



December 2009

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## Promotion Produces Progress:

Although 2009 has been a year of many challenges, it has also been a year of tremendous progress as well.

The year gave rise to definite signs of convergence on a number of important topics and the culmination of these developments will be seen in even larger degree in 2010. The main moving parts are:

### Caltrans:

The first ever Caltrans utilization of Pervious Concrete Pavement Technology took place in November with the product being installed in the pedestrian areas of the Boron Rest Areas on both sides of Highway 58. This project was designed back in 2005 and finally this fall it progressed to the build phase, but not with-

out some important learnings taking place in the process (e.g. mix design, specification details, installation techniques, contractor qualifications, etc.).

Contractor Ryan Eaton & Sons was awarded the project and the installation was sub-contracted and performed by Enviro-Crete, Inc. This crucial test project was executed with excellence by these NRMCA Pervious Concrete Craftsmen and, no doubt, their successful efforts will have many important repercussions in the Caltrans System and other parts of the Californian Infrastructure for years to come.

Currently, the next Rest Area project is in design and expected not only to bid in the first half of 2010, but reportedly may have the  
(Continued on next page)

**Membership Increase:** We welcomed many new members this year. Please note the empty location below for our expected new members for 2010! Industry Support for Industry Progress...

## CPCNC Members

[www.cpcnc.org](http://www.cpcnc.org)



Membership Information is available at [www.cpcnc.org/membership](http://www.cpcnc.org/membership) OR by contacting Rob Wallace.

## Concrete Promotion Council of Northern California

### Upcoming Events

- > February 9th: Next CPCNC General Meeting 10:00 am in Concord. Exact location to be announced.
- > February 9th: Next Architectural/Decorative Concrete Committee Meeting, 11:30am. Location to be announced.

Next Pervious Concrete Certification: TBD - 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.
- Participation in and Gaining of Project Leads at Key Regional Trade Shows.
- Assistance in seizing Concrete Parking Lot Opportunities with NRMCA & Other Tools.
  - Parking Lot Design Assistance
  - Concrete Pavement Analyst
  - NRMCA Pervious Certifications
- Training & Literature Discounts with NRMCA

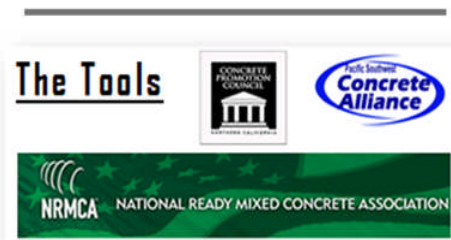
**We're on the Web!**  
[www.cpcnc.org](http://www.cpcnc.org)

## Caltrans (cont'd):

product specified for all paved surfaces (truck & car lanes, and pedestrian areas).

With that said, the most important progress has been in the development of the organization's "Pervious Pavement Guide" with strong industry input.

Couple this substantial progress with **State Bill 790**, which is about to become law January 1, 2010, and the New Year does indeed promise new levels of integration of Pervious Concrete Pavements into our infrastructure at large. Note: This law encourages the use of porous pavements to capture run-off and offers incentives for using pervious pavements (up to \$5M per project). For more information on SB 790, please Google it!



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)
- Menu of PSCA Presentations  
Download at:  
[www.concreteresources.net/images/graphics/2009 Presentation Menu - \\_Spring.pdf](http://www.concreteresources.net/images/graphics/2009%20Presentation%20Menu_-_Spring.pdf)



To learn more regarding these tools as well as for assistance in using them please contact Rob at: (916)952-0437 [rob@cpcnc.org](mailto:rob@cpcnc.org)

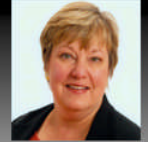


## LA Housing Authority:

Developments involving this organization offer broader significance than just stormwater management utilizing Pervious Concrete Pavements. The bottom line on the Authority's projects and the success that is currently unfolding, represents real and positive progress in the promotion efforts throughout the region by the Pacific Southwest Concrete Alliance: Specifically, to see more **conversions of asphalt to concrete pavements**. In the second week of December, the first of the LA Housing Authority's parking area upgrades for 3 of their facilities (Carmelitos, Harbor Hills and Nueva) took place utilizing both hybrid (combination of Pervious & Conventional Concrete Pavements) and conventional concrete designs. Enviro-Crete, provement project. **It is important to note that the overall upgrade of parking areas in the 3 facilities involves a potential of 50 lots similar to this one. The Bottom Line: A possible total of 500,000 SF of concrete pavement conversions - or about 21,000 CY in 2010!** We are now moving in the right direction in our marketplace, and with such high profile players as Caltrans and LA Housing Authority putting their stamp of approval on wider use of our products, things bode well for our industry (due to the influence that such entities have on other DOT's and Housing Authorities). In fact, PSCA 2008 Promoter of the Year, Guy Collignon (Enviro-Crete Inc.), has reported that he is now getting calls from other Nor-Cal Housing Authorities.

## The Column by Paulette Salisbury

### 2009: Promotion In Review



As the end of the year approaches and I am digging to find the top of my desk and surrounding shelves, I ran across the list of objectives for 2009. To my surprise many of the goals have been achieved or at least substantially advanced.

Here's some of what we achieved:

Increased involvement in APWA to meet and ultimately influence public works agencies.

Established credibility with county and city governments to influence infrastructure investments with long-life pavements (League of CA Cities and County Planning Commissioners Conference).

Impressed federal legislators with the importance of essential transportation funding along commerce corridors in CA.

Worked more closely with CalTrans to establish better specs and guidelines for pervious concrete, and quality paving with concrete.

Created greater exposure for decorative and architectural concrete through literature, presentations and trade shows.

Learned how to flip parking lots from "black to white". (NRMCA web-training).

Established a guiding role in the Cool Communities program with research at for 2010 that proves to be another year of challenges for our industry.

So when you are brooding over your coffee, beer, or hot toddy, consider that 2009 may have been a test of our mettle and creativity. Hopefully what we accomplished this year forced us to grow and helped set the stage for a productive 2010 and beyond.

Best regards for a  
Prosperous New Year!

**Contact:**  
**Paulette Salisbury, Technical Rep.**  
**California Nevada Cement Association**  
**(925) 918-0982**  
[paulette.salisbury@cncement.org](mailto:paulette.salisbury@cncement.org)