



November 4, 2021: In this edition of RMCREF Spotlight, we examine the demonstrated value of the Foundation's programs.

At the RMC Research & Education Foundation, we are consistently measuring the value that our funded programs bring to the industry and the communities we serve. There are some projects for which it is easy to demonstrate return on investment. The [Guide to Concrete Overlays of Asphalt Parking Lots](#) and the [Guide to Concrete Trails](#) are two excellent examples of this. In the almost decade since its original release (with a revised edition expected by year's end), the Overlay Guide has resulted in over 140,000 cubic yards converted at a value of over \$18.2M to the ready mixed concrete industry alone. In the two years since its release, the Trails Guide has also shown success, with over 205,600 SF of new trails and overlays of asphalt trails at an industry value of over \$394,000. Both guides have been instrumental to the work of NRMCA's [Pave Ahead](#) team.

Market share increases are certainly an excellent way of demonstrating value. The Foundation's buildings research portfolio, including the work of the [MIT Concrete Sustainability Hub](#), has often provided support to NRMCA's [Build With Strength](#) initiative. Build With Strength has had a tremendous impact toward increasing the concrete industry's buildings market share by 15%, particularly in the low-to-mid-rise housing market.

Some projects demonstrate value through use. The driver recruitment and onboarding videos and the [PavementDesigner.org](#) site are excellent examples of this. The nine-minute [Day in the Life of a Driver video](#) receives over 1,000 views a month from the Foundation's [YouTube](#) channel, with over 87,000 total views. The [PavementDesigner.org](#) site has over 439,100 page views and over 70,369 design runs completed, including use in every state and around the world.

The [Concrete Industry Management \(CIM\) program](#), celebrating its 25th anniversary this year, boasts over 1,500 graduates and 472 students currently enrolled. The addition of the new CIM program at South Dakota State University in 2021 illustrates the continued popularity of the program, and the contributions of its graduates. The Foundation was the first and is one of the largest donors to the CIM program since its inception.

The impact the Foundation's work has had on regulatory issues and in influencing codes and standards changes is important. On the regulatory side, a report funded by the Foundation saved the concrete industry \$63M in compliance costs through an exemption from OSHA's hexavalent chromium exposure rule. Recently, work by the New Jersey Institute of Technology on the [impact of extended mixing time to discharge concrete](#) influenced the removal of the 90-minute time limit for the discharge of concrete from ASTM C94/C94M-21 *Specification for Ready Mixed Concrete*.

The contributions of the [MIT Concrete Sustainability Hub \(CSHub\)](#) to the concrete industry could take up an entire piece on its own. In the 12 years since its founding, the increase of the industry's market share, the many policy success with both buildings and pavements, and the advancements in providing solutions regarding resilience and sustainability make the investment in the CSHub even greater than originally anticipated. In fact, the industry's investment in the CSHub has provided at least a 46% return on investment – and that is only for projects known to be converted using CSHub materials and influence.

These are but a few examples of the demonstrated value of the Foundation's work over the last 30 years. To view additional examples and access these resources, please visit our [website](#).

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