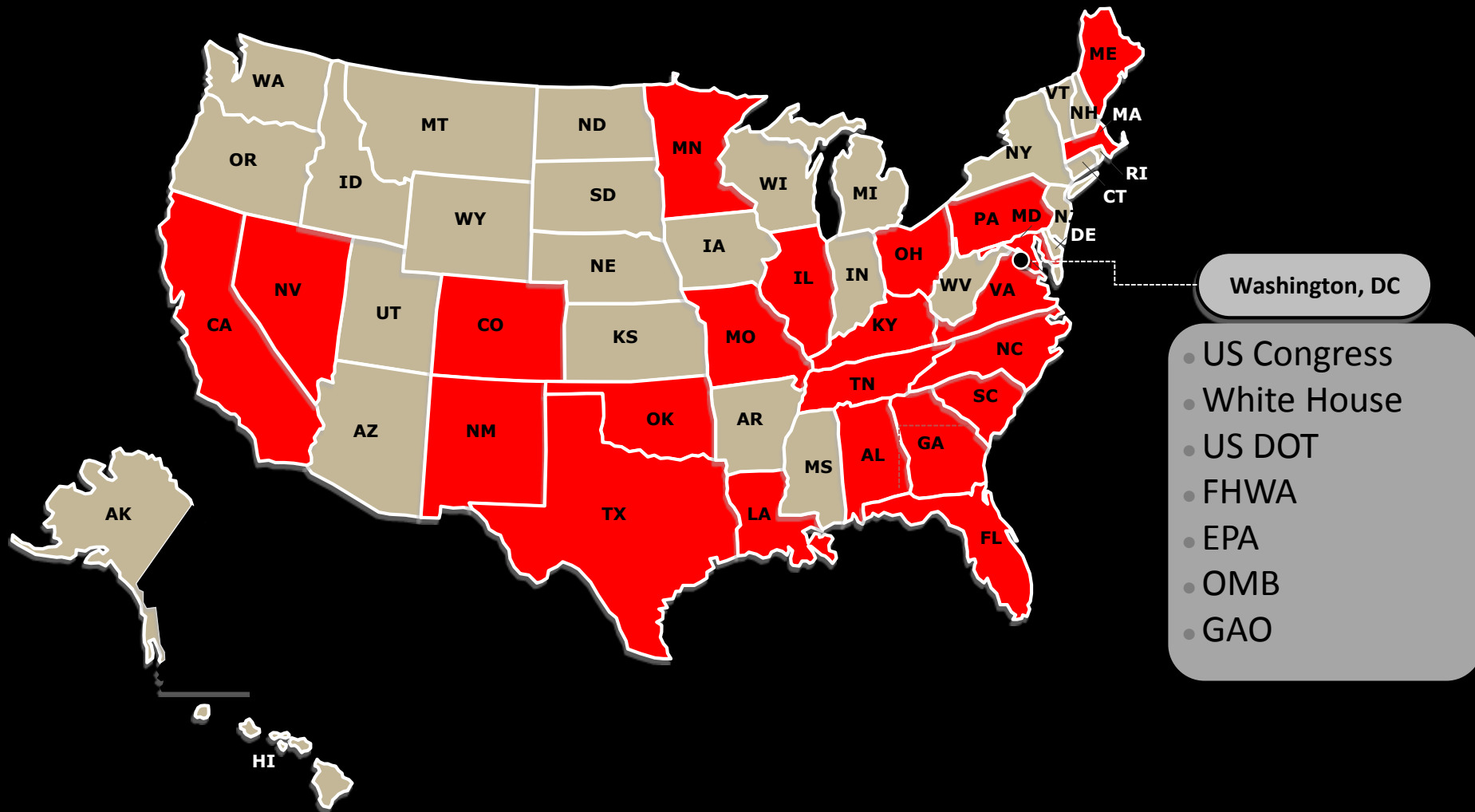




WAPA-NAPA Partnership

Ester C. Magorka
WAPA 59th Annual Conference
Wednesday, November 28, 2018



NATIONAL ASPHALT
PAVEMENT ASSOCIATION

Competitive Environment

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



NATIONAL ASPHALT
PAVEMENT ASSOCIATION

Market Research Efforts

Financial status

- **≈\$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**

[www.AsphaltPavement.org/PDFs/NAPA_Research_Update_2018.p](http://www.AsphaltPavement.org/PDFs/NAPA_Research_Update_2018.pdf)



