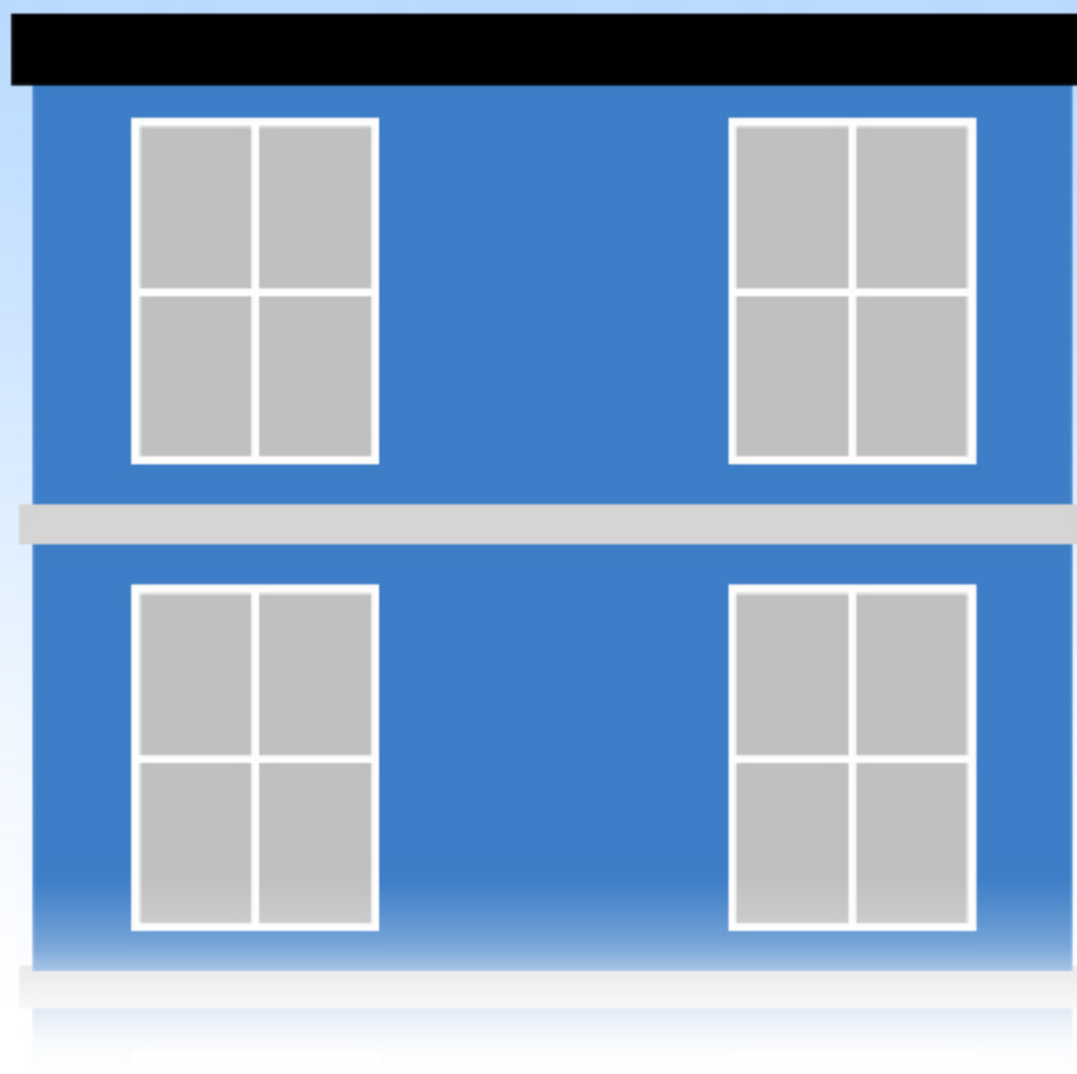


white tops

Painting roofs for a cooler tomorrow.

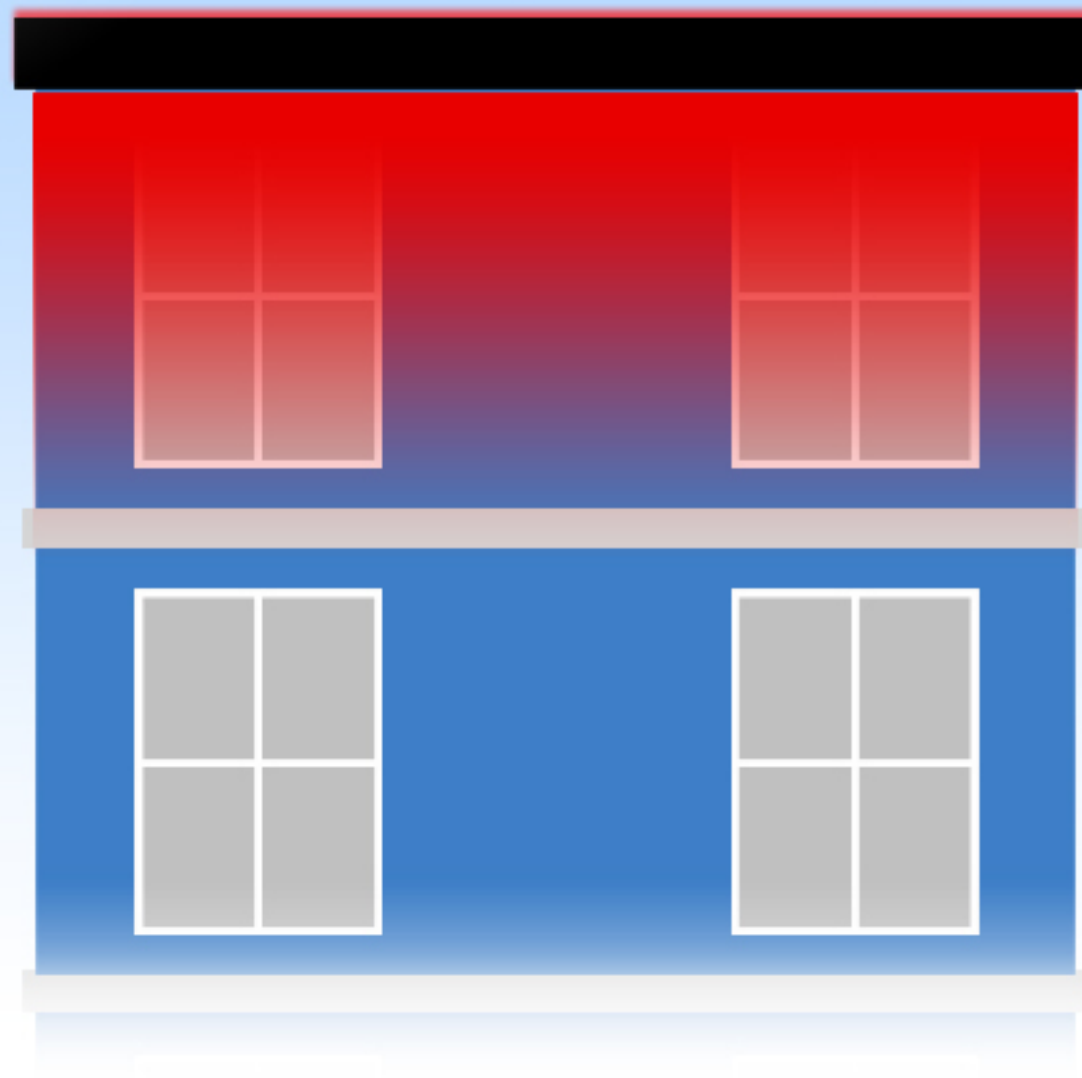
A graphic illustration of two white, rectangular buildings of different heights. A speech bubble originates from the taller building on the left, containing the word "hello!" in a blue, sans-serif font. The entire graphic is set against a solid blue background.

hello!



