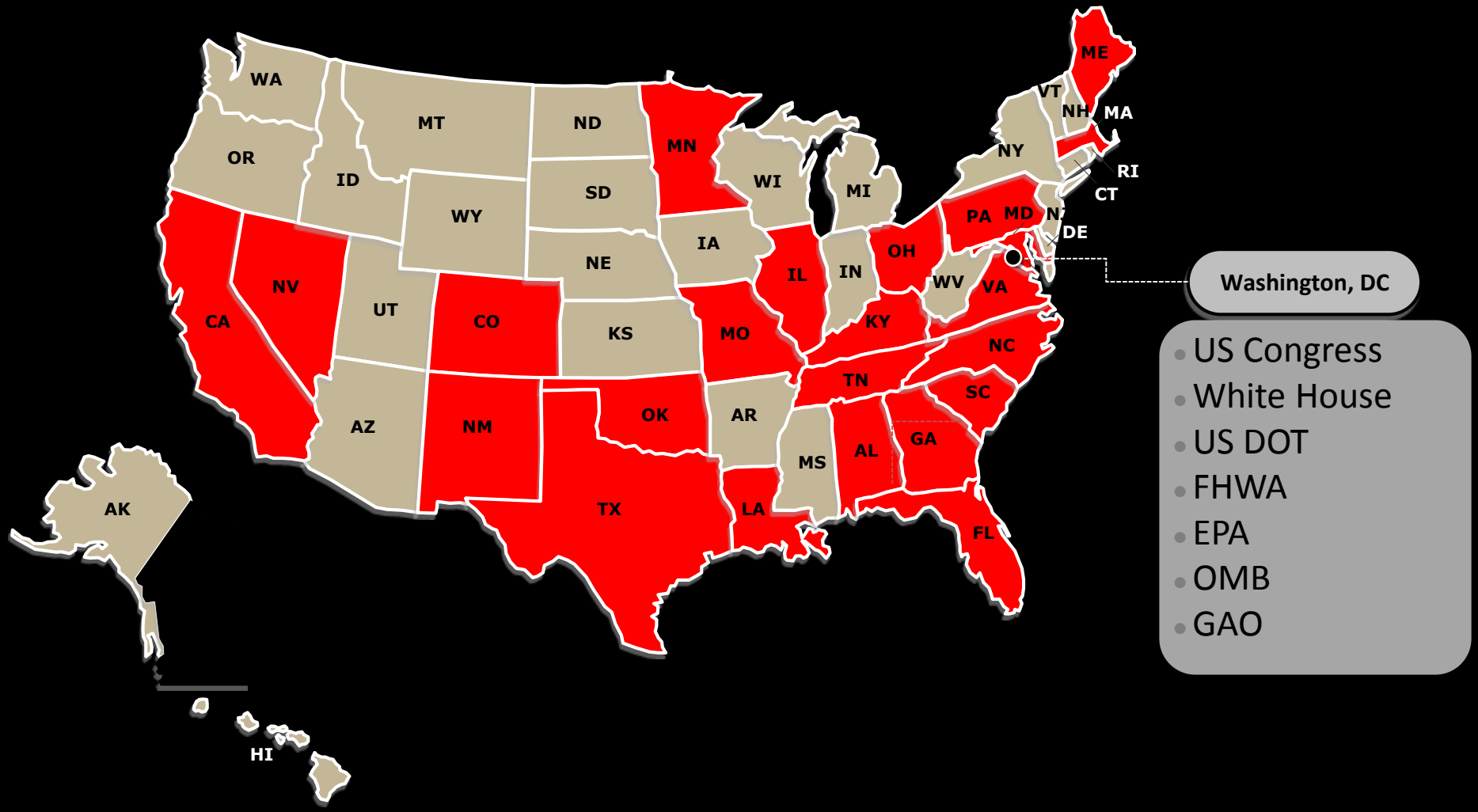
WAPA-NAPA Partnership

Ester C. Magorka

WAPA 59th Annual Conference

Wednesday, November 28, 2018

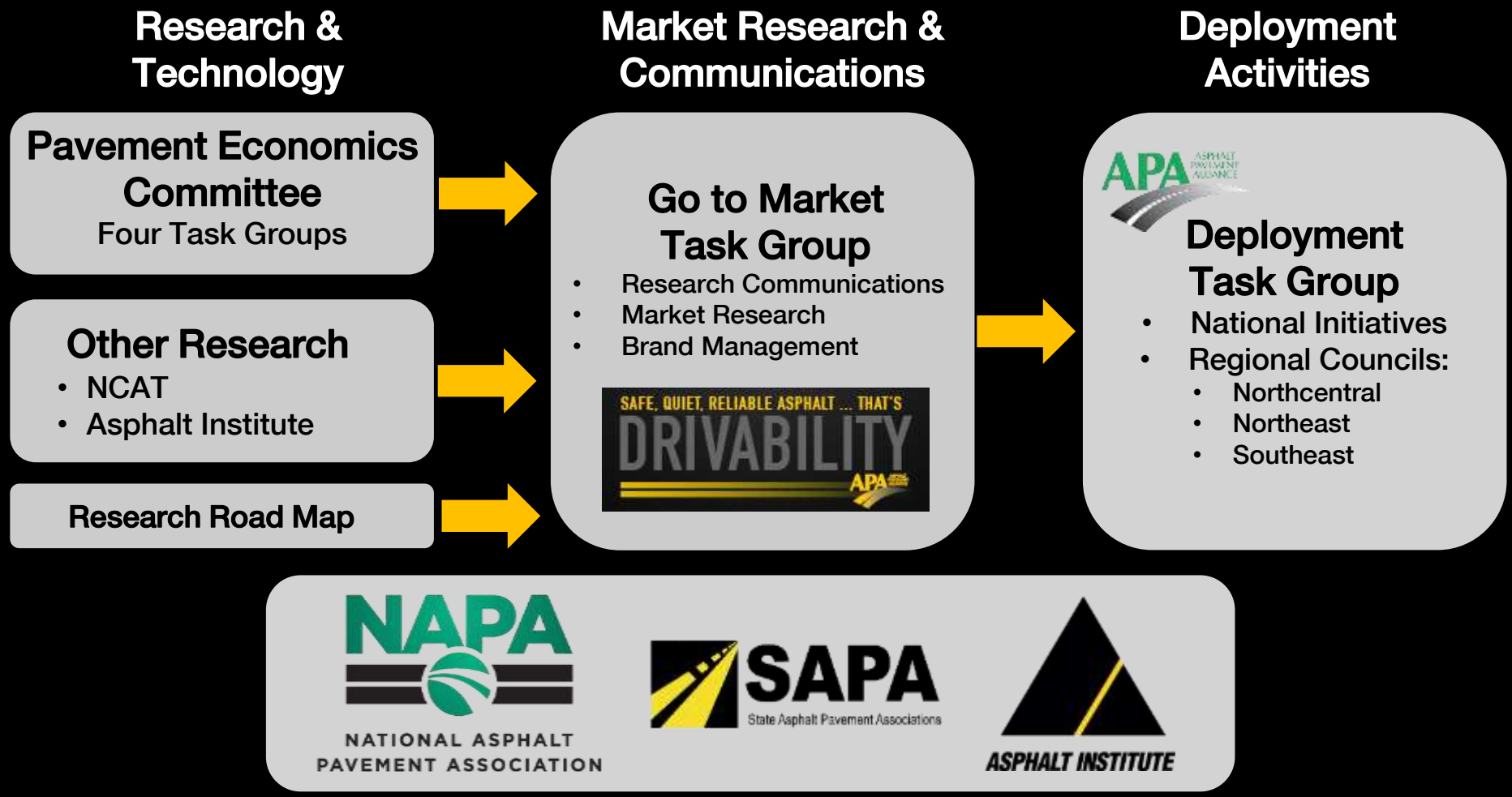


NATIONAL ASPHALT PAVEMENT ASSOCIATION

Competitive Environment

Market Research Efforts

NATIONAL ASPHALT PAVEMENT ASSOCIATION



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

The Road Ahead

The Asphalt Pavement Industry Commitment to Research

The Pavement Economics Committee & NAPA-Directed Research

2018 Update

NAPA SAPA

A Powerful Partnership

Formed in 2013, the Pavement Economics Committee (PEC) seeks to develop the scientific data through research and analysis that positions asphalt as the pavement material of choice. The PEC is a partnership between NAPA and the State Asphalt Pavement Associations (SAPA), working with top researchers from across the country, to address market share and competitive issues through research. The projects are typically short-term (under 2 years), science-based research projects that examine, calibrate, and ease implementation of the core needs of road owners and users. With funding raised by NAPA and the SAPAs, the PEC has available resources of about $500,000 per year.

