February 2018 Progress Summary

Market Share – Lionel Lemay
Education – Lionel Lemay
Project Promotion – Lionel Lemay
Success Stories – Michael Wymant
Advocacy – John Loyer
Communications – Kathleen Carr-Smith
Moderator – Nicole Maher
Share of Floor Area - By Height

- **Mostly Bearing Walls**
  - 867 Million ft² (63%)
  - Share of Floor Area 1-3 Stories

- **Mostly Frame**
  - 173 Million ft² (12%)
  - Share of Floor Area 8+ Stories

- 342 Million ft² (25%)
  - Share of Floor Area 4-7 Stories

Graphs showing the percentage share of floor area by height and material (Concrete, Steel, Wood) from 2004 to 2016.
Education: 6280 attendees to Date

Architects, engineers, developers and contractors

Decision Makers Educated

- 80 attendees in 2015
- 1025 attendees in 2016
- 4837 attendees in 2017
- 338 attendees in 2018
Round Table and Tour Events

MULTI-FAMILY EXECUTIVE ROUND TABLE AND SITE TOUR EVENT
May 3, 2017 | 8:00 AM - 4:00 PM

SCHOOL SUPERINTENDENT ROUNDTABLE AND SITE TOUR EVENT
November 2-3, 2017 | Bowling Green, KY
Colorado Hotel

Wood-frame: $6,350,595.13  Concrete: $6,353,962.78
Nebraska Multifamily

NEBRASKA CONCRETE & AGGREGATE
59TH ANNUAL QUALITY CONCRETE CONFERENCE

TYPICAL SIDE ELEVATION
Cost Competitive Solution for Bearing Wall Buildings

100,000 sq ft Apartment Building

Wood Frame
$15,101,122

Concrete (ICF)
$15,149,956
Low/Mid-Rise Residential
Low/Mid-Rise Commercial
Schools
Why We Need a Cost Competitive Solution

Construction Put in Place
(Millions of Current Dollars)

18% Growth

74%
81%

SOURCE: FMI Construction Outlook - 3rd Quarter 2017
## Project Promotion - Success Stories

<table>
<thead>
<tr>
<th>Residential</th>
<th>Commercial</th>
<th>Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crabtree North (NC)</td>
<td>Green &amp; Phillips Offices (AL)</td>
<td>South Walton (FL)</td>
</tr>
<tr>
<td>Holiday Inn Express (PA)</td>
<td>Culvers x 3 (FL)</td>
<td>West Hilltop (PA)</td>
</tr>
<tr>
<td>701 S Palafox (FL)</td>
<td>Old Growth Medical (OR)</td>
<td>Robin Hood Road (NC)</td>
</tr>
<tr>
<td>Chesapeake Village (MD)</td>
<td>Gilbert Fire Station (AZ)</td>
<td>Discovery Elementary (VA)</td>
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<tr>
<td>Warfield Village (FL)</td>
<td>Charlotte Fire Stations (NC)</td>
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<tr>
<td>Colonial Inn (FL)</td>
<td>Hickory Grove Police Sta (NC)</td>
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<tr>
<td>Banana Bay (FL)</td>
<td>Lake Hood Hangers (AK)</td>
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<tr>
<td>Hilton Garden Inn (NY)</td>
<td>Self Storage (SC)</td>
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<tr>
<td>Best Western Hotel (AZ)</td>
<td>Medical Center (SC)</td>
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<tr>
<td>E2L Townhomes (FL)</td>
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<tr>
<td>Bohn Farms Co-housing (CO)</td>
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<tr>
<td>143 West Main (CT)</td>
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</tr>
</tbody>
</table>
Member Involvement
Meeting with City Facility Managers
Education

INSULATING CONCRETE FORMS FOR MULTIFAMILY RESIDENTIAL CONSTRUCTION
Florida Mixed Use

CONCRETE VALUE AND INNOVATIONS
North Carolina Fire/Police Stations

INSULATING CONCRETE FORMS FOR COMMERCIAL CONSTRUCTION
NRMCA EPD Program
Advocacy: 60 Actions / 27 Wins

- Sandy Spring, Tucker, GA Fire Safety Ordinances
- Florida Wood In Schools Defeated
- OK Fortified Construction Legislation
- WA, OR and ME CLT Bills Killed
- NJ, MD, Philadelphia, Los Angeles Fire Safety Legislation Continues
Fire Safety Legislation

Edgewater, Maplewood, and Lakewood Fires
A 135/ S 1261
L.A. Fire Safety Legislation

DaVinci Fire
Unions, Firefighters, Community Business and Religious groups, Affordable Housing Groups, Urban League
CLT in Code, Capitol Budgets, EPD in Buy Clean WA
Adopt IWUC

SB 5450 CLT
HB 2631 CLT
HB 2412 EPD
SB 6109 IWUIC
Concrete Favored over Wood

- **Fire Resistance**
  - 2017 Actual: 73%
  - 2030 Target: 90%

- **Strength**
  - 2017 Actual: 67%
  - 2030 Target: 85%

- **Durability**
  - 2017 Actual: 66%
  - 2030 Target: 80%

**GO BOLD. GO STRONG. GO CONCRETE.**
BWS HAS BECOME THE VOICE OF THE INDUSTRY

Polling shows 85% of our target audience is aware of the BWS coalition.

