

NYC White Roof Project

Dear Community Leader,

We'd like to discuss an exciting opportunity to develop a highly visible environmental project with your organization. We and other environmental activists are partnering with the City on its white roof painting initiative, which encourages building owners to apply a highly reflective white coating to their black or gray roofs to keep buildings cooler in summer. Columbia University researchers discovered that with this coating on a roof, air conditioning costs can be cut by 50% in a one-story building and 25% in a two-story building. In 2010, over 1 million square feet of roofs were coated. See <http://www.nyc.gov/html/coolroofs/html/home/home.shtml>

To enable nonprofits to cut their energy bills while lowering their carbon emissions, the City will provide nonprofits with highly reflective white paint at a discounted price. If you or partner nonprofits are interested in having your building roof painted white, we can jointly recruit volunteers to do the work. The roof painting is a great opportunity for community engagement and celebration, as well as green publicity. This win-win project can also energize your neighbors and demonstrate to residents how they can make their community greener and more sustainable. If you would like to explore this, please get back to us with the contact information and exact address of the facility, and we'll pass it along to City partners. In 2010, volunteers from several partner groups painted the roofs of four nonprofit facilities.

If you like that idea, here's another option. To recruit volunteers and build neighborhood awareness of the project, we can assist in organizing one or more sustainability events. Highlighting your white roof painting project, the events would promote several existing services that would benefit your neighborhood. They could be the services offered by you or your local partners, along with other City-wide services that address the specific needs and environmental concerns of your neighborhood, while cutting costs and raising quality of life.

Several programs that have already agreed to participate include NYSERDA and Con Edison, which have free energy efficiency surveys and equipment upgrades for homes and businesses. GrowNYC, which runs the City's greenmarkets, does presentations about gardening, composting and recycling. Various partners offer training for green jobs. We can set up single events with brief presentations from several programs, or a series. With multiple co-sponsors from the neighborhood, we can maximize participation and get good press.

Please contact me at 917.319.2924 or beyondoilnyc@yahoo.com to discuss how these programs or something similar could meet the needs of your group and community, or whether there are other opportunities you would suggest.

Sincerely,

Dan Miner
Beyond Oil NYC

Want to make your neighborhood greener? Start by painting a roof white!

***Bring white roofs and green services to your community:
cut costs, raise quality of life, and get neighbors together.***

Let's find a nonprofit building in your community to join the NYC *Cool Roofs Initiative*. By painting its roof white, the facility can lower its air conditioning bills dramatically. The City will provide discounted highly reflective white coating. We and the City will bring volunteers to help paint it. Commercial and residential buildings can also participate.

We can help recruit volunteers and raise local awareness by organizing neighborhood sustainability events - either one event with several 5 – 10 minute presentations, or a series, based on local needs. We invite government officials, civic leaders and groups to join us as co-sponsors. The events will not only build support for your white roof project, but will link neighbors to services, and catalyze partnerships – offering something for all community partners. By raising grassroots participation in green programs, we can advance PlaNYC, the City's sustainability program, and build support for climate change response during tough economic times.

A stronger PlaNYC ensures the City's future sustainability and prosperity.

- PlaNYC, the Mayor's excellent long-term sustainability plan, is a work in progress. It and other City green programs need support from neighborhood groups and more participation.
- Funding for vital long-term City initiatives is threatened by the economic crisis.
- Without progress in energy conservation, mass transit, renewable energy and climate change adaptation, our quality of life will deteriorate.
- Surveys show the top public priorities are the economy and jobs. With climate change impacts seen as uncertain and far away, response to it is a low priority.
- Despite tangible benefits of green programs, they are underutilized by New Yorkers.
- Electric and oil costs are expected to keep going up. www.beyondoilnyc.org

The many benefits of green programs your neighbors don't know about – yet.

- Most of us are more likely to respond to personal benefits than moral appeals.
- New Yorkers will be more motivated to participate in sustainability programs in order to lower their future energy costs than to lower carbon emissions or protect the environment.
- New Yorkers are more likely to attend nearby sustainability program events in their own community, co-sponsored by multiple civic leaders and neighborhood groups.
- Service providers include Con Edison, NYSERDA, GrowNYC and Solar 1.
- Civic leaders can increase local service delivery, while demonstrating green leadership.
- High visibility demonstration projects will appeal to local media.

List of Partners in progress:

NYC Cool Roofs is a collaboration between NYC Service, the NYC Department of Buildings and the Community Environmental Center to promote and facilitate the cooling of New York City's rooftops. Applying a reflective surface to a roof helps reduce cooling costs, cut energy usage and lower greenhouse gas emissions. Join us as we coat 1 million square feet of rooftop to make a greener, greater New York! <http://www.nyc.gov/html/coolroofs/html/home/home.shtml>

NYSERDA Energy Smart Communities: <http://www.getenergysmart.org/default.aspx>

Con Edison is offering businesses with an average monthly peak demand of less than 100kw *free* energy surveys; *free* energy conservation measures, such as CFL's (compact fluorescents) and water heater thermostats; and incentives up to 70% of installed cost for major heating, cooling, and lighting upgrades. If you've been considering greening your business, now is the time to take advantage of big incentives to upgrade your lighting, heating, ventilation and cooling systems and refrigeration. For information, visit <http://www.coned.com/energyefficiency/> or call Con Edison's contractor at 1-888-945-5326.

GrowNYC is a hands-on non-profit which improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations. For 40 years, GrowNYC (formerly Council on the Environment of NYC) has been rolling up its sleeves alongside NYC residents to: provide access to healthy, fresh, local food for all New Yorkers; grow and maintain vibrant green spaces and community gardens; help New Yorkers recycle more and reduce waste; create the next generation of environmental leaders through hands-on education programs. Their programs include: Greenmarket; Youthmarket; New Farmer Development Project; Learn It, Grow It, Eat It; Environmental Education; Office of Recycling Outreach and Education (OROE); and Open Space Greening. www.GrowNYC.org

NYC Workforce 1: The City's free centers for job training, counseling, and placement. <http://www.nyc.gov/html/sbs/wf1/html/home/home.shtml>

Green Job Training at no cost to NYC residents

Solar One, an award-winning environmental education, energy advocacy and green career job training organization in New York City, has developed a comprehensive environmental education and green careers job training program. Courses are currently offered through workforce agencies at no cost to NYC residents. The agencies provide technical training in the areas of energy efficiency, renewable energy, green building maintenance, deconstruction & materials management and horticulture to low income adults residing in environmental justice areas in New York City. Participants include chronically unemployed and underemployed individuals in workforce training programs that serve the formally incarcerated and/or addicted, disconnected youth, veterans, the homeless, and residents of public housing. Classes taught by experienced professionals are enhanced by field site opportunities through Solar One's parent nonprofit, the Community Environmental Center (CEC) as well as other WAP agencies and NYSERDA-approved Solar PV and Solar Thermal contractors. Current community workforce partners include the Vocational Foundation Institute (VFI); STRIVE, East Harlem; Manhattan Comprehensive Night and Day High School; BuildingWorks (National Council of Carpenters); the Consortium for Worker Education (CWE); Covenant House; Green City Force; Common Ground; Phoenix House; Nontraditional Employment for Women (NEW); the Cooperative Technical High School and District 79. In 2010, Solar One expects to serve up to 1,000 individuals through these and other partners. Staff or representatives may be available for community presentations about green job training opportunities. www.solar1.org