Working for Our Members Every Day

2017 President’s Report
The average price of a cubic yard of concrete in 2016 was $108.22, an increase of 5% from 2015.

For every cubic yard produced in 2016, the average member generated $11.81 in EBITDA, an increase of 37% from 2015. (earnings before interest, taxes, depreciation and amortization)

Profit before taxes was $7.71 for the average NRMCA member, an improvement of $3.13 over 2015.

Cement costs per cubic yard increased 6% from 2015.

As a result, contribution margin increased 17% in 2016 for the average NRMCA member.

The average NRMCA member increased production of ready mixed concrete by 7% in 2016.

In 2016, the materials margin per cubic yard of concrete for the average member was $48.70, an increase of 6% over 2015.
Engineering & Research

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Advocacy on Industry Standards

NRMCA’s Engineering Division, with direction from the Research Engineering and Standards (RES) Committee, pro-actively represents the industry on standards committees to advance initiatives that benefit the industry. The focus is to support performance specifications, quality, innovation and sustainability initiatives.

The P2P Initiative

Entrenched prescriptive requirements in specifications for concrete represent inertia to change that needs to be addressed on a case-by-case and local basis. NRMCA has developed resources with an annotated presentation that can be used in local group events, the Specification in Practice series, and a guide to improving specifications as it continues to work on changing industry standards to be more performance-based. NRMCA has submitted comprehensive revisions to the AIA MasterSpec, the basis of design office specifications, to reflect the requirements in current industry standards, such as ASTM C94, ACI 301 and ACI 318.

ASTM

Several important revisions were approved to ASTM C94, Specification for Ready Mixed Concrete, in 2017. ASTM standards have been developed to permit the reuse of returned concrete (ASTM C1798) and mineral fillers (C1797). In the works are efforts for improving existing and standardizing new tests for mechanical properties and durability of concrete; simplifying the fly ash specification and developing new standards for alternative cementitious materials, such as natural pozzolans and ground glass. These efforts support initiatives for performance and sustainability in concrete mixtures. Efforts also continue to improve enforceability of initial curing requirements of strength specimens in the field.

ACI

- The ACI 318 Building Code will be published in 2019 and several code changes are in progress or have been approved, including a performance alternative to w/cm for concrete exposed to external sources of chlorides.
- NRMCA is active on ACI Committee 301 and has proposed more than 15 revisions to the section on concrete materials in the specification for structural concrete.
- ACI Committee 329 is developing a guide specification on performance requirements for ready mixed concrete and shorter tech notes based on the NRMCA documents. The committee is active with organizing sessions to promote the evolution to performance specifications.
- NRMCA participates on various other ACI committees on mixture proportioning, durability, supplementary cementitious materials and other topics that impact NRMCA members’ business.
Transportation Standards
NRMCA participates on committees of the Transportation Research Board, AASHTO Subcommittee on Materials and the National Concrete Consortium. NRMCA is active on the implementation phase of an important initiative by the Federal Highway Administration for performance-engineered mixtures for pavements and transportation structures (standardized as AASHTO PP 84) and has commented on the development of this standard to ensure it evolves to be reasonable and achievable. The practice for addressing alkali aggregate reactions (AASHTO R 80) is being implemented by state highway agencies. NRMCA’s technical advocacy efforts that focus on evolution to performance specifications and support of quality and sustainability initiatives can positively contribute in excess of $10 per cubic yard.

Quality Initiatives
Operating at a higher quality standard makes a company the preferred provider in a local market and increases profitability. NRMCA’s annual quality award recognizes companies that strive for excellence in quality, establishes best practices for quality, and compiles industry quality benchmarks. NRMCA also provides guidance on developing quality management systems and offers a popular 1-day course with implementable initiatives. The RES Committee is completing a member resource to quantify the cost of quality, associated with prevention and non-conformance. Measuring and minimizing the cost of quality increases profits. NRMCA’s Quality Certification Program has been in place for several years with minimal participation. The program was established to recognize companies that operate at a higher quality standard to support the P2P Initiative. Effectively implemented quality initiatives can contribute cost savings in the range of $10 to $12 per cubic yard.