the**problem**

white tops 



the**problem**

white tops 

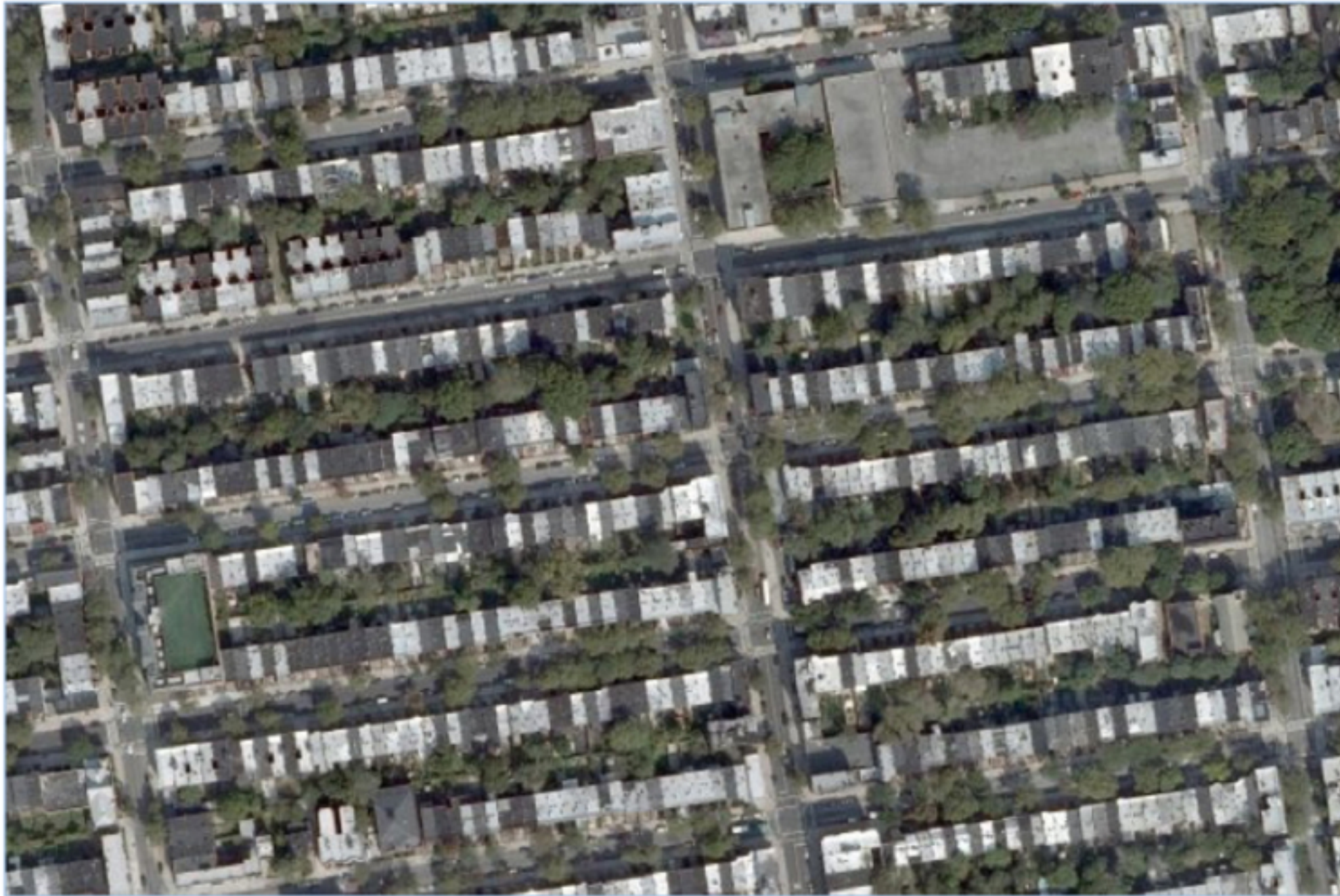


165°F - 185°F



the **problem**

white tops 



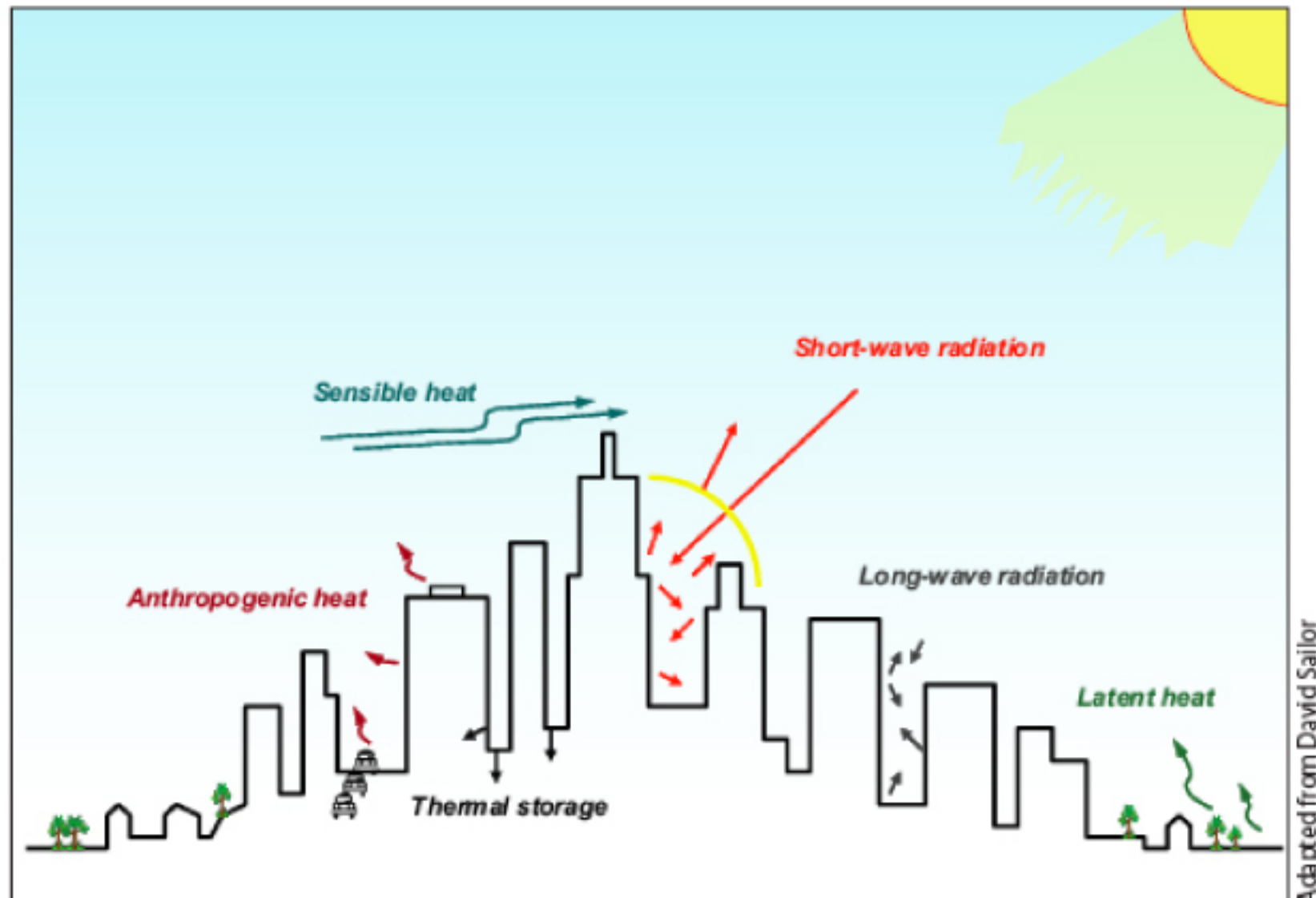
Brooklyn , New York

298 White Roofs = Offsets **4,425** Metric Tons = **1,192** Cars

PROBLEM

Green Fund Presentation

white tops 
Painting roofs white for a cooler tomorrow.

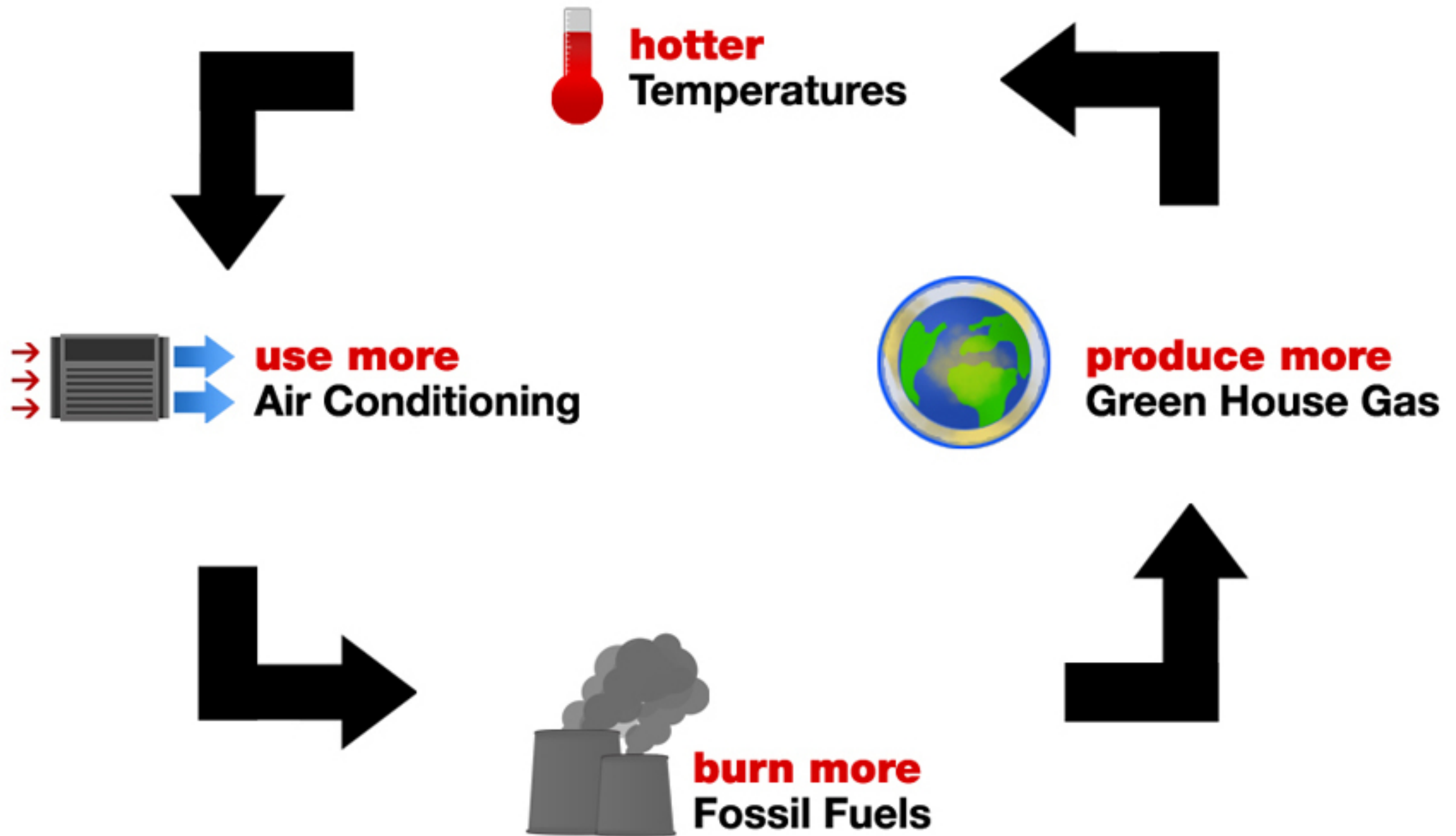


Urban Heat Island

Wong, E., & Hogan, K., & Rosenberg, J., & Denny, A. (2009c). Reducing Urban Heating Islands: Urban Heat Island Basics. United States Environmental Protection Agency. February 9, 2009.

