Promotion of Streets and Local Roads

NRMCA DIL 2012
Introduction

Team Members
- Amanda Barnes
- Josh Brown
- Mike Pistilli

Presentation Focus
- Offer a guideline that will assist in introducing concrete pavement as the product of choice for streets of local roads
Who do we target?

Josh Brown
Federal Materials Company – Director of Safety

- Who Allocates Funding?
- Who Makes Material Selection Decisions?
- What Groups Influence These People?
Who Allocates Funding?

- **Federal Level**
  - Federal Highway Administration (FHWA)

- **State Level**
  - Office of Rural and Secondary Roads (KY)

- **Local Government**
  - Judge Executive, Mayor

- **Private Sector**
  - Subdivision Developer, Private Business
Who Makes Material Selection Decisions?

- Architects / Designers
- Asset Owners
- Engineers
- Public Works Leaders
What Groups Influence These People?

- Lobbyist Groups
- Local Residents
- Local Businesses
- Government Regulators
Resources & Tools
Mike Pistilli
Prairie Material - Operations Manager Central Illinois & Indiana

- People
- Documents
- Design Tools
- Internet / Video
People

NRMCA
- Brian Killingsworth (PE-NRMCA-SLR)
- Glenn Ochsenreiter (VP-NRMCA-Marketing)
- Local Representation
- National Representation

ACPA
- Local State Representation
- National Representation

PCA
- John Prentice (VP-PCA-Industry Liaison)
Documents

- **NRMCA**
  - An Introduction to Streets & Local Roads Promotion Planning
  - MIT Study

- **ACPA**
  - ACPA Bookstore
    - Life Cycle Cost Analysis

- **PCA**
  - PCA Bookstore
    - Concrete Pavement Design (for engineers)
    - Guide for Roller Compacted Concrete
Design Tools

- NRMCA
  - Marketing & Planning Guide for Local Streets & Roads
  - Parking Lot Design Assistance Program (service)
  - Streets & Local Roads Design Assistance (service)

- ACPA Street Pave Software
  - Aids in the design of pavements
Internet / Video

- NRMCA Promoters Resource Center
  - www.concretepromotion.org/
  - Parking Lot Design Assistance
  - MITResearch
- ACPA
  - www.pavement.com
- PCA
  - www.cement.org
- LinkedIn
  - Concrete Producer Network
  - Construction & Building Materials – Professional Groups
  - The Concrete Society
  - SLR
- YouTube
- Google
Case Study
Amanda Barnes
Irving Materials, Inc – Technical Services

Jack Daniels – RCC Project
- 1,600 acre facility
- Asphalt roads and parking

Problem: High cost of repairing potholes, patching, and overlaying asphalt surface

Solution: Concrete to replace asphalt in heavy traffic areas
Project Planning

- Contractor and Ready Mix Sales Team
  - Replace asphalt with RCC
  - Experienced finisher
  - Trial mixes for demo
  - Engineers requested:
    - Background and technical info
    - Site Tours
    - Benefits
    - Reduced maintenance cost
Production

- Ready Mix Producer
  - Plant converted to wet batch for RCC production
  - Plant loaded directly into dump trucks
  - Increased from 60 to 100 yards per hour
Job Complete

- **Volume**
  - 2,537 cu yds
  - 18,000 sq yds
  - 162,000 sq ft

- **Duration**
  - 5 days

- **Project Success**
  - Next phase
Conclusion

- Targeting the appropriate source will have a great impact on the success of the promotion of SLR
- Existing resources and tools are available for reference and use by all
- As demonstrated in the Case Study, the right combination of strategy and resources has proven successful