

COOL-AMERICA.COM

A GREEN JOBS FOR
ENERGY CONSERVATION
INITIATIVE



CITIZENS ACTION PLAN

For Implementation of

COOL ROOFS
COOL PAVEMENTS
COOL EXTERIOR COATINGS

THE COOL AMERICA PLAN

Executive Order 13514, enacted in 2009, announced a new commitment to clean energy which could lead to more than 800,000 new jobs by 2012. Implementation Instructions requires **Priority Actions (for FY2012) by September 30, 2011.**

This Petition is to request the office of the President to recommend for adoption, the Cool-America Plan as a "Priority Action" of the CEQ for implementation. We the people, stand ready, willing and able to create jobs across America by painting our roofs, pavements and buildings with solar reflective coatings that can reduce the load on America's aging power grid, reduce CO2 emissions in every major city, and lower the nationwide consumption of kilowatt hours if you will provide a tax write-off incentive. The Cool-America Plan outlines a general program which sets the bar established by the Department of Energy for solar reflective surfaces as an important climate change solution.

Dear President Obama:

Under Executive Order 13514, you made a promise to "demonstrate a commitment to lead by example. It will not take an act of Congress to cause Americans to go the extra mile to create new jobs designed to improve the climate change issues confronting all of our lives. Americans are already demonstrating their commitment to climate change solutions by going "out of pocket" to paint their roofs white with government incentives offered under Energy Star.

By providing additional tax incentives, Americans stand ready, willing, and able to voluntarily get to work cooling their roofs, pavements and buildings at their own expense. While roof products are known, pavement products are available NOW which meet standards set by the Department of Energy for CO2 and Urban Heat mitigation that can seriously reduce CO2 emissions. As President, you have the power to implement the Cool-American Plan which will provide a winning solution effecting all Americans for the following reasons:

Direct Benefit to America and its Climate Change Agenda:

Reduced demand on America's power grid
Reduced risk of power grid blackouts in 2012
Measurable mitigation of CO2 emissions nationwide
Measurable mitigation of Urban Heat Island nationwide

Direct Benefit to American Citizens:

Americans get back to work immediately
American's voluntarily funding of the program through incentive tax credit
Americans directly benefit with savings on their own electric bills

¹ 1000 sq.ft @.4 SRI = 10 tons CO2 offset; Lawrence Berkeley National Laboratory (Akbari, et.al.)

The Cool-America Plan directly addresses Secretary of Energy Steven Chu vision to “dramatically reduce our carbon emissions and reinvigorate our economy at the same time.” Through 8 years of research, the Department of Energy has succeeded in establishing a simple truth about what we can do to solve the problem of Urban Heat and reduce emissions, when he said **“Changing surface colors in 100 of the world’s largest cities could save the equivalent of 44 billion tons of carbon dioxide — about as much as global carbon emissions are expected to rise by over the next decade.”**

DOE’s “Science of Cool” is the centerpiece of the Cool-America Plan. With the help of the Urban Heat Island Group, this program compares the current carbon footprint of America’s top 100 chain stores with the total (nationwide) CO2 Offsets and reduced energy consumption possible if the CEQ were to adopt the Cool-America Plan to incentivize the “call to action.” Needless to say, this impetus could create hundreds of thousands of jobs for America’s out of work construction workers, veterans, minorities and all others ready to get to work.

In closing, we wish to remind you that **your election in 2008** held the hopes of the American people high with the promise of a greener more sustainable country where the quality of life would be improved. America was on fire with your inspiring word **“Yes We Can”** as you launched a green agenda, the Council of Environmental Quality and a stimulus to inspire Americans to work. In today’s economy, hope will again inspire, and Americans are looking to you to point the way. We believe you should finish the job you started by implementing this climate change action plan inspiring Americans to rally behind you again, in a mission to stimulate jobs and make a significant contribution to energy conservation in America with a view to improving the environment in which we all live.

Respectfully,

Print Name: _____

Address: _____

Email Address: _____

Date of Signature: _____

Other Information or comments: _____

