

Build With Strength

And Beyond

DB0



BUILD WITH STRENGTH

Slide 1

DB0

[@Robert Mathews (DDC)] we need to remove the Pave Ahead logo from the bottom.

Delaney Brown, 2022-03-04T19:28:42.710

DB0 0

NEW HEADING:

Build with Strength and Beyond:

How does the well-known program continue to evolve and find new audiences for the promotion and betterment of the ready mixed concrete industry?

Delaney Brown, 2022-03-04T19:56:32.553

Build With Strength Communications: Concrete Credentials and Concrete Digest

BUILD WITH
STRENGTH

CONCRETE DIGEST

What's New

Welcome to the first edition of Concrete Digest—your update into the happenings of the concrete industry and what the National Ready Mixed Concrete Association is up to. Each edition will include updates on the latest projects, partnerships, educational opportunities, and more! Be sure to check out all the great sections on innovations in the industry, community involvement, and our podcast, too!

7,193

Downloads

1,202

Cities

16

Episodes

28,900

Recipients

33%

Open Rate

Our Upcoming Guests



Mahesh Ramanujam
Former President and CEO of
the U.S. Green Building Council



H. "Butch" Browning
Louisiana State Fire Marshal



Jerry Reimer
Developer and Founder of
Urban Waters

Slide 2

MHW(0) one guest that gregg wanted to flag was the one featured on this episode Why Habitat for Humanity Is Using Concrete
<https://buildwithstrength.com/concrete-credentials/>

His name is Keith Meier and he is the Executive Director Habitat for Humanity of Teller County

[@Robert Mathews (DDC)] [@Delaney Brown (DDC)]

Molly H. Wiley (DDC), 2022-03-07T14:30:54.867

RM(1) Need to add titles to guests

Robert Mathews (DDC), 2022-03-07T20:13:36.457

M(1 0) [@Mehak Chadha (DDC)] please add guest titles ASAP

Meyrav Levy (DDC), 2022-03-07T21:44:17.948

M(1 1) Mahesh Ramanujam- Former President and CEO of the U.S. Green Building Council

Mehak Chadha (DDC), 2022-03-07T22:24:33.131

M(1 2) H. "Butch" Browning - Louisiana State Fire Marshall

Mehak Chadha (DDC), 2022-03-07T22:25:55.680

M(1 3) Jerry Reimer - Founder of Urban Waters

Mehak Chadha (DDC), 2022-03-07T22:30:39.703

Build With Strength Digital: Social Platforms



99,151 ↑
Followers

4% increase
in 2021



4,959 ↑
Followers

5% increase
in 2021



2,710 ↑
Followers

28% increase
in 2021

Slide 4

LF(0

Add social logos and follower numbers underneath

Lucy Fulliton (DDC), 2022-03-07T22:35:55.932

Build With Strength Digital:

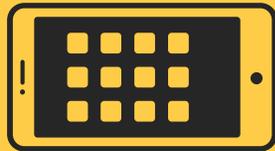
Cross-Network Advertising Performance

By the numbers

More than

11 Million

impressions across
social platforms
in 2021



4.32%

Click-through rate
to the website

3.42% higher

than the
industry
standard



Spotify average ad
completion rate of

95.05%

Plus, we've **doubled**
the number
of podcast
downloads
in 2021



Slide 5

FPS(0

Move phone to the right

Franny Peterson-Sand (DDC), 2022-03-09T17:14:26.783

FPS(0 0

spacing on third column

Franny Peterson-Sand (DDC), 2022-03-09T17:14:40.656

Build With Strength Advocacy: Massachusetts



H.2449/S.1589: An Act Relative to Safe Building Materials



H. 2449/S. 1589

An Act Relative to Safe Building Materials Briefing Package



BUILD WITH STRENGTH
MASSACHUSETTS

Support safe, sustainable, and affordable building materials for Massachusetts families. **SUPPORT H. 2449 AND S. 1589.**

SUPPORT S.1589 AND H.2449

BUILD WITH STRENGTH MASSACHUSETTS

The recent Climate Bill will change the way we build in Massachusetts, specifically for the growing mid-rise market. The environmental impact of building materials must be taken into consideration.

Non-combustible materials like concrete get us to our climate goals faster than other building materials and are a more sustainable, energy efficient solution that meets our ambitious but necessary goals.

