RCMA KEY ISSUES AND ACTIVITIES

Presented by Jeff Blank, RCMA President

February 14, 2013
SPFA Convention & Expo
Jacksonville, FL
RCMA Mission Statement

- RCMA’s mission is a strategic partnership of roof coating manufacturers and affiliates that provides a unified voice to advance, promote, and expand the international market for roof coatings through education, technical advancement, and advocacy of industry issues.
RCMA Membership

- Any company which manufactures:
  - Cold-process protective roof coatings
  - Cold-process pavement maintenance coatings
  - Cold-process industrial coatings

- Any company which supplies products, equipment, machinery or services to the roof coatings industry.
Upcoming 2013 Meetings

- **RCMA Annual Meeting**
  - March 13, 2013
  - Orlando, FL

- **RCMA Government Affairs Lobby Day**
  - July 23 – 24, 2013
  - Washington, DC

- **RCMA Fall Meeting**
  - October 8 – 10, 2013
  - Oak Ridge, TN
Standing Committees

- Government Affairs Committee
  - VOC, GHS, PaintCare, Oxidized Asphalt Labeling

- Technical Committee
  - Codes, Reflective Coatings, Research Studies

- Member Services Committee
  - Communications, Membership, Conferences
GOVERNMENT AFFAIRS COMMITTEE ACTIVITIES
CALIFORNIA PAINTCARE
California PaintCare Program

- In September 2010, the Governor signed a law creating the California Architectural Paint Stewardship Program.

- Requires architectural paint (including coatings) manufacturers to develop and implement a program to recycle and properly manage postconsumer architectural paint in the State.
California PaintCare Program

- There is a special stewardship assessment fee which has to be added to the cost of architectural paint sold to California retailers and distributors.

- Assessment fee:

  Half pint or less = $0.00
  Half pint to 1 gallon = $0.35
  1 gallon = $0.75
  1 gallon to 5 gallons = $1.60
California PaintCare Program

- Asphalt based roof coatings are excluded from program. However, white coatings are included.

- But, industrial maintenance roof coatings with any of the below container labels are excluded:
  - “For Professional Use Only”
  - “For Industrial Use Only”
  - “Not for Residential Use”
  - “Not Intended for Residential Use”
RCMA VOC UPDATES
VOC Updates – ACA Lawsuit in California

- The American Coatings Association (ACA) lost their years-old challenge to the SCAQMD AIM Coatings Rule.

- The court declared that the SCAQMD may set pollution standards “based on technologies that do not currently exist but are reasonably anticipated to exist by the compliance deadline.”
VOC Updates – ACA Lawsuit in California

- ACA accused SCAQMD of mandating unachievable limits through the use of technologies that were not even available.

- ACA says that the ruling will increase regulatory uncertainty for any company wishing to do business in the unstable market.
VOC Update – South Coast 2012 Air Quality Management Plan (AQMP)

- SCAQMD published their 2012 Air Quality Management Plan (AQMP).

- The AQMP calls for further reduction of VOC emissions from AIM Coatings, specifically by:
  - Small container exemption - eliminate certain categories, set limits, increase fees
  - Spray equipment requirements to increase transfer efficiency and reduce paint usage
VOC Update – South Coast 2012 Air Quality Management Plan (AQMP)

- RCMA submitted comments on the draft discouraging the South Coast from further reducing VOC emissions through Rule 1113

- ACA has formed a Small Container Exemption Working Group to challenge the proposed discontinuation of small container exemption
VOC Update – CARB Districts

- Antelope Valley will likely be next district to adopt CARB 2007 SCM for AIM Coatings, according to their 2012 Rule Development Calendar.

- Sacramento likely to follow after Antelope Valley adopts.

- Current list of CARB AQMDs with AIM Coatings Rules based on the CARB 2007 SCM:
  - Bay Area
  - Ventura
  - San Joaquin
  - Imperial
  - Kern
  - Placer
  - Mojave Desert
VOC Update – OTC Phase II Model Rule Adoption

New York
- Likely first OTC state to adopt updated AIM Coatings Rule based on the OTC 2010 Model Rule, “Phase II”
- Still targeting a January 1, 2014 effective date.