Impact Beyond Research

PEC research is supported by a broad industry framework designed to get the research findings into the hands of practitioners, owners, and the public. The Go to Market (GTM) task group synthesizes and develops supporting materials to communicate PEC research to different stakeholder audiences as part of the deployment efforts of the Asphalt Pavement Alliance (APA), NAPA, and the SAPAs. The PEC research will be used to create materials that demonstrate the benefits and cost effectiveness of asphalt pavements, address overweight/agency concerns, and will be utilized by the APA deployment effort for advocacy. Projects could either directly [illegible] competitor's claims or develop metrics which [illegible]antify the benefits of using asphalt pave- The PEC also strengthens grassroots activ-ities and insulates industry from harmful legislation or policies at the local, state, and federal level.

Exceeding Expectations & Creating Opportunities

As indicated through surveys of the SAPAs and through informal feedback from NAPA members, the PEC program has met or exceeded expectations for the investment. PEC deliverables develop robust information about asphalt's competitive advantages and provide support for market growth in pavement design, recycling, environmental impact, preservation, and speed of construction. And the PEC deliverables are creating future opportunities in the area of pavement preservation and environmental sustainability.

"They [the PEC Deliverables] are touching on the most critical issues facing our industry."

— SAPA Executive Survey Respondent

Table of Contents

www.AsphaltPavement.org/PDFs/NAPA_Research_Update_2018.p

df

NATIONAL ASPHALT PAVEMENT ASSOCIATION

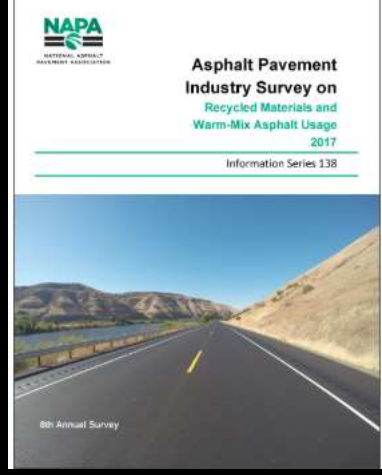
Pavement Economics Committee

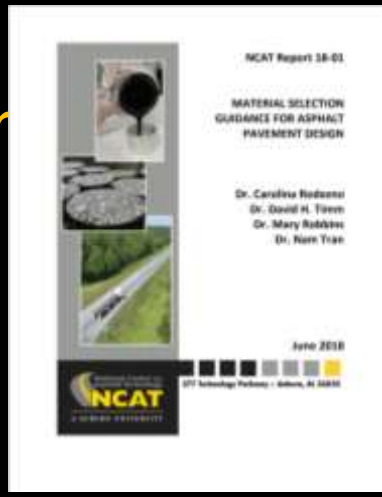
Task Groups

- 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/)





