



**RoofPoint**

**ELEVATING ENVIRONMENTAL PERFORMANCE**

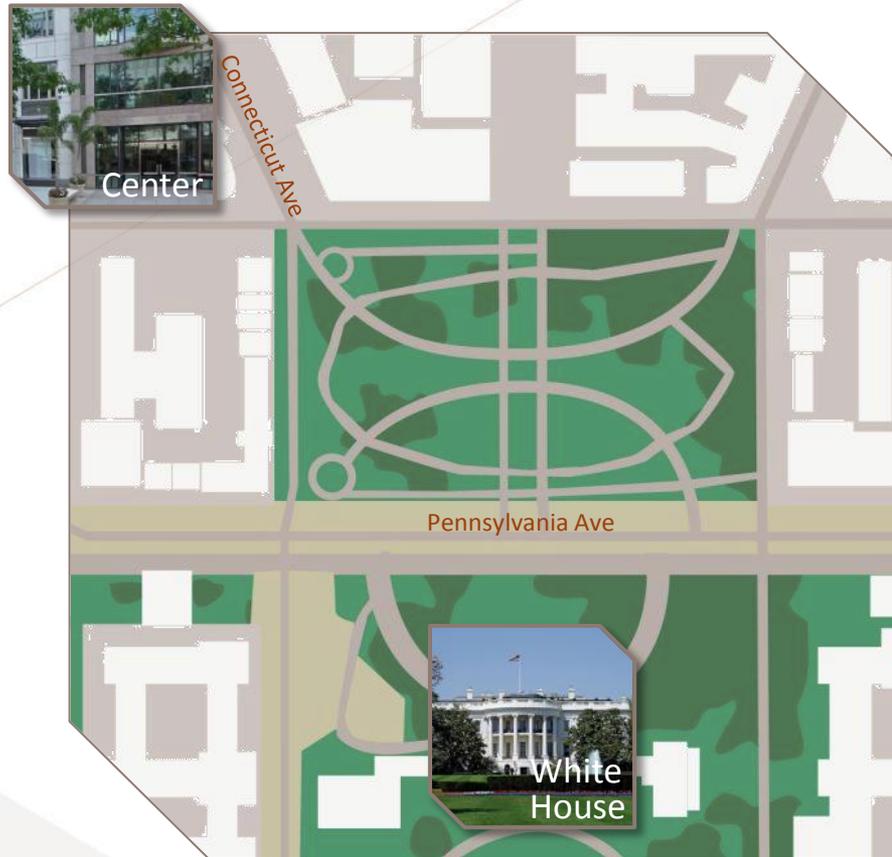
# A NEW ENVIRONMENTAL ASSESSMENT TOOL FOR ROOFING SYSTEMS



# 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



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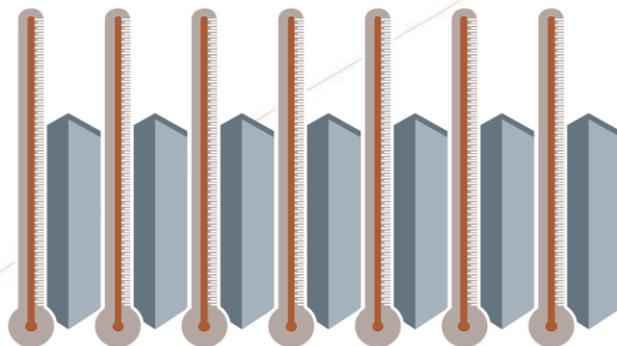
# ROOFPOINT

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....



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- ◆ 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