NATIONAL ASPHALT
PAVEMENT ASSOCIATION

Pavement Economics Committee



**Mixture Quality &
Performance**



**Life-Cycle Cost
Analysis**



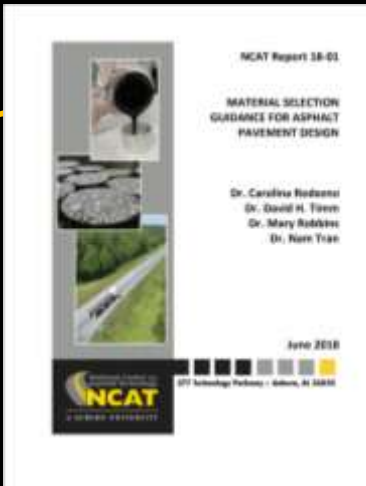
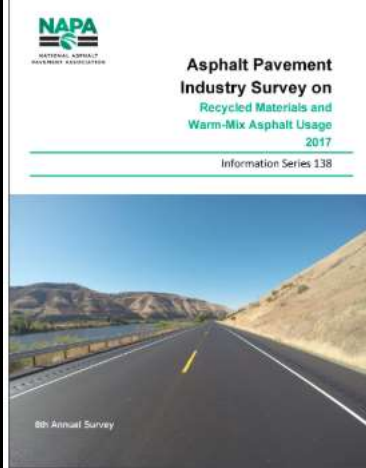
Legislative



**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/webinars



Pavement Economics to
Go to Market
to
APA Deployment



How Does It
Work?

Home > Webinar Recordings

NAPA TALKS Webinar S

Thinlays for Pavement Preservation

In stock ✓

Thinlays® for Pavement Preservation

E-Products Accessible for 365 days after purchase.

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List	\$133.00
Govt/E#	\$75.00
Members	\$75.00

Originally Presented: April 4, 2013 by Jim Huddleston, P.E., Executive Director of the Asphalt Pavement Association of Oregon (APOA)

Thinlays®, finer asphalt mixes specifically designed for pavement preservation, are the topic of the first webinar, originally held April 4 at 2 p.m. Eastern. Thinlays are asphalt mixes that can be placed as thin as 1/2 inch to seal pavements, restore ride, and improve the safety and structural capacity of pavements. In this webinar, the author discussed what a Thinlay is, their advantages for pavement preservation, and how a strategic use of Thinlays can develop a Perpetual Pavement over time.

TBT: 5 hour 10 minutes

This product is non-refundable. It will be downloadable to your computer immediately after the order and submit payment.

Information Series 141

Thinlays for Pavement Preservation

POSITION PAPER

NATIONAL ASPHALT PAVEMENT ASSOCIATION

Thinlays: The Pavement Preservation Tool of Choice

NAPA Position on Thin Asphalt Overlays for Pavement Preservation

Every day in 2011, more than 48 million tons of goods, worth some \$40 billion, were transported across the United States and over 73 percent of those tons were carried over the nation's highways and roads. According to the Federal Highway Administration (FHWA), 68.4 percent of vehicle miles traveled (VMT) on the Federal-Aid Highway System failed to meet the standard of "good ride quality" in terms of smoothness and 18 percent failed to meet the standard of "acceptable" level. FHWA notes that pavement condition has a "... direct impact on vehicle operating costs in the form of increased wear and tear on vehicles and repair costs. Poor pavement can also impact travel time costs ... and can have an impact on crash rates." Given the value of goods being transported over U.S. highways and roads, and the effect of road condition on costs, time, and safety for the public, it is critical that our nation's highways and roads be kept in proper condition.