76% has a favorable opinion of BWS; of that 76% with a favorable opinion, 42% is very favorable.
KEY CAMPAIGN METRICS as of 1.31.18

305 Media Hits
91 Press Releases
163,634 Website Traffic
27 Infographics

80+ Coalition Partners And Outreach
49,108 Total Followers
43 Case Studies
19 Videos

325,242 Total Engagements
Our Coalition Partners
PROMOTING LOCAL BWS EFFORTS IN TARGET MARKETS

Build With Strength
@BuildStrength

@laurbanleague stands w/ #BuildWithStrength to protect the diverse communities living & working in #LosAngeles: bit.ly/2yqjJ2k

In Los Angeles, a city that is constantly growing and innovating, housing is a central issue for various vulnerable groups. New regulations, such as those suggested by the Build with Strength campaign, PROTECT THE DIVERSE COMMUNITIES LIVING AND WORKING THROUGHOUT OUR CITY,

Robert V. Nolle, President and CEO, Los Angeles Urban League

Build with Strength Welcomes The Los Angeles Urban League

Coalition welcomes premiere organization committed to civil rights and advancing equal opportunities for the city’s minority residents.
COMMUNICATIONS AND RAPID RESPONSE

AMERICA IS BURNING

Fires of combustible materials are reducing apartment buildings to ashes and putting lives at risk.

ALASKA: 

ARIZONA: 

AZ: 2 - 1/2 - 16

"Harmful" fire due to the drought and lack of fire suppression capabilities.

ARKANSAS: 

AR: 1 - 6 - 17

BR: 1 - 2 - 17

A severe drought has caused severe fire conditions. Fire suppression resources are not as available.

CALIFORNIA: 

CA: 4 - 16 - 17

A severe fire has destroyed a large area of state-owned property, including some remote areas.

COLORADO: 

CO: 4 - 16 - 17

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CONNECTICUT: 

CT: 4 - 16 - 17

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FLORIDA: 

FL: 4 - 16 - 17

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GEORGIA: 

GA: 4 - 16 - 17

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HAWAII: 

HI: 4 - 16 - 17

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IDAHO: 

ID: 4 - 16 - 17

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ILLINOIS: 

IL: 4 - 16 - 17

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INDIANA: 

IN: 4 - 16 - 17

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KANSAS: 

KS: 4 - 16 - 17

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LOUISIANA: 

LA: 4 - 16 - 17

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MARYLAND: 

MD: 4 - 16 - 17

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MASSACHUSETTS: 

MA: 4 - 16 - 17

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MICHIGAN: 

MI: 4 - 16 - 17

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MINNESOTA: 

MN: 4 - 16 - 17

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MISSISSIPPI: 

MS: 4 - 16 - 17

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MISSOURI: 

MO: 4 - 16 - 17

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NEVADA: 

NV: 4 - 16 - 17

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NEBRASKA: 

NE: 4 - 16 - 17

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NEW JERSEY: 

NJ: 4 - 16 - 17

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NEW MEXICO: 

NM: 4 - 16 - 17

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NEW YORK: 

NY: 4 - 16 - 17

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OHIO: 

OH: 4 - 16 - 17

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OKLAHOMA: 

OK: 4 - 16 - 17

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OREGON: 

OR: 4 - 16 - 17

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PENNSYLVANIA: 

PA: 4 - 16 - 17

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RHODE ISLAND: 

RI: 4 - 16 - 17

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SOUTH CAROLINA: 

SC: 4 - 16 - 17

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SOUTH DAKOTA: 

SD: 4 - 16 - 17

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TENNESSEE: 

TN: 4 - 16 - 17

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TEXAS: 

TX: 4 - 16 - 17

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UTAH: 

UT: 4 - 16 - 17

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VERMONT: 

VT: 4 - 16 - 17

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VIRGINIA: 

VA: 4 - 16 - 17

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WASHINGTON: 

WA: 4 - 16 - 17

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WEST VIRGINIA: 

WV: 4 - 16 - 17

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WISCONSIN: 

WI: 4 - 16 - 17

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WYOMING: 

WY: 4 - 16 - 17

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CASE STUDIES: PROMOTING REAL WORLD EXAMPLES OF CONCRETE ACROSS THE COUNTRY
Let's Talk About Strength

Need a Solid Team for Your Next Building Project?

Hazard Mitigation uses resilient techniques to prevent weather-related damage.
Thank you

Questions?

www.buildwithstrength.org
www.nrmca.org/PROMOTION/lmr.asp
www.concretetracker.org