Concrete Promotions
Developing Industry Leaders

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How To’s for Entering the Pervious Market

WWW.NRMCA.ORG
The Ready-mix Industry faces many Challenges

- No history to back us up
- It’s a totally new method of placement
- Not enough certified finishers
- No comfort level
- Different finishing tools needed
- Skepticism about strengths and test methods
- Concern about price/cost
- What is the C-Factor
Issues to Overcome

- Pervious initially specified by locality; however, the builder has been able to get alternate filtration system engineered and accepted.
- Suppliers have sold to Inexperienced finishers resulting in poor results
- Inadequate strengths for application/don’t promise more than you can deliver

C-Factor

- Runoff Coefficients - "C-Factors"
- Another element in the design for stormwater management of pavements, is the consideration of, "how much water is going to run off". The quantity of water-runoff, as it pertains to specific materials, is typically referred to as the Runoff Coefficient, or C-Factor. That value usually ranges from 0-100%, dependent on how the local authority views the material, and how it is used. However, if pervious concrete is used as a pavement in the PC-2 concept, then there is no runoff.
Who to Work With

- Zoning Boards
- Government Regulators
- Storm-water management
- Codes & Compliances
- Civil Engineers
- Architects

TARGET MARKETS

- DEVELOPERS
- CONTRACTORS
- DOT'S
- LOCALITIES
Benefits

- Manage Stormwater run-off
- LEED credit
- Replenish the Aquifer
- Preserve Habitat
- Increase Sustainable Land
- Eliminate Retention Ponds
- Cool Build

Success Stories Nationwide
Approximate Yardages

- Conewego of Hanover, PA  8-9 acre pkg lot
- Indiana                  1000 yards
- South Carolina           1,000 yrd/2yrs
- Tennessee                6,000 yards
- Washington               10,000 yards
- Oregon                   20,000 yards
- N. California in 2006    15,000 yards
- Texas                    194,500 yards
PCI in Snohomish, WA

- Stratford Place
  - Pervious concrete took the cost of storm water management from an estimated $460,000 down to $200,000.00.
  - They are experiencing no run off.

Best Management Practices

- Recognized by EPA
- Increased sustainable land use (no retention ponds)
- Meets Storm Water Management criteria
- First Flush Pollution prevention
- Cooler Surfaces
- Reduce or Eliminate storm sewer tie-ins
Spread the Word

- [www.concretepromotion.org](http://www.concretepromotion.org) (new web site)
- Informational packets for mailing and handouts at meetings
- Networking with fellow producers, NRMCA, and state level Ready-mix organizations
- Sponsor hands on training seminars at the local level.