Many agencies apply pavement preservation techniques to cost effectively maintain or improve roads in a good condition. Pavement preservation is defined in the Moving Ahead for Progress in the 21st Century (MAP-21) Act, which was signed into law in July 2012, as "programs and activities employing a network level, long-term strategy that enhances pavement performance by using an integrated, cost-effective set of practices that extend pavement life, improve safety, and meet road user expectations." The concept of pavement preservation is that it is more cost effective to maintain pavements in good condition rather than allow pavements to deteriorate to such a condition that costly and time-consuming rehabilitation or reconstruction is the only recourse.

Several pavement preservation techniques are available: those Thinlays™ offer the highest value to public and private pavement owners alike. Thinlays are a suite of asphalt mixes that can be placed at a depth of 1/2 inch or more.

Thinlays share many of the benefits seen in overlays and more: extended pavement life, smooth ride, a modest improvement in pavement strength, enhanced safety, and responsible use of natural resources through reuse and recycling. A comparison of the versatility, benefit and costs of the palette of preservation treatments reveals Thinlays rank the highest.

The Need for Maintaining Good Pavement Condition through Pavement Preservation

NAPA supports a well-funded asset management program that includes pavement preservation as one of the tools available to ensure a desired state of good repair over the cycle of a pavement at minimum practical cost.

SA-210

New Jersey Overlays Warm

When project complications arose, warm-mix asphalt technologies to season paving and to eliminate jobs.

By Thomas Bonnet, Robert Sauter, and

A New Hit in Music City

Nashville Demonstration Project Highlights Benefits of Thin Asphalt Overlays for Pavement Preservation

By Kent Hansen

When the National Pavement Preservation Conference (NPPC) came to Nashville in August, the pavement industry learned a new version of an old hit — thin asphalt overlays. Like a hit of popular music, people recognize the tune, but they don't know all the lyrics.

When asphalt, the brain center on the different rain types, the all-purpose standard, dense-graded stone mix-asphalt (DMA) stills off the hard-rocking sound, and the quiet clouds of spray-grade friction comes for them using this idea, the brain the situation, asphalt has chosen to evolve the song's intent.

When thin asphalt overlays are used for pavement preservation, three different asphalt mixes come together to form a new sound.

Thin overlays for pavement preservation are quite flexible and adaptable. The mixes can use a variety of aggregate sizes — from 4.75 to 22.5 millimeters, depending on the thickness of the overlay. The aggregates can also vary in texture and quality requirements depending on location and traffic. There are a variety of asphalt mixes available for different environments and traffic conditions. Recycled materials, such as reclaimed asphalt pavement (RAP), crushed asphalt shingles (RAS), and ground tire rubber, may be incorporated to reduce costs and improve environmental sustainability without compromising performance. As we talk about thin overlays, we are really talking about a symphony of solutions for any pavement condition.

Thin asphalt overlays, like all preservation treatments, are designed for use on pavements that are structurally sound and in good condition. In some cases, when a surface is only in fair condition, for example, the existing surface may be milled to improve ride quality and restore surface texture for improved performance.

