring the creation of a pavement material rating program. This program would be similar to the CRRC's current roof and wall programs, but operated separately (i.e., it will be subject to a different set of program rules and participation fees). To achieve this, the CRRC is proposing to amend its *Bylaws* and *Articles of Incorporation* to expand the stated purpose of the organization to include the rating of pavement materials. The [Pavement Rating Steering Committee](#) will investigate whether a pavement product rating program is viable and should be implemented.

## What is our motivation?

- The development of a rating program for pavement materials is in line with the [CRRC Mission](#) to provide objective, scientific information related to the cooling potential of different surfaces in the built environment. Like roofs and walls, paved surfaces contribute to the urban heat island (UHI) effect, but they can also help mitigate UHI impacts.
- The CRRC has long been interested in expanding its rating programs beyond roofs, and the [2023 Strategic Plan Update](#) specifically calls out developing a rating program for pavement materials.
- The CRRC is uniquely positioned to take advantage of this opportunity. There is overlap in stakeholders, program participation experience, and technical expertise between the existing CRRC rating programs and the proposed pavement program.
- A CRRC-run rating program would fill the gap of a third-party rating system for compliance with LEED and other green building programs and assist with identifying products for a growing number of city-level cool pavement initiatives.

## How will this enhance the CRRC?

- A program that increases the number of Members, Licensees, and products will increase the organization's base of financial support. This will help keep costs down for current CRRC participants with the new revenue helping offset rising costs to the organization.

- Rating other parts of the built environment ensures that the CRRC remains relevant with policymakers and the public by supporting efforts around climate resilience and combating the urban heat island effect, in keeping with the [CRRC Mission](#).
- A new rating program will bring in new stakeholders, raising the profile of the CRRC's existing roof and wall product rating programs.

## How will this be funded?

- The pavement material rating program will be entirely self-funded by program participants; program funding would not be taken from existing programs. The Steering Committee will be responsible for identifying and developing a financial model that meets this requirement before program implementation is approved.

## What actions need to be taken?

- **Change the CRRC's Bylaws and Articles of Incorporation** – CRRC Members are asked to approve proposed changes to the CRRC's *Bylaws* and *Articles of Incorporation*. The changes would expand the scope of the CRRC to include the rating of pavement materials in addition to roofs and walls. Approving changes to these documents would not mean that the CRRC will start rating pavement materials; the changes only open the door to enabling the organization to rate pavement materials if it so chooses, after careful consideration and an in-depth analysis. Members are being asked to approve this change to give the organization the ability to move forward with the development of a program.
- **Develop Rating Program and Financial Model** – Over the next year, the Pavement Rating Steering Committee will work on drafting the program rules, structure, and financial model. A draft business plan detailing the committee's extensive analysis is expected to be presented to the Board of Directors in June 2025. The Board of Directors must approve the plan before a pavement material rating program is launched. After the Steering Committee completes its draft program plan, a permanent pavement rating committee will be formed to provide ongoing support for the program including addressing technical rating questions, conducting research, aiding in program marketing, and other topics related to pavement product ratings.

## When is this happening?

- CRRC Members are asked to approve changes to the *Bylaws* and *Articles of Incorporation* on the 2024 Membership ballot. The balloting period begins April 10, 2024 and ends on June 5, 2024. Approval of the bylaw changes in 2024 allows the CRRC to establish its intent to create a pavement rating program, pending the implementation details.

- After the CRRC Annual Meeting on June 5, 2024, the Pavement Rating Steering Committee will work on developing the initial program rules and structure and financial model. It is anticipated that the business plan and program proposal will be presented to the Board of Directors for approval in June 2025.
- The pavement material rating program could be launched in early 2026.

## Questions?

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