

# MAKING DEFERRED CAPITAL RENEWAL AND MAINTENANCE APPEALING

**RothNotes**  
series

Deferred Capital Renewal and Maintenance (DCRM) often takes a backseat to the allure of new construction, leaving essential upkeep neglected. By understanding why maintenance often falls by the wayside and identifying strategies to make it more appealing, organizations can ensure long-term success and stability.



The following points address the challenges and highlight the importance of prioritizing DCRM.

## The Real Challenge

- Renewal work usually only gets attention after a failure, which is negative press.
- Good renewal planning is like healthy living: proactive but often ignored until a crisis.



## Why the Struggle?



- Organizations often prioritize new, flashy buildings over essential maintenance.
- Emotion and politics, not logic, often drive these decisions.
- New buildings get headlines, politicians, and photo ops, unlike maintenance work.

# Keys to Success

- **Emotional Appeal:** Make maintenance appealing and newsworthy.
- **Consistent Advocacy:** Ensure ongoing support from Board Members, senior leaders, or stakeholders.
- **Long-Term Discipline:** Focus on reversing decades of underfunding with a steady, disciplined approach.

## Tips for Making DCRM Appealing

- **Highlight the Impact:** Show how maintenance prevents disasters and saves money long-term.
- **Create Events:** Organize ribbon-cutting ceremonies for major maintenance projects.
- **Engage Media:** Invite press to showcase the importance of maintaining safe, functional buildings.
- **Involve Politicians:** Get local leaders to champion maintenance projects.



## Stay Hopeful

- Many organizations successfully maintain a focus on DCRM through sustained effort.
- Share successes and strategies to keep the momentum going.

Staying focused on DCRM is not just a necessity; it's a commitment to the safety, functionality, and longevity of our buildings. By sharing successes and strategies, we can inspire others to maintain this focus and achieve sustained results.

## Why It's Important

- Ignoring maintenance can lead to major disruptions, unexpected costs, or even injuries.
- Consistent focus on Deferred Capital Renewal and Maintenance (DCRM) is crucial for long-term success.