PROBLEM

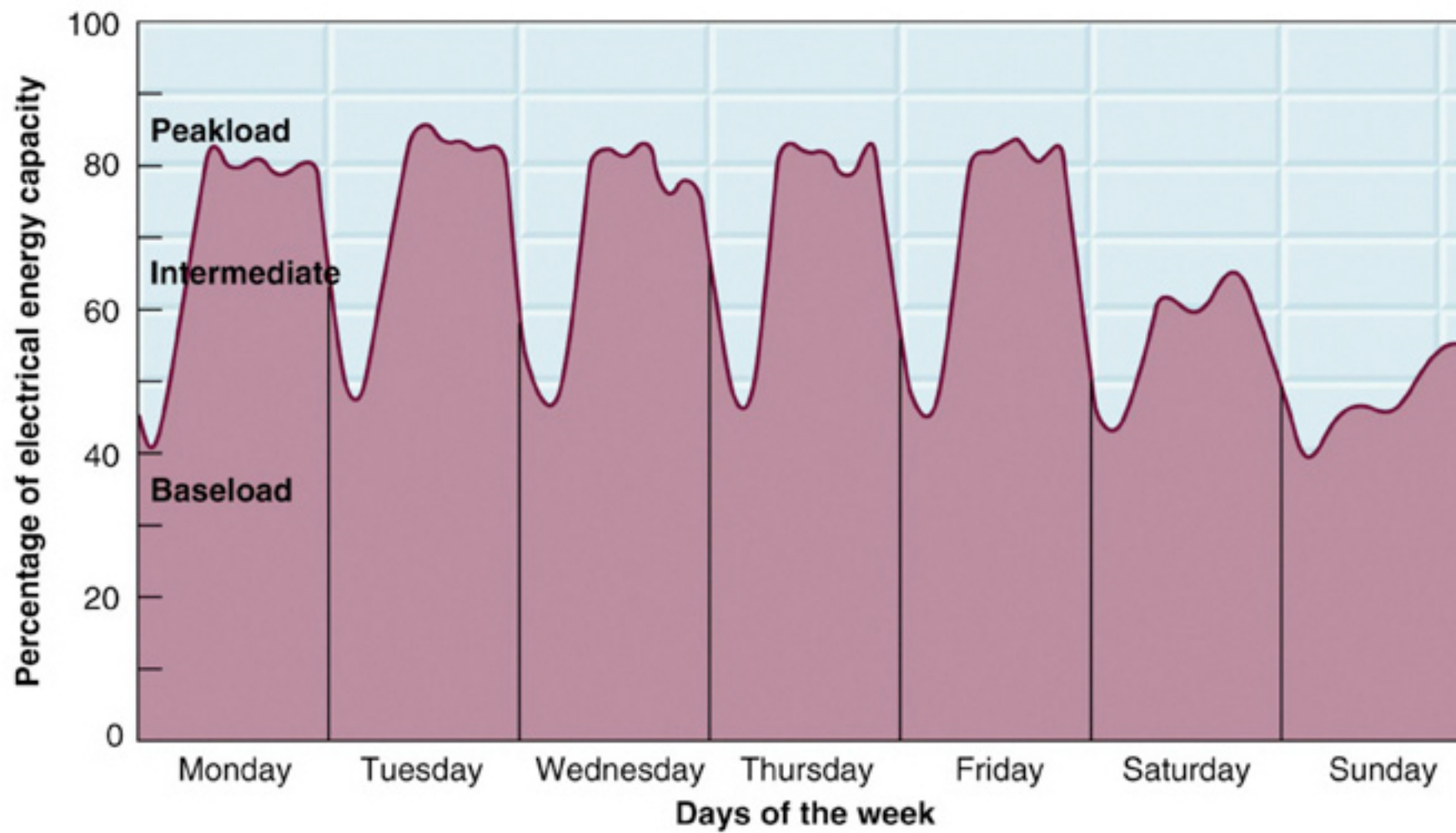
dark roofs



PROBLEM

Green Fund Presentation

Weekly Electrical Demand Cycle



Wright, R.T. (2008). Environmental Science: Tenth Edition. Pearson Prentice Hall.

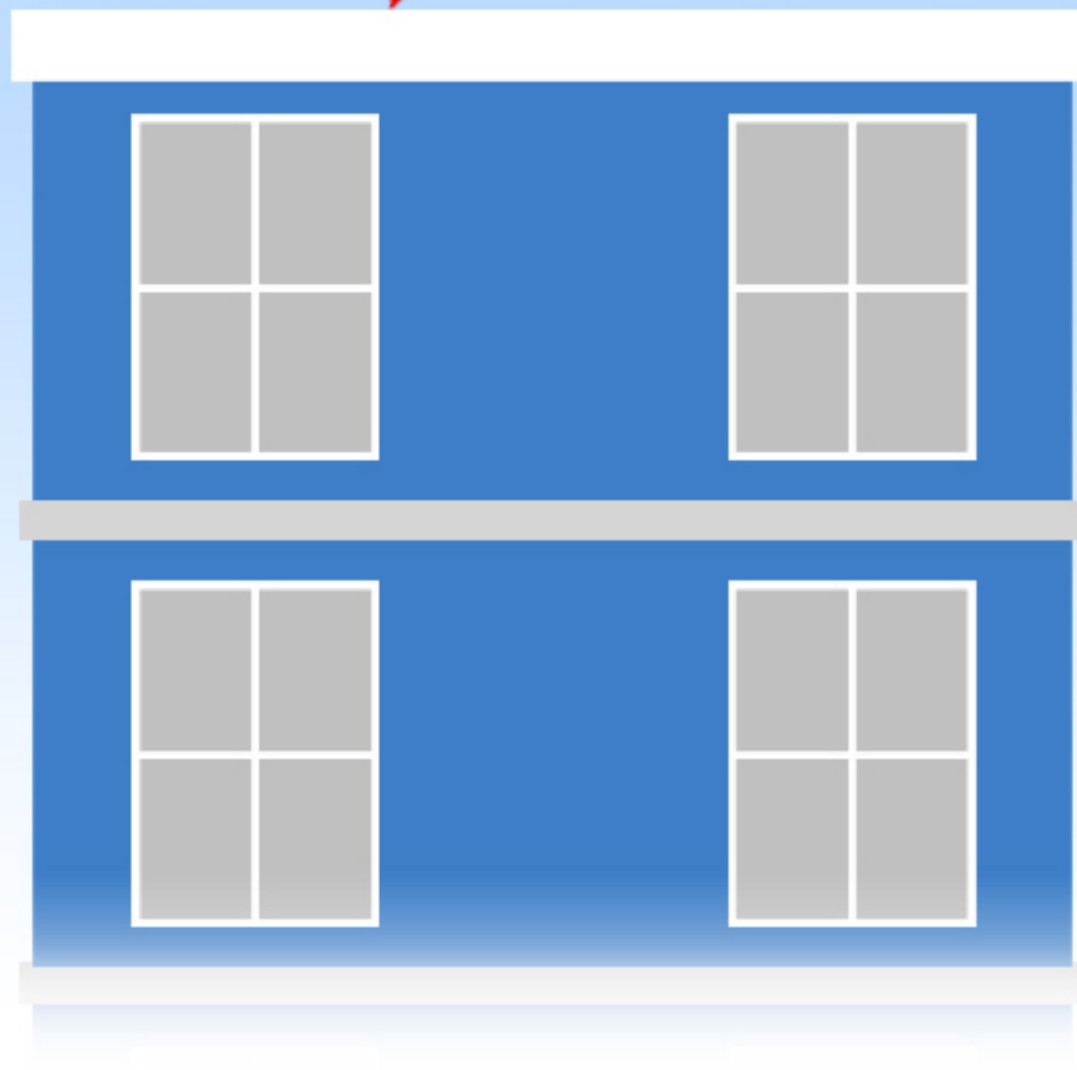
PROBLEM

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Painting roofs white for a cooler tomorrow.

