

Cooler Block Contest

FACT SHEET



What is the Cooler Block Contest?

The City of Philadelphia, the Energy Coordinating Agency of Philadelphia (ECA) and the Dow Building & Construction business group are holding a city-wide contest for Philadelphia row home owners or residents to enter to win an energy-saving cool roof and energy efficient products, such as air sealing and insulation, for their entire block. Neighbors will work together to complete one application per block, which can be submitted by a designated Block Coordinator. Dow will provide the insulation and air sealing products. The ECA will provide the installation services and the cool roof coating, which is based on technology from the Dow Building & Construction business group. The City of Philadelphia is supporting the effort with coordination and venue space. **The contest kicks off on Wednesday, February 17, 2010, and winners will be announced by Monday, May 10, 2010.**

What's so cool about cool roofs?

Brick row homes with black asphalt roofs absorb 95 percent of the sun's heat, which transfers through the roof right into the home. White elastomeric roof coatings are typically 50 to 80 degrees cooler than black roofs on hot summer days, helping to create more comfortable indoor air temperatures and reducing air conditioning costs by as much as 20 percent. White cool roof coatings can be easily installed right over existing roof materials with minimal inconvenience to the homeowner. These coatings also extend the life of the roof by approximately 10 years.

Why the whole block?

Row homes are a vital and historic part of our Philadelphia heritage and have been a source of pride in our communities for more than 200 years. Because row homes are connected, it makes sense to install cool roofs over entire blocks. This way every rooftop in every house in the block is protected, the neighborhood keeps a neat

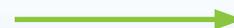


appearance and, because row homes have shared walls, the potential for total energy savings is much greater.

Why is insulation and air sealing important?

According to the U.S. Department of Energy (DOE), you can reduce your home's heating and cooling costs by as much as 30 percent through proper insulation and air sealing. Air infiltration – which often occurs between walls and floors, around windows and doors, and through other gaps and cracks – can account for as much as 40 percent of heat loss in homes (source U.S. DOE). One of the best ways to insulate and air-seal a row home is to use insulating foam sealants, which expand on contact to help bridge these openings, keeping heat outside during the summer and inside during the winter.

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What are the contest rules?

Any Philadelphia block is eligible to enter the Coolest Block Contest (a block is considered to be every home on both sides of the street; for example, all homes on the North and South side of the 5300 to 5400 block of Locust Street). Because only one entry form will be accepted per block, it will work best to designate one resident to serve as a Block Coordinator to fill out the application and make sure all neighbors sign it. If you are a renter, you'll also have to get consent from the building owner to participate in the contest by filling out a Landlord/Property Owner Permission Form. Criteria will include the condition and type of roof currently installed, the level of participation for your block, and the story of why your block should be chosen as the "Coolest Block" in Philly. This is your chance to get FIT, Energy FIT!

Entries will be reviewed and scored by a panel of judges that includes representatives from local media, environmental organizations, and the building industry. Entries must be completed and signed by all participating homeowners/renters, and received by ECA no later than April 5, 2010. Finalists will be notified by April 15, 2010, and the winning block will be announced by May 10, 2010. For more information about contest rules, visit www.retrofitphilly.com.

What should the winners expect?

After the winning block is announced, we'll celebrate on a sunny day in June with a block party! Then the installers will get to work! All energy efficiency improvements will be provided free of charge.

How do I enter the contest?

Each block should designate a Block Coordinator, who will be responsible for gathering all of the participant signatures and submitting the final application. For more information and to access the entry form, visit www.retrofitphilly.com. Any questions? Please contact Taylor Goodman with the Energy Coordinating Agency of Philadelphia, 215-609-1048 or TaylorG@ecasavesenergy.org.

Be the coolest block in Philly!

Protect your investment, keep your block looking its best, lower your energy costs and reduce your carbon footprint. Get your neighbors together and enter to win the "Coolest Block" contest today!