

White is the New Green!



NYC program sends volunteers to paint roofs of buildings white, cutting electricity bills

Standard black tar roofs get as hot as 190° F on summer days. Applying highly reflective white coatings make roofs much cooler, lowering internal building temperatures by up to 30% in summer – and air conditioning bills. Because cooler roofs expand and contract less, they last longer than typical roofs, and have lower maintenance costs. NYC °CoolRoofs, piloted in Long Island City in 2009, coated over 1 million square feet of roof around the City in 2010. LIC participants so far include the LIC YMCA, LaGuardia Community College, Sunnyside Community Services, and the MoMA warehouse.

Your building can be next. NYC °CoolRoofs will provide a free roof inspection, discounted purchase of roof coating, and best of all, volunteer labor to apply it, for all building owners who agree to share before and after energy bills with the City. www.nyc.gov/coolroofs/

White roof projects can pay for themselves in less than 3 years. Applying a white roof coating to older buildings can save up to 8 or 9 cents in electricity per square foot per year, and both costs and savings are likely to rise in the future. With the City's offer of free labor, savings will pay for the cost of a white roof project within about three years - under the following conditions.

Does this describe your commercial building?

- owner occupied
- built before 1980
- has a black tar roof, that is accessible by volunteers and has a wall around the edge
- is only one or two stories tall,

If the answer is yes, your materials cost is a good investment - this program is right for you! Contact www.nyc.gov/coolroofs/ today to permanently lower your air conditioning bills.

For a free step by step guide to accessing program benefits, contact LICBDC at 718.786.5300.