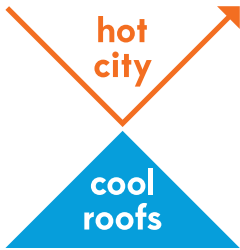


# CLIMATE RESOLVE



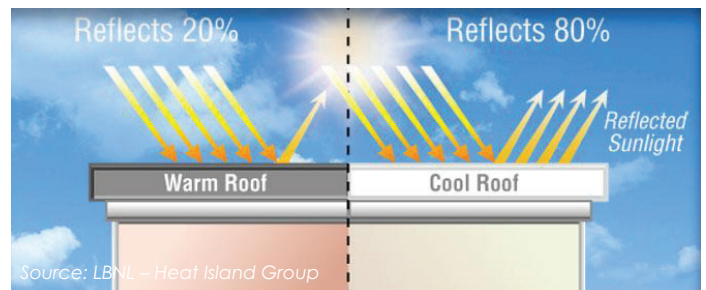
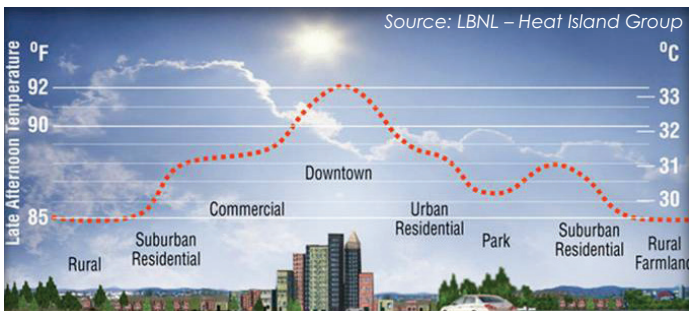
**LOS ANGELES IS HOT AND GETTING HOTTER...**but we can do something about it. Los Angeles can defeat the **urban heat island effect** – where the city's many thousands of rooftops, parking lots, and roadways absorb solar radiation, increasing the city's temperature by 2-5°F during the day and up to 22°F in the evening.

- September 27, 2010, Los Angeles sets a **new high temperature** – 113°F.
- The year 2012 was certified by the National Oceanic and Atmospheric Administration as the **hottest in US history**.
- A recent UCLA study predicts an average **increase of 4.5°F in Los Angeles by 2050**.

## COOL ROOFING BENEFITS

The **Hot City, Cool Roofs** campaign will benefit the City of Los Angeles by reducing urban heat island effects by installing highly reflective materials on rooftops. Cool roofing will bestow benefits on the city immediately upon installation, including:

- Cool Roofs will save LA residents money on their utility bill; up to \$30 million a year.
- Cool Roofs will decrease greenhouse gas emissions, equivalent to upwards of 40 million metric tons of CO<sup>2</sup>.
- Cool Roofs will provide a healthier more comfortable living and work environment by reducing roof temperatures by 50°F.
- Cool Roofs will reduce the risk of power outages across LA.
- Cool Roofs will help Angelenos prepare for climate change.



## STARTING IN LA'S HOTTEST NEIGHBORHOODS

**Phase One** – building cool roofs on low-income apartment buildings in LA's warmest neighborhoods. Working with the City of Los Angeles, Enterprise Community Builders and others, Climate Resolve is raising capital, designing plans and overseeing construction.

**Phase Two** – winning new city ordinances that will make cool roofs the new standard for Los Angeles. Public communications, community organizing, and old-fashioned shoe-leather are necessary to win new policies that will enforce new "cool" standards throughout the city.

## MORE TO COME

**Hot City, Cool Roofs** is just the first step in making Los Angeles a cool city. In the future we're going to improve our neighborhoods through cool streets, cool parks, cool schools, & more.

### A PROJECT OF



Climate Resolve is demonstrating that Los Angeles can meet the climate challenge. And not just survive – but **thrive**.