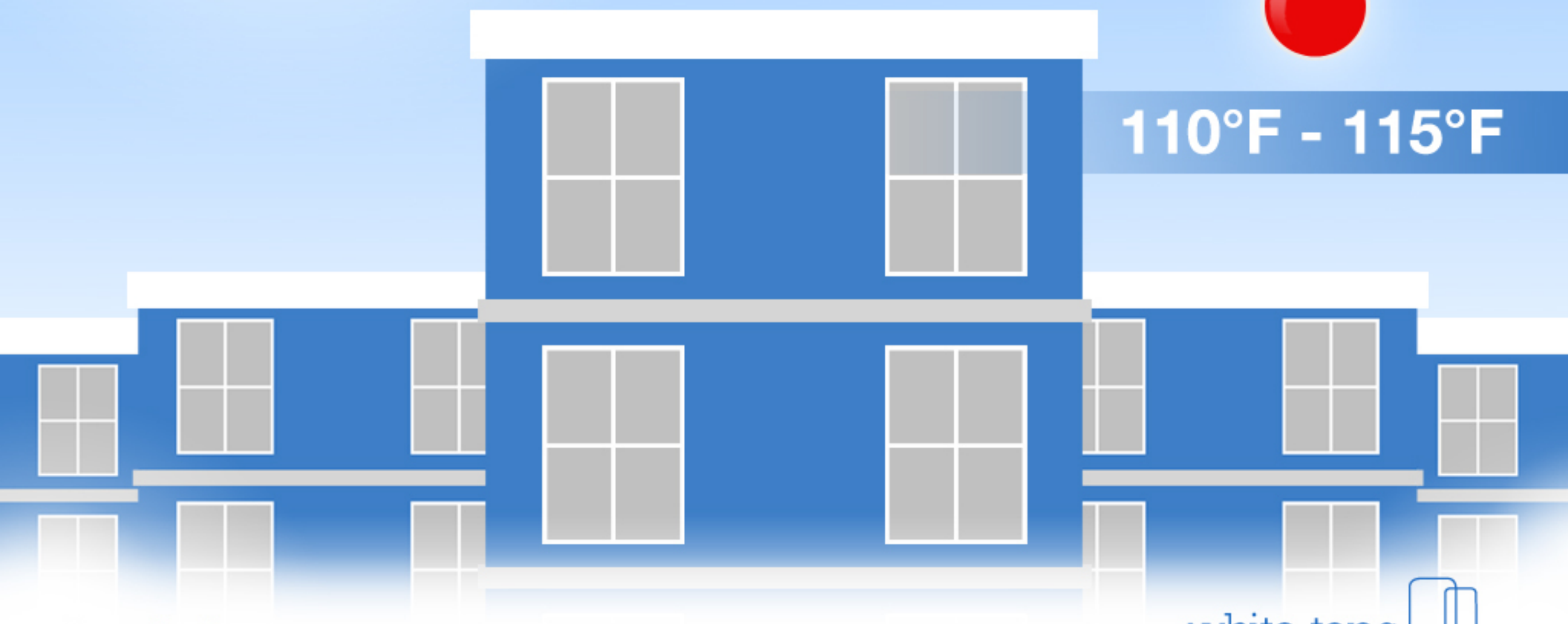


95%





110°F - 115°F



the**solution**

white tops



A **White Roof** can save **up to 40%** on energy usage.

...is **fun** and **easy** to paint.

...makes it about **10°cooler.**

...**helps the planet!**

We Are: Advocators

@whitetopsnyc



whitetopsnyc



white tops
Painting roofs white for a cooler tomorrow.

home news the problem our solution our map about join now

So, what's the problem with The Urban Heat Island Effect?

Naturally occurring atmospheric gases meant to keep the planet warm are enhanced by human impact. Due to the dark concrete and asphalt pavements and roofs, urban areas retain greater amounts of heat and energy consumption is increased in order to seek cooler interior temperatures. This is caused by a phenomena called Urban heat island (UHI), in which cities are significantly warmer than its surrounding rural areas.

What this means

For You The higher temperature means increased energy consumptions for cooling and higher electricity bill.

For Everyone Increase in energy usage results in greater amount of greenhouse gases through burning of fossil fuels.

For the future Higher air temperatures also promote the formation of ground-level ozone.

Help us with your donations

Your donations will help provide us eco-friendly white paints, paint brushes & supplies, as well as the services to turn a dark roof into an energy-saving household.

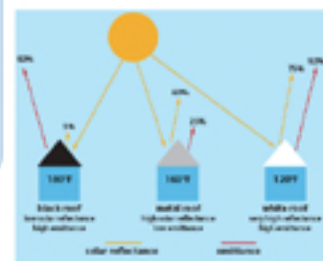
Who We Are:

White Tops is a rising non-profit organization reaching out to the public in efforts to reduce the effects of Urban Heat Island – increased temperatures in urban and suburban environments.

We encourage all homeowners and landlords to paint their roofs white, in order to decrease energy consumption and increase the comforts of their homes during the summer.

White Tops not only advocates white roofs, but also provides painting services in most of the NYC boroughs for free! *

We only use Eco-friendly Paints!



Did You Know?

With a white roof you can...
Save up to 40% on your energy usage!

Most flat roofs are coated with a mixture of black tar and gravel. Because of the darkened rooftops, more heat is absorbed. As global temperatures fluctuate and rise within the past few years, you may have noticed an increase on your electricity bill.



* Painting projects are completed with the help of unpaid members and volunteers. A gratuity of at least \$1 per 10 square feet is required. This may be subject to change.

Painting
Roofs White
for a Cooler
Tomorrow

white tops
www.whitetopsnyc.org



The amount of CO2 a white roof can offset is equivalent to taking about 4 cars off the road.

Just 1000 square feet of a white rooftop, you can offset 10 tonnes of carbon emission, which is the amount one household produces in a year. With a nation-wide program, we can offset millions of tons of carbon dioxide a year by painting roofs a lighter color.

By converting 100 of the world's largest cities to white rooftops, experts claim, we can offset over 2 billion tonnes of carbon emissions, the equivalent of taking a billion cars off the road for the next 10 years.

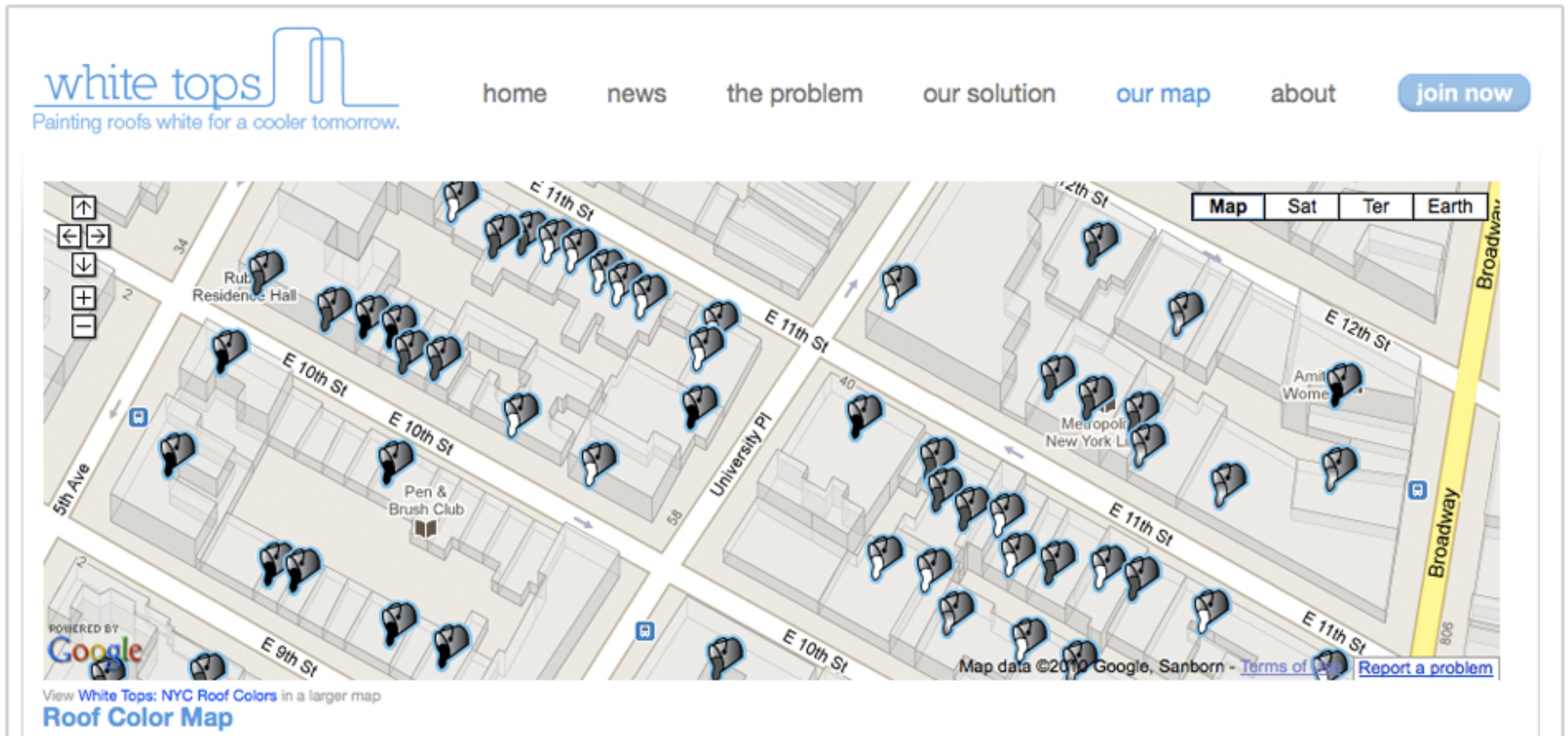
...especially geared towards the youth demographic.