NATIONAL ASPHALT PAVEMENT ASSOCIATION

The Science: Pavement Economics Committee

NAPA Talks Webinars

Webinar Series

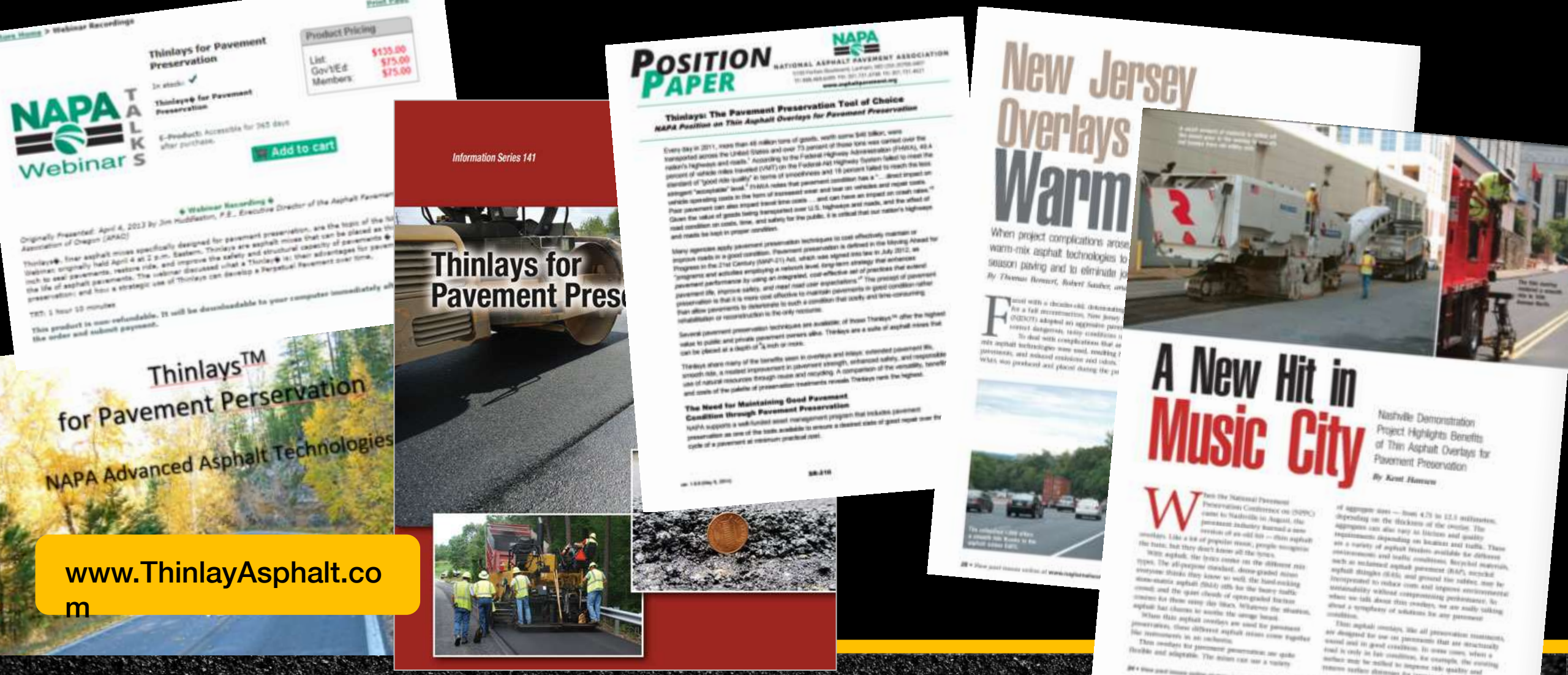
- Back to Basics
- Best Practices in Paving
- Performance Under Pressure: Heavy Duty Pavements
- Safety in the Workplace
- Sustainability Specialization

www.AsphaltPavement.org/webinar

NAPA
NATIONAL ASPHALT PAVEMENT ASSOCIATION

How Does It Work?

Pavement Economics to Go to Market to APA Deployment



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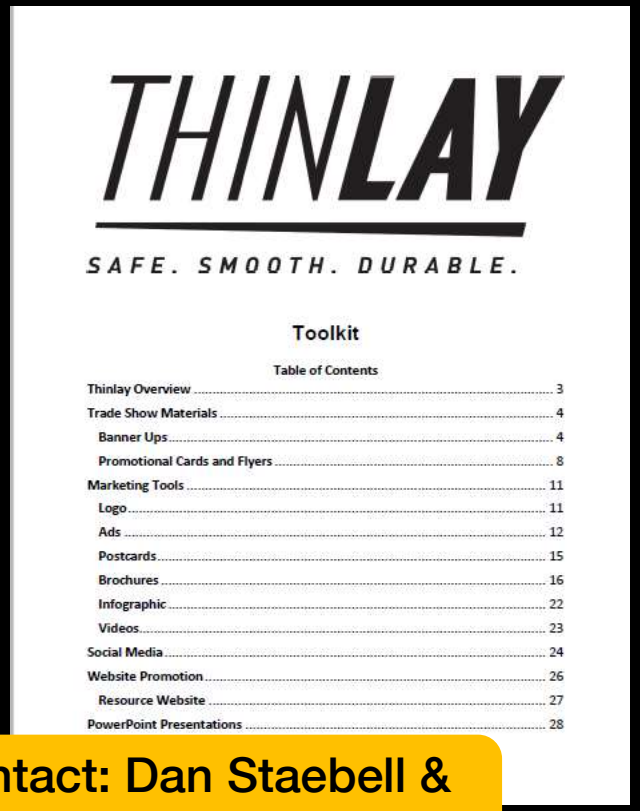
PEC and Thinlay