PASSING FIRE SAFETY LEGISLATION THAT PROTECTS OUR COMMUNITIES IS THE SAFE THING TO DO, AND WHEN THAT LEGISLATION HELPS ACHIEVE OUR CLIMATE GOALS, IT BECOMES THE SMART THING TO DO.

Over time, concrete can actually absorb CO₂, **saving 3-8%** in greenhouse gas emissions over the building's lifecycle.

More logging occurs in U.S. forests than in any other nation in the world, making the U.S. **the largest global problem** in terms of carbon emissions from logging (Sierra Club 2019).

Up to **60%** more energy is used with a 2"x6" wood frame wall

Build With Strength Advocacy:

Los Angeles

Building a Safer Los Angeles Motion

- Councilmembers Bob Blumenfield and Monica Rodriguez co-sponsored the Building a Safer Los Angeles Motion in June of 2019 which seeks to expand the already existing Fire District 1 in the City of Los Angeles.
- Most recently approved, as amended in the Public Safety Committee, by the full City Council in April 2021
- The motion awaits a hearing in the Planning and Land Use Management Committee before a final vote from the full City Council



Monica Rodriguez
LA City Councilmember, 7th District



Bob Blumenfield
LA City Councilmember, 3rd District

Build With Strength Advocacy: Colorado



THE CONCRETE DESIGN CENTER HELPS YOU BUILD WITH STRENGTH

BUILD WITH STRENGTH

crmca
COLORADO READY MIXED CONCRETE ASSOCIATION

The experts at NRMCA's Concrete Design Center have the know-how to help you find the perfect concrete solution for a wide range of projects for free.

To learn more visit BuildWithStrength.com/DesignCenter

PUT OUR FREE DESIGN CENTER TO WORK FOR YOU

buildwithstrength.com/design-center/

BUILD WITH STRENGTH COLORADO

Opinion: A concrete way to build affordable, resilient, energy-efficient homes in Colorado's wildfire zones

In Teller County and elsewhere, building with non-combustible materials is one of the best ways to mitigate damage from natural disasters such as fires.

Keith Meier 2:55 AM MDT on May 30, 2021

As of February, America's home-insecure population has eclipsed an estimated 2 million individuals. With an economy reeling from the effects of the COVID-19 pandemic and, as The Colorado Sun recently reported, a staggering increase in the price of lumber, the need for affordable and safe housing in America is as urgent as it has ever been.

Here in central Colorado's Teller County, we have not been spared this

...come
...mers and
...f insulating

...er this year,
...atched by the
...of the insulating
...n with an offer of five
...the country. Santa Fe
...th in Oshara Village with the

...story of using the insulating
...ls. In the early days of the green
...ary focus wasn't energy and water
...the town. "Because of that, I've

...teran

...ing that has always resonated with
...act locally." Elevating our
...d unites our
...ng a small but
...ement.

Slide 8

T(0

Insert Mastheads to showcase articles

Tyler Gilbert (DDC), 2022-02-23T01:26:39.286

MHW(1

In addition to these most recent ads, we have done several half page/full page print ads that could be good to include if we need it

Molly H. Wiley (DDC), 2022-03-02T17:44:27.023

MHW(1 0

<https://app.asana.com/0/search/1201908789749081/1200950322159918>

<https://app.asana.com/0/search/1201908789749081/1200639161817283>

<https://app.asana.com/0/search/1201908789749081/1200449560311087>

on the last one if you use it, please use the BWS colorado logo one (so that it's clear it's colorado)

Molly H. Wiley (DDC), 2022-03-02T17:47:28.147

Build With Strength Advocacy:

Codes and Standards Key Strategies

- Advocate for concrete in building codes and standards
- Educate the design and build community
- Convert projects to concrete through design assistance

Specific Goals/Progress	2019	2020	2021	Total
Energy (5 changes)	3	2	1	6
Structural (5 changes)	3	2	1	6
Fire Safety (4 changes)		2	10	12
Green Building (6 changes)	4	2	3	9
Sound Attenuation (3 changes)				0
Resilience (6 changes)	1	1		2
				35