NRMCA Plant and Truck Certification
This program represents a significant member benefit and is an important part of a company’s quality system. The program maintains about 3,000 certified plants and 20,000 certified delivery vehicles in its system. NRMCA has implemented an electronic checklist for inspectors that will ensure correct submission and expedited processing of certification. Certified plants ensure accurate batching and conservation of materials; which in addition to reduced production variability represent potential savings of $2.00 to 5.00 per cubic yard.

Technical Education and Certification
NRMCA’s technical education and certification programs are recognized for the value they provide. Two offerings each of the technical short course, durability course, specifications course and quality course have touched more than 300 industry personnel with about 100 obtaining industry-recognized NRMCA technical certifications. NRMCA is completing a major revision to its pervious concrete contractor text that supports this certification program. NRMCA popular technical publications include Concrete in Practice, Technology in Practice and Specification in Practice series. Other more detailed technical publications are popular resources to educate industry personnel, their customers and other users. Several new and revised topics were released in 2017.

Research and Testing
NRMCA maintains an AASHTO-accredited laboratory facility that is proficient in many standard and research-oriented testing of concrete materials. The laboratory represents two important member benefits: research performed develops technical data to affect changes to industry standards and members are eligible for 40% discounted fees for laboratory contract testing services. The laboratory completed about 80 contract projects for member companies in 2017 along with a comprehensive evaluation of 180 aggregate sources in Pennsylvania for alkali silica reactivity. NRMCA has completed a funded project that evaluates the relationship between water-soluble and total chlorides in concrete mixtures. This report has been submitted to the RMC Research & Education Foundation. Another project funded this year by the foundation involves evaluating conditioning procedures on the resistivity of concrete that the laboratory has planned and will begin work in 2018. Resistivity of concrete is becoming a preferred method to evaluate the permeability of concrete for durability requirements.

NRMCA research supports proposed changes to industry standards and the evolution to performance-based specifications and code requirements. Research has covered durability, impact of specified cement content and optimizing concrete mixtures, chloride limits for concrete, use of recycled materials and other topics. In 2017, 15 NRMCA research papers have been published in prestigious journals to support disseminating research results. NRMCA research on performance and sustainability has the potential of saving at least $5 per cubic yard when implemented.

Regulatory Advocacy & Compliance Guidance
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Giant Regulatory Successes!!!
In the last 12 months, NRMCA saw the amending, stalling, freezing or official withdrawal of over 80% of the regulations the industry has deemed as “crucial targets” that were either proposed or finalized by the
previous administration. Some of these regulations include the Department of Labor’s “Persuader” and Overtime rules, the Environmental Protection Agency’s Waters of the US rule (known as WOTUS) and Clean Power Plan; the Federal Motor Carrier Safety Administration’s Safety Fitness Determination and Sleep Apnea proposals; as well as the Occupational Safety and Health Administration’s new recordkeeping rules, union “walk-around” guidance and its Injury/Illness Prevention Program (I2/P2) proposal. These regulations are only a snapshot of the nearly 40 individual regulations NRMCA continues to advocate on. Throughout last year, NRMCA weighed in on all these regulations and more, with all the respective federal regulatory agencies through in-person meetings, formal testimony before the agencies and many, lengthy written comments.

EPA Smart Sectors Program
NRMCA representatives met with the U.S. Environmental Protection Agency (EPA) to discuss the agency’s newly created Smart Sectors Program. The program, created at the direction of current EPA Administrator Scott Pruitt, aims to “facilitate better communication [with trade associations] and streamline operations internally at EPA,” while helping to “address executive orders on regulatory reform, energy independence, permit streamlining and the reconsideration of major regulations.”

As the newest member of the EPA Smart Sectors Program, the ready mixed concrete industry is now one of 14 industry sectors with a continual direct line of communication to EPA. The program will ultimately help the ready mixed concrete industry to better communicate its messaging to EPA on regulatory burdens, industry best management practices (BMPs) and industry environmental stewardship. NRMCA’s meeting with EPA covered potential recognition of NRMCA’s Green-Star Program as a BMP, a ready mixed concrete plant tour for the EPA Smart Sectors team in the near future and continued collaboration on equitable enforcement as opposed to over regulating.

