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Pavement Technology, Inc. Becomes Sustaining Sponsor of GCCA's Newly Launched Cool Roadways Partnership

Westlake Ohio-based Pavement Technology, Inc. (PTI) is proud to be a sustaining partner of the newly launched Cool Roadways Partnership, which includes major municipalities in AZ, CA, KY, MO, MS, NC, NM, PA, and TX. This initiative, launched on December 8, 2020, is an offshoot of the Global Cool Cities Alliance (GCCA), which is a consortium of foundations and corporations committed to accelerating a world-wide transition to cooler, healthier cities. The Cool Roadways Partnership consists of 20 jurisdictions, non-profits and industry representatives actively engaged in accelerating the development and scaled deployment of pavement-related materials that reduce surface and air temperatures and build resilience to rising heat.

For nearly have a century, PTI executives have been deeply engaged with environmentally responsible pavement preservation solutions, sitting on the board of The National Center for Pavement Preservation (NCP) at Michigan State University, and holding memberships in U.S. Green Building Council (USGBC) and the Institute for Sustainable Infrastructure (ISI). Colin Durante, PTI founder and president reports, "We saw the need nearly half a century ago for public agencies and the pavement industry to come together to promote best practices in order to ensure superior roadway maintenance and long-term sustainability while extending scarce municipal and county capital resources and reducing society's carbon footprint. This newest initiative is consistent with our long-term commitment to improving the quality of life of the communities we serve."

Although pavements make-up nearly one-third of urban land surfaces, society has historically lacked a vehicle that integrates government and industrial efforts nationwide in an effort to combat rising urban temperatures commonly referred to as the Urban Heat Island (UHI) effect. Excessive heat adversely affects the health and well-being of our communities, reduces the quality of air and water, increases dependence on the fossil fuels needed to cool our buildings, and damages pavements and related infrastructure. In addition, the health and economic burdens of excess heat are borne disproportionately by "at risk" communities, jeopardizing the equity goals of America's societal compact.

As a Silver Partner of the newly formed Cool Roadways Partnership, PTI reports that the partnership anticipates investing \$4.75 billion to add, maintain, replace or upgrade as many as 70,000 lane-miles over the next ten years to engage in this critical fight. The company's innovative **PlusTi™** family of photocatalytic pavement solutions, specifically targeted at reducing mobile-sourced pollution and mitigating UHI, is one of the many toolsets government agencies and transportation authorities will be deploying in this effort.

The newest **PlusTi** product line has been successfully applied and tested in the field for more than three years now with startling results, demonstrating NOx emission reductions as high as 50 percent, and more than tripling pavement solar reflectivity, meeting USGBC, LEED and APWA/ASCE Envision standards. PTI's vice president of strategic planning, Michael Durante, concludes: "This exciting technology will enable our public agency partners to cost-effectively attack climate change one road at a time, providing a scalable and sustainable solution to improve the quality of life in our communities and the quality and longevity of our urban infrastructure."

For more information, visit www.smogeatingroads.com, call Mike Durante at 972-974-6037 or visit <https://globalcoolcities.org>.