

Annual REPORT '24

As we reflect on 2024, it's remarkable to see how the Asphalt Pavement Alliance (APA) has continued to amplify its impact. This year marked a significant milestone with the appointment of our first Executive Director, Reed Ryan, and first Technical Director, Buzz Powell. With the APA team fully staffed, our efforts have driven progress through innovative education, expanded engagement, and recognition of excellence via the Perpetual Pavement Awards.

Through a dynamic mix of virtual and in-person initiatives, we educated decision-makers with timely, evidence-based content. Our webinars engaged thousands, with an impressive 99% of attendees affirming they would apply the insights to future pavement decisions. In face-to-face interactions, we reached over 50,000 customers at premier conferences, further reinforcing the unmatched advantages of asphalt pavements.

The Perpetual Pavement Awards continue to be a cornerstone of our mission, celebrating the best in long-lasting asphalt roads. This year, we proudly recognized a record number of awardees, including first-time winners from Hawaii, Louisiana, and West Virginia. These awards underscore the compelling story of asphalt as the pavement of choice, highlighting its sustainability, durability, and economic value.



Looking ahead, the APA's collaborative spirit will remain the foundation of our success. Together with our partners—NAPA, AI, and SAPA—we will continue to innovate, expand our market influence, and champion the voice of our industry. Thank you for your ongoing support and shared vision in positioning asphalt as the sustainable, high-performing solution for America's infrastructure.

JOHN HARPER, Chair

Senior Vice President of Strategic Initiatives
Construction Partners

IN AN EQUAL AND TRUSTED PARTNERSHIP BETWEEN THE NATIONAL ASPHALT PAVEMENT ASSOCIATION (NAPA), SAPA INC. (SAPA), AND THE ASPHALT INSTITUTE (AI), THE APA DISTRIBUTES FACTUAL, VERIFIED INFORMATION AND COORDINATES TECHNICAL RESOURCES TO MAINTAIN ASPHALT AS THE PAVEMENT OF CHOICE WITH THE INDUSTRY'S CUSTOMERS: PAVEMENT OWNERS AND PAVEMENT TYPE INFLUENCERS.

PROVIDING EDUCATION TO *Decision Makers*

Virtual Interactions

- » **6 pavement webinars** were conducted attracting 2,317 registrants.
- » We **co-branded two webinars** with NAPA focused on climate.
- » **99%** of those surveyed **will use the webinar information** when making pavement decisions.
- » The most popular 2024 webinar was **"Back to Basics with Buzz: Choosing the Right Pavement Type,"** which garnered **891 registrants**.



FREE WEBINAR SERIES

BACK TO BASICS WITH BUZZ:
Choosing the Right Pavement Type: A Comprehensive Guide

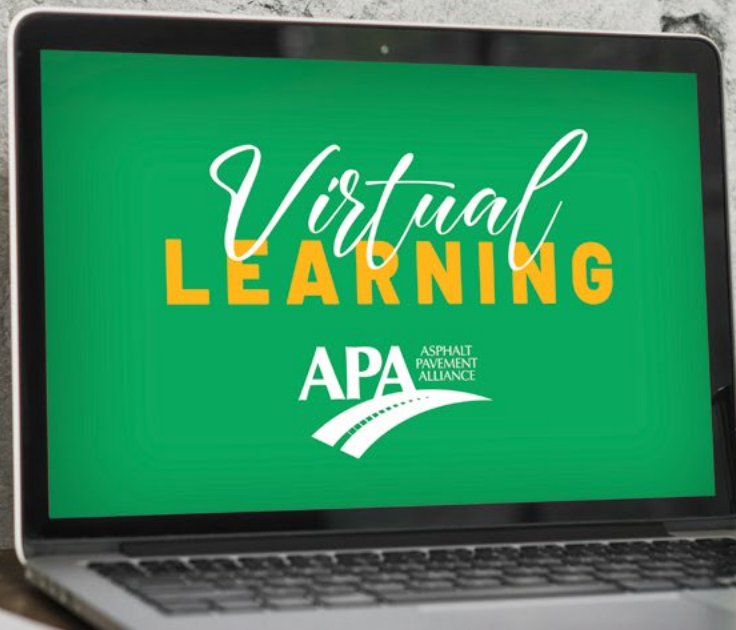
Thursday, August 8 / 2:00-3:30 PM ET

Selecting the appropriate pavement type is crucial for infrastructure longevity and performance. In this webinar, gain invaluable **guidance on pavement type selection** tailored to the specific needs of state DOTs, pavement engineers, and road owners.

APA ASPHALT PAVEMENT ALLIANCE

ENGINEERING RCEP

Participants can receive up to 1.5 PDH hours.



