

2021 ANNUAL REPORT



THE ASPHALT PAVEMENT ALLIANCE (APA) in partnership with the National Asphalt Pavement Association (NAPA), SAPA Inc. (SAPA), and the Asphalt Institute (AI) provides actionable resources, expertise, and tools for making informed and accurate pavement decisions. As the chair of the APA, I am honored to work on behalf of asphalt contractors, suppliers, and manufacturers through this alliance.

This year, we focused our combined efforts on expanding private markets, improving pavement design, and growing the industry's market share. We made a concerted effort to reach pavement type decision makers by delivering concise, educational messages through marketing campaigns, email, social media, web content, publications, webinars, case studies, and direct contact. Through all of these avenues, we increased outreach to road owners and pavement engineers. I'm proud of our shared accomplishments.

As we articulate the asphalt pavement industry's role in conserving natural resources and the environment, we will call upon the united voice and rapport that the APA brings to the industry. We will work in unison, as partners, to build upon the foundational relationships within the partnership and the trust we share with our marketplace collaborators - pavement type selection makers and influencers around the United States.

Thank you for your support now and into the future as together we maintain asphalt as the pavement of choice.

JOHN HARPER, Chair *President, Wiregrass Construction Co., Inc. a Construction Partners Inc., Co.*



**PRIVATE
MARKETS**

**INDUSTRY
LONGEVITY**

**PAVEMENT
DESIGN**



TOP 5 ACCOMPLISHMENTS IN 2021

1

Developed and hosted 17 pavement webinars;
Among the more than 2000 attendees, APA
secured representation from 8 of the top 10
engineering transportation consulting firms.

17 Educational Webinars

DESIGNING A PERPETUAL PAVEMENT
PAVExpress
PRIVATE MARKETS
POROUS ASPHALT
A DECADES OF Parking Lot Evaluation
THINLAY PERFORMANCE
RESILIENCY
ASPHALT 101
Designing Commercial Asphalt Pavements
MAINTENANCE AND REPAIR
LOCAL ROAD OWNERS SHARE ASPHALT EXPERIENCES
Converting Existing Pavements to Perpetual Ones
CONSTRUCTING COMMERCIAL ASPHALT PAVEMENTS

95%
said
information
was
beneficial

3

DriveAsphalt.org
is the Asphalt Pavement
Alliance website.



Reached more than
30,000 new users
through social media,
marketing campaigns,
and web page
enhancements.

2

PAVExpress

Deployed new metric
conversion capabilities
and point load
structural analysis
of this free, on-line
software to more than
16,000 people

An annual survey of
users revealed the
software helps them
design and construct
pavement projects
around the world

Users revealed the
program is used
frequently by college
professors to teach
pavement design

Projects designed with PAVExpress:
parking lots, distribution centers, loading
yards, local roads, and interstates.

4

14 Perpetual Pavement Awards were recognized - a record number-with two new categories: Perpetual by Design and Perpetual by Conversion.



We celebrated the oldest ever road submitted: Ohio DOT's route 199 at 91 years of age.



Andrew Gall (second from left), President & Executive Director of Flexible Pavements of Ohio, awards three Ohio DOT team members with their 5th PPA.



Mel Monk (second from left), Alabama Asphalt Pavement Association Executive Director, awards four ALDOT team members with their 11th PPA.

5

Face to face, at last....

Finally, the APA was on the road once again, representing the asphalt pavement industry to more than 25,000 decision makers at:

The American Public Works Association's PWX Conference, where public works officials gather.

The Greenbuild International Conference, where we showcased asphalt's environmental benefits.



APA ADVISORY COUNCIL REPRESENTATIVES



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Senior Vice President,
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Jefferson City, MO



PETER T. GRASS, P.E., CAE
President
Asphalt Institute
Lexington, KY

LOOKING FORWARD

As 2021 ends and the pandemic is in the rear-view mirror, we are excited to work with our partners in 2022. With the funding provided through the Bipartisan Infrastructure Law (BIL), there is great opportunity ahead. The APA will continue to represent the asphalt industry to pavement type selection makers (PTSM) through outreach to pavement owners – both public and private – and the nation's top 20 transportation engineering firms. We will:

- Deliver information backed by research and case studies that helps PTSM make informed decisions.
- Weave climate and resiliency resources throughout our assets.
- Grow our following of PTSM through our enhanced website and social media presence.
- Increase the number of people using PAVEXpress and PAVEInstruct to design and learn about asphalt pavements.

- Promote the benefits of owning, designing, and converting to a Perpetual Pavement through expanded Perpetual Pavement Awards.
- Develop new resources to assist PTSM in private market applications.

The APA exists because of the support of staff and members of NAPA, AI, and SAPA. With your leadership and contributions, we have built a strong partnership that works tirelessly to protect, support, and advance your businesses. Thank you for all you continue to do.

Best regards,



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APA MISSION

As a trusted resource, the Alliance establishes asphalt as the pavement of choice by detailing proven advantages of asphalt pavement in the areas of safety, value, performance, and the environment.