



# NYC°CoolRoofs

## ANNUAL REVIEW

### 2010

**NYC** Service™

Department  
of Buildings

 conEdison





Photo: Rachel Richards

Buildings Commissioner Robert D. LiMandri, CUNY Vice President Ramone Segree, and NYC Chief Service Officer Diahann Billings-Burford coat at the NYC °CoolRoofs program launch in May 2010 at CUNY's LaGuardia Community College in Long Island City.

## Overview

In May 2010, following a hugely successful pilot program the previous fall, NYC Service and the NYC Department of Buildings launched the first full season of an exciting new program to promote and facilitate the cooling of New York City's rooftops.

The goals of NYC °CoolRoofs are to: combat the Urban Heat Island Effect, save New Yorkers money by cutting cooling costs, and support the City's PlaNYC goal to reduce greenhouse gas emissions by 30% by 2030. To meet these ambitious goals, NYC °CoolRoofs relies on citizen volunteers, who are eager to help create a greener, greater New York.

In its inaugural program year, NYC °CoolRoofs surpassed its goal, coating a total of 1,168,369 square feet of rooftops across 135 buildings. 1,600 volunteers participated in these coating efforts, including both private citizens and seventeen corporate groups.

NYC °CoolRoofs is grateful to the nonprofit and corporate support that made this first year successful, especially Con Edison, the Community Environmental Center, and Green City Force.



Participating building owners were provided a NYC °CoolRoofs certification of appreciation and a window decal.

## NYC Gets a Little Bit °Cooler



Brooklyn was 2010's coolest borough

The program used more than 4,000 buckets of coating!



October was the coolest month with 200,000 square feet coated

The average roof size was 8,700 square feet



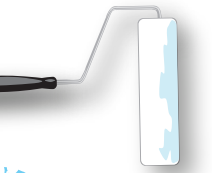


Photo: Rachel Richards

## 2010 Coating Season by Borough

Focusing coating efforts in designated neighborhoods – Long Island City, Crown Heights, Bedford-Stuyvesant, and the South Bronx – NYC °CoolRoofs helps to reduce the Urban Heat Island Effect in New York City.

One million square feet of cool roofs should reduce New York City's carbon emissions by 500,000 lbs or 227 metric tons. This reduction is equal to removing 50 cars from the road or having 300 New Yorkers not drive for an entire year.



NYC Service volunteers coating

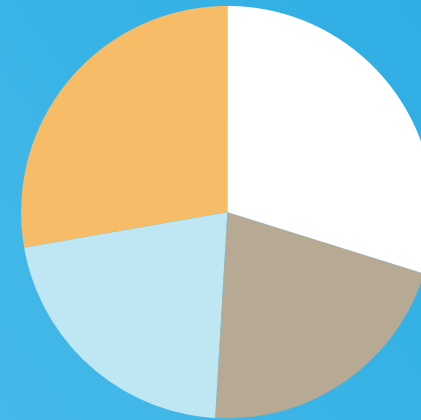




Artist Molly Dilworth created a cool roof for a school in Brooklyn. Dilworth painted a light-colored representation of the New York and New Jersey coastline after a 7 meter rise in sea levels.

## Volunteers

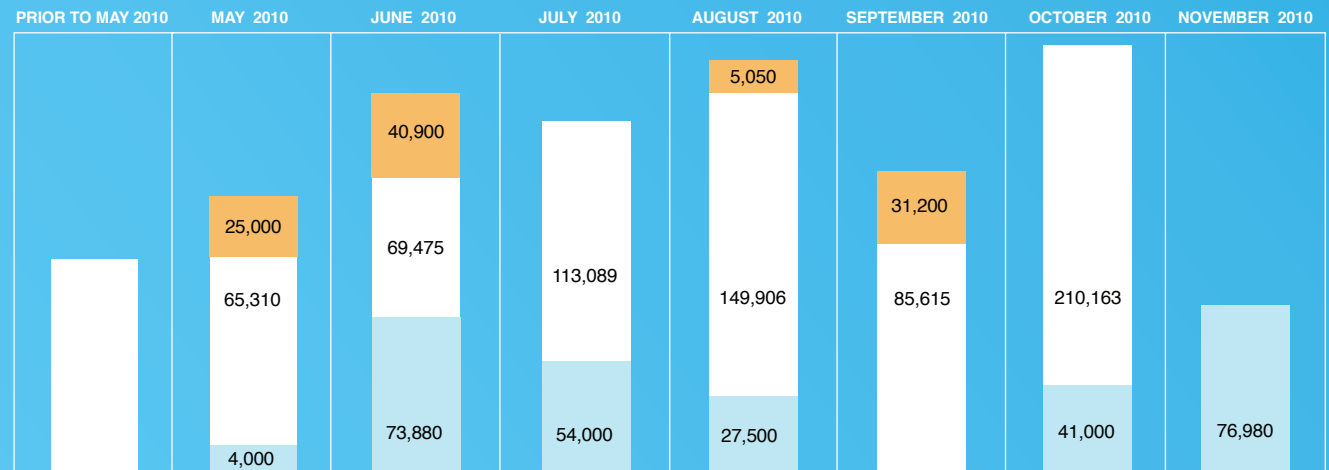
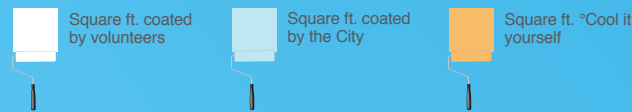
NYC °CoolRoofs taps into the incredible spirit of volunteerism in New York City and harnesses that energy to tackle a challenge that government can't solve on its own - reducing the city's carbon footprint. This year a combination of citizen, corporate and non-profit group volunteers, in addition to our green workforce group, gave their time to coat more than 1 million square feet of rooftop and are directly responsible for the program's first-year success.



