



BUILDING PARTICIPATION GUIDE

Thank you for your interest in the NYC °CoolRoofs Program. The application of a white, reflective coating to your building's rooftop can contribute towards a reduction in cooling energy and will help the City achieve its overarching goal of lowering greenhouse gas emissions 80% by 2050, as outlined in Mayor de Blasio's *One City Built to Last* plan.

I. ROOFTOP CRITERIA

1. **Required:** Your building(s) must meet **general rooftop criteria** to be eligible for coating with the NYC °CoolRoofs Program.
 - ✓ The rooftop(s) must be flat
 - ✓ The rooftop(s) must be in good condition with minimal cracking
 - ✓ The roof(s) must be easily accessible (no hatch, ladder, or window access)
 - ✓ The roof(s) must be free of dangerous machinery or equipment that could impede work or put workers at risk
 - ✓ The roof(s) must have appropriate 3'8" parapet
2. **Required:** Your building(s) must have one of the following **roof types**:
 - ✓ Granulated cap sheet
 - ✓ Asphalt
 - ✓ Modified bitumen
 - ✓ Bitumen
3. **Optional:** Please let us know if your building(s) meets the following criteria as it may be a good candidate for one of our **community coating days** where we engage community volunteers and corporate partners.
 - ✓ Has a clean lunch area within the building or in close vicinity (at a nearby park, etc.)
 - ✓ Has an easily accessible public bathroom either within the building or in close vicinity (at a nearby park, etc.)
 - ✓ Is within 10 minute walking distance from a subway station

We are happy to provide additional technical assistance to help you determine if your building(s) meets the minimal requirements for coating with us.

II. ELIGIBILITY

Please note: The NYC °CoolRoofs program is happy to provide technical assistance and suggest additional resources for *any* New York City building interested in installing a cool roof. Please see the additional eligibility requirements for coating with us below.

1. NYC °CoolRoofs offers cool roof installations at **no cost** to non-profit, affordable housing, and publicly owned buildings, outlined below:
 - a. Publicly owned or city-owned buildings
 - b. Non-profit owned buildings
 - c. Community or Recreational Centers
 - d. Schools/Colleges/Universities (public or private)
 - e. Hospitals/Medical care clinics
 - f. Museums/Theaters/Other Cultural Centers (public services)
 - g. For-profit owned buildings that have:
 - i. Affordable/low-income housing (50% or more of the buildings units must be affordable) *OR*
 - ii. Non-profit tenants (50% or more of the tenants must be non-profits receiving a discounted rent) *OR*
 - iii. Select Cooperatively Owned Housing

2. While the program prioritizes non-profit, affordable housing, and publicly owned buildings, select buildings may also qualify for installation assistance, specifically if agreeing to the following:
 - a. **Cover the coating expenses:** NYC °CoolRoofs will provide the labor, technical assistance, and materials (e.g. paint brushes, rollers, gloves, etc.) at no charge, and the building owner pays for the coating. Discounted prices for the coating are available through the vendors participating in the NYC °CoolRoofs program; *OR*
 - b. **Share energy usage data:** Agree to share the coated building's *aggregate* electricity consumption data a minimum of 2 years preceding and 2 years post cool roof installation

III. PUBLICITY AND MARKETING

Any publicity or marketing of a cool roof coated through the NYC °CoolRoofs Program (e.g. on a website, social media, in local newspapers, etc.) must first be approved by The City of New York. Please submit any marketing-related inquiries to coolroofs@sbs.nyc.gov.

IV. ADDITIONAL REQUESTS

All participating building owners are encouraged to consider the following in order to further advance our program goals:

1. **Report previously coated buildings**

Have you or your company previously coated buildings outside of NYC °CoolRoofs? Or have you coated with us in the past? Please let us know about any of your previously coated buildings so that we can count them towards our annual goal. The [Report Your °Cool Roof form](#) can be filled out on our website, and we are happy to be in touch via phone or e-mail to provide technical assistance and help you to complete the report.
2. **Share energy usage data**

We want to work with you to measure the impact of your cool roof on the building's energy consumption and resulting utility costs. We encourage building owners to share their electric utility bills a minimum of one year before and one year after to a maximum of five years before and five years after the coating.
3. **Involve your tenants**

Are your tenants interested in learning about their new cool roof or about energy saving practices for their unit? We'd be happy to provide opportunities for your building's tenants to volunteer to help coat their roof or organize a "tour" for them to learn about its benefits. We can also provide additional material about best energy saving practices for the individual unit.
4. **Involve your building operations and maintenance staff**

A cool roof is just one of the energy efficiency upgrades the City of New York can help you make. Please reach out to us if you are interested in other ways to upgrade your building, and we can help you access resources such as training, financial incentives, and education on new energy efficient technologies. More information can be found at nyc.gov/retrofitaccelerator. A program of specific interest may be the Building Operator Training Program projected to launch in the summer of 2016. Your building maintenance staff may be eligible for free training in sustainable and energy efficient building practices.

Thank you again for your interest in NYC °CoolRoofs. Please visit www.nyc.gov/coolroofs for more information and contact coolroofs@sbs.nyc.gov with your specific inquiries. We look forward to working with you!