

## Keyword 2010: Tenacity

As our industry continues to dig deep to weather the lackluster performance of the 2010 economy, it is clear that our counterparts in the design community are also practicing tenacity, making many adjustments to see a better day as well. As a matter of course, the CPCNC has again this year had many opportunities to interface with the specifier community regularly and it has been encouraging to see continued, yet gradual, acknowledgement and implementation of more sustainable practices in pavement specifications. This E-News is an update on some of the areas that progress has been noted against the backdrop of the all too familiar challenges we are all working through these days.

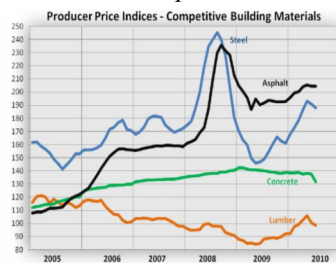
### Specifier Presentations:

To date, the CPCNC has presented information on the **new realities of concrete pavement competitiveness** to over 40 architectural, engineering and agency offices. These offices are located throughout the Northern California market area and include such notable firms as HOK Architects, Sandis Engineering, Calpo Hom & Dong Architects, Adobe Associates Engineering, Mesiti-Miller Engineering, Bedesen-Cardoza & Associates,

Marin County Public Works & Parks Dept., State of California-Department of Water Resources, ASCE - Capital Branch, VBN Architects, Cody, Anderson, Wasney Architects., ARC, Inc., Dean Unger Architects, Wald, Ruhnke & Dost Architects, City of Palo Alto, North Coast Engineering, Sherwood Design Engineers, Rainforth - Grau Architects, API Architects, Jon Worden Architects Golden Valley Engineering, Fremming Parson & Pecchenino, City of Merced Public Works, Hayashida Architects, MCG Architecture, FMG Architects, TSD Engineering, Inc., Mazzetti & Associates, Monterey Bay Engineers, RJA Engineers, HGA Architects & Engineers, Brelje & Race Consulting Civil Engineers, Siegfried Engineering Inc., Moffatt Nichols Engineering, RHAA Architects, O'Dell Engineering, Quad-Knopf Engineers, Stantec, Opticos Design, RBF Consulting, Williams + Paddon Architecture, etc.

At every opportunity, the message is given that equivalent-design concrete pavements are, for the first time in history, cost competitive with asphalt due to the efficiency of 3D

laser screeds and substantially increased costs of asphalt oil.



It is recommended that an alternate rigid pavement design be included (i.e. conventional, pervious or combination concrete pavement) in the pavement specification to **gain the cost advantages that more competition brings**. This new competitive reality was recently reported... (continued on next page)



We have continued to welcome several new members this year. Membership Information available at [www.cpcnc.org/membership](http://www.cpcnc.org/membership).

## Concrete Promotion Council of Northern California

### Upcoming Events

> **Wednesday October 20th:**  
Next CPCNC General Meeting  
10:00 am in the AGC Meeting Room, Conference Room #480, 1390 Willow Pass Road, Concord, CA 94520 - contact Rob at (916) 952-0437 or [rob@cpcnc.org](mailto:rob@cpcnc.org)

Next Pervious Concrete Certification anticipated to be in San Jose - early October - Notify Rob of your interest.

### Building a Better Future



**Robert E. Wallace**  
Executive Director

Phone: 916-952-0437

Fax: 831-302-7330

E-mail: [rob@cpcnc.org](mailto:rob@cpcnc.org)  
6966 Sunrise Blvd #329

### Key Membership Benefits

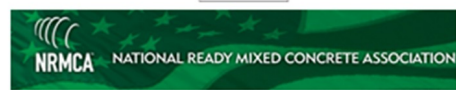
- Website Listing.
- Access to National Ready Mixed Concrete Association Training.
- Assistance in seizing Concrete Parking Lot Opportunities with NRMCA & Other Tools.
  - Parking Lot Design Assistance
  - Concrete Pavement Analyst
  - NRMCA Pervious Certifications
- Training & Literature Discounts

**We're on the Web!**  
[www.cpcnc.org](http://www.cpcnc.org)

in the *Surface Transportation Magazine* article entitled “**Alternate Design/Alternate Bidding is Opening Up Bidding Competition**”. The article details the experiences of both the DOTs of MO and LA (see the copy attached with this email).