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# STRATEGIC RESOURCE

## MULTIPLIER EFFECT OF REROOFING

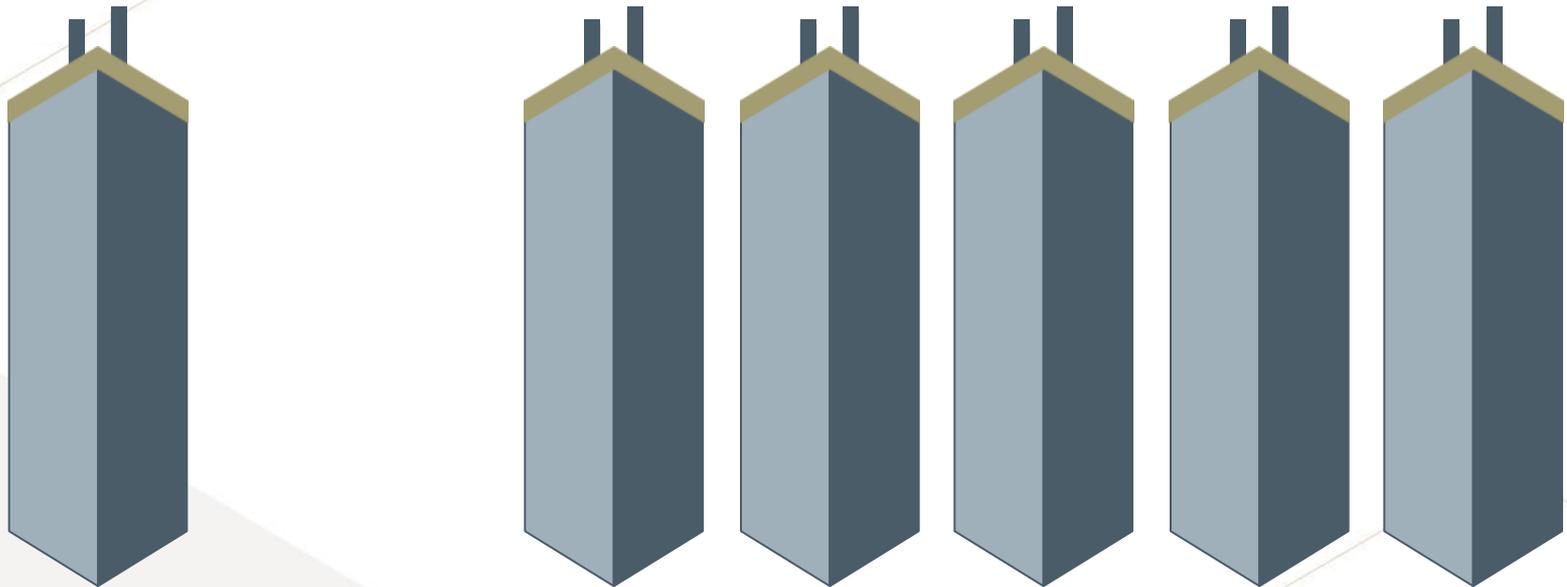
NONRESIDENTIAL ROOFING MARKET: 2010

NEW BUILDINGS

**< 0.5 BILLION SQ. FT.**

EXISTING BUILDINGS

**>2.5 BILLION SQ. FT.**



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



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# ROOFPOINT

FOUNDATION

MISSION

FUNCTION

# ROOFPOINT FOUNDATION



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- ◆ 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



The Roofing Industry **ALLIANCE** for Progress

# ROOFPOINT MISSION

## COMPARING ROOFPOINT AND LEED



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### 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

# ROOFPOINT FUNCTION



### GUIDELINE

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



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### CHECKLIST

- .....
- .....
- .....
- .....
- .....



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### ASSESSMENT SYSTEM

OPTION A:	OPTION B:
+	+
+	+
+	+



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### RECOGNITION

THIS IS TO CERTIFY THAT \_\_\_\_\_ MEETS THE CRITERIA FOR A ROOFPOINT ROOF



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# 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



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**ENERGY MANAGEMENT**

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**MATERIALS MANAGEMENT**

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**WATER MANAGEMENT**

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**DURABILITY / LIFE CYCLE MANAGEMENT**

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**INNOVATION**

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*A HOLISTIC APPROACH EMPHASING  
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)



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## ◆ 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

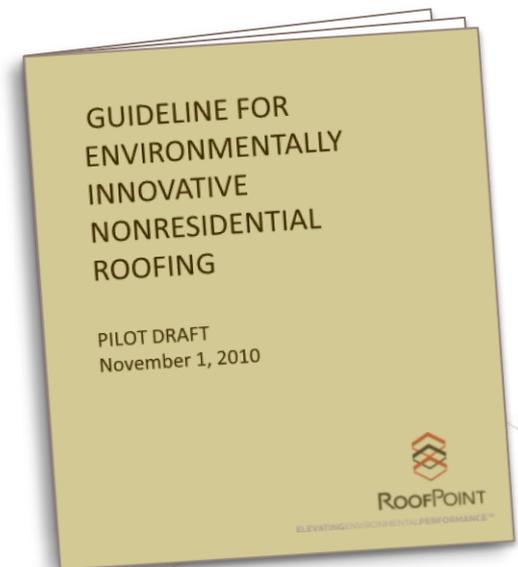
## ◆ “BALANCED SCORECARD”

- ◆ 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](http://www.RoofPoint.WikiSpaces.com)





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# ROOFPOINT

PRESENT AND FUTURE



# 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 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



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- ◆ 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](http://www.roofpoint.org)*

September 21, 2011



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**ELEVATING ENVIRONMENTAL PERFORMANCE**

**ROOFPOINT™**

A NEW MEASURE FOR  
ENVIRONMENTALLY INNOVATIVE ROOFING