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.

NYC Gets a Little Bit °Cooler

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

Brooklyn was 2010’s coolest borough

Participating building owners were provided a NYC °CoolRoofs certification of appreciation and a window decal.
2010 Coating Season by Borough


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.
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.

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

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.

NYC °CoolRoofs Coating Milestones
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
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.

**Community and Non-profit Partners**
- 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**
- Broadway Stages
- Community Environmental Center
- Help USA
- Jewish Association for Services for the Aged (JASA)
- Museum of Modern Art

**Other Partners**
- Columbia University Center for Climate Systems Research
- Van Wagner

**Coating Products**
- APOC Cool Coatings
- Energy Seal Coatings
- Roof Xtender
- ThermaCote Ceramic Insulating Coating
- Topcoat
- Uni/lex