Citizens: **246**  
 Workforce Group: **337**  
 Nonprofits: **340**  
 Corporate Days: **443**

In future coating seasons, NYC °CoolRoofs will continue to leverage volunteers to effect lasting environmental change.

## NYC °CoolRoofs Coating Milestones





THE POWER OF GIVING

## Making NYC Even Cooler

conEdison is proud to partner with the City of New York on the NYC °CoolRoofs program. This program aims to reduce the urban heat island effect by painting roofs with a reflective white coating. This helps to reduce the amount of heat absorbed by buildings, which in turn reduces the need for air conditioning and lowers energy costs. conEdison is committed to supporting the City's efforts to create a more sustainable and resilient future for all New Yorkers.

The program has been a great success, with over 1 million square feet of roof area painted since its launch. This has resulted in a significant reduction in energy consumption and greenhouse gas emissions. conEdison is proud to be a part of this important initiative and will continue to support the City in its efforts to make NYC a greener and cooler city.



## Partnerships

Partners are an important component of NYC °CoolRoofs. Fellow City agencies, corporations, and nonprofit organizations generously donated their resources to help NYC °CoolRoofs coat over one million square feet.

### Partners

#### Lead Corporate Sponsor

Consolidated Edison Company

#### Corporate Day Partners

Arts and Business Council of New York  
 Bank of America  
 Bloomberg  
 Coach, Inc.  
 Colgate Palmolive Company  
 Citigroup  
 Ernst & Young LLP  
 GAF

HSBC Group  
 JetBlue Airway  
 McGraw-Hill  
 Mercer  
 Moodys Foundation  
 New York Mets  
 Tishman Speyer  
 The Walt Disney Company

#### Government Partners

The City University of New York (CUNY)  
 Mayor's Office of Operations  
 New York City Housing Authority (NYCHA)  
 New York City Department of Citywide Services (DCAS)  
 New York City Department of Homeless Services (DHS)  
 New York City Department of Parks and Recreations (Parks)  
 New York Police Department (NYPD)  
 New York City Department of Transportation (DOT)  
 PlaNYC

#### Square Footage Coated on City Buildings

DOT	9,980	(1%)
NYPD	11,710	(1%)
DCAS	22,500	(2%)
CUNY	46,670	(4%)
NYCHA	106,538	(9%)
DHS	144,505	(12%)
Parks	193,500	(17%)
Private Buildings	632,966	





Photo: Sy Bram

## Community and Non-profit Partners

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Bedford Stuyvesant Restoration  
Community Environmental Center  
Green City Force  
Jewish Association for Services for the Aged (JASA)  
Mayor's Fund to Advance New York City  
Mutual Housing Association of New York (MHANY)  
NYC Group of the Sierra Club  
The Bridge  
YMCA

## Data Sharing Partners

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Broadway Stages  
Community Environmental Center  
Help USA  
Jewish Association for Services for the Aged (JASA)  
Museum of Modern Art

## Other Partners

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Columbia University Center for Climate Systems Research  
Van Wagner

## Coating Products

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APOC Cool Coatings  
Energy Seal Coatings  
Roof Xtender  
ThermaCote Ceramic Insulating Coating  
Topcoat  
Uniflex

On June 23, 2010 the YMCA teamed up with volunteers from Con Edison and Jason Bay, Ike Davis, Jonathon Niese and Ryota Igarashi from the New York Mets to coat the 14,300 square foot roof of the Bed-Stuy YMCA.







NYC°CoolRoofs

