



RoofPoint

ELEVATING ENVIRONMENTAL PERFORMANCE

A NEW ENVIRONMENTAL ASSESSMENT TOOL FOR ROOFING SYSTEMS

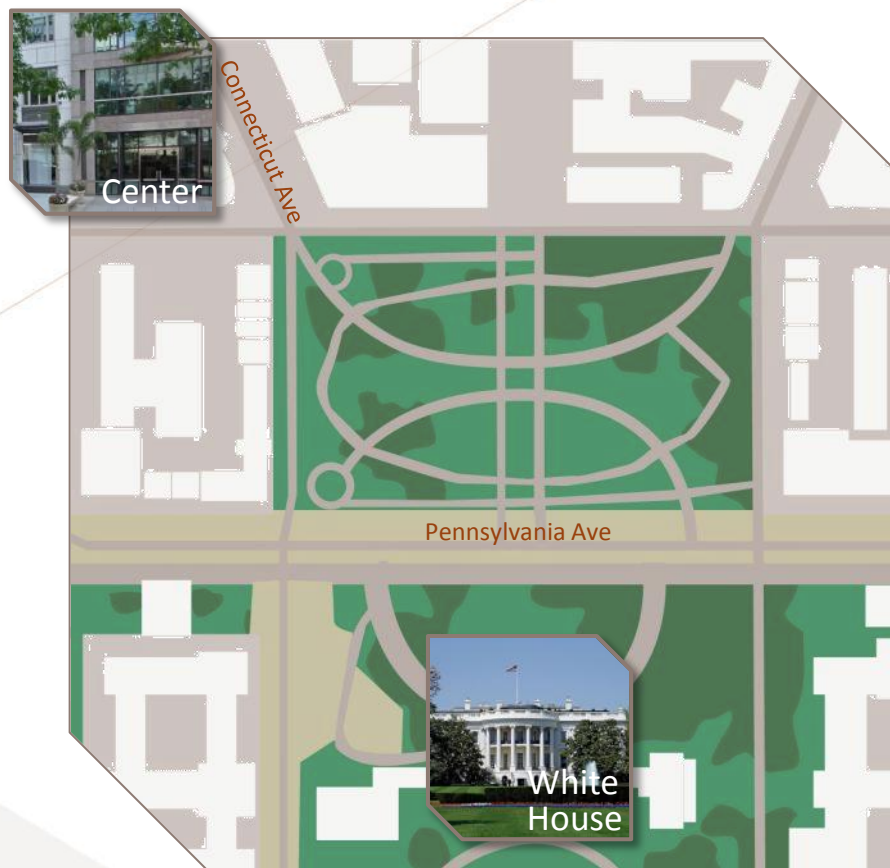
©2011 Center for Environmental Innovation in Roofing (Center).
ROOFPPOINT™ is an exclusive trademark of the Center for its roof guidelines and rating systems.



ROOFPOINT

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



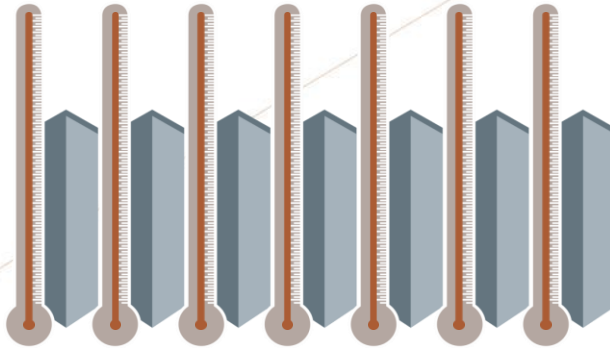
ROOFPOINT

ROOFPOINT

WHY IS IT NEEDED?

STRATEGIC ENERGY RESOURCE....

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



EACH THERMOMETER
REPRESENTS **100 TRILLION**
BTU OF ENERGY SAVINGS

- ◆ Over **25 Grand Coulee Dams** of clean energy production



BEYOND ENERGY....



