



Overview of CRMCA Strategic Plan

Presented by:
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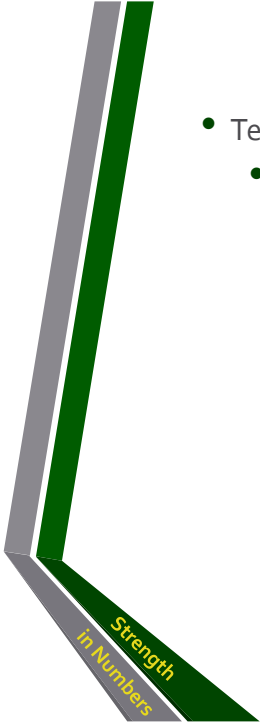
November 16, 2018
CRMCA Annual Conference



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**



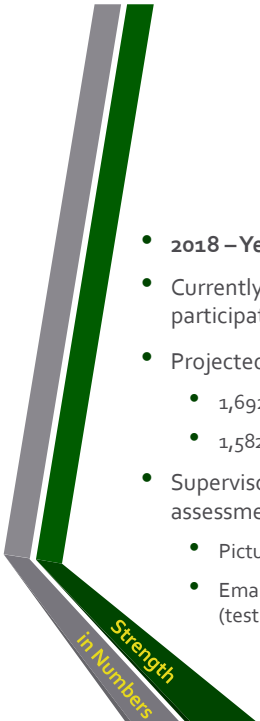


Technical

- 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

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

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

Strength
in Numbers



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

Strength
in Numbers



American Concrete
Institute



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



Strength
in Numbers

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



Strength
in Numbers

Governmental Affairs

Gas Tax No Longer Sustainable Funding Source



40.4¢ per gallon

- 22¢ to State
- 18.4¢ to feds

- 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

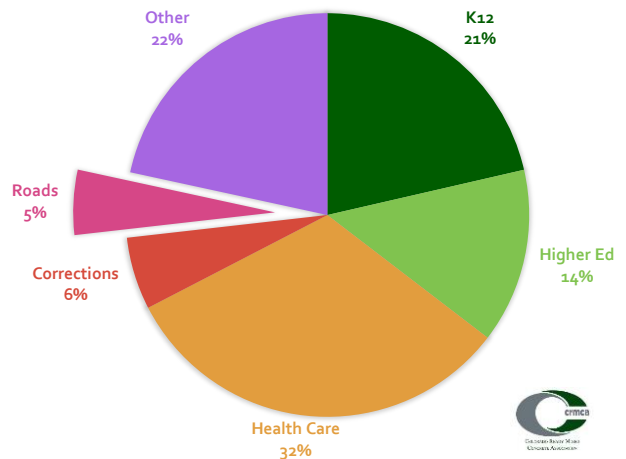
Strength
in Numbers



Governmental Affairs

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.

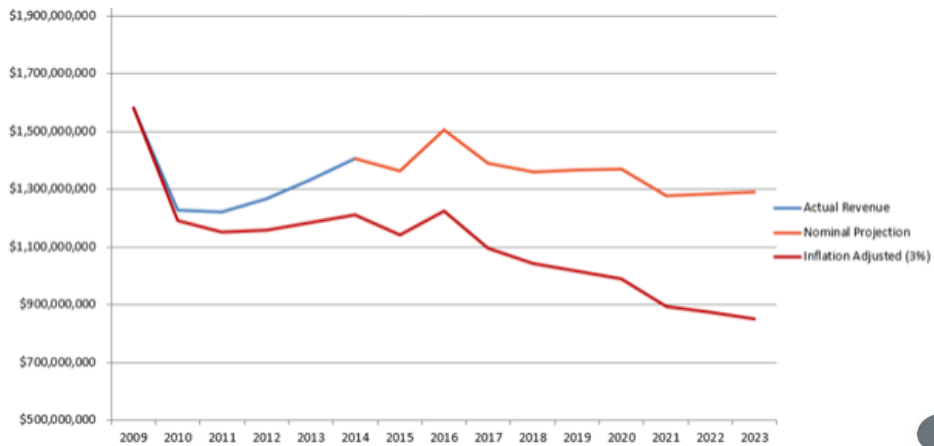


Strength
in Numbers



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



Strength
in Numbers

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



SEP 12 Insulating Concrete Forms For Multifa...
Wed 11:30 AM - Lakewood Country Club in Color...
Hosted by Rocky Mountain American Concrete In...



Strength
in Numbers

Communication

Online Media Website and Social Media

- Revitalization of social media program
- Monthly Blogs
- E-News

Strength
in Numbers



Communication

Social Media



Contractor

- Analyze posting data
- Schedule content in system for 5 to 7 posts/week

Strength
in Numbers

Networking

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



Strength
in Numbers

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"



Strength
in Numbers

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

Strength
in Numbers



Questions?

Strength
in Numbers