Industry Education on Electronic Logging Devices (ELDs)
Building on the numerous victories the NRMCA team scored on Hours of Service (HOS) regulations in 2015, the success continued into 2016, specifically with regards to the Electronic Logging Devices (ELDs). The Federal Motor Carrier Safety Administration (FMCSA) finalized a rule requiring all commercial motor vehicle (CMV) drivers to install and use ELDs in their trucks, including mixer trucks, for compliance with HOS regulations. These units, mainly aimed at over-the-road, long-haul operations, are slated to needlessly cost the industry hundreds of millions of dollars if the industry is required to comply. However, through carefully working with FMCSA to strategically adopt the HOS successes from 2015, NRMCA has managed to create a carve-out for the ready mixed concrete industry that would allow ready mixed concrete companies to NOT have to install and use ELDs if their drivers don’t pass certain achievable thresholds. This change will save the industry hundreds of millions of dollars, in part tied to not having to purchase such equipment and the related maintenance, recordkeeping and continued monitoring. NRMCA continued to educate members on compliance with this important change.

New Industry Safety Award
Sponsored by the Truck Mixer Manufacturer Bureau (TMMB), NRMCA’s OES Department and OES Committee created and presented a new safety award last year. The award recognizes “Outstanding Achievement in Safety” and the first annual award was presented at the 2017 ConcreteWorks to an individual instrumental in instituting a culture change within the company to create a culture of safety. While the award was presented to an individual in 2017, the award is designed to highlight safety in general, so whether an individual, a company or a process, the award will annually embody the spirit of furthering a safe work environment.

2017 National Mixer Driver Championship – The Largest Ever!
The most recent National Mixer Driver Championship saw the largest participation and field of drivers in the 12-year history of the program. Held in Dallas, the 2017 program saw a record-setting 93 drivers from across the U.S. competing for the title of “Best of the Best” on what was another new and enhanced driving course. This year’s program, highlighting the industry’s best and safest drivers, ushered in some new changes to the competition for both drivers and spectators. Capping off the program was the drivers’ awards dinner which pulled in roughly 800 attendees to congratulate the 2017 winners. NRMCA foresees the program to continue to grow in 2018 with more drivers, more spectators and more sponsors.

Educating the Industry
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Year after year, NRMCA members cite industry-specific education as the primary reason to continue their membership. With that in mind, association experts within their respective departments develop training content. Theories, facts and figures are linked to applicable “how to’s” for greater efficiency, higher profitability, reduced liability, greater customer value and better employee engagement. As a result, a producer’s short-term expense in staff training becomes its long-term capital investment in their workforce.
Participation is up
Industry-centric workforce development had a banner year. NRMCA hosted 33 sessions, equaling 21,497 hours of instruction, to 1,885 attendees. Additionally, over 500 mixer drivers became nationally certified under the Concrete Delivery Professional program, 300 more viewed online safety lessons and, finally, through partnerships with state affiliate associations, over 350 contractors were certified in pervious concrete placement. At this year’s Fall ConcreteWorks, staff hosted 22 one-hour long learning sessions, with topics ranging from technical, operations, safety, environmental, workforce development, financial, government affairs and promotion subjects. Finally, NRMCA conducted 13 concrete-specific sessions at CONEXPO-CON/AGG, mainly to contractors. In total, NRMCA training touched over 3,500 people. Of note, these figures EXCLUDE training by NRMCA’s field staff to engineers, architects and other specifiers. That extensive outreach is included elsewhere in the President’s Report.

Costs are down
Remembering dues payments by members, NRMCA continues to value-price its training offerings to further encourage more workforce development. While NRMCA’s average cost per hour for face-to-face training is $50, including catering costs, the U.S. national average for instruction-only (no catering) was last reported in 2015 at $82 per hour by the Association for Talent Development. Therefore, NRMCA’s 2017 training fees are 39% below the 2015 national average.

Content is goal-driven
While NRMCA’s individual departments report outcomes of specific classes that fall under its umbrella, below is a broad capsule organized by one of the three goals.

