WAPA-NAPA Partnership

Ester C. Magorka
WAPA 59th Annual Conference
Wednesday, November 28, 2018
Market Research & Technology

Pavement Economics Committee
- Four Task Groups

Other Research
- NCAT
- Asphalt Institute

Research Road Map

Market Research & Communications

Go to Market Task Group
- Research Communications
- Market Research
- Brand Management

Deployment Activities

Deployment Task Group
- National Initiatives
- Regional Councils:
  - Northcentral
  - Northeast
  - Southeast

NAPA
National Asphalt Pavement Association

SAPA
State Asphalt Pavement Associations

ASPHALT INSTITUTE

Market Research Efforts
Financial status
- $\approx 2.8$ Million Approved
- $2.2$ Million Spent
- 34 SAPAs Supported in 2018

Deliverables status
- 45 Projects Total
- 35 Projects are Complete or Near Completion

Task Groups

- Mixture Quality & Performance
- Legislative
- Life-Cycle Cost Analysis
- Life Cycle Assessment
Key Research

- LCCA Guidance Report (Under FHWA Review)
- Optimizing Flexible Pavement Design Project (www.ncat.us)
- Thinlay Guidance Document (www.ThinlayAsphalt.com)
- 2017 RAP, RAS, WMA Survey (www.asphaltpavement.org/recycling)
- Effects of Asphalt and Concrete Pavement Rehabilitation on Users and Businesses During Construction (https://www.eng.auburn.edu/civil/research/)
NAPA Talks
Webinars

Webinar Series
• Back to Basics
• Best Practices in Paving
• Performance Under Pressure: Heavy Duty Pavements
• Safety in the Workplace
• Sustainability Specialization

www.AsphaltPavement.org/webinar
How Does It Work?

Pavement Economics to Go to Market to APA Deployment
Preservation for the Long Haul

Thinlay
Trusted Value for Pavement Preservation

Thinlay asphalt is an effective way to improve performance, extend pavement life, and improve the rideability and life of a road – and can save the district over 20% on labor.

NAPA
National Asphalt Pavement Association

GTM and Thinlay
Thinlay Overview

With limited funding and aging roads, agencies need cost-effective, long-lasting pavement preservation techniques. Thinlay is a suite of asphalt overlays that are developed for pavement preservation using proven pavement design principles. Early Thinlay overlays have performed for more than ten years, doubling the life expectancy of other pavement preservation options.

While Thinlays are not a cure for failed pavements, they do offer the extension to “good” or “fair” pavements. Designers and road owners should be aware of the best opportunities to employ Thinlays, how to design and specify, best practices for construction and quality control along with performance measures. The material referenced within this document is a culmination of information from around the industry that will aid in the proper education of Thinlay application. The intended audience of this material is engineers and road owners.

Promotional Cards and Flyers

Promotional cards and flyers are an easy to distribute, cost-effective medium that conveys customized information to an intended audience. Consider using these cards and flyers at industry events, trade show booths, in mailings, or as flyers around your office lobby to educate stakeholders about the benefits of Thinlay.

1. New Jersey Asphalt Pavement Association (NJAAPA) has faced intense competition from other pavement preservation techniques. So NJAPA produced an array of products, including this flyer citing the benefits of Thinlay. This can be customized to use in other states all events focused on road owners making preservation decisions.

Benefits of Thinlay

WHEN IT COMES TO PAVEMENT PRESERVATION, THE CHALLENGE IS FUNDING:

Thinlay® Preserves Your Roadways

- Reduced overall cost
- Double the life of your pavement
- Improved safety and better riding quality

FUNDING CAN BE A CHALLENGE:

-.waitKey for federal/state funding
- Help is available with alternative funding solutions

More Learning and Saving Tools:
- FAQs
- Case studies and technical presentations
- Free webinar series on Thinlay® technology

Contact: Dan Staebell & Brandon Strand
Go to Market
Asphalt Promotion

Goals
Build Collaborative Partnerships
Promote Performance
Performance for a Lifetime

Value
Sustainability
Innovation
Flexibility
Performance demands sustainability. Asphalt pavements are designed, produced, constructed, and maintained to conserve natural resources, reuse materials and deliver the smooth ride drivers demand. This makes asphalt the best choice for sustainability and performance today, tomorrow and into the future.

TODAY

$79.6M

of reclaimed asphalt pavement is used annually in new roads and parking lots.

$2.2B

is saved every year by using recycled asphalt — making the pavement not just environmentally sustainable but economically sustainable as well.

TOMORROW

94%

of U.S. roads are surfaced with asphalt.

$1,300

in maintenance cost is saved every year for each lane-mile of smooth asphalt.

4.5%

less fuel is consumed by vehicles driving on smooth asphalt surfaces... ...which saves drivers about 13¢ per gallon.

TOMORROW

12+

year gain in service life from a thin asphalt overlay at an annualized cost as low as 25¢ per square foot.

When it comes to sustainability value

100%

of an asphalt pavement is reusable and contains the raw materials for the next generation of roads, runways, train or parking lots.

$3.5B

in energy will be saved by 2040 by using warm-mix asphalt, according to U.S. Department of Transportation estimates.

18

years is the average service life for new asphalt pavements

FUTURE

The structural life of a properly designed, constructed and maintained Perpetual Pavement.

When it comes to long-term

value

Asphalt performs

Asphalt’s superior performance and value make it today’s pavement of choice across America. With local producers in every community, road owners have a competitive marketplace for the smooth, long-lasting pavements drivers demand. Asphalt is the best choice for value and performance, today, tomorrow and into the future.

FUTURE

INFINITE

When it comes to sustainability value

www.DriveAsphalt.org
A Moment Can Save a Life
104,000 Social Media Impressions
3,016 Shares
2,172 Website Views
#WatchForUs > #NWZAW
13 Partners
PRSA Awards

External Video category
Events or Observances – Seven or Fewer Days
Future Plans

2019 NWZAW

“I Pave For ________”

Campaign
Questions?