Connecticut
- Adoption of OTC Phase II is currently in internal review.
- Their office expects it will be 18 to 24 months until it is promulgated.
New Hampshire
- Listed on OTC website as “Under Review” but their office reports that they have no specific plans at this time to initiate an AIM rulemaking.
- Current rule is set to expire in 2014 and they will consider whether to update to Phase II at that time.

New Jersey
- Looking to adopt the Phase II Model Rule but are currently stalled while working on higher-priority items
VOC Update – OTC Phase II Model Rule Adoption

**Delaware**

- Tentatively plan to start rule making procedure before year-end 2013 and have the rule be effective by mid-year 2013

- The compliance date most likely will be 1/1/14

- Plan to mirror the OTC Model Rule with minor variances, such as no sell through date
National AIM Rule

- EPA has been receiving letters from OTC, various states to amend the National AIM rule

- Once several court-ordered deadline projects are completed later this year, EPA will possibly start working on the AIM rule

- Rulemaking process possible for in mid-2013
National Ozone Standard

- Revisions to the National Ozone Standard could increase pressure for further VOC reductions

- In January 2010, EPA proposed to lower the ozone standard, currently .075 ppm, down to 0.060 ppm - 0.070 ppm

- In September 2011, the Obama administration withdrew the draft NAAQS for Ozone

- EPA released the proposed rule that was not approved, which had set 0.070 ppm

- EPA will once again revisit the standard in 2013
PUGET SOUND ROOF RUNOFF STUDY
WA State Ecology convened a Roofing Task Force meeting to discuss toxic chemicals in the Puget Sound attributed to roofing.

- Zinc – 88%
- Copper – 11%
- Cadmium – 60%
- Arsenic - 19%
TECHNICAL COMMITTEE ACTIVITIES
DIMETHYL CARBONATE
Dimethyl Carbonate Exemption

- DMC was granted a Federal VOC exemption in February 2009.

- DMC exemption in Rule 102 at a SCAQMD hearing in September 2009 because of inhalation development toxicity study in lab mice from 1992.

- There was no distinction made between a mouse in a confined space and a worker in open air.
Dimethyl Carbonate Exemption

- Rule 1113 covers architectural coatings and this is where roof coatings are found.

- Since SCAQMD has granted some use of DMC in some select rules it might be possible to add it to Rule 1113.

- However, according to SCAQMD, Rule 1113 isn’t scheduled for amendment until around 2016.
Dimethyl Carbonate Exemption

- RCMA plans to draft a letter outlining our position and rationale for the DMC exemption.

- RCMA has considered performing our own worker exposure assessment study if it appears cost effective.
ALTERNATE MEASURING METHODS
Alternate Test Methods

- RCMA is considering a study of using alternate measuring methods to determine reflectance and/or emissivity.

- The study would also see if there is a mathematical correlation to the results obtained using these alternate methods compared to those obtained by the D&S reflectometer and/or thermal emissivity sensor.
Alternate Test Methods

- Info may be able to help improve ASTM E1918.

- May open testing process to other independent labs who cannot afford the D&S system, and provide a means for manufacturers to test reflectance/emissivity without having to buy their own D&S.

- Would create an easier way for research labs to field test reflectance without needing to carry a costly D&S system onto the roof.
UNITED NATIONS
SEFA PROGRAM
UN Foundation Sustainable Energy for All (SEFA) Program

- SEFA’s primary objectives:
  - Ensure universal access to modern energy services by 2030;
  - Double the rate of improvement in energy efficiency by 2030; and
  - Double the share of renewable energy in the global mix by 2030.
UN Foundation Sustainable Energy for All (SEFA) Program

- RCMA met with SEFA representative and emphasized the importance of considering the whole building and whole roof system.

- We also encouraged SEFA to reach out to other roofing industry organizations, which they did.

- SEFA asked for a commitment from RCMA.
UN Foundation Sustainable Energy for All (SEFA) Program

- RCMA Board of Directors approved the following:

- “The RCMA is committed to promote SEFA’s efforts through increased resource allocation for energy code education and adoption where appropriate, utilizing RCMA staff and member company staff, in consultation with the UN SEFA initiative.”
SOLAR REFLECTIVE COATINGS COUNCIL
RCMA Solar Reflective Coatings Council

- RCMA has partnered with the Database of State Incentives for Renewables & Efficiency (DSIRE).