Along with this important message we also emphasize to designers the importance of considering **Conventional Concrete Pavements combined with Pervious Concrete to not only cost effectively manage stormwater but also to gain LEED Points, durability, light reflectivity, urban heat island reduction, safety and low-maintenance performance.** Rigid pavements offer solutions! In summary, if we are to change long-held and out-dated perceptions about asphalt and concrete pavement competitiveness, the ready mix industry would do well to make like a broken record on these points when

## The Tools



The CPCNC, PSCA and the NRMCA can provide many effective tools for your marketing and promotion efforts:

- Brochures & Presentations
- Low tech flipcharts
- Parking Lot Design Assistance Program
- Concrete Pavement Analyst software (Version 3)
- Effective Training Webinars
- [www.concreteparking.com](http://www.concreteparking.com)
- [www.concretepromotion.org](http://www.concretepromotion.org)
- [www.concreteresources.net](http://www.concreteresources.net)
- Menu of PSCA Presentations  
Download at:  
[www.concreteresources.net/images/graphics/2009\\_Presentation\\_Menu\\_-\\_Spring.pdf](http://www.concreteresources.net/images/graphics/2009_Presentation_Menu_-_Spring.pdf)



To learn more about and have access to these tools as well as for assistance in using them please contact Rob at:  
(916)952-0437  
[rob@cpnc.org](mailto:rob@cpnc.org)

speaking to all their project contacts. Otherwise, the decision makers will continue to believe the fallacy that asphalt is the only cost effective option.

### Specific to Pervious Concrete:

Steve Carrera of S&J Carrera Construction recently achieved his Craftsman Level of the NRMCA Pervious Concrete Certification Program. Steve now shares this distinction with fellow Craftsmen, Guy Collignon and Dennis Collins of Enviro-Crete, Inc. and notably, the combined project lists of just these two companies represents over a million square feet of installations. With projects being constantly specified, the CPCNC is encouraging a number of concrete contractors in the region who already have Certified Technicians and who have installed projects, to take the next important step and have their Technicians achieve their Installer Level Certifications. Contact Rob for details at (916) 952-0437.

In other Pervious Concrete news, recent installations occurred at City of San Jose's Bascom Library (CPCNC member, Enviro-Crete) and Irvington High School in Fremont (member, Dolan Concrete). As well, the community of Richgrove (between Visalia & Bakersfield) has recently awarded Southern California contractor Jezowski & Markel a contract to install 10,000 lineal feet of city alleyways. This Certified Pervious Concrete Craftsmen will be installing the roughly 2.5 acre area (2100cy) in a 15 day period.

Speaking of acres of Pervious Concrete, a 15 acre parking area for UC Merced is being specified with pervious concrete pavement for stormwater management by Stockton engineering firm, Siegfried Engineering. According to Guy Collignon, larger sized projects seem to be a trend this year as he has plan-sets for over a dozen multi-acre projects (average 5+ acres).

One last note: On September 24th & 25th in Las Vegas, long-time Pervious guru Dave Mitchell has scheduled a Pervious Concrete Conference attracting industry professionals from across the nation. The so-called “Bunyan Pervious Roast” will highlight the state of the art in Pervious Concrete Mix Design and Installation techniques. Several admixture companies are putting their products up to a demanding regimen of comparative tests in order to assess effectiveness in the areas of truck discharge, workability, durability, etc. Contact Rob for info.

## Other News Briefs:

### New Streets & Local Roads Program:

In late August, NRMCA and the American Concrete Pavement Association (ACPA) together released a series of streets and roads concrete promotion materials and tools as well as the website [ConcreteStreets.org](http://ConcreteStreets.org) to support development of the high-potential local roads market. The website is the latest in the [ConcreteAnswers Web series](#) and is targeted to metropolitan planning organizations, public works departments, municipal leaders, planners, engineers and others with an interest in enhancing value for streets and roads in cities and towns. The site provides information about the performance, sustainability and economy of concrete pavements, links to many other resources and will evolve rapidly to provide a range of technical information about design and construction and life-cycle cost analysis. *Complete information about the program and downloadable resources can be reviewed on the [ConcretePromotion.org](http://ConcretePromotion.org) website. A new concrete streets' [online discussion group](#) has also been formed for NRMCA members and promotion partners. Please contact NRMCA Senior Vice President of Marketing Glenn Ochsenreiter with questions or comments at [glenn@nrmca.org](mailto:glenn@nrmca.org) or 240-485-1140. Or email Rob for the weblinks.*

### 2010 Revision of the NRMCA Pervious Concrete Contractor Certification Textbook and Course Materials Now Complete:

The next Certification Class in Northern California is expected to be held in early October for the City of San Jose and will utilize these new NRMCA training materials. If your company wishes to participate please let Rob know at (916) 952-0437 or [rob@cpnc.org](mailto:rob@cpnc.org).

**Additional Note:** With the increase of the number and size of Pervious Concrete projects it is imperative that we have as many Concrete Contractors certified to the higher **Installer and Craftsman Levels**. These higher levels of experience assure a greater rate of success on all installations. Remember: Success Begets Success. More successful installations will produce more pervious jobs to bid. So, Members, please encourage all your Concrete Contractors to pursue getting to the Installer level of Certification ASAP so there are qualified contractors in the market to meet the more stringent specifications we are seeing on projects. Please have them contact Rob for details at (916) 952-0437 or [rob@cpnc.org](mailto:rob@cpnc.org).