Primary Goal

Increase the share of concrete in low and mid-rise residential and non-residential construction

2030 Target
30% market share of floor area in low- and mid-rise buildings

Strategies

Communicate
Improve decision maker attitudes and perceptions of concrete products

2030 Targets
Concrete Favorability over Wood:
- Fire Resistance from 73% to 90%
- Strength from 67% to 85%
- Durability from 66% to 80%

Advocate
Change Building Codes and Legislation in Favor of Concrete

2030 Targets
75 legislative and regulatory victories at the state and local level
30 building codes and standards victories at the national level**

Promote
Specifier/External Stakeholder Education, i.e. Architects, engineers, developers and contractors

2030 Targets
30,000 educated

Connect
Convert projects to concrete through direct project promotion and concrete design center

2030 Targets
750 Projects Retained/Flipped
2250 projects consulted
500 developers utilizing design center
**Market Share**

**2030 Goal**
30% market share of floor area in low- and mid-rise buildings (1% point per year).

**Progress**
As of 2020 Q1 low-rise market share is at 34% (9% point increase since 2016) and mid-rise market share is at 20% (3% point increase since 2016).

### Share of Floor Area

- **1-3 Stories**
  - Represents 57% of total market
  - Concrete Share Since 2016: Up 9%

- **4-7 Stories**
  - Represents 29% of total market
  - Concrete Share Since 2016: Up 3%

- **8+ Stories**
  - Represents 14% of total market
  - Concrete Share Since 2016: Up 2%

- **All Story Heights**
  - Represents 100% of the market
  - Concrete Share Since 2016: Up 6%
2030 Goal
Concrete Favorability over Wood:
- Fire Resistance from 73% to 90%
- Strength from 67% to 85%
- Durability from 66% to 80%

Progress
Not measured since 2016 but all indications are that concrete is favored for fire resistance, strength and durability.

Highlights
-See separate report.
Model Codes

2030 Goal
30 Model Code and Standards Changes in Favor of Concrete

<table>
<thead>
<tr>
<th>Specific Goals/Progress</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy (5 changes)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
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<tr>
<td>Structural (5 changes)</td>
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<td>-</td>
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<tr>
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<td>Green Building (6 changes)</td>
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<tr>
<td>Sound Attenuation (3 changes)</td>
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<tr>
<td>Resilience (6 changes)</td>
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<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
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Highlights
2. NRMCA accepted to NFPA Technical Committee.
3. Successful ACI coordination in ASCE 7 (multiple items removing exceptions from ACI 318 in ASCE7).
5. NRMCA accepted into USGBC Resilience Summit Committee and reviewed proposals.
6. IW-EPD v3 are in-compliance w/ LEED 4.x and being used by members. Benchmark is being referenced in various embodied carbon tools (EC3, ZDF) and in EPD software.
7. NRMCA accepted into to the Health Product Declaration Collaborative (HPDC) 3rd party verification committee.
8. Commenced discussions with Athena and One Click with initial interest to review MIT CSHub carbonation methodology and calculations.
9. Los Angeles Fire District – Developed fire rating comparison on fire district proposal addressing L.A. Fire Chief Crowley and legislative staff.
10. Los Angeles Water & Power: developed a LADWP CPP (Incentive program) for embodied carbon of materials.
11. NY- Addressed NY A08617 Low Carbon Concrete with NY member;
12. NY/NJ Port Authority - New York and New Jersey Low Carbon Working Group initiated Research
13. NRMCA Foundation-sponsored research projects continuing investigating the feasibility of increasing reinforcing spacing and the use of fiber-only reinforcement in concrete walls - Phase 1 -perform analytical work and develop a testing proposal.
2030 Goals
75 legislative and regulatory victories at the local level

<table>
<thead>
<tr>
<th>BWS Specific Goals/Progress</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislative Victories</td>
<td>4</td>
<td>20</td>
<td>26</td>
<td>23</td>
<td>42</td>
<td>115</td>
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</tbody>
</table>

**Highlights**

**Mississippi:** The Mississippi Fortified bill (SB 2709) was signed by Gov. Tate Reeves this week.

**New Jersey:** We were told by the Assembly Speaker our bill is a priority (it already is in the Senate; the Majority Leader is the sponsor and is favored by the Senate President) and the Deputy Assembly Speaker is a sponsor. Joe Ferrara, Tim Hurtack with Silvi, Shamim Rashid-Sumar appointed to a Commission for the NY/NJ Port authority that is looking to write a low carbon spec for the concrete.

**Philadelphia:** City Council will only hear Covid and Black Lives Matters issues for the foreseeable future.

**Los Angeles:** LA City Council has committed to holding a Public Safety Committee hearing but will only hear Police Protest and Corona Virus issues for the time being...we have a majority of votes on Council and the support of the Council President. We are contacting the 99 neighborhood councils to get more support for our bill).

**Massachusetts:** Both Ways and Means and Senate/House Housing Committees have committed to favorable hearings of our language. It is also being considered for inclusion by the Ways and Means Committee in an Economic Development bill, giving us a possible THREE bites at passage there (stand alone, housing and econ dev). Racing to beat july 31st deadline.

**Construction Is Essential:** 37 states’ Governors included our language in their Executive Orders. We are still working on creating a virtual panel discussion jumpstarting construction as discussed in previous reports.
Education

2030 Goals
30,000 Decisionmakers Educated

Progress

![Decision Makers Educated](chart1)

Total Attendees to Date: 28083
Target Attendees to Date: 15000

![Education Programs](chart2)

Total Programs to Date: 426
Target Programs to Date: 300

Fundamentals of Concrete Series
• 3 Parts of 9 weeks
• Members and Decision Makers

Global Concrete Summit
• Relaunch International Concrete Sustainability Conference / International Concrete Technology Forum
• Virtual conference / worldwide scope, target at least 1000 attendees and 30 sponsors
• Focus will be on Innovation and Sustainability
• November 30 - December 10 (2 hours per day, Monday-Thursday)

Webinars
Live: 3216
On-demand: 287

Hanley Wood University (on demand)
• On-demand: 1740
Conversions

2030 Goal
750 Projects Retained/Flipped
2250 projects consulted
500 developers utilizing design center

Progress

<table>
<thead>
<tr>
<th>Projects Converted</th>
<th>Projects Consulted</th>
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<tbody>
<tr>
<td>2015</td>
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<tr>
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<tr>
<td>2019</td>
<td>40</td>
</tr>
<tr>
<td>2020</td>
<td>50</td>
</tr>
</tbody>
</table>

- **Total Converted:** 235
- **Target To Date:** 210

<table>
<thead>
<tr>
<th>Design Reports (DAPs)</th>
<th>Member Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
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</tr>
<tr>
<td>2016</td>
<td>10</td>
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<tr>
<td>2017</td>
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<tr>
<td>2019</td>
<td>40</td>
</tr>
<tr>
<td>2020</td>
<td>50</td>
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</tbody>
</table>

- **Total DAPs:** 230
- **Target To Date:** 195

- **Total Consulted:** 668
- **Target To Date:** 420

- **Total Referrals:** 262
- **Target To Date:** 195