

# Cool Roof Steering Group Executive Summary

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# CRSG Executive Summary

## Purpose

To develop and implement the ARMA strategy to influence mandatory and voluntary initiatives associated with energy conservation, urban heat islands, air quality, and climate change as they relate to roofing products and systems.

## Position (approved by Board 11/08)

ARMA views roof surface reflectance as but one component of the Whole Building Envelope Approach as an appropriate regulatory policy and design principle for energy conservation, mitigation of urban heat islands, and improved air quality. The Whole Building Envelope Approach is the best option for designing and optimizing performance-based, proven and cost effective commercial and residential buildings. It allows flexibility and consumer choice in the selection of roof systems.

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## Issue (Reason for the Steering Group)

“Cool Roofs” are being mandated and or generally specified for low and steep-slope roofing.

## Drivers/Perceptions Behind the Issue

- Energy Conservation
  - Cost Savings
  - Peak Demand Reduction
- Climate Change/Global Warming
- Air Quality/Urban Heat Island
- “Green” as a universal remedy

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## **Business Impacts for Asphalt Roofing (If the Issue is Not Addressed)**

- Continued proliferation of cool roof mandates
- Loss of momentum versus other product types
- Increased restrictions on business opportunities
- Reduced consumer choice where required
- Increased certification and compliance costs
- Constriction on innovation opportunities & speed to market

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## Goals of the Steering Group (At the direction of the Board)

- Provide effective solutions that allow options, flexibility and choice
- Ensure fair and technically sound criteria and presentation for our products
- Maintain consumer choice

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## Strategies (To Accomplish the Goals)

- Ensure scientifically valid requirements
- Oppose unduly onerous and/or unfounded mandates and regulations
- Promote Whole Building Envelope Approach
- Facilitate speedy, positive and reliable decision making
- Mitigate negative impact on efficient business capability

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## Tactics (Included but Not Limited to)

### Political

- Effectively communicate our message at the federal, state and local levels
  - Identify the top decision makers and enroll them in our point of view

### Scientific

- Use Energy Calculators, Modeling and Accurate Cost Data to establish trade offs and cost effectiveness
- Develop coalition of allied roofing component organizations who support the whole building envelop approach (e.g., PIMA, NAIMA, RAVC, ERA, and NGO's)
- Understand and address the rationale of those positions that lead to the perception that cool roofing is a universal remedy
- Revise Energy Star requirements to allow 3-year-aged solar reflectance calculation based on solar reflectance initial, while concurrently developing a reproducible accelerated-aging method

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## Tactics Continued (Included but Not Limited to)

### Communication/Education

- Media initiative including presentations to consumers regarding facts of cool roofing and options available
- Effectively communicate to public



# Questions