ABOUT US

Green Fund Presentation

white tops
Painting roofs white for a cooler tomorrow.

We Are: Mappers & Painters



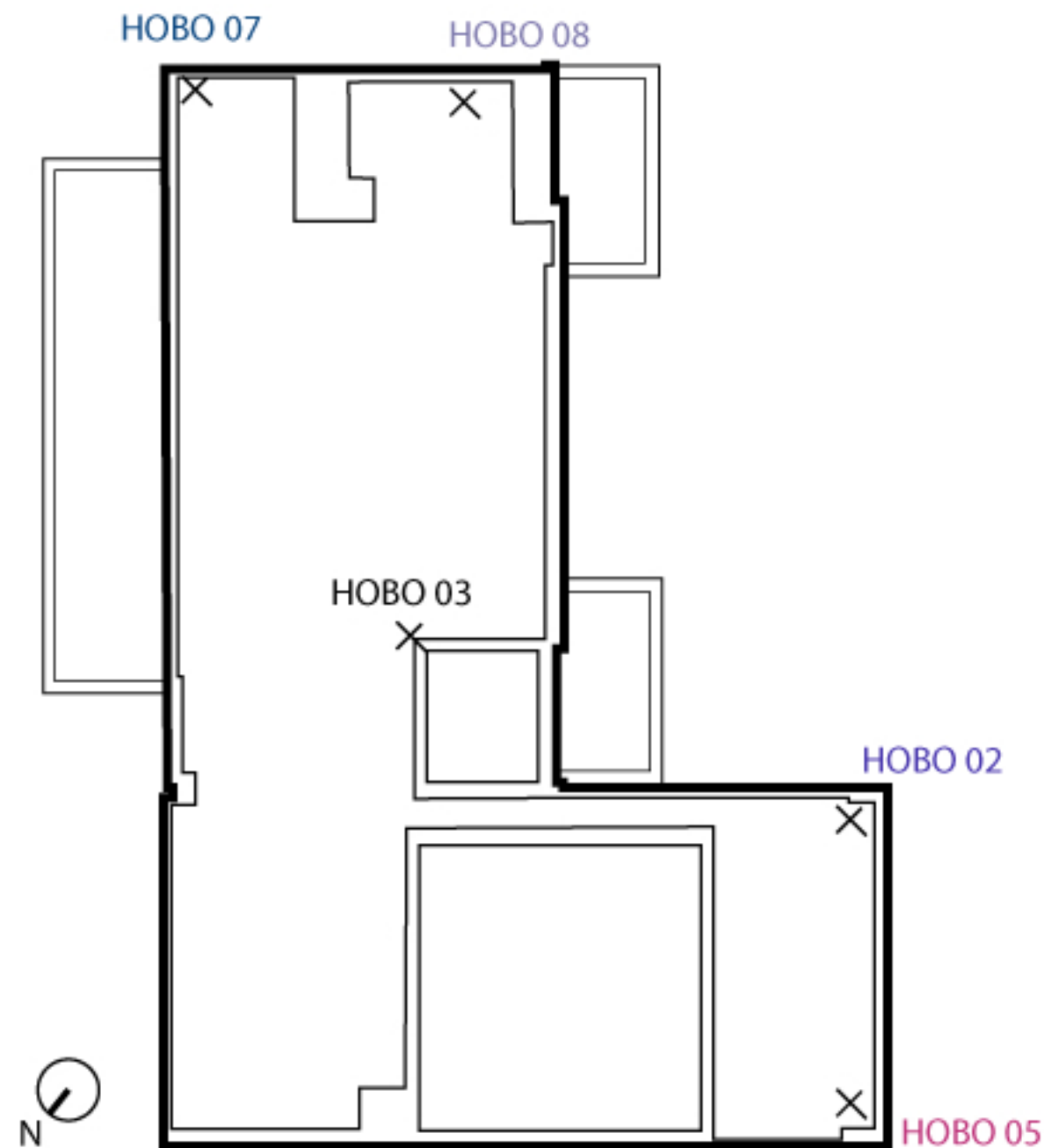
Starters of the NYC Roof Color Map

ABOUT US

Green Fund Presentation

white tops
Painting roofs white for a cooler tomorrow.