- Created a customized search tool which contains financial incentive information on reflective roofs across the country.

- RCMA database is searchable by state and zip code.
RCMA - CRRC
SUBSTRATE STUDY
RCMA/CRRC Substrate Study Scope

- Designed to gain an understanding of substrate on the surface reflectance and thermal emittance.

- Roof coating materials applied over a variety of substrates at multiple application rates.

- The final results were presented to the RCMA membership in October 2012.
RCMA/CRRC Substrate Study Technical Approach

- Coatings were applied to substrates at -20% and -40% of the manufacturer recommended application rate.

- In March 2008, the samples were placed in Florida, Ohio, and Arizona to cover several different climates and temperatures.

- Readings were taken for initial reflectance and emittance periodically over a three year period by PRI and Momentum Technologies.
The following coatings were used in the study:

- Acrylic Elastomeric Coating
- Styrene Acrylic Elastomeric Coating
- SEBS (Solvent Borne) Elastomeric Coating
- Aluminum (Solvent Borne) Rubberized Coating
- Aluminum (Solvent Borne) Fibrated Coating
- Aluminum (Solvent Borne) Non-Fibrated Coating
The following substrates were used in the study:

- 6” x 4” Standard Aluminum Panels (0.025” Thick)
- ASTM D 6164: Type I SBS Granule PE MB (Self-Adhering)
- ASTM D 6222: Type I APP Granule PE MB (Self-Adhering)
- Self-Adhering Glass Asphalt Base Sheet
RCMA/CRRC Substrate Study - Coverage

- The following coverage was used in the study:
  - Manufacturer’s Recommendation
  - 20% Less than Manufacturer’s Recommendation
  - 40% Less than Manufacturer’s Recommendation
Substrate Dependency

- There were differences in the initial reflectance results when comparing metal to an irregular substrate such as a granule SBS.

- The observations of the more critical three year data showed greater similarity between metal and granule surfaces.
Coverage Rate

- No observed difference between proper and improper applications of coatings at reduced levels, as low as, 40% below the recommended application rate on either substrate analyzed.

- In line with findings presented by Dow Chemical in 2005, that showed observed reflectance differences only begin to occur at mileages below a 65% reduction of the application rate.
RCMA Recommendations to CRRC

- RCMA recommends the use of metal substrates for determining surface reflectance and thermal emittance.

- The metal surface provides the most consistent substrate for evaluating coating performance.

- The collected aged data would not suggest a benefit in testing alternative substrates.
MEMBER SERVICES

COMMITTEE ACTIVITIES
2012 International Roof Coatings Conference

IRCC Attendance by Type

- Member (59)
- Non-Member (48)
- Academic Attendees (1)
2012 International Roof Coatings Conference

Media Placements or Positive Coverage by:

- Professional Roofing
- Durability + Design
- CRRC Roofing Reflections Newsletter
- Acrymax Blog
- US DOE Building Envelope and Windows R&D Blog
- EDC: The Official Magazine for the LEED Professional
- Manufacturing.net
- Roofing Contractor
- Construction Magazine Network
2012 International Roof Coatings Conference

Feedback from post-conference survey

How Would You Rate Your Overall Experience?
Did it Accomplish What You Expected and Needed?

- Exceeded Expectations (20) 38%
- Productive (32) 62%
- Somewhat Productive (0)
- Not Productive (0)
2012 IRCC – Post-Conference Survey Feedback

How Often Should the IRCC be Held?

- Every Year: 27%
- Every Two Years: 59%
- Every Three Years: 4%
- Other*: 10%

*Other – Next Year, then Every Other Year
2014 International Roof Coatings Conference

- The next International Roof Coatings Conference will be held in July 2014 in Baltimore, MD.

- Over 20 topics and issues have already been suggested for the next conference.

- A task force will be organized shortly to begin planning of next conference.
THANK YOU!

QUESTIONS?