



COLORADO READY MIXED CONCRETE ASSOCIATION

Build with Strength Colorado Campaign Update

**November 17, 2017
The Broadmoor
Colorado Springs, CO**

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A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION



BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

Our mission is to educate the building and design communities and policymakers on the benefits of ready mixed concrete, and encourage its use as the building **material of choice for low- to mid-rise structures.**

No other material can replicate concrete's advantages in terms of **strength, durability, safety and ease of use.**



National Program Update

Overall

- Authoritative voice of industry
- 85% of target audience aware
- 76% have favorable opinion
- Non-industry partners

Advocacy

- Local and state
- 47 legislative efforts
- 21 states

Business Development

- Concrete promotion
- Concrete Design Center
 - 125 consulted
 - 25 full design
 - 1.7 million yards converted/retained

Communications

- Brand and value awareness
 - Case studies
 - Infographics
 - Videos
 - MIT Concrete Sustainability Hub
 - Insurance study
 - Social media / Internet



National Program Update

CAMPAIGN METRICS May, 2016–September 1, 2017

 Media Hits: 269	 Social Media: <ul style="list-style-type: none"> ✦ Followers - 43,004 ✦ Engagements - 123,902 	 Case Studies: 35
 Press Releases: 69		 Infographics: 20
 Coalition Partners & Outreach: 76	 Website Traffic: 132,558	 Videos: 17



BWS Focus Areas

Several in-process initiatives since March launch



BWS Timeline

Continued momentum across the state

- November 2016** • BWS overview with DDC at CRMCA conference
- January 2017** • Board moved to support BWS campaign in Colorado
- March 2017** • Central BWS kick-off event and focus area integration
• Developed three Colorado-based case studies
- April 2017** • West Slope BWS kick-off event
• First Design Assistance Center project referral
- May – July 2017** • Launched developer survey; continued committee efforts
- August 2017** • Southern Colorado BWS kick-off event
- September 2017** • Ouray, CO hotel project conversion to ICF
- 4Q 2017** • Committee work continues; prep for 2018 goals



BWS in Colorado

The collage features several case study cards, each with a 'BUILD WITH STRENGTH' header and project details:

- LOW DOWN: CASE OF USE: DENVER INTERNATIONAL HOTEL & TRANSIT CENTER** (10000 South Dwyer, Denver, CO 80231). Project Cost: \$300 million. Project Status: International Airport.
- NOW ARRIVING: A BETTER AIRPORT EXPERIENCE** - Highlighting the use of concrete in the terminal building.
- CASE STUDY: CASE OF USE: HUB 25 BUILDINGS A, B, C & D** (1001 E. Colfax Ave., Denver, CO 80202). Project Cost: \$275 million. Project Status: Office/Professional.
- TRANSFORMING THE FUTURE OF INDUSTRIAL PARKS** - Highlighting the use of concrete in the new industrial park.
- CASE STUDY: CASE OF USE: TRIANGLE BUILDING** (1300 Massachusetts St., Denver, CO 80202). Project Cost: \$15 million. Project Status: Office/Professional.
- CORNERING THE FUTURE OF DENVER** - Highlighting the use of concrete in the new office building.



BWS in Colorado

Innovations in Concrete

ReadyMix® have become viable with technological advances in mitigating ASR in concrete.

Building Material Competition

Despite this long history of concrete use in building structures and innovations in concrete mixes that have allowed concrete to evolve, the concrete industry is still facing challenges competing against other building materials. The greatest source of competition comes from meeting the economic demands in low-rise applications (four to seven-story buildings), per Mr. Lester at the NRMCA. He noted that due to building codes which allow for combustible construction in buildings under seven stories, wood frame has emerged as a cheap form of construction. Current market conditions have also pressured owners to build faster and cheaper, which only increases building material competition.

Education and Advocacy

To change current construction practices and mind-sets in low to mid-rise structures, the concrete industry is ultimately challenged to appeal to the owner's bottom line. Associations like NRMCA and local chapters such as the Colorado Ready Mixed Concrete Association (CRMCMA) are focusing their efforts on education and advocacy.



Photo courtesy of Atlanta Construction News (www.atlantian.com)

Build With Strength Campaign

Since 2004, concrete has consistently led market share to both wood and steel-frame structures in the low to mid-rise (LMS) industry segment, which represents buildings four to seven stories. In Colorado, it is estimated that concrete loses 250,000 cubic yards annually to wood's market share growth alone. To educate the construction industry about the value added of concrete in LMS and gain

back market share, launched a Build With Strength (BWS) campaign. CRMCMA has fully effort with local help showcase CRMCMA's vision and about the free cost design and budget center that helps build value of build for a variety of per. www.buildwithstrength.com



