Overview of CRMCA Strategic Plan

Presented by:
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CRMCA Annual Conference

CRMCA Business overview

- CRMCA remains focused on our Strategic Plan
  - Updated at Summer Conference
  - Focused objectives toward benefit of members
  - Eliminate all other items
- Focus areas include: Technical, Safety, Marketing & BWS, Governmental Affairs, Environmental/Regulatory, Communication, Networking
Technical

• Technical/Specifications
  • Continue to Implement Concrete Testing Improvement Project
    • Effective pre-construction format for RMX Industry
  • Adherence to Standards Examinations underway.
    • Assessments for over 40 Laboratories
    • App for IPhone and Android complete
    • Live database near completion
  • Strength Specimen Temperature Monitoring
    • CRMCA Adherence Program observation showing 48% NOT utilizing Max-min thermometer or similar
    • Working with ACI National and NRMCA define requirements through ACI Committee 132* and ASTM Standard C31

*Responsibility in Concrete Construction

Technical

Concrete Testing Adherence Program

• 2018 – Year of Data Collection
• Currently eleven (11) Producers participating, four (4) Laboratories
• Projected≈2,200 at 2018 year end
  • 1,692 total assessments in 2017
  • 1,582 total assessments in 2015 & 2016
• Supervisors NOW have access to assessments that include:
  • Pictures taken during assessments
  • Email notification of assessed employee (testing) not meeting requirements

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<tr>
<th>Adherence Question</th>
<th>Change in Observation (2018 vs. 2017)</th>
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<tbody>
<tr>
<td>Is the testing technician currently ACI Field I certified to test concrete?</td>
<td>3.6 %</td>
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<tr>
<td>Excluding preliminary check tests, was the concrete sampled in accordance with ASTM C172?</td>
<td>3.3 %</td>
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<tr>
<td>Were physical property tests completed and strength specimens molded (if required to cast) in accordance with the appropriate ASTM procedure?</td>
<td>7.2 %</td>
</tr>
<tr>
<td>Were the concrete specimens (if required to cast) stored in an initial curing environment following ASTM C31, section 10.1.2?</td>
<td>0.3 %</td>
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(down 5.9% since 2016)
Technical

- ASTM Compass Portal
  - Available to CRMCA members for FREE since 2017
  - Sharing at every ACI Field 1 certification session
  - Presented at MGPEC Annual Meeting in April 2018
  - Sharing with local municipalities
  - Documents accessed **322 times** through CRMCA subscription (thru October 2018)
    - 2017 (Aug-Dec) → 110 documents accessed
    - 2018 (Jan-Jun) → 158 documents accessed (**44% increase**)
  - eLearning (LMS) being used for ACI training (**68 module accesses thru June 2018**)
    - All eLearning modules available for training of ACI Field 1 certification

Technical

Remain strong Sponsoring Group for ACI and other Programs

Sponsor and have input of new programs

**About 900 Examinees and 675 Certifications projected in 2018**

Maintain strong working relationship with Rocky Mountain Chapter for American Concrete Institute (RMACI)

- Partner and Participate on various industry functions
Safety

• Implemented Driver of the Year, with a heavy emphasis on safety
• RMX Electronic Logging Device
  • Rule & Implementation Plan training
• Concrete Pump Safety
  • Best practice policy for spoils from pump
• Initiatives as Required

Governmental Affairs

Actions through Grassroots Program
  • Awards & Action Alert program, communicating directly with elected officials

Actively Support Highway Funding at Federal & State
  • Alignment & Support of NSSGA/NRMCA/Transportation Construction Coalition (TCC)
  • CCIC – Progress with CCA, CAPA, CSSGA, ACPA-CO/WY
    • Integral part of the Let’s Go Colorado Proposition 110
Federal and state gas taxes have been fixed for more than two decades.

Revenue has steadily declined as Coloradans burn less gasoline in more fuel-efficient cars.

According to an Inside Energy analysis, after adjusting for inflation, CDOT is taking in 30 percent less money from gas taxes now than it did in 2000.

Gas Tax No Longer Sustainable Funding Source

40.4¢ per gallon
➢ 22¢ to State
➢ 18.4¢ to feds

Transportation Not A General Fund Reality

Transportation represents one of the smallest portions of the Colorado state budget at just over 5 percent in Fiscal Year 2016-17.
Governmental Affairs

CDOT Revenue Projection – 2009 to 2023

Governmental Affairs

Let’s Go Colorado Prop. 110 was defeated

This doesn’t mean the fight is over

• In the process of analyzing campaign
• Looking for possible strategies moving forward
• Todd applied to be on the new Governor’s Infrastructure Transition team

The result was not in our favor, but we have a lot to be proud of

• CRMCA/CSSGA boldly stepped forward to lead
Marketing & BWS

• Remain with 3 Market Areas; West Slope, Southern, Central
• Common statewide & separate initiatives produces results
  • Market Committees update to CRMCA Board
• Seminars and Presentations
  • WMC – Scaling Seminar, Durango, CO – January 2018
  • CMC – Decorative Concrete Seminar, Lakewood, CO – May 2018
  • CMC – Rocky Mountain Green, Denver, CO – May 2018
  • WMC – Pavement Concrete Presentation, Grand Junction, CO – June 2018
  • CMC – ICFs for Multifamily Residential Construction, Lakewood, CO – Sept 2018
  • WMC – Fiber & Cold Weather Concrete Seminar, Grand Junction, CO – October 2018
  • SMC – Cold Weather Concrete Seminar, Colorado Springs, CO – November 2018
  • CMC – Build With Strength, Ft. Collins, CO – November 2018

Marketing & BWS

• Remain with 3 Market Areas; West Slope, Southern, Central
• Build with Strength Statewide
  • Brand Awareness
  • Focused on targeted professionals groups & associations
• Future direction
  • Continue with established success
  • Denver Chamber of Commerce
  • Dodge Report
  • Increase focus on Developers & Owner
  • More projects to NRMCA Design Center
Communication

Online Media
Website and Social Media
- Revitalization of social media program
- Monthly Blogs
- E-News

Social Media
Contractor
- Analyze posting data
- Schedule content in system for 5 to 7 posts/week
Important Aspect of our Association

- Effective Networking on year round basis
  - Pro-Rodeo - Jan
  - Ski Outing - Feb
  - Concrete Day at the Capital - April/May
  - Summer Conference/Outing - July
  - Sporting Clay Shoot - Sept
  - Annual Conference - Nov

Colorado Ready Mix Concrete Association

Innovators, Guardians, & Leaders of the Industry

**Innovators**
- Adherence Program
- Build with Strength
- Proposition 110

**Guardians**
- Safe Guard / Protect
- Grow the Pie
- Maintain Integrity

**Leaders**
- 25 Producer Members
- 4 Cement Producers
- 32 Gov. Agencies
- 95 Associates
- 40 Labs
- 25 Contractors

“Many hands make Light work”
2019 Quarter 1 Priorities

• Legislative Session
• ACI Certifications
• Prep for Building Code changes in Denver
• Continue Adherence Program
• Marketing/Promotion thru Committee Structure
• Growing the Association

Questions?