• Content that is industry-specific and competency-based
In 2017, 29 face-to-face classes whetted in competency-skill building led the training charge. With a high instructor-attendee ratio, students’ efforts are supported as they learn about industry baseline standards as well as mandatory and compliance requirements issued by national, state and local specifiers and bodies like ASTM. Offerings included five Plant Manager Certification courses whose certification is required by the US Army Corps of Engineers in many of its contracts. Additional offering are now required by various bodies in their specifications, including the rigorous Technical Short Course, and its capstone follow-up, Concrete Durability, down to certification for mixer drivers in the online Concrete Delivery Professional program.

Other foundation courses are steeped in compliance regulations to reduce a producer’s possible liability. Class curriculum can include field trips or hands-on practice, as in the Safety, Environmental Courses as well as Pervious Concrete Contractor Certification, to customer service support drills with real case studies in the annual Dispatcher Course.

Also of note is NRMCA’s growing library of 20-25 minute operations compliance training videos. Now in its fourth year, this video library grew to 11 titles by adding “How to Survive an OSHA Plant Inspection” and its first environmental compliance video “Chute Rinse-off.” Additionally, regulatory Webinar updates are held throughout the year at no-cost to members.

• Content that directly supports increasing a producer’s profitability
The granddaddy of techniques to improve profitability has been taught in NRMCA’s four Certified Concrete Sales Professional (CCSP) courses since 1998. Each was taught twice in 2017. Additionally, two one-day technical classes traveled throughout the country, affording QC management and technicians the opportunity to add fiscal implication knowledge to their technical prowess. They were Handling Concrete Specifications, Low Strength Problems and Mixture Submittals, and Improving Concrete Quality.

• Practices that support building a strong team through individual employee engagement
Starting from the top down, NRMCA launched two senior-level leadership workshops, one for operations executives and the second for sales managers. Both programs strongly focus on multi-tier team development, long-term strategic planning to execute short term goals and peer networking.

For those in the middle, three 2017 programs supported staff engagement. The first was the continuation and growth of the Developing Industry Leaders program. Front and back end workshops were added, offering team building with career development support. The second mid-level program was growth in producers’ employees’ participation in NRMCA’s career development program, STEPS. In it, 12 graduates mastered a specific industry segment. The third outreach was to front-line operation managers at the plant level, helping them deal with their “people” challenges day-by-day in the Effective Supervisor Course.

At the entry level, NRMCA’s 3rd annual Mixer Driver Recruitment & Retention Survey took a strong look at getting and maintaining a strong group of delivery professionals. Under the lead of the Operations Environmental, & Safety Committee’s HR Task Group, analysis of the results found a brighter picture than the previous two years. While 36 percent of respondents turned down business due to lack of drivers in 2016, it was lower than the 51 percent reported in 2015. The driver vacancy rate steadily dropped about two percent a year for the past three years, to 4.6 percent as of December 31, 2016. Nevertheless, 92 percent
that market share. This is where the Pave Ahead brand new or different approach to promotion to increase Our challenge was to determine how we can take a years. low and has remained steady at these levels for several responses to concrete pavement, especially in terms public and private decision makers have positive Through targeted surveys, it was determined that were made on the 2017 remaining projects. NRMCA is continuing strong outreach to members in 2018 to further expand the paving promotion and DAP program impact.

Pave Ahead Based on market estimates, the annual local paving market potential for ready mix producers is very significant. For example, each year the Federal Highway Administration estimates that over 31,000 lane-miles of paving are added through new roads and widening with most of that capacity coming in the local street and road market. When adding this to the annual potential estimates for new parking lots as well as the pavement rehabilitation market through concrete overlays, we estimate that there could be over 400 million cubic yards of available concrete market potential. With this potential, we believed it was important to understand, through surveys, what both public and private decision makers think about concrete pavements and then develop a recognized, branded strategy that could be used to help capture market share. Through targeted surveys, it was determined that public and private decision makers have positive responses to concrete pavement, especially in terms of cost, strength, durability and length of life. Despite these responses, current concrete market share is still low and has remained steady at these levels for several years. Our challenge was to determine how we can take a new or different approach to promotion to increase that market share. This is where the Pave Ahead brand development began. The local paving division teamed with DDC to develop a brand around our core mission of utilizing ready mixed concrete products for paving in the local street, road and parking markets. In addition to developing the Pave Ahead name and logo, DDC helped to devise a concise mission statement, develop a standalone Web site highlighting the paving design center, update paving collateral and infographics, videos emphasizing staff expertise and ready mixed product offerings that can be used for paving. It is our belief, that these new tools will enhance our ability to penetrate the market, become more easily identified as experts by public and private decision makers and make it easier for these decision makers to obtain design assistance, each of which should contribute to increased paving yardage in 2018 as the Pave Ahead brand becomes more recognizable.

