



MARC

MODIFIED  
ASPHALT  
RESEARCH  
CENTER



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON

# Modified Asphalt Research Center (MARC) Future Research Focus Workshop

## Purpose of the Workshop

This workshop aims to initiate discussions on emerging opportunities and challenges in road infrastructure. It will focus on setting a new research agenda, identifying potential resources, and fostering collaboration among stakeholders. The goal is to investigate existing challenges in road infrastructure and propose new solutions leveraging automation and AI. This includes creating efficient and reliable virtual platforms for design and optimization and developing automated construction and maintenance technologies to improve safety, efficiency, and cost-effectiveness.

## Agenda

Morning Session	8:50-9:00 a.m.	Welcome and Opening Remarks
	9:00-9:30 a.m.	Review of MARC History, Highlights, and Collaborations, needs for change, New MARC
	9:30-10:00 a.m.	Next generation center agenda – Project profile
	10:00-10:30 a.m.	Break
	10:30-11:10 a.m.	Updates from FHWA
	11:10-11:30 a.m.	Updates from State DOT
Afternoon Session	11:30-12:10 p.m.	Industry Session
	12:10-1:30 p.m.	Lunch
	1:30-3:30 p.m.	Research Needs and Collaboration Discussion Session
	3:30-4:00 p.m.	Break
	4:00-5:00 p.m.	Summary and Tour of Center Labs, Automated Vehicle Demo

## Key Topics

- The impact of AI and automation in transforming material testing and structural design.
- Optimizing traffic operations and enhancing roadway construction and maintenance.
- Exploring interdisciplinary approaches for material and structural design.
- Strategies for monitoring and predicting smart traffic and pavement performance.
- Innovations in automating road construction and maintenance.

## Attendees

The workshop will host stakeholders from the Federal Highway Administration (FHWA), state Departments of Transportation (DOTs), industry partners, and academic researchers.

## Registration

<https://forms.gle/fWGauUeJnm8gVqis9>



**Parking** (covered by UW-Madison): UW-Madison Union South Garage Lot 80, 1308-1398 W Dayton St, Madison, WI

**Lodging:** Wisconsin Union Hotel, Hilton Garden Inn, Hampton Inn, Hyatt Place Madison/Downtown

**Date: February 21, 2024**

**Location: Union South Fifth Quarter Studio, 2nd Floor, 1308 W Dayton St, Madison, WI**