



## 2007-2010 Strategic Plan for Promoting Concrete Parking Areas ~ Executive Summary ~

This plan has been developed by the Concrete Industry Parking Area Working Group, organized by NRMCA. Participation and major contributions have been provided by PCA, regional promotion groups, state and area associations and concrete and cement companies. **The mission of the plan is to expand markets for concrete parking areas through a collaborative industry effort with coordinated goals adopted by every state and region that “roll-up” to new NRMCA national goals. The plan calls for the expansion of national concrete market share of parking areas to increase to 15.1% in 2010 from 9.1% in 2005.**

With increasing commercial awareness of concrete as an environmentally friendly material and growing market concerns about the negative environmental impact and rising comparative cost of asphalt, the concrete and cement industries have a historic opportunity to gain national momentum in parking lot paving over the next few years.

In recognition of this market opportunity along with the very large annual potential for parking areas (88 million cubic yards of ready mixed concrete and 22 million tons of cement), an aggressive multi-faceted plan has been developed through the cooperative effort of stakeholders and promotion groups across both industries.

Goals and strategies outlined in the plan include:

- Enhance communication and cooperation among stakeholders and promoters.
- Recognize the essential role for full-time promoters at the state/local level to pursue specific projects.
- Provide new and updated promotion tools and services, including centralized parking lot design assistance and the delivery of local parking lot leads.
- Supply support materials to guide promoters in utilizing promotion tools through model scenarios and “how-to” guides.
- Develop measurement systems providing national, regional and state market share results annually.

These goals will be achieved through realization of the following objectives and actions:

### **Enhance Promotion Communication, Organization and Cooperation**

- Expand industry recognition of the value of full time local promoters making direct contact with decision makers.
- Gain cooperation and commitment among stakeholders at the local, regional and national levels to set concrete parking lots as a priority with market share goal-setting at all levels.
- Establish regional networks between national and local promoters to maximize results at every level.

- Develop a new Web site ([www.ConcretePromotion.org](http://www.ConcretePromotion.org)) devoted to providing tools and information for concrete promoters (launch date: 9/1/07).
- Distribute an email newsletter (or develop a new section within an existing newsletter) to provide promotion updates to the industry (launch date: 7/1/07).
- Work with Concrete Industry Management programs at participating universities to tap creative energy and resources of those programs.
- Form a national Steering Committee, with representation from all stakeholder groups, to monitor plan progress. (Complete by 5/1/07)

### **Deliver New and Updated Promotion Tools and Services**

- Enable low-cost subscription service for delivery of project-focused local leads (launch date: 7/1/07).
- Offer centralized parking lot design-assistance service to specifiers through local promoters (launch date: 7/1/07).
- Further simplify and enhance Concrete Pavement Analyst (CPA) software (complete by 12/31/07).
- Generate additional leads for local promoters through increased Web presence and advertising (expanded program in place by 3/1/07).
- Provide new flip-chart “pitch book” and PowerPoint for local parking lot promotion (complete by 6/1/07).
- Collect parking lot success reports in standardized format and provide on [ConcretePromotion.org](http://ConcretePromotion.org) (launch date; 9/1/07).
- Utilize *Concrete Industry Collateral Working Group* for ongoing development and updating of parking lot collateral.

### **Expand Promoter Education and Planning Support**

- Expand promotion education efforts for promoters and specifiers with an emphasis on environmental benefits of concrete (implement by 7/1/08).
- Create new “Web Site for the Industry:” [www.GreenConcrete.info](http://www.GreenConcrete.info) (launch: 6/1/08)
- Provide “how to” guides, model strategies and “roadmap” for making use of promotion tools and services (complete by 7/1/07).
- Periodically review local promotion programs and provide *Best Promotion Practices Manual* (initial distribution: 7/1/08).
- Encourage and support regional meetings for state/area associations to develop parking lot strategic plans (throughout 2007 and 2008).

### **Develop and Implement an Effective Measurement System**

- Report parking lot market share through 2010 on a rolling 12-month basis for state, regions and nationally (initially for new construction only) with 2005 set as benchmark (9.1 % national concrete share).
- Strive to continually increase accuracy and utility of Reed Construction database.
- Conduct decision maker attitude and perception studies as progress measure (update 2005 benchmark study in 2008 and 2011).
- Expand market share reporting to include parking area reconstruction (first integrated new and reconstruction report in 2011).

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