

Promotion Page

Volume 7



The City of Geneva is
Replacing asphalt streets...



With Concrete streets

City Council Responds To Concrete Promotion Efforts!

The Nebraska Concrete & Aggregates Association put the promotion team to work again. This time the promotional effort came in the form of educating a town's city council.

The opportunity arose due to a local street paving plan. The city wanted to replace some old asphalt pavements and they wanted to do it right. The first contact was with the engineering firm, Olsson & Associates in Lincoln, NE. Next, cost figures were inputted, and life-cycle estimates were completed for the city council meeting.

The next step involved the local ready mixed concrete producer. He was granted a slot on the City Council meeting agenda. We then made presentations regarding the expected longevity of the concrete pavements and estimated maintenance costs for both pavement materials.

Even though the initial costs of the concrete streets were higher, the city council members chose concrete as their pavement of choice. Our chance for success depended heavily on the cooperation and teamwork between the NC & AA staff and the local NC & AA member company. Between the two entities we were able to gain the recommendation of the project engineer, get on the city council agenda, and convince the city's leaders to choose concrete as their pavement of choice!

Let me know how I can help you promote concrete in your local market!

Promotion Works...in Nebraska

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