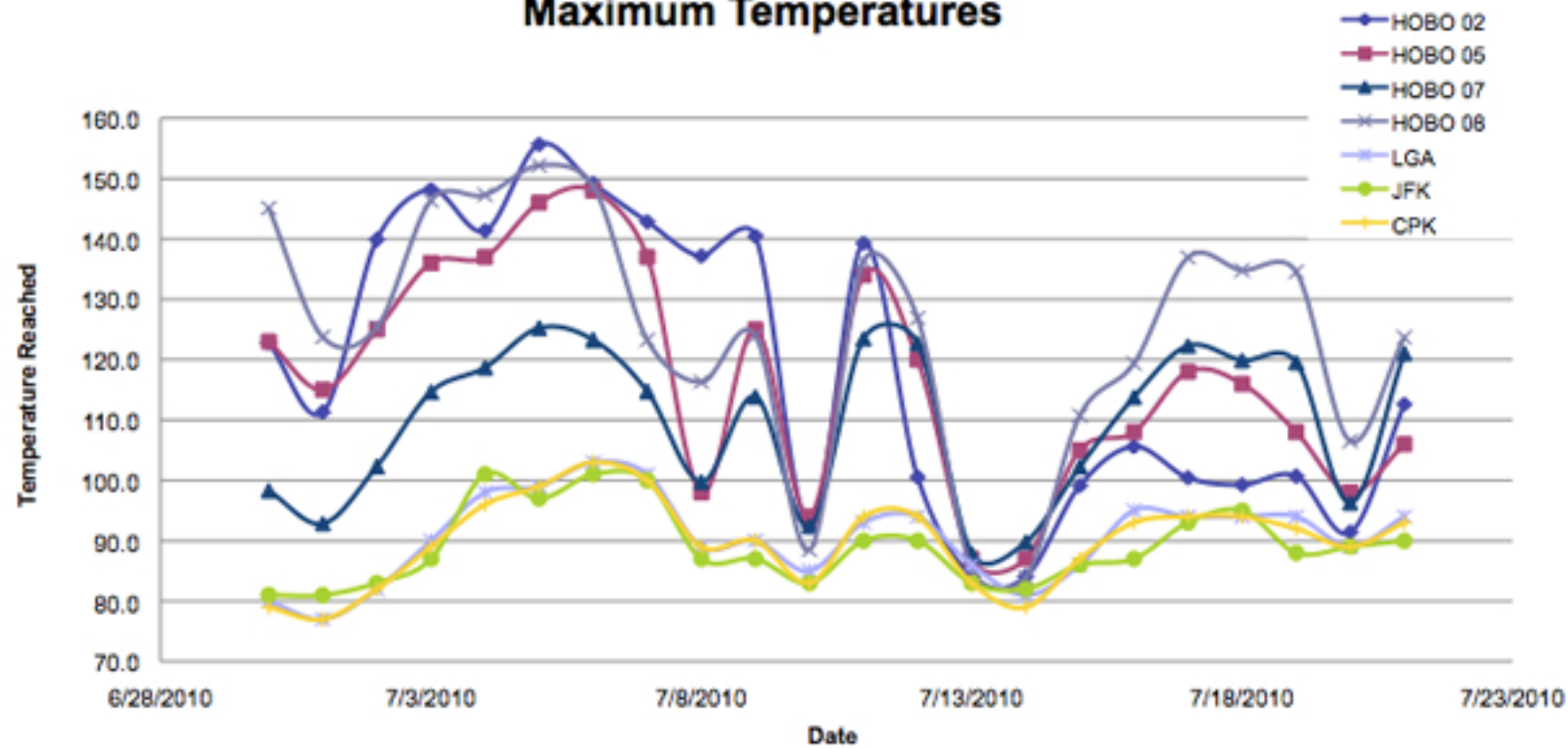
We Are: Researchers



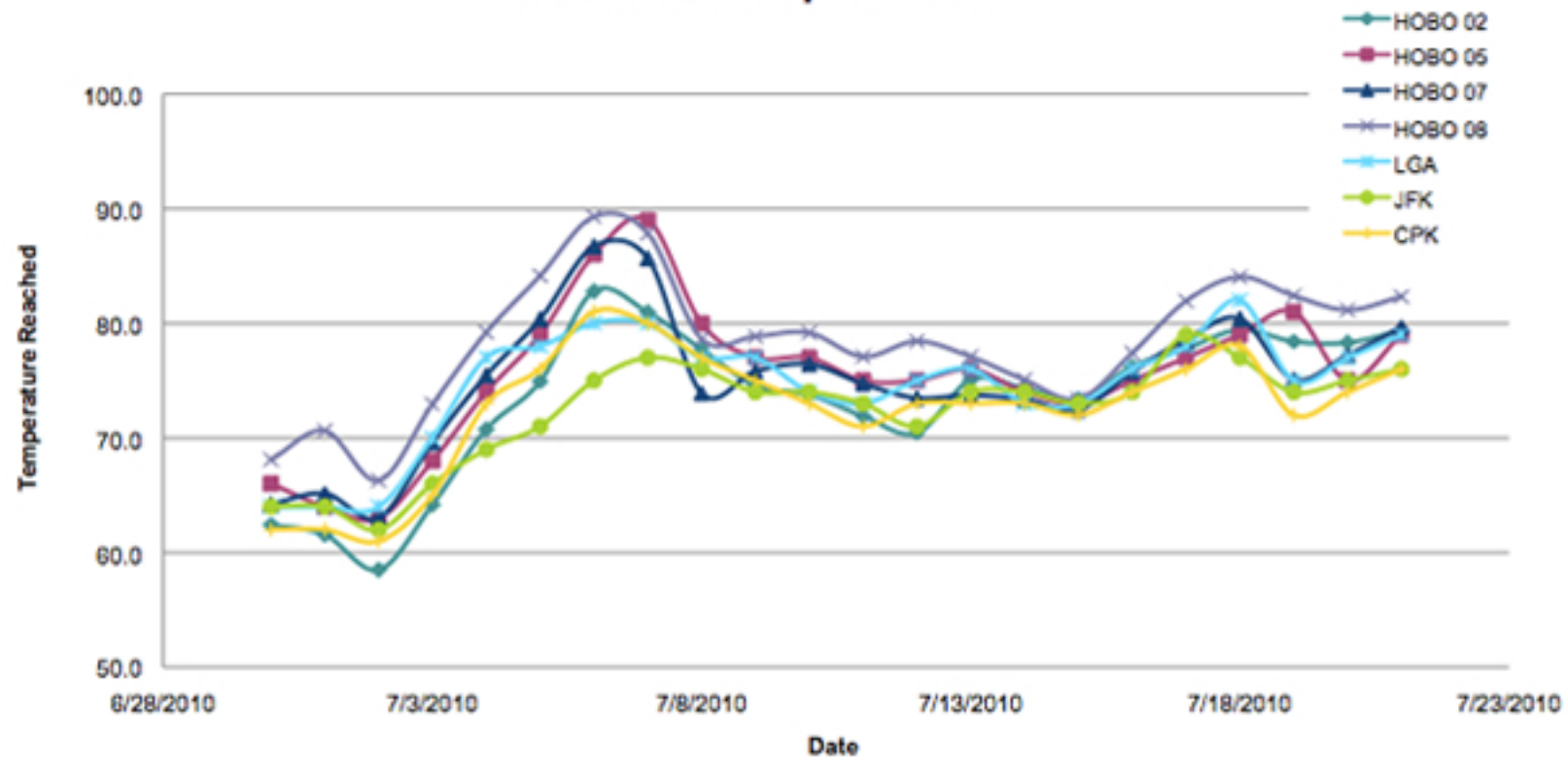
The New School Roof
66w 12th st- Gray



Maximum Temperatures

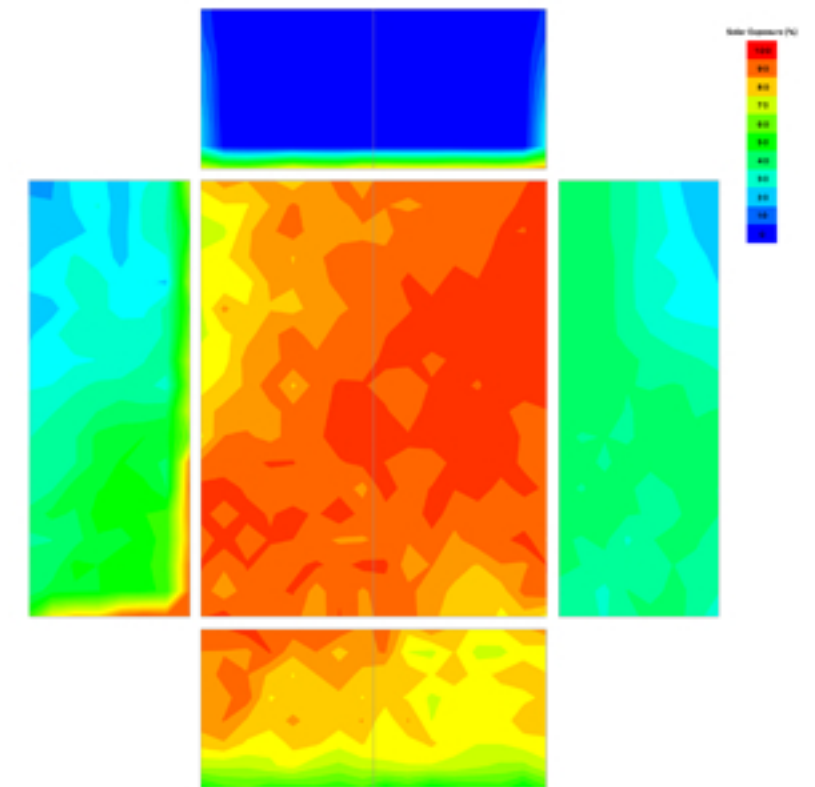


Minimum Temperatures



The New School Roof

Example: Solar Exposure Analysis



ABOUT US

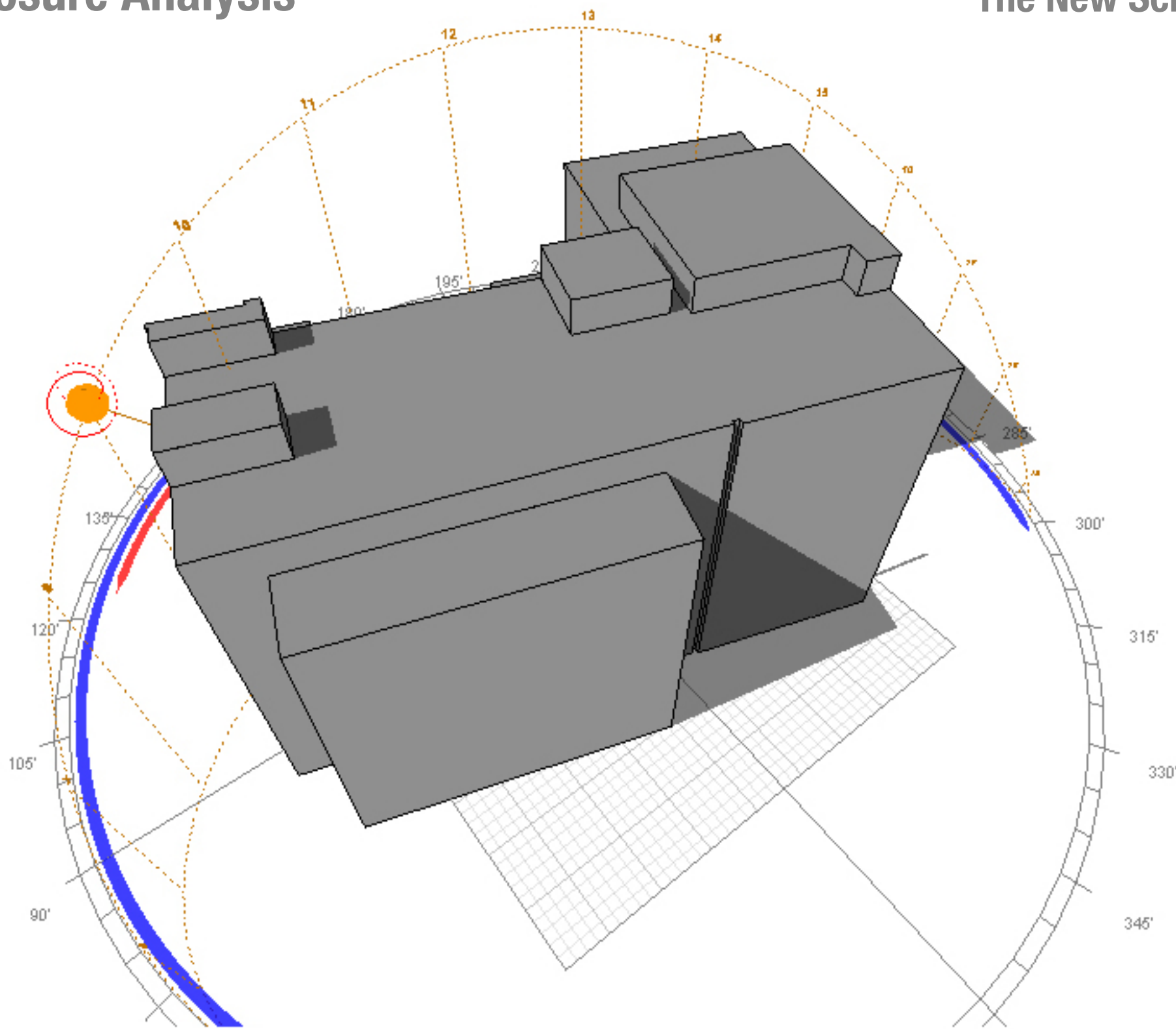
Green Fund Presentation

white tops
Painting roofs white for a cooler tomorrow.