Concrete Paving Promotion and Technical Support

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Design Assistance NRMCA local paving promotional efforts, supported by the Design Assistance Program (DAP), showed continued growth in delivering value to members and partners in 2017. Over 440 pavement projects representing 3.7 million cubic yards of concrete have been pursued with 180 of those projects receiving design assistance reports developed by NRMCA Local Paving staff. Out of the 3.7 million cubic yards pursued in 2017, nearly 1 million cubic yards of concrete has been selected and placed in street and parking lot projects, an increase of nearly 15% over 2016. We expect this number to continue to increase as decisions are made on the 2017 remaining projects. NRMCA is continuing strong outreach to members in 2018 to further expand the paving promotion and DAP program impact.

Online Promotion and Technical Support Tools

ConcreteTracker.org – A need that has been identified is the ability to quickly identify concrete parking lot and streets as well as building projects using concrete materials in a region, city or state. During the summer of 2017, the ConcreteTracker.org Web site was launched in January 2018. ConcreteTracker.org – A need that has been identified is the ability to quickly identify concrete parking lot and streets as well as building projects using concrete materials in a region, city or state. During the summer of 2017, the ConcreteTracker.org Web site was launched with many pavement and building project data summaries and case studies pinpointed on a U.S. map that are easily searchable by project type, material or construction type, and definable by geographic location. Each project on the map contains basic information about the project like address, concrete quantity or size, and even pictures. Some projects have more developed case studies with additional information that may be useful for decision makers or industry promoters. Throughout 2018, we will be adding more projects to the site and welcome participation from other industry partners with concrete building or pavement projects. Please contact the NRMCA buildings or paving teams to discuss how projects may be added to the map.
Parking Lot Boot Camps
NRMCA’s Parking Lot Boot Camps are 10-hour, hands on programs conducted by NRMCA staff over two days that provide approaches and key tools to enable individual producer sales teams to increase their level of success. Key member suppliers and the producer’s most important contractor customers are invited as well to create opportunities for collaboration that will expand sales for all. Attendees learn how to prospect, prepare bid proposals, handle objections and close the deal. NRMCA provided one Boot Camp in 2013, four in 2014, five in 2015, and eight in both 2016 and 2017. NRMCA encourages members to schedule a boot camp with their contracting partners as promotion tracking clearly indicates that after a boot camp, producers will realize an increase in yardage produced and sold, directly contributing to their bottom line. Contact Brian Killingsworth at bkillingsworth@nrmca.org to schedule your boot camp for 2018.

Collaboration with the American Society of Concrete Contractors (ASCC)
NRMCA and the American Society of Concrete Contractors (ASCC) have developed a joint paving committee that meets several times per year with the intent to foster relationships with staff and members of both organizations to educate and collaborate on the concrete parking lot market. We’ve found that the members of ASCC are ideal partners in pursuing concrete parking lot projects because of their willingness to invest in marketing, equipment, and personnel which are the necessary ingredients to be successful. The mission of the group is to partner ready mix producers and concrete contractors in pursuit of local paving projects. Currently, the committee is completing a promotion and concrete awareness tool box to help contractors along with local, state and national promoters secure more projects. Some of the initial items in the tool box include NRMCA brochures on lighting, the Parking Lot Quick Reference Guide, frequently asked questions (FAQ) about parking lot construction, Design Assistance Program (DAP) submittal information, Jointing Plan Assistance Program (JPAP) and the RMC Research & Education Foundation-funded Guide to Concrete Overlays of Asphalt Parking Lots.
Other items to be added to the toolbox in the final phase, which will be completed in Spring 2018, include a dedicated parking lot preconstruction check list, a team approach contact sheet by state listing partners who will work together to win projects and a generic PowerPoint presentation that can be customized by local teams and suitable for a lunch and learn type meetings.
Additionally, to be completed in 2018, a group consisting of NRMCA producers on the committee, along with ASCC contractor members, will compile ideas on a plan for implementing a ‘Concrete Paving Team’ in NRMCA/ASCC member areas.