SEEING DECISION MAKERS *Face-to-Face*

Live Interactions

» We interfaced with more than **50,000 customers** at the annual conferences of the following organizations

- World of Asphalt
- Northeast Pavement Preservation Conference
- American Society of Highway Engineers National Conference
- American Public Works Associations Expo & Conference
- Rocky Mountain Western Pavement Preservation Conference
- Greenbuild International Conference & Expo

» We deployed APA Technical Director, Buzz Powell, to speak at **over 50 regional and national conferences**.

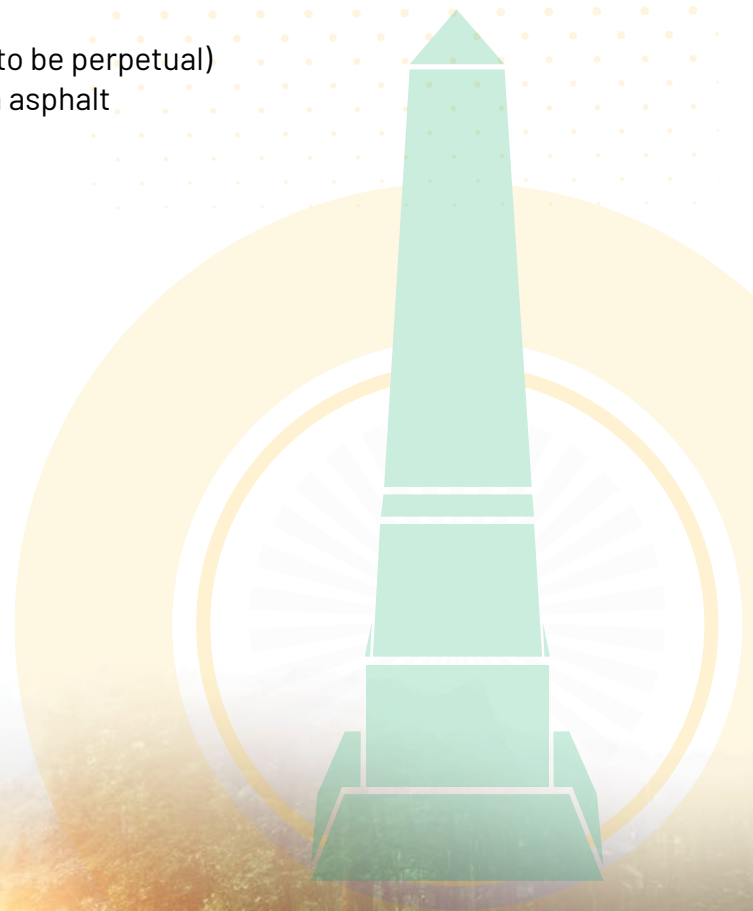


ROAD OWNERS TELL *Our Story*

Sharing in Their Road Successes

» Perpetual Pavement design is unique to the asphalt industry and represents the best aspects of using asphalt pavement – long-life, reduced costs, saving of natural resources – to name a few. The APA recognizes road owners of Perpetual Pavements with Perpetual Pavement Awards (PPA). This year we awarded:

- **15 PPA By Performance** (roads at least 35 years old that meets Perpetual Pavement criteria)
 - Three first time PPA winners: Hawaii, Louisiana, and West Virginia
- **9 PPA By Design** (roads designed specifically to be perpetual)
- **5 PPA By Conversion** (roads converted into an asphalt perpetual pavement)



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Lexington, Kentucky



LOOKING *Forward*

As I reflect on this past year as Executive Director of the Asphalt Pavement Alliance (APA), I am deeply grateful for the progress and partnerships that have defined 2024. Together, we have made significant strides in advancing the industry, influencing pavement type decisions, and showcasing the undeniable advantages of asphalt pavements.

Education has been at the heart of our efforts. Through a series of impactful webinars, including the highly attended "Back to Basics with Buzz: Choosing the Right Pavement Type," we reached thousands of pavement decision-makers. Our live engagements allowed us to connect directly with more than 50,000 stakeholders at major industry events, from the World of Asphalt to regional and national conferences.

The strength of the APA lies in its partnerships. In collaboration with NAPA, SAPA, and the Asphalt Institute, we have amplified our message and provided

valuable technical resources that underscore asphalt's environmental and performance benefits. Programs like the Perpetual Pavement Awards have also shone a spotlight on innovation, honoring 29 projects this year for their enduring design, sustainability, and cost efficiency.

As I prepare to transition to my new role as President of the Asphalt Institute, I remain deeply optimistic about the future of the APA. The collaborative spirit and shared vision within this alliance are unparalleled, and I have no doubt that the APA will continue to thrive, advancing asphalt as the pavement of choice.

Thank you to everyone—our partners, members, and staff—who has contributed to this year's success. I look forward to celebrating the APA's continued achievements in the years ahead.

With gratitude,
W. Reed Ryan
Executive Director, Asphalt Pavement Alliance



MISSION STATEMENT

Champion, Support,
and Promote Quality
Asphalt Pavements

CORE PILLARS



**Innovation
& Marketing**



Collaboration



Education

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