SA-210

Thinlays™ for Pavement Preservation

NAPA Advanced Asphalt Technologies

www.ThinlayAsphalt.com



Preservation for the LONG HAUL

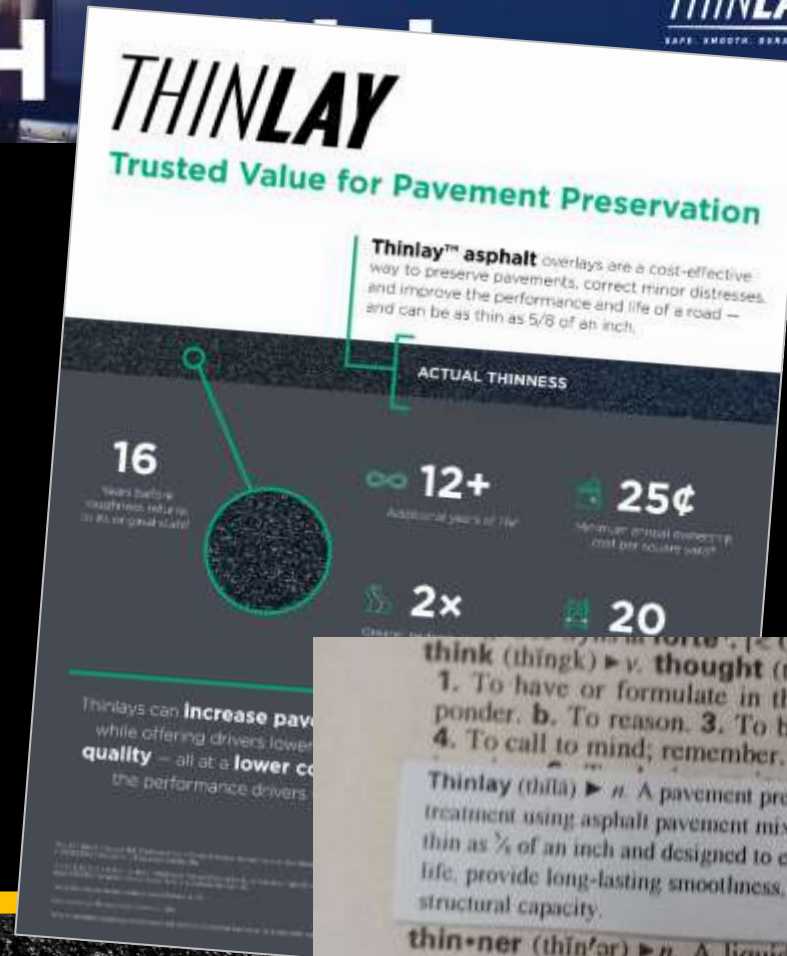
THINLAY
SAFE. SMOOTH. DURABLE.

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ThinlayAsphalt.com

Versatile

THIN IS IN



think (thɪŋk) ► *v.* **thought** (thɒt), **think·ing**
1. To have or formulate in the mind. **2a.** To ponder. **b.** To reason. **3.** To believe; suppose. **4.** To call to mind; remember. **5.** To visualize;
Thinlay (thɪlə) ► *n.* A pavement preservation treatment using asphalt pavement mixture applied as thin as 5/8 of an inch and designed to extend service life, provide long-lasting smoothness, and increase structural capacity.
thin·ner (thɪn'ər) ► *n.* A liquid, as turpentine, mixed with paint to reduce viscosity.
thin·skinned (thɪn'skɪnd') ► *adj.* **1.** Having a thin rind or skin. **2.** Oversensitive.



GTM and Thinlay



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THINLAY

SAFE. SMOOTH. DURABLE.

Toolkit

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Contact: Dan Staebell &
Brandon Strand



Thinlay Overview

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

While Thinlays are not a cure for failed pavements, they do offer life extension to "good" or "fair" pavements. Designers and road owners should be aware of 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.

3

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 (NJAPA) has faced intense competition from other pavement preservation techniques. So NJAPA produced an arsenal of products, including this flyer citing the benefits of Thinlays. This can be customized to use in other states at events focused on road owners making pavement preservation decisions.



Benefits of Thinlay

WHEN IT COMES TO PAVEMENT PRESERVATION, THE CHOICE IS YOURS.

Thinlays™ including Ultra Thin Friction Course and High Performance Thin Overlays

- Lowest overall annual cost
- Quieter ride for drivers and the neighborhood
- Smoother roads and better rideability
- Improved safety from corrected surface irregularities and better skid resistance
- 100% Recycled/recyclable materials for environmental sustainability