Government Affairs

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NRMCA Meets with White House on Regulatory Relief for Industry
In July, White House staff sat down with NRMCA Government Affairs and association members to discuss various issues of concern to the ready mixed concrete industry. Chief among those issues was regulatory relief and NRMCA members raised various environmental regulations that were particularly burdensome to the industry.
The message from the White House was consistent with the public message: help is on the way. Indeed, since January the Trump Administration has canceled or frozen hundreds of Obama-era regulations, many of which had adverse impact on the ready mixed concrete industry, including withdrawal of the Safety Fitness Determination (SFD) rule, the Valuation Discount Rule, and the dismantling of the Clean Power Plan (CPP) and the greenhouse gas emission rules.
Each of these regulations has a direct impact on the ready mixed concrete industry. The SFD would severely impact the safety ratings of heavy trucks. Valuation discount would impact the ability of family-owned businesses to pass from generation to generation. And the CPP standards for greenhouse gas emissions would make manufacturing more expensive.
NRMCA Government Affairs was instrumental in the effort to cancel or withdraw these rules, both through direct advocacy and through support for Trump Administration nominees like Transportation Secretary Elaine Chao, Environmental Protection Agency Director Scott Pruitt and Labor Secretary Alex Acosta. Through personal outreach, official meetings, behind-the-scenes communications and formal letters of support, NRMCA has worked to back nominees for key executive posts in the Trump Administration and helped identify regulations to be canceled.

Strong Advocacy for Resiliency in 2017
This year was a big year for NRMCA Government Affairs’ advocacy for resilient construction standards. Beginning early in the year, NRMCA laid the groundwork for policy and directive language in legislation. As a result, in addition to getting language supporting the use of resilient construction in multiple federal spending bills, NRMCA succeeded in securing two studies, one at the Department of Housing and
Competition. We believe funding this prize competition would have given the wood industry a market share advantage above all others in tall building structures and also does not comply with sound building standards. We also believe Congress shouldn’t pick winners and losers at the taxpayers’ expense. We were pleased a compromise could be met by all parties.

CONCRETEPAC Supports Aggressive Political Program

CONCRETEPAC is NRMCA’s nonpartisan political action committee (PAC), dedicated to supporting pro-business, pro-ready mixed concrete candidates running for federal office. CONCRETEPAC is the concrete industry’s largest federal PAC and gives NRMCA member companies and their employees a chance to combine their voices on Capitol Hill and have an effect on the political process. This year CONCRETEPAC has raised $254,000. We have disbursed $237,000 to worthy candidates running for federal office, continuing to help NRMCA create a concrete majority in Congress. These candidates will help fight unreasonable and burdensome regulations, help to pass a transportation and infrastructure program, reform the nation’s tax policies to boost the economy and keep the National Labor Relation’s Board fair and balanced.

NRMCA Testifies Before Congress

Capping an active year for NRMCA on Capitol Hill, NRMCA President Bob Garbini testified before Congress in November on federal trucking regulations impacting the ready mixed concrete industry. In addition to Garbini’s testimony, NRMCA members participated in four DC Days, making dozens of visits to Members of Congress throughout the year. Mr. Bill Childs, CEO of Chaney Enterprises, participated in a panel discussion on ready mixed concrete and issues of importance to the industry.

Thanks to the dedication of NRMCA’s members, Government Affairs was able to leverage its activities to highlight important policies and educate Members of Congress and staff on the uniqueness of the ready mixed concrete industry.

