

# Parking still no. 1, but all areas need growth


Growing the precast/prestressed concrete market is, and will continue to be, a top priority for PCI, our local chapter and partner organizations, and PCI members. The PCI Board of Directors certainly made sure of this by including it as one of four priority areas of focus in PCI's strategic plan.

Supporting this priority, PCI leadership is also committed to measuring our progress in growing the precast concrete market, including relative market share. To that end, the PCI Board of Directors instituted a requirement that PCI producers confidentially report sales by market category in each state where they ship product beginning in 2017. Historically this information had only been reported by PCI producers voluntarily, resulting a small number of responses that may not have been indicative of the entire industry. With all producers reporting, we can now calculate market share across marketing categories, both nationally and at the chapter level, thus allowing us to track our progress in growing the market.

It will come as no surprise that parking structures remain the largest single segment of reported sales by PCI members, at 28% of sales. PCI is carefully watching this important sector to see the potential impact of innovative technologies such as ride sharing and driverless cars on the demand for parking. Speculation runs rampant about the impact of these technologies on parking demand, from drastic reductions in the next 10 years to still being many decades away (for technologies such as driverless cars) to parking demands increasing significantly. Once change that we are already seeing is an interest in designs that could more easily repurpose a parking structure later in its life.

Although our marketing efforts will certainly continue to include parking, where we enjoy relatively high market share, growing the overall precast concrete market is going to require plans that include all member-produced products—structural precast concrete for other building types, enclosure systems, and transportation systems—as well as reaching into new precast concrete opportunities such as precast concrete paving panels.

We look forward to working with the PCI Marketing Council to identify the best opportunities for PCI members and creating the tools and programs to best take advantage of those opportunities as part of our strategic plan.

To help lead these efforts, PCI is pleased to welcome Amy Stanton to the PCI team as managing director for market development. Amy started with PCI at the start of the year and comes to us with a wealth of marketing, communications, and government advocacy experience, including in several areas of construction and infrastructure. Amy also brings expertise in social media and will be leading our efforts to incorporate those tools into our marketing and communications efforts at both the national and chapter levels. We look forward to Amy helping lead our efforts in growing the use of precast concrete—in parking and all the other areas of opportunity as well. 

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