www.ThinlayAsphalt.com

NAPA
NATIONAL ASPHALT PAVEMENT ASSOCIATION

GTM and Thinlay

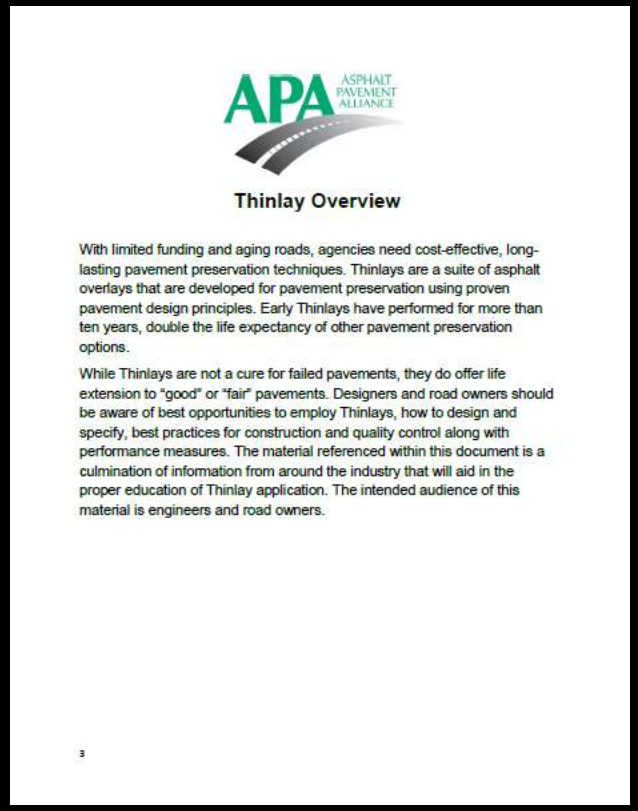


THINLAY

SAFE. SMOOTH. DURABLE.

Toolkit

Table of Contents



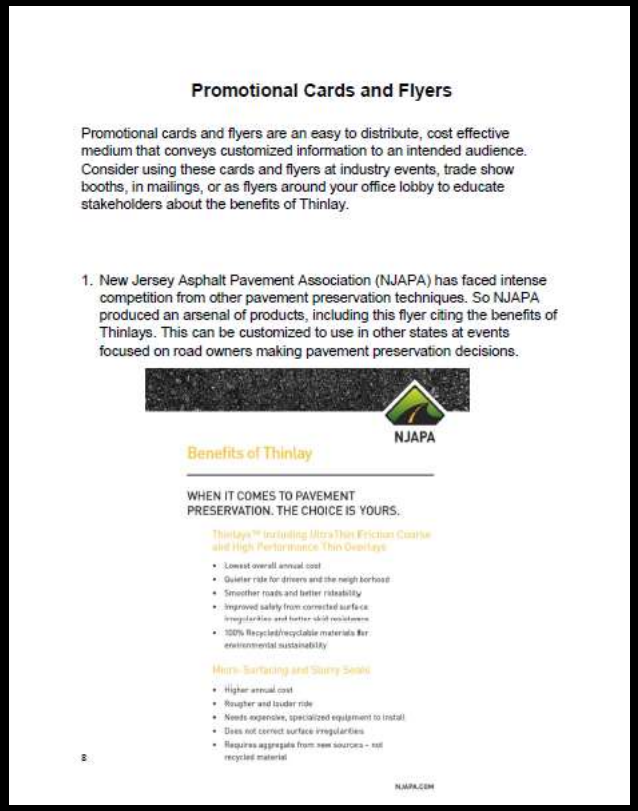
APA ASPHALT PAVEMENT ALLIANCE

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.