Build with Strength

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The key metric for the Build with Strength program is the share of floor area of concrete buildings. Market share of concrete for 1-3 stories increased from 21.6% in 2016 to 24.4% in 2017. Market share of concrete for 4-7 stories decreased from 16.7% in 2016 to...
to 15.3% in 2017. Key strategies to increase share of concrete in building construction include project promotion, education, state and local advocacy, and communications. The following are highlights for each strategy:

**Project Promotion**

To date we’ve consulted on 191 projects, 134 in 2017. We’ve influenced 3.2 million cubic yards of concrete to date, 1.34 million cubic yards in 2017. We’ve converted or retained 46 projects to date representing 1.7 million cubic yards. We’ve converted 19 projects in 2017. Also, one of the keys to success has been the increase in member referrals in 2017, from only 7 in 2016 to 53 in 2017. Key projects in 2017 include:

- **EYC Companies** – This builder started construction on 17 South, 220-unit apartment complex in Charleston, SC, and has 4 additional ICF multifamily projects in its development pipeline. The developer and project has been used on several occasions by NRMCA to demonstrate the business case for building with ICFs by bringing in other developers considering the switch from wood to concrete.
- **South Walton County (FL) School** – First ICF school in the county leveraging other FL schools gone ICF.
- **Bohn CoHousing, Thornton, CO** – Multi- and single-family development converted to ICF.
- **Best Western/Comfort Inn Brand Prototype, Phoenix** – Converted a prototype hotel project to ICF close to Best Western headquarters.
- **Old Growth Medial Facility, Oregon City, OR** – converted project to ICF.
- **Other Key Developers** – working with E2L, StreetLights, Block, Opus, Gardner Batt.
- **St Johns Properties/Somerset** – NRMCA worked with St. John's team to flip a current multifamily project but it wasn’t until the team visited the 17 South site that it fully understood the benefits of building with ICFs. It is now planning to use ICFs on several of its upcoming projects, including an 8-story multifamily project in Maryland.
- **Avalon Bay Communities** – A site visit to EYC in Charleston and a design assistance report resulted in Avalon Bay, one of the country’s largest builders, to seriously consider concrete. It now sees the economical path to using ICFs on an upcoming project in Brooklyn.

**State and Local Advocacy**

Our focus on state and local advocacy continues to be on fire safety, resilience and energy performance, all of which support concrete construction. We’ve recorded 20 wins to date, 17 in 2017 alone. Highlights include:

- **Tucker, GA, Limits to Wood Frame** – Passed limits on wood frame construction (3 stories, 100,000 sq ft) similar to Sandy Spring, GA (neighboring community)
- **Oklahoma Fortified Construction Legislation** – Passed bill requiring insurance discounts for fortified construction requiring insurance companies to rebate premiums for residential and multifamily buildings when built to the IBHS’s Fortified standard.
- **Fire Safety Legislation** – NRMCA continues to pursue fire safety legislation in New Jersey, Maryland, Philadelphia and Los Angeles with significant progress in building coalitions of lawmakers and other industry groups such as firefighters, labor unions and business leaders. NJ
- **Maine LD 1068** – Defeated bill to require state-owned buildings to be constructed with CLTs. Supported local affiliate with testimony language.
- **Washington SB 5379** – Defeated bill that directed CLT used all Public Funded Buildings – Provided testimony and supported WACA (Washington Aggregates & Concrete Association).
- **Washington SB 5450** – Defeated bill that directs Code Council to develop code language for CLT. Provided testimony and supported WACA.
- **Florida SB 700** – Defeated bill requiring the state to only use the current code as an amendment baseline and no longer adopt the I-Codes. Provided supporting language.

**Green Building Advocacy**

NRMCA continues to support members with regard to green building standards with a focus on transparency reporting in LEED v4. The following are results to date:

- **Environmental Product Declarations** – Thirty-four companies have product specific EPDs to date, 13 verified in 2017. That represents 2,755 plants and 8,369 concrete mixes, by far the most of any product category.
• Responsible Sourcing – The Concrete Sustainability Council Responsible Sourcing Certification launched in 2018. NRMCA members can now certify plants under the program. To date one company has certified two plants.
• Material Ingredients Disclosure – Two companies in the U.S. are developing Health Product Declarations. NRMCA will facilitate the process.

Communications
2017 saw our communication program focus significantly on fire safety with continued extensive communications around recent fires and development of the America is Burning map and Web page. There was significant support of fire safety legislative efforts in New Jersey, Maryland, Philadelphia and Los Angeles with a focus on coalition building with legislators and likeminded groups that support fire safety. Key metrics regarding the Build with Strength campaign include:

• Media Hits – 284
• Web site Traffic – 132,558
• Coalition Partners – 76
• Social Media Followers – 46,434
• Social Media Engagements – 276,813