2030 Goal

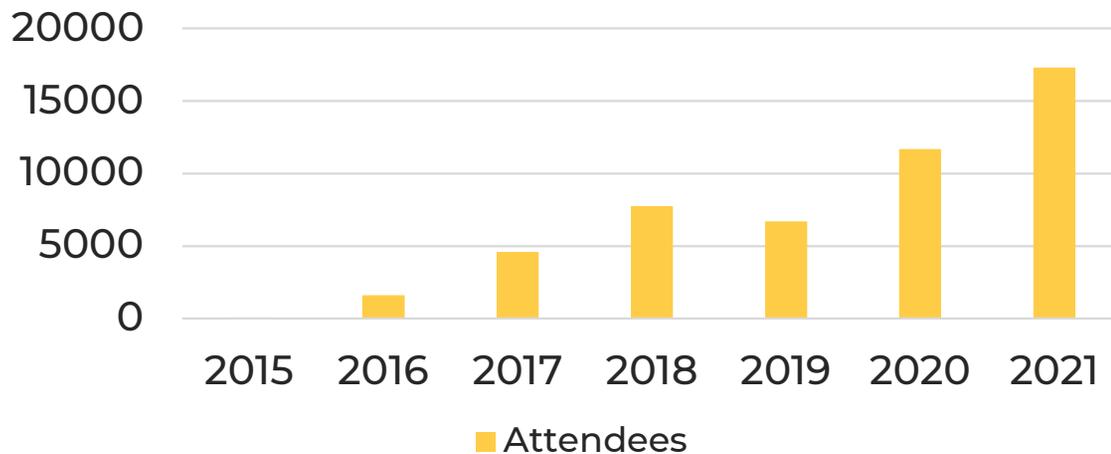
30

2021 Progress

35

Build With Strength Education

Decision Makers Educated



2030 Goal

30,000

2021 Progress

50,840

Email Distribution:

28,900 ↑

Individuals

23,976 ↑

Valid Emails

50,000

Educated Since Launch

700

Programs

Slide 10

MHW(0

[@Mehak Chadha (DDC)] [@Delaney Brown (DDC)] would you all be able to help pull some stats from DDirect on this?

How many news letter emails have been sent? What is our current email distribution list size? How many education events, etc?

Molly H. Wiley (DDC), 2022-02-22T16:19:02.303

D(0 0

[@Mehak Chadha (DDC)] [@Molly H. Wiley (DDC)] I'll take care of this today!

Delaney Brown (DDC), 2022-02-22T16:37:53.232

MHW(1

We've sent out way more than 6 emails; where is this stat coming from [@Mehak Chadha (DDC)] [@Delaney Brown (DDC)]. I say let's remove this and we need plug in the material from Lionel

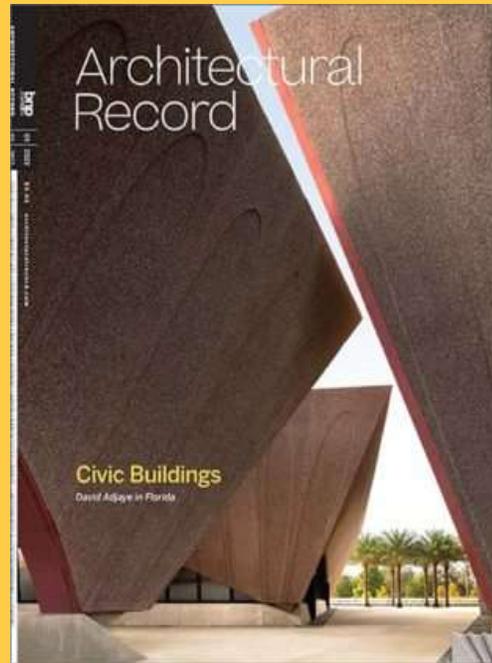
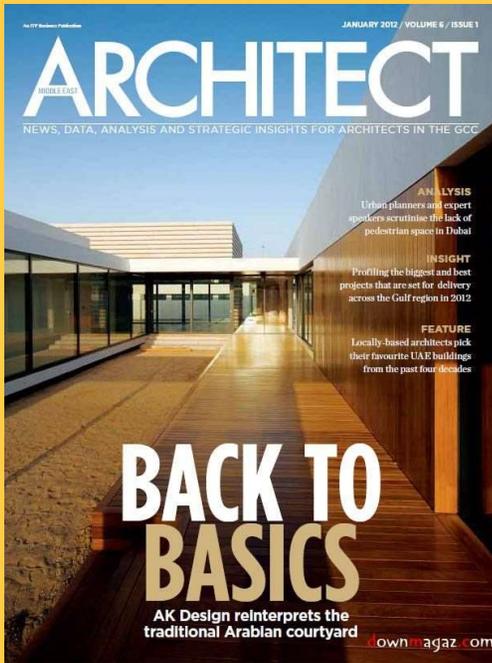
Molly H. Wiley (DDC), 2022-03-02T16:48:28.510

MHW(2

What is this?