Solar Exposure Analysis

9 am

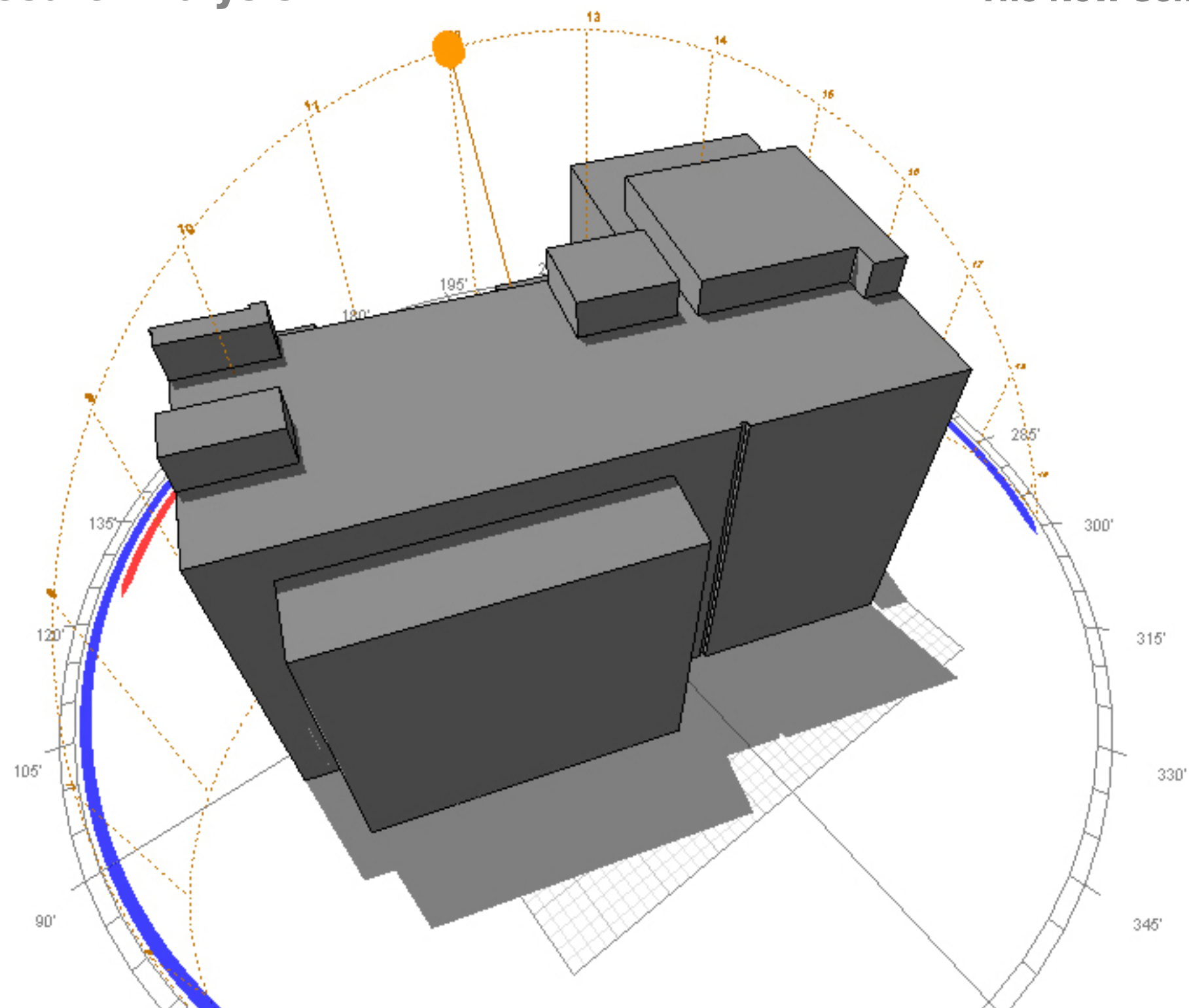
The New School Roof



Solar Exposure Analysis

12 noon

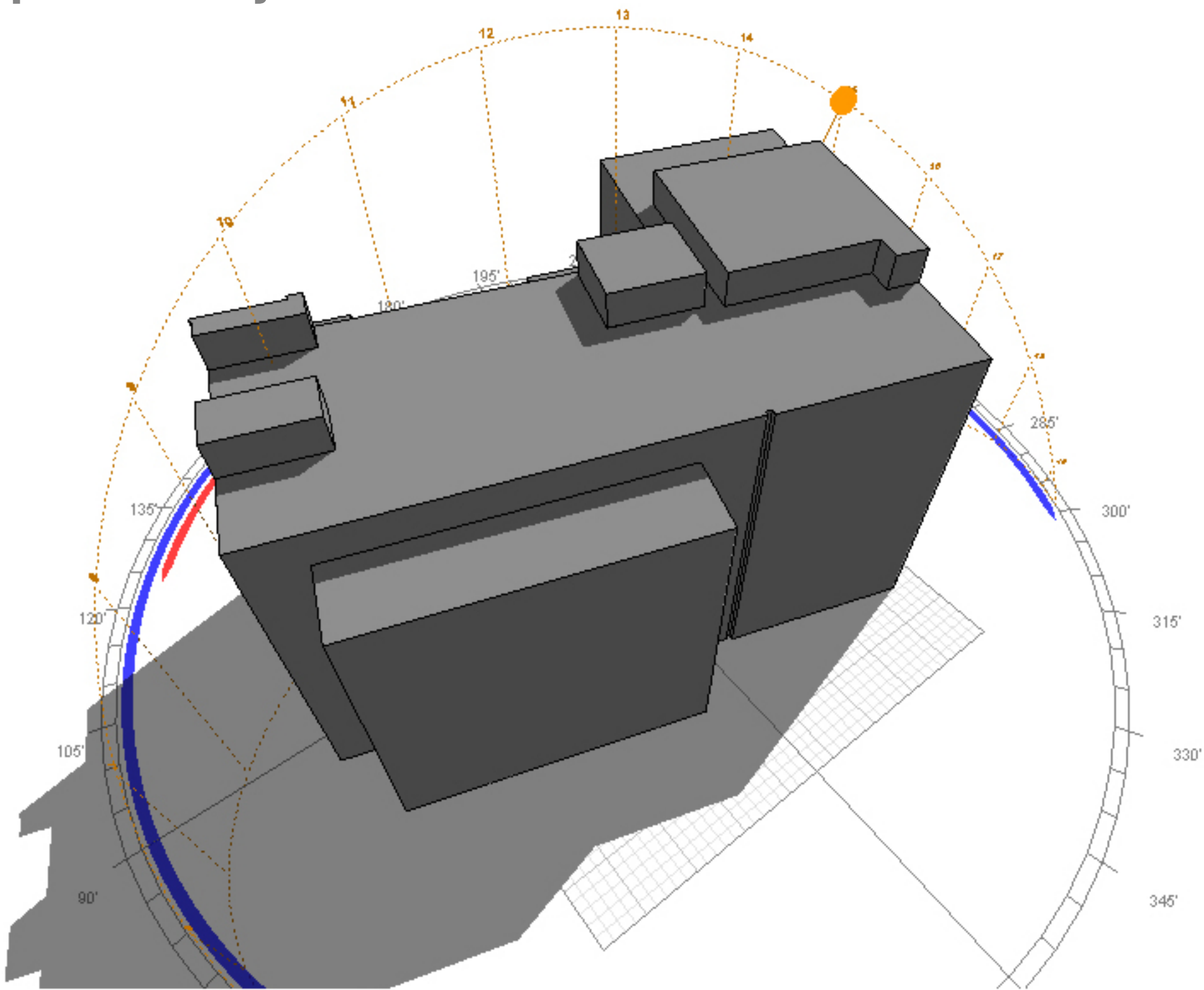
The New School Roof



Solar Exposure Analysis

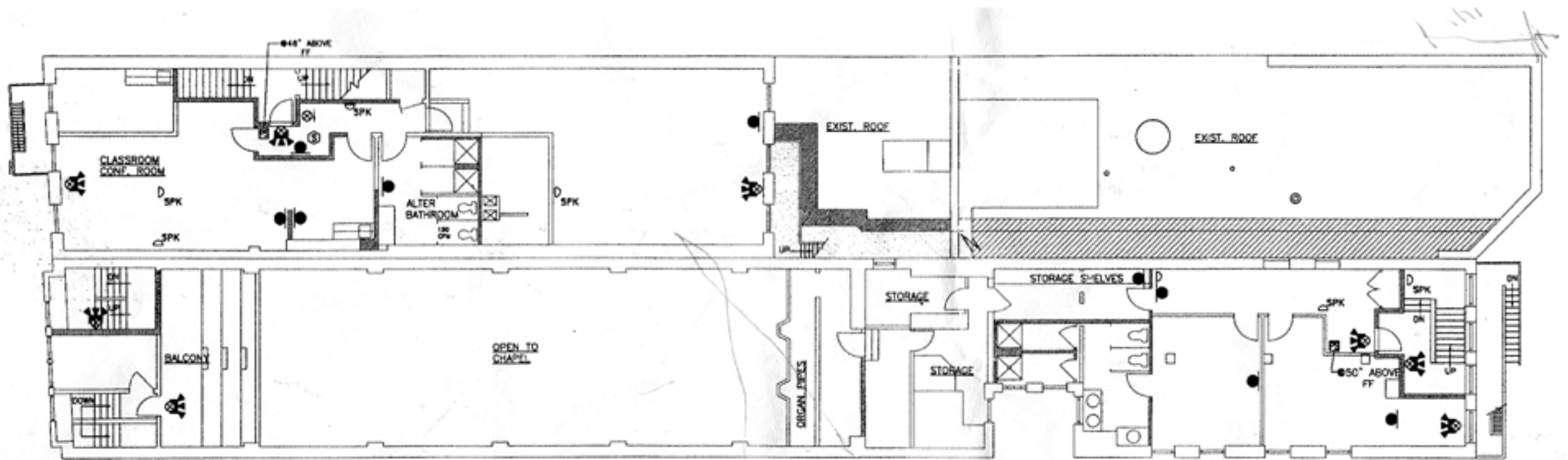
3 pm

The New School Roof

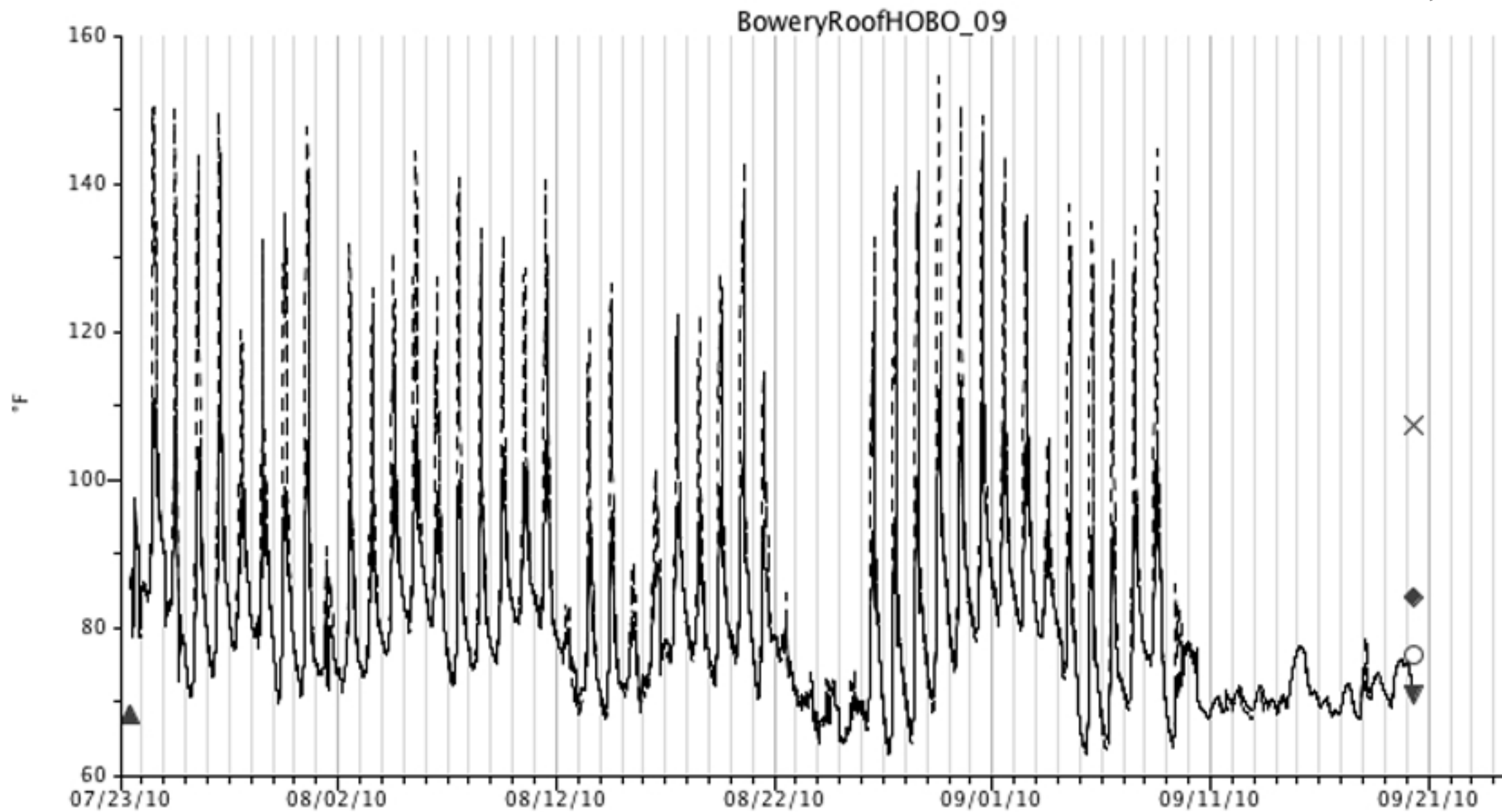




The Bowery Mission Roof
227 Bowery- Alumium



The Bowery Mission Roof 227 Bowery- Alumium





PAINTING

Green Fund Presentation

white tops 
Painting roofs white for a cooler tomorrow.



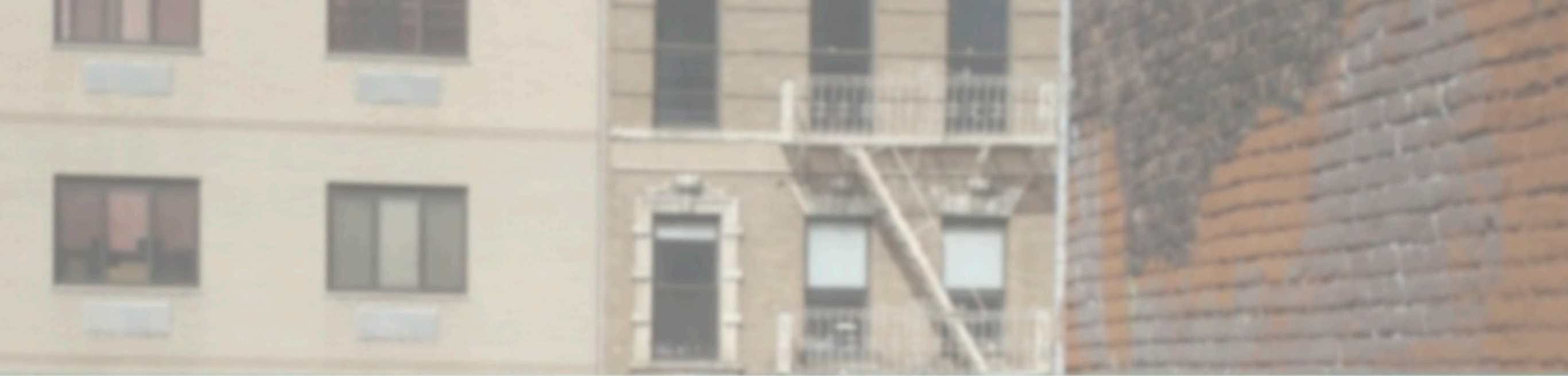
