

# Coming together to solve for urban heat



## GAF Cool Community Project: The power of partnerships in facing climate change

With the right combination of passion, people, and technology, GAF Cool Community Project has proved that significant reduction of the urban heat effect is possible.

It all came together - beautifully - in July 2022 with the connection of the community of Pacoima, GAF, StreetBond, and the community of Pacoima, Calif.

The first-of-its-kind initiative launched in the notoriously hot Los Angeles neighborhood in July 2022. The goal was to develop insights into ways cities can mitigate extreme heat at a community-wide level. It was done by assessing the effects of cooling strategies and how they impact liveability.

Phase one focused on pavement cooling. A 10-square block area of Pacoima was coated with StreetBond's DuraShield with Invisible Shade technology. Pavement surface temperatures were benchmarked and monitored with initial results indicating a drop of 8-14 degrees.

This phase also noted encouraging qualitative outcomes, including awareness of the impact of the lessening of extreme heat and greater outdoor community engagement and play opportunities.

With a positive impact on temperature as well as community members, Pacoima is positioned as a model for tackling urban heat. It is hoped the Pacoima story will inspire other regions to adopt similar efforts.

GAF Cool Community Project benefited from the invaluable participation of Climate Resolve, the Global Cool Cities Alliance, local community organizations, and municipal government leaders.

Additional cooling elements, such as cool roofing and solar, will be considered for future phases in Pacoima in 2023.

## Streetbond: Tackling urban heat from the ground up

Transformational. It may not be the first word that comes to mind when you think about pavement coatings. StreetBond is changing that in the boldest way possible. The North American manufacturer aims to help build the world we want to live in by providing the next generation in pavement coatings.

In pursuit of this mission, StreetBond sought to solve a pervasive problem: extreme heat caused by surface build up of solar energy. StreetBond leveraged its experience to innovate and create a pavement coating that not only helps mitigate dangerous heat, but also enhance the visual

vibrancy of local communities. This is made possible through its Invisible Shade™ technology that helps keep hardscapes cooler.

StreetBond and its team have installed their cool pavement coatings in projects around the country. It is this experience and their commitment to innovation and community revitalization that made StreetBond a natural first solution for the initial phase of the GAF Cool Community Project in the Pacoima neighborhood of Los Angeles, CA.

## Recommended Project Roadmap

Every community is unique, but these 10 basic steps led to successful outcomes in Pacoima.



**Formulate plan**  
Identify the optimal area to be covered with a cool pavement coating and create a shareable map indicating the proposed surface

1



**Identify goals and objectives**  
The community is an essential partner in the process, be sure to solicit their ideas and include them in discussions.

3



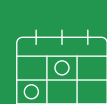
**Compose a timeline and organize logistics**  
Determine and obtain necessary permits, order materials, and develop a timeline for implementation of the coating.

5



**Gather data**  
Record pre-coating surface attributes at the project site (temperature, albedo, condition, etc.)

7



**Follow up readings**  
Plan multiple dates to record post-coating surface attributes to measure the impact of the coating in various seasons and times of day

9



**Create partnerships**  
Identify stakeholders, including: department of transportation, department of public works, politicians, community organizations, coating applicator.

2



**Secure funding**  
Identify costs and funding sources.

4



**Share the timeline**  
Before coating application begins, so they understand when areas will be inaccessible.

6



**Install the StreetBond coatings**  
As community participation is paramount, it is ideal to engage community members in the installation process.

8



**Celebrate!**  
Hold a community event to celebrate completion of the project.

10