



Cool Roof Season Two Opens in NYC

Source: [Global Encasement, Inc.](#)

By: Ken Mattison, P.E.

New York City officials launched the second season of NYC °CoolRoofs, an initiative that seeks to cut energy consumption, lower temperatures and reduce carbon emissions by applying white, reflective coatings to rooftops.

The program utilizes volunteers to assist citywide property owners in this endeavor.

In the program's first season, more than one million square feet of rooftop was coated throughout the five boroughs. City officials said nearly 2,000 New Yorkers volunteered in the effort.

In its second season, [NYC Service](#) Chief Service Officer Diahann Billings-Burford and Department of Buildings Commissioner Robert D. LiMandri said the program aspires to coat an additional million square feet of rooftop with sponsorship from Google and Consolidated [Edison Company](#) (Con Edison).



New York City Mayor Michael Bloomberg joined city officials and volunteers at last year's event marking the one-millionth square foot of white reflective coating applied to rooftops in the city.

[NYC °CoolRoofs](#) began this year's effort with 40 volunteers coating more than 15,000 square feet at Harlem Housing, a low-income housing center located in Harlem.

The program is one of the original initiatives of [NYC Service](#) and will help the city's efforts to reduce greenhouse gas emissions by 30% by 2030, a primary goal of [PlaNYC](#), the city's comprehensive sustainability plan.

"Volunteers were the key to coating a million square feet last season, and we fully expect to see the same enthusiasm this year from New Yorkers who want to make our city greener and greater by cooling rooftops," said Billings-Burford.

With more than 1.6 billion square feet of rooftops city wide, the program is a "perfect" way for property owners, tenants, and volunteers to take physical action to help meet the goal of creating a greener New York, said David Bragdon, director of the mayor's office of long-term planning and sustainability.

Sponsors Volunteer

As lead sponsors, Google and [Con Edison](#) support the coating of rooftops citywide. The companies also encourage their own employees to volunteer.

Energy Seal Coatings

Acrylic Coatings for Roof and Wall Applications



White, reflective coatings are now atop a broad range of public, private and non-profit buildings throughout New York City.

"Google is absolutely committed to protecting our environment, and we are thrilled to support the initiatives of [NYC °CoolRoofs](#)," said Alex Abelin, Google's community affairs manager for the New York region.

In June, 250 Google employees will work to coat the rooftops of nine buildings in Brooklyn and Manhattan, city officials noted.

"Thanks to Mayor Bloomberg's leadership, the [NYC °CoolRoofs](#) program got off to a great start in 2010," said John Banks, Con Edison's vice president for government relations. "Private building owners, the City and the nonprofit community came together to reduce energy bills and protect the environment. Con Edison is proud to be a lead sponsor of [NYC °Cool Roofs](#) for a second straight year."

Con Edison is providing a variety of resources, including sponsoring promotional materials about [NYC °Cool Roofs](#) and offering information in monthly bills for its three million customers, city officials said.

Notable NYC Cool Roofs

White, reflective coating is now atop a broad range of public, private and non-profit buildings, including Broadway stages, a Brooklyn film studio, and LaGuardia Community College in Long Island City, Queens.

The city will continue to cool the roofs of its own properties identified by the Department of Citywide Administrative Services, the [New York City Housing Authority](#) and the [Department of Parks and Recreation](#), city officials said.

Last year, more than 340,000 square feet of City-owned rooftops were coated, including:

- New York City Housing Authority: 106,538 square feet
- Department of Parks and Recreation: 193,500 square feet
- Department of Homeless Services: 144,505 square feet
- City University of New York: 46,670 square feet
- Department of Citywide Administrative Services: 22,500 square feet
- New York Police Department: 11,710 square feet
- Department of Transportation: 9,980 square feet

More information: [NYC °CoolRoofs](#).