Moving Forward Towards a Cooler Tomorrow



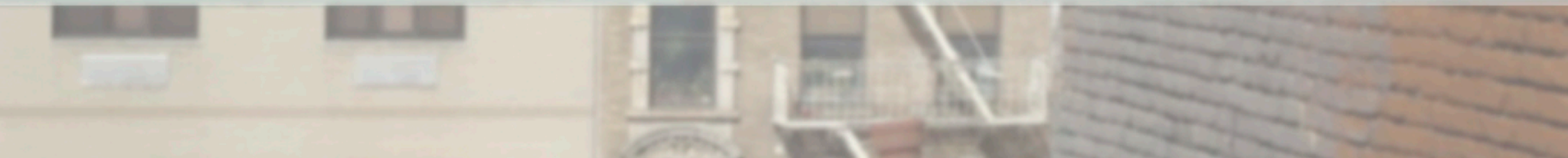
55w 13th st.
Black Roof
24,000 sqft=
240 metric tons=
64 cars

66w 12th st.
Now White!
9,000 sqft=
90 metric tons=
24 cars

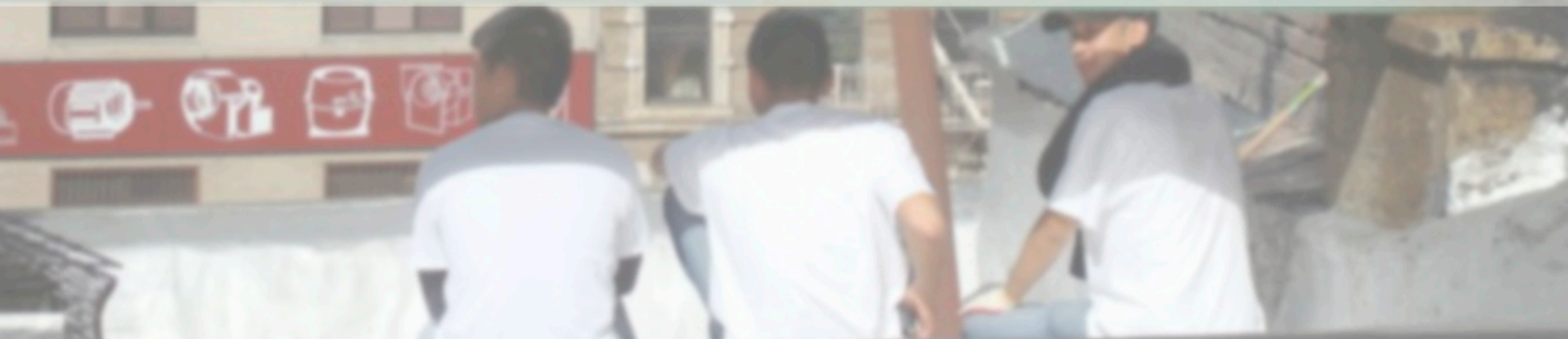
**2w 13th st. &
66w 13th st.**
Black Roof
4,600 sqft=
142 metric tons=
38 cars



Thank You! Be a volunteer or sign up your roof by clicking...



“Join Now” on our website www.whitetopsnyc.org



Conclusion

Green Fund Presentation

white tops 
Painting roofs white for a cooler tomorrow.