Molly H. Wiley (DDC), 2022-03-02T21:00:00.686

Build With Strength Education: 12,000+ Learning Hours Online



Target Audience Organizations



AIA
Seattle



AIA
New York



AIA
California

hanleywood
UNIVERSITY



NCSEA
National Council of Structural Engineers Associations

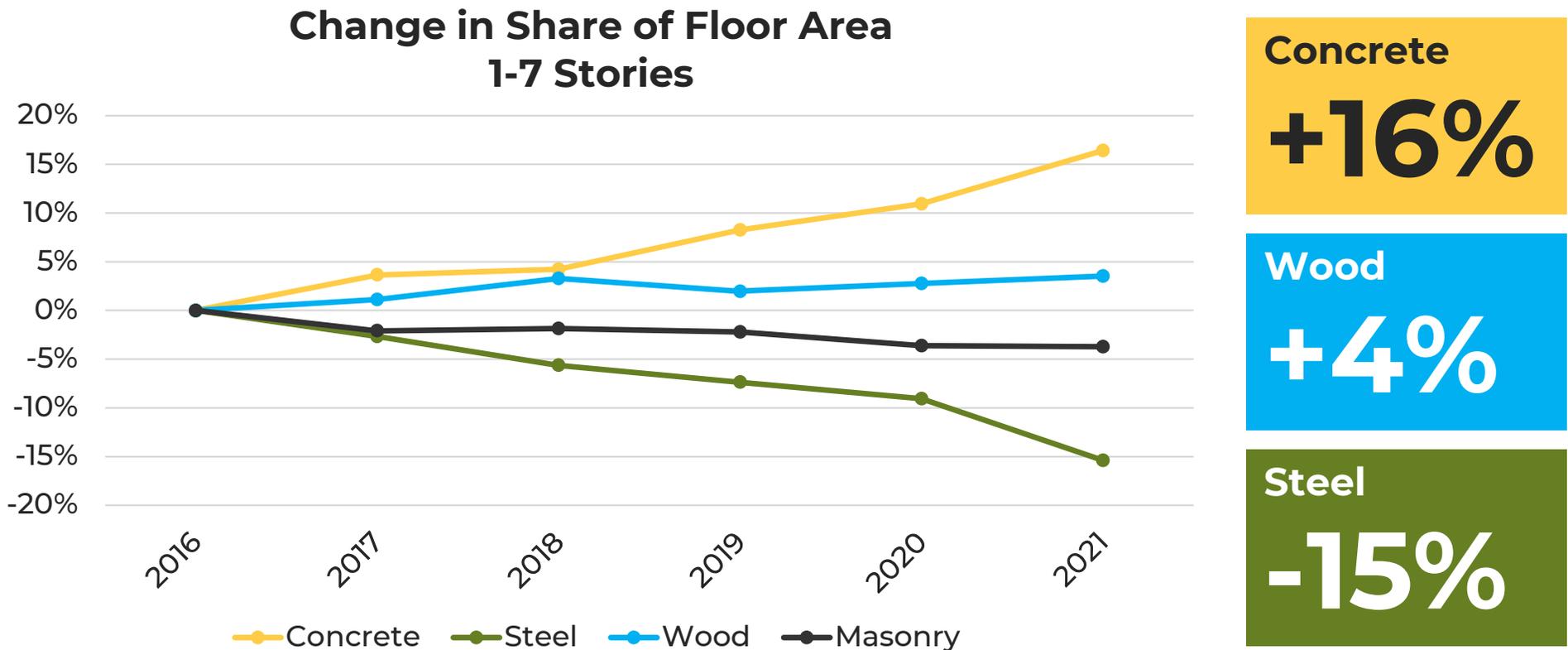


NAHB
National Association of Home Builders

CONTINUING EDUCATION CENTER
ARCHITECTURE + CONSTRUCTION

Build With Strength ROI:

Concrete Leads the Way Since 2016



Build With Strength ROI: Promoting Concrete



2016

Conversion
Rate

1/6



2018

Conversion
Rate

1/4



2021

Conversion
Rate

1/2.5



418 **Projects
Converted**

Slide 13

FPS(0

Dotted line through concrete title

Franny Peterson-Sand (DDC), 2022-03-09T17:21:00.866

Build With Strength ROI

\$5 Million

Has been invested
by NRMCA members
annually

34 Million

Additional cubic yards
of concrete has been
placed as a result of
market share increases

