

The Nebraska Concrete & Aggregates Association

Promotion Page

Volume 6



The parking lot at Ta Ha Zouka Park this past Spring. Improvements are planned for fall.

Promoting Concrete at the Local Level

Where: Elkhorn, Nebraska
To Whom: Elkhorn Parks and Recreation Department

Ta Ha Zouka Park is getting a facelift. Major improvements have been planned to upgrade one of the premier parks in the city.

A new landscape design has been proposed. A new lighting plan is in the works. New concrete curb and gutter has been recommended ...and the parking surface?

Well, as is the case sometimes, the less costly choice was being heavily considered. This is where the promotion began. Jon Erwin and I produced a Life-Cycle Cost estimate for the Parks and Recreation Department manager. We then jointly made our case at the manager's office. We highlighted the benefits of improved lighting, a more aesthetically pleasing appearance (one that matches the landscape design which incorporates concrete planters), and lower maintenance costs associated with concrete surfaces.

We will not know for a couple of months whether we were successful in promoting the use of concrete for the parking lot. We will know when the new budget comes out, if concrete will be going in!

Promotion Works...in Nebraska

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