A NEW ENVIRONMENTAL ASSESSMENT TOOL FOR ROOFING SYSTEMS
A WORD ABOUT THE CENTER
CENTER FOR ENVIRONMENTAL INNOVATION IN ROOFING

IN THE HEART OF DC, THE CENTER IS LOCATED AT 816 CONNECTICUT AVENUE, NW, WASHINGTON, DC 20006
ROOFPOINT

WHY IS IT NEEDED?
STRATEGIC ENERGY RESOURCE....

- Over **700 Trillion BTU** of potential annual energy savings

- Over **25 Grand Coulee Dams** of clean energy production
BEYOND ENERGY....

- Improved air quality
- Reduced heat island effects
- Increased water quality and availability
- Reduced construction waste
- Renewable / recyclable / reusable materials
- Expanded building service life
- Enhanced occupant safety and productivity

Source: Successful Rooftop Photovoltaics (Center, 2010)
STRATEGIC RESOURCE

MULTIPLIER EFFECT OF REROOFING

NONRESIDENTIAL ROOFING MARKET: 2010

NEW BUILDINGS
< 0.5 BILLION SQ. FT.

EXISTING BUILDINGS
> 2.5 BILLION SQ. FT.

EACH BUILDING REPRESENTS 500 MILLION SQ. FT. OF ROOFING OPPORTUNITY
ROOFPOINT FOUNDATION

- Initiated by Center Board of Directors
- Supported by a $750,000 grant from the Roofing Industry Alliance for Progress
- Drafted by leading industry experts on the Center Research Committee
- Vetted in two-step public review process
**ROOFPONT MISSION**
**COMPARING ROOFPONT AND LEED**

<table>
<thead>
<tr>
<th>LEED MISSION</th>
<th>ROOFPONT MISSION</th>
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<tr>
<td>Define “green building” using a common standard of measurement</td>
<td>Define “environmentally innovative roofing” using a common standard of evaluation</td>
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<td>Promote integrated, whole-building design practices</td>
<td>Promote integrated, total roof system design, installation and management</td>
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<td>Recognize environmental leadership in the building industry</td>
<td>Recognize environmental leadership in the roofing industry</td>
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<td>Stimulate green competition</td>
<td>Stimulate roofing innovation</td>
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<td>Raise consumer awareness of green building benefits</td>
<td>Raise public awareness of roofing’s role in energy and the environment</td>
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<td>Transform the building market</td>
<td>Transform the roofing industry</td>
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ROOFPOINT FUNCTION

GUIDELINE
1. ................
2. ................
3. ................
4. ................
5. ................

CHECKLIST
☐ ................
☐ ................
☐ ................
☐ ................
☐ ................

ASSESSMENT SYSTEM
OPTION A: +
OPTION B: +

RECOGNITION
THIS IS TO CERTIFY THAT______ MEETS THE CRITERIA FOR A ROOFPOINT ROOF
ROOFPOINT

HOW IT WORKS
ROOFPOINT STRUCTURE

ENERGY/ENVIRONMENTAL CATEGORIES (SECTIONS)

CRITICAL FUNCTIONAL STRATEGIES (CREDITS)

SPECIFIC STRATEGIC GOALS (INTENTS)

MEASURABLE CRITERIA (REQUIREMENTS)

ASSESSMENT SYSTEM (SCORING)

RECOGNITION (AWARDS)
ROOFPOINT SECTIONS

ENERGY MANAGEMENT
MATERIALS MANAGEMENT
WATER MANAGEMENT
DURABILITY / LIFE CYCLE MANAGEMENT
INNOVATION

A HOLISTIC APPROACH EMPHASIZING SYNERGY AND BALANCE
ROOFPOINT INTENTS

- **ENERGY** Reduce energy consumption
  Increase clean energy production  Reduce GHG

- **WATER** Reduce storm water run off
  Increase water supply and quality

- **MATERIALS** Reduce roofing waste  Increase material recycling  Reduce material-related environmental impacts

- **DURABILITY** Increase design and material durability  Promote life cycle management
ROOFPOINT REQUIREMENTS

- **PRESCRIPTIVE** Used when underlying reference standards are available and reasonably represent the stated intent of the credit

- **PERFORMANCE** Used when calculation and/or operational verification are critical

- **PROCESS** Used when complex decisions and ongoing management are critical

**A BALANCED APPROACH EMPHASIZING BEST AVAILABLE INDUSTRY STANDARDS AND PRACTICES**
ROOFPOINT EVALUATION
(Pilot Program Protocol)

◆ SIMPLIFIED SCORING
  ◆ “Meets Requirement” = 1.0 point for each credit
  ◆ “Exceeds Requirement” = 1.5 points for each credit
  ◆ “Meets Intent” = 1.0 point for each credit

◆ “BALANCED SCORECARD”
  ◆ Achieve minimum 8 to 12 Points for each project
  ◆ Achieve points in each major category
    ◆ Energy: 3 to 4 Points
    ◆ Materials / Water: 1 to 2 Points
    ◆ Durability / Life Cycle: 4 to 6 Points
Validated in two rounds of industry review
Expanded to cover both steep-slope and low-slope
Simple organization with clear requirements
Designed for innovation and flexibility
Free download available
www.RoofPoint.WikiSpaces.com
ROOFPOINT 2011 AND BEYOND

2011
- Pilot Program will introduce RoofPoint to the market and refine the process

2012
- Formal Roof Certification Program will be established
- “Registered RoofPoint Professional” Program will be established

Beyond 2012
- RoofPoint will evolve into a national standard
USING ROOFPOINT IN EVERYDAY PRACTICE

- DECISION MODEL / PROJECT CHECKLIST
- LIFE CYCLE MANAGEMENT TOOL
- INDUSTRY TRAINING CURRICULUM
- INDUSTRY RESEARCH AGENDA
KEY ISSUES GOING FORWARD

- EVALUATING RESULTS OF PILOT PROGRAM
  - Ease and effectiveness of use
  - Scoring: Thresholds, levels, weighting

- ADDING NEW CREDIT CONCEPTS
  - New material concepts
  - Life cycle assessment (LCA)
  - Safety and health-related concepts

- MOVING TO THE NEXT LEVEL
  - Effective training and certification programs
  - Transformation into national standard
PARTICIPATE

- Visit the RoofPoint web site and learn more about the program
  - Download the RoofPoint Pilot Draft and other useful tools
  - Access the RoofPoint Project Database and see RoofPoint in action
- Contact the Center or a Center Member if you are interested in participating in the Pilot Program

www.roofpoint.org
ROOFPOINT™
A NEW MEASURE FOR ENVIRONMENTALLY INNOVATIVE ROOFING

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