RoofPOINT

- ◆ 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

STRATEGIC RESOURCE

MULTIPLIER EFFECT OF REROOFING

NONRESIDENTIAL ROOFING MARKET: 2010



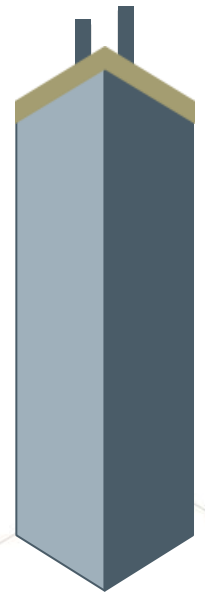
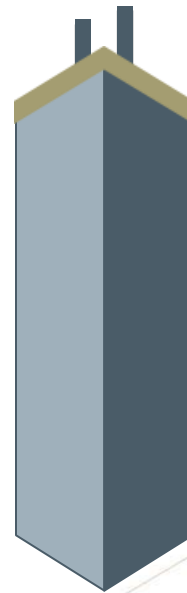
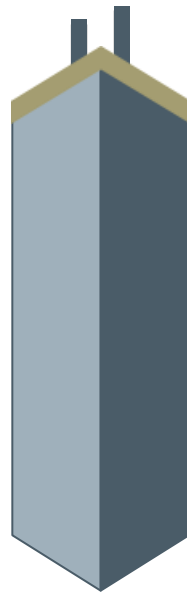
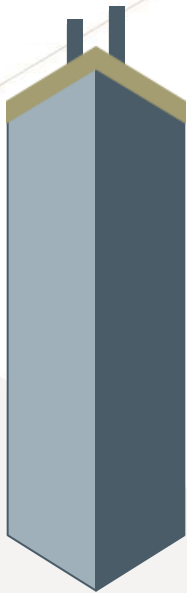
RoofPoint

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

ROOFPOINT

FOUNDATION

MISSION

FUNCTION

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



ROOFPOINT MISSION

COMPARING ROOFPOINT AND LEED



LEED MISSION

Define “green building” using a common standard of measurement

Promote integrated, whole-building design practices

Recognize environmental leadership in the building industry

Stimulate green competition

Raise consumer awareness of green building benefits

Transform the building market

ROOFPOINT MISSION

Define “environmentally innovative roofing” using a common standard of evaluation

Promote integrated, total roof system design, installation and management

Recognize environmental leadership in the roofing industry

Stimulate roofing innovation

Raise public awareness of roofing’s role in energy and the environment

Transform the roofing industry

ROOFPPOINT 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
ROOFPPOINT ROOF





ROOFPOINT

ROOFPOINT

HOW IT WORKS

ROOFPOINT STRUCTURE



RoofPoint

ENERGY/ENVIRONMENTAL CATEGORIES

(SECTIONS)



CRITICAL FUNCTIONAL STRATEGIES

(CREDITS)



SPECIFIC STRATEGIC GOALS

(INTENTS)



MEASURABLE CRITERIA

(REQUIREMENTS)



ASSESSMENT SYSTEM

(SCORING)



RECOGNITION

(AWARDS)

ROOFPOINT SECTIONS



RoofPoint

ENERGY MANAGEMENT

MATERIALS MANAGEMENT

WATER MANAGEMENT

DURABILITY / LIFE CYCLE MANAGEMENT

INNOVATION

*A HOLISTIC APPROACH EMPHASING
SYNERGY AND BALANCE*

ROOFPOINT INTENTS



RoofPOINT

- ◆ **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

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)



RoofPoint

◆ 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”

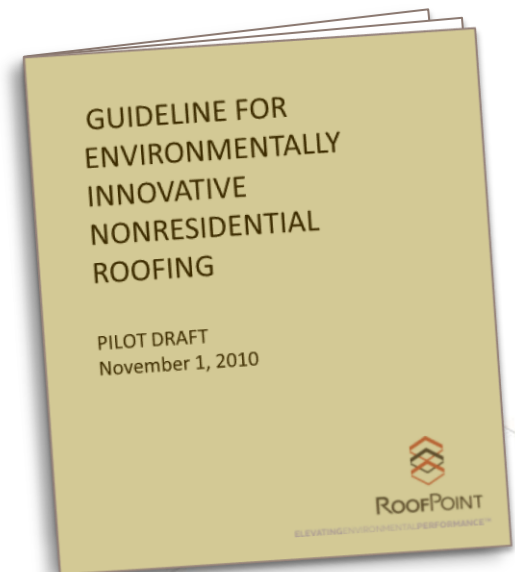
- ◆ Achieve minimum 8 to 12 Points for each project
- ◆ Achieve points in each major category
 - ◆ Energy: 3 to 4 Points
 - ◆ Materials / Water: 1 to 2 Points
 - ◆ Durability / Life Cycle: 4 to 6 Points

ROOFPOINT PILOT DRAFT



- ◆ 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

ROOFPOINT

PRESENT AND FUTURE



RoofPoint

ROOFPPOINT 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 ROOFPPOINT 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

September 21, 2011



RoofPoint

ELEVATING ENVIRONMENTAL PERFORMANCE

ROOFPOINT™

A NEW MEASURE FOR
ENVIRONMENTALLY INNOVATIVE ROOFING

©2011 Center for Environmental Innovation in Roofing (Center).

ROOFPOINT™ is an exclusive trademark of the Center for its roof guidelines and rating systems.