



**FOR IMMEDIATE RELEASE**

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## **Global Cool Cities Alliance launches the Cool Roadways Partnership**

*Partnership is established to pursue scalable solutions to make roads a part of the urgent need for heat resilient communities*

**Washington, DC** – A group of more than 20 jurisdictions, non-profit organizations, and industry representatives has formed the Cool Roadways Partnership to accelerate the development and scaled deployment of pavements and pavement products that reduce surface and air temperatures and build resilience to rising heat. The participating jurisdictions, who together anticipate investing \$4.75 billion to add, maintain, or replace 70,000 lane-miles over the next 10 years, have issued a Request for Information seeking industry partners to collaboratively identify, develop, demonstrate, and deploy cool roadway solutions that can be incorporated into their regular paving operations. The Request for Information is available [here](#) and responses are being accepted through March 19, 2021.

“The Cool Roadways Partnership builds on the work we’ve done over the past four years in Los Angeles to pilot cool roadway products, to collaborate on innovation, and to help achieve our larger goal of cooling the city. NASA’s space instrumentation is now showing that our cool roadway installations are also reducing temperatures in the surrounding area. We are pleased to join the Partnership to help further the use and availability of these important solutions,” said Greg Spotts, Assistant Director and Chief Sustainability Officer for the Bureau of Street Services for the City of Los Angeles.

The need to protect people from rising temperatures is one of the crucial resilience and sustainability challenges of the 21st century. Heat has negative implications for nearly every aspect of our communities including health and well-being, air and water quality, infrastructure, energy use, and economic prosperity. The burdens of heat are borne disproportionately by low-income communities of color, making efforts to improve heat resilience a critical social justice and equity goal. Pavement makes up about a third of urban land surfaces but, unlike roofs, there is not a nationally scalable way to make it a heat mitigation solution.

“Cool roadways can reduce air temperatures by up to 7°F and that magnitude of cooling will have a substantial positive effect on the quality of life in our communities. Cool roadways have been shown to substantially extend roadway life, thus reducing road maintenance costs. In addition, cool roadways are often light in color and are better illuminated at night, enhancing visibility and



safety,” said Davis Koleas of GuardTop LLC, a Founding Partner of the Cool Roadways Partnership.

The Partnership’s activities will be built around expanding the number and variety of cool roadway demonstrations nationally. In collaboration with the Columbia University School of Sustainability Management, the Partnership is developing a tool to help identify high-impact locations for demonstrations, with a focus on improving equity. It is also working to establish a practical roadmap and funding to support demonstrations in resource constrained communities.

“The Cool Roadways Partnership clearly signals that the market is demanding a mechanism to make roads part of the urban heat solution, rather than the problem and that they are ready to roll up their sleeves to work with industry to make it happen,” said Maria Koetter, Program Director for the Global Cool Cities Alliance.

### **Cool Roadways Partnership Participants (as of December 8, 2020)**

#### **Founding Partner**

GuardTop, LLC

#### **Silver Partner**

Pavement Technology Inc.

#### **Jurisdictions**

Austin, TX	Davis, CA	Los Angeles, CA	San Antonio, TX
Berkeley, CA	Elk Grove, CA	Louisville, KY	San Antonio River Authority
Cary, NC	El Paso, TX	Phoenix, AZ	San Antonio 2030 District
Cincinnati, OH	Jackson, MS	Philadelphia, PA	Tempe, AZ
Columbia, MO	Las Cruces, NM	Sacramento, CA	Tucson, AZ

#### **Collaborators**

C40 Cities  
Columbia University School of Sustainability Management  
National League of Cities  
Smart Surfaces Coalition  
Urban Sustainability Directors Network  
US Green Building Council

For more information about the Cool Roadways Partnership, please contact Maria Koetter ([maria@globalcoolcities.org](mailto:maria@globalcoolcities.org)) or visit the [GCCA website](#).

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