Photo courtesy of

BWS Report
Colorado Builds with Strength

By Oliver Brooks
General Manager
Denver Metro Ready Mix
Martin Marietta

Share of Floor Area: 1-3 Stories
Total Area 2016: 21,315,000 SF

Share of Floor Area: 4-9 Stories
Total Area 2016: 12,399,000 SF

Share of Floor Area: 8 Stories and Above
Total Area 2016: 6,162,000 SF

NRMCA Publication Number 3961

Dr. Peter Vonderhert and Nicholas Haskins, Boston College

Survey of Insurance Costs for Multifamily Buildings Constructed with Wood-frame and Concrete

October 2017

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BWS in Colorado

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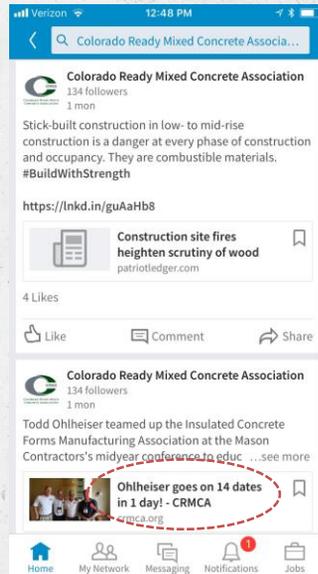
BWS in Colorado



BWS Social Media

Objectives

1. Increase awareness of the safety of building with concrete vs. wood
2. Educate on the affordability of ICFs
3. Promote the Design Center
4. Promote Training Seminars when applicable



2017 Objectives

Status update from January meeting

Overall

- ✓ Launch BWS campaign in three Colorado market areas
- ✓ Organize committee efforts to align with and support BWS
- ✓ Explore NRMCA BWS resource availability
- ✓ Educate member companies on BWS campaign



2017 Objectives

Status update from January meeting

Advocacy

- ✓ Build relationships with similar interest groups
- ✓ Solicit local NRMCA resources

Meet with six local officials or legislators to introduce BWS



2017 Objectives

Status update from January meeting

Business Development



Identify architect, engineer, investor, or developer groups for BWS roundtables

Host at least three roundtables

Use roundtable feedback to support further planning



Refer three projects to NRMCA's design assistance program

2017 Objectives

Status update from January meeting

Communications



Leverage BWS communication collateral for local needs



Align CRMCA social media strategy with BWS messaging



Enlist CRMCA members to use BWS in marketing efforts



Pursue external communication opportunities



2018 Priorities

1. Reaffirm leadership commitment
2. Extend the BWS brand
 - a. Across every CRMCA member
 - b. Digital media strategy
3. Promote the Design Center
 - a. Goal is 15 project referrals
4. Meet with targeted associations and professional groups
 - a. Discuss targets and assign responsibility to individuals



Target Group Example

Select Targets

- AIA
- ACEC
- ASCE
- **CSI**
- DBIA
- NAIOP
- NCARB
- USGBC

CSI: Construction Specification Institute



- **Mission:** improve built environment and performance
- **Membership:** +9,500 members, +130 chapters
- **Member profile:** specifiers, architects, engineers, contractors, facility managers, owners and others
- **Colorado presence:** four local chapters

CRMCA Next Steps

November 29 • Pikes Peak chapter presentation

December 6 • Northern CO continuing ed with NRMCA



Target Group Example

Top Denver Architecture Firms

Rank	Company Name	Top Local Executive
1	Fentress Architects	Curtis Fentress , president/CEO/principal-in-charge of design
2	OZ Architecture	Eduardo Illanes , president/principal
3	Davis Partnership Architects	Brit Probst , president/principal
4	RNL	Joshua Gould , CEO/chairman
5	Hord Coplan Macht	James Pedler , principal
6	Lantz-Boggio Architects PC	Dennis Boggio , president/CEO
7	Sink Combs Dethlefs PC	Donald Dethlefs , CEO
8	Gensler	Jon Gambrell , managing director/principal
9	Norris Design	John Norris , president
10	DLR Group	Angela Castleton , global workplace leader
11	Tryba Architects	David Tryba , president
12	MOA Architecture	Barry Koury; Kevin Sullivan; Jack Mousseau
13	Johnson Nathan Strohe	James Johnson , founding partner; Nicole Nathan , partner; Tobias Strohe, partner
14	Jacobs	Reza Akhavan , division VP/Rocky Mountain operations manager
15	Semple Brown Design PC	Russell Brown , president/principal; Sarah Semple Brown , principal
16	Humphries Poli Architects PC	Dennis Humphries; Joseph Poli , principals
17	Rowland+Broughton Architecture	Sarah Broughton , principal
18	TREANORHL	Scott Kuehn , COO
19	Design Workshop Inc.	Jeffrey Zimmermann , principal; Jim MacRae , principal; Mark Feldmann , CFO
20	gkkworks	Brian Klipp , managing principal; Maria Cole , principal

Next Steps

What we need from you

Right Now

- Educate organizations on BWS
- Incorporate BWS in marketing efforts
 - Email, website, trucks, etc.
- Engage with BWS and CRMCA on social media

2018

- Commit to providing yours and employees' time to BWS
 - Outreach and presentations
 - Relationship referrals
- Refer at least one project to the Design Assistance Center

Convert more projects to concrete