\$3.8 Billion

Additional revenue has
been generated through
Build with Strength over
the course of the program

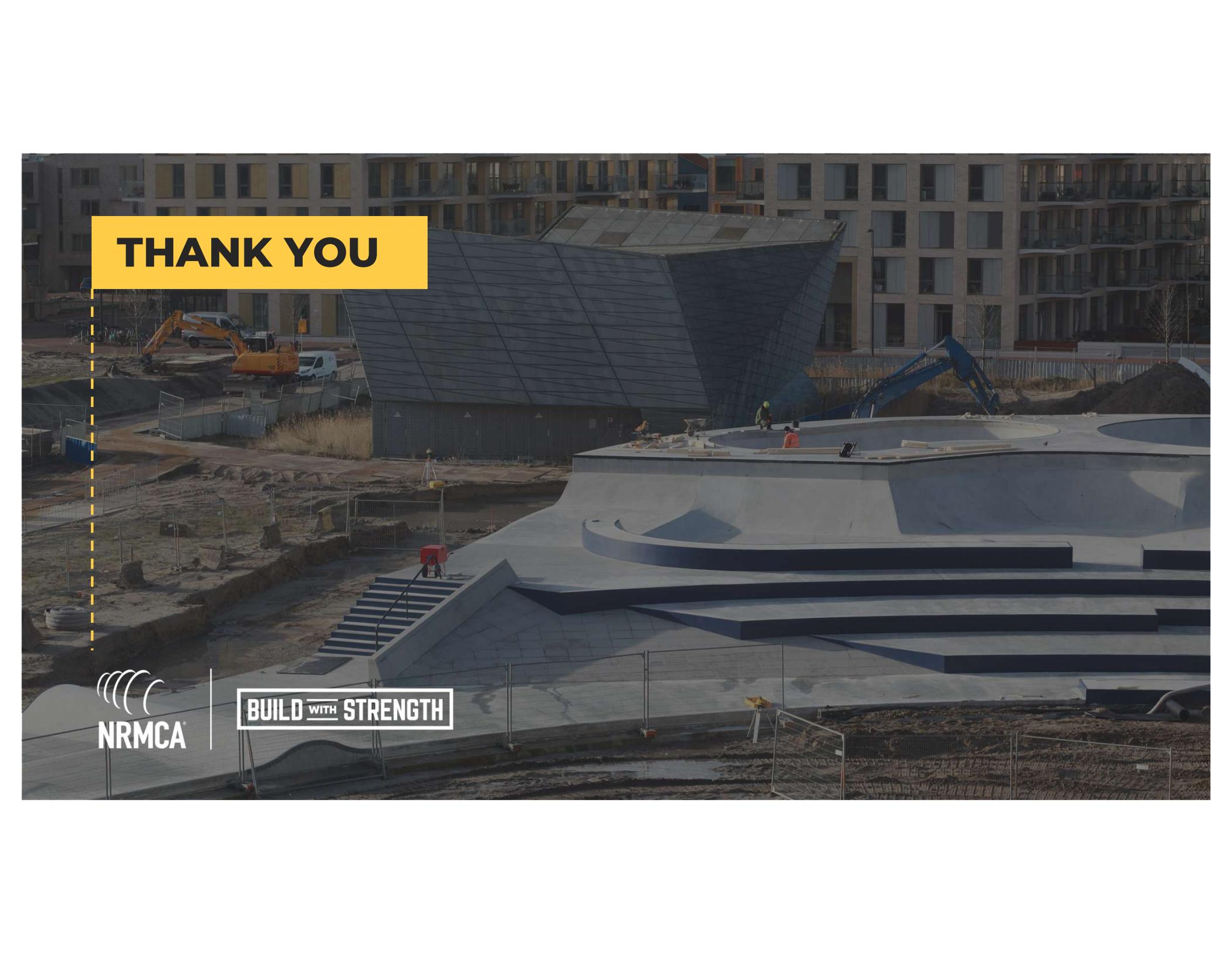


Slide 14

FPS(0

Kevin to ask Lionel to pass this slide to him to transition from BWS

Franny Peterson-Sand (DDC), 2022-03-09T17:22:31.496



THANK YOU



BUILD WITH STRENGTH