Micro-Surfacing and Slurry Seals

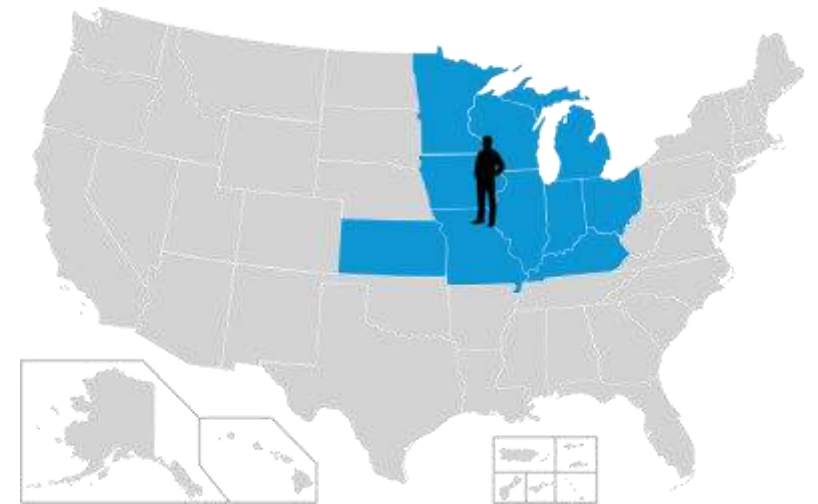
- Higher annual cost
- Rougher and noisier ride
- Needs expensive, specialized equipment to install
- Does not correct surface irregularities
- Requires aggregate from new sources - not recycled material

NJAPA.COM

2



Deployment and Thinlay



Northcentral RMC





Go to Market Asphalt Promotion

Goals

Build Collaborative
Partnerships

Promote Performance



Value



Sustainability



Innovation



Flexibility



.....
**Performance
for a Lifetime**

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.

ASPHALT PERFORMS

When it comes to sustainability

TODAY

79.6M TONS
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.¹

TOMORROW

\$1,300

in maintenance costs is saved
every year for each lane-mile
of smooth asphalt.⁴


4.5%

less fuel is consumed by
vehicles driving on smooth
asphalt surfaces⁵ ...

... which saves drivers about

13¢
per gallon.³

FUTURE

100% 

of an asphalt pavement is
reusable and contains the raw
materials for the next
generation of roads, runways,
trails or parking lots.⁶

\$3.5B

in energy will be saved by 2020 by
using warm-mix asphalt, according to
U.S. Department of Transportation estimates.⁸



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www.DriveAsphalt.org

TODAY

94% of U.S. roads are
surfaced with asphalt¹

Asphalt contractors are in
every community:

≈ 3,500

asphalt plants operate in the U.S.

400K

jobs connected to asphalt
across the country²

TOMORROW

12+ year gain in service
life from a thin asphalt overlay at an
annualized cost* as low as

25¢
PER SQUARE YARD

A 2 inch asphalt overlay can
improve IRI by³

100 in
mi

When it comes to long-term

value

ASPHALT PERFORMS

FUTURE

18 YEARS

is the average
service life for new
asphalt pavements⁴

∞

INFINITE

The structural life of a
properly designed,
constructed and
maintained Perpetual
Pavement.⁷

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.



1. FHWA, 2011. Highway Statistics (HVS). Data from U.S. Office of Highway Policy Information. Available online at: <http://www.fhwa.gov/hiv/hivmain.asp>.
2. FHWA, 2011. Highway Statistics (HVS). Data from U.S. Office of Highway Policy Information. Available online at: <http://www.fhwa.gov/hiv/hivmain.asp>.
3. FHWA, 2011. Highway Statistics (HVS). Data from U.S. Office of Highway Policy Information. Available online at: <http://www.fhwa.gov/hiv/hivmain.asp>.
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8. FHWA, 2011. Highway Statistics (HVS). Data from U.S. Office of Highway Policy Information. Available online at: <http://www.fhwa.gov/hiv/hivmain.asp>.



..... **A Moment Can
Save a Life**





104,000 Social Media Impressions

3,016 Shares   

2,172 Website Views

#WatchForUs > #NWZAW

13 Partners



www.WatchFor.Us





PRSA Awards

External Video category
Events or Observances – Seven
or Fewer Days

www.WatchForUs/toolkit

t

I PAVE FOR

2019 NWZAW

**“I Pave For _____”
Campaign**



Future Plans



Questions?