NJAPA

Benefits of Thinlay

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

8

NJAPA.COM

Contact: Dan Staebell & Brandon Strand

APA ASPHALT PAVEMENT ALLIANCE

Deployment and Thinlay

APA ASPHALT PAVEMENT ALLIANCE

MAPA MISSOURI ASPHALT PAVEMENT ASSOCIATION

North Central Asphalt User/Producer Group NCAUPG

WAPA WISCONSIN ASPHALT PAVEMENT ASSOCIATION

APAI ASPHALT PAVEMENT ASSOCIATION of INDIANA asphalt is 100% recyclable

MAASTO MID AMERICA ASSOCIATION OF STATE TRANSPORTATION OFFICIALS

asphalt | institute

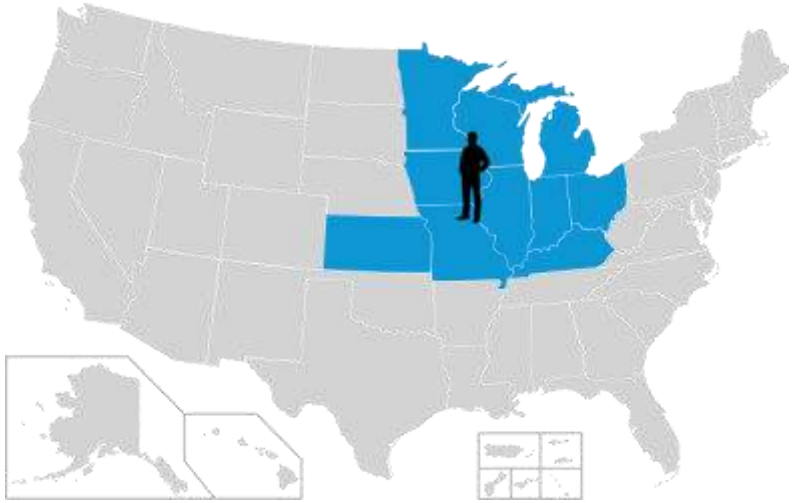
Illinois Asphalt Pavement Assn. iapa

KAPA Kansas Asphalt Pavement Association

NAPA NATIONAL ASPHALT PAVEMENT ASSOCIATION

ASPHALT PAVING ASSOCIATION OF IOWA APAI

Minnesota Asphalt Pavement Association



PAIKY Plantmix Asphalt Industry of Kentucky

Flexible Pavements of Ohio

ASPHALT PAVEMENT ASSOCIATION OF MICHIGAN

Northcentral RMC

APA ASPHALT PAVEMENT ALLIANCE

Go to Market Asphalt Promotion

Goals

Build Collaborative Partnerships

Promote Performance

NAPA NATIONAL ASPHALT PAVEMENT ASSOCIATION

GOLIN

Value

Sustainability

Innovation

Flexibility

Performance for a Lifetime

NAPA
NATIONAL ASPHALT PAVEMENT ASSOCIATION

GOLIN

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.

When it comes to **sustainability**

ASPHALT PERFORMS

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 surfaces[3] ...

... 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.[1]

$3.5B in energy will be saved by 2020 by using warm-mix asphalt, according to U.S. Department of Transportation estimates.[5]

APA DriveAsphalt.org

www.DriveAsphalt.org

TODAY

94% of U.S. roads are surfaced with asphalt[1]

Asphalt contractors are in every community:

≈3,500 asphalt plants operate in the U.S.

MORE THAN 400K jobs connected to asphalt across the country[2]

TOMORROW

12+ year gain in service life from a thin asphalt overlay at an annualized cost[6] as low as **25¢** PER SQUARE YARD

A 2 inch asphalt overlay can improve IRI by[6]

MORE THAN 100 in/mi

When it comes to long-term **value**

ASPHALT PERFORMS

FUTURE

18 YEARS is the average service life for new asphalt pavements[4].

∞ INFINATE 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.

APA DriveAsphalt.org

A Moment Can Save a Life

NAPA
NATIONAL ASPHALT PAVEMENT ASSOCIATION

GOLIN

www.WatchFor.Us

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

www.WatchFor.Us/toolkit

Future Plans

2019 NWZAW

“I Pave For _____”

Campaign

Questions?