

# ANNUAL REPORT

## 2020



## APA MISSION

Through a unified industry voice, strengthen the asphalt industry's relationships among pavement decision makers, policy makers, and customers to maintain and increase market share.

The Asphalt Pavement Alliance (APA) brings resources — human expertise and tools for knowledgeable and accurate pavement decisions — into effective action. A strategic partnership of the National Asphalt Pavement Association, Asphalt Institute, and State Asphalt Pavement Associations, the APA is supported both financially and through volunteer leadership by the men and women in the industry. Throughout the pandemic, the APA continued to foster relationships and forged ahead delivering compelling resources and tools that met the 2020 work plan goals approved by the APA Advisory Council — the strategic planning team that ensures collaboration among partners.



## APA ADVISORY COUNCIL REPRESENTATIVES

### ► BRUCE BARKEVICH

Vice President –  
Asphalt Division  
New York Construction  
Materials Association  
Latham, N.Y.  
*(SAPA Representative)*

### ► JOHN L. HARPER, CHAIR

President, Wiregrass  
Construction Co. Inc. /  
Senior Vice President,  
Construction Partners, Inc.  
Dothan, Ala.  
*(NAPA Representative)*

### ► KEVIN MONACO

Executive Director  
New Jersey Asphalt  
Pavement Association  
Trenton, N.J.  
*(SAPA Representative)*

### ► CRAIG PARKER

President  
Silver Star  
Construction Co. Inc.  
Moore, Okla.  
*(NAPA Representative)*

### ► BOB SEDON

Vice President  
Asphalt Marketing  
United Refining  
Company  
Warren, Pa.  
*(AI Representative)*

### ► ROBERT W. TREECE

Manager Asphalt Sales  
U.S. Oil Trading LLC  
Tacoma, Wash.  
*(AI Representative)*

## APA ADVISORY COUNCIL EX-OFFICIO OFFICERS

### ► AUDREY COPELAND, PH.D., P.E.

President & CEO  
National Asphalt Pavement Association  
Greenbelt, Md.

### ► PETER T. GRASS, P.E., CAE

President  
Asphalt Institute  
Lexington, Ky.

### ► DALE WILLIAMS

Executive Director  
Missouri Asphalt Pavement Association  
Jefferson City, Mo.

In 2020, the APA created an inaugural Partnership Agreement that described the objectives, structure, financial commitment, and roles and responsibilities of each partner. Also, the APA developed a work plan organized into five sections:

- ① **PROGRAMS**
- ② **ADMINISTRATION**
- ③ **COMMUNICATION**
- ④ **COLLABORATION**
- ⑤ **COORDINATION**

## ① PROGRAMS

To position asphalt pavements as the pavement of choice for decision makers, the APA has several long-term activities including education on pavement design, scanning for competitive threats, and outreach to private markets. Key measurables include:

- Hosting 13 free webinars
- Reaching 6,688 registered attendees
- 93%+ greater approval rating

## PAVEMENT DESIGN

PAVEXpress: A free pavement design tool, [www.PAVEXpress.com](http://www.PAVEXpress.com), launched by the industry in 2014 has been expanded to include metric conversion, simplified LCCA analysis, and the ability to design Perpetual Pavements with PerRoad.

- +21% new users
- 74 survey respondents referred PAVEXpress to colleagues
- Most valued aspect: pavement structural analysis optimization tool

## COMPETITION

Asphalt pavements offer many competitive advantages to road owners: cost effective to design, construct, and maintain; resilient and sustainable; built quickly; and a smooth ride.

The APA promotes these advantages and reached out to foster relationships.

- Webinar delivery to and participation by renowned national engineering firms
- Develop criteria for two new Perpetual Pavement Awards
  - **By Design:** For newly constructed pavements built to long-life standards and validated by PerRoad



- **By Conversion:** For existing pavements reconstructed built to long-life standards and validated by PerRoad

## PRIVATE MARKETS

Nationally, 35% of pavement funding comes from the private sector. Development of a national parking lot document is underway. The document will help educate on design methods and applications, available tools, and proper construction practices.

- 973 registered attendees for Asphalt 101 webinar marketed to civil and geotechnical engineers — highest demand
- Member-driven education on marketing to the private sector





## 2 ADMINISTRATION

To ensure communication, transparency, and alignment, leadership utilized the following best management practices:

- Quarterly APA Advisory Council meetings
- Partnership Agreement
- Metric dashboard
- 2020 and 2021 work plans and budgets



- Expanded reach of APA materials, as partners deployed to their membership
- +55% number of individuals subscribing to social media calendar
- Education through participation at member-only briefings

## 5 COORDINATION

Organizing our efforts to enable efficiency takes trust and cooperation. The team met its goals including:

- +25% more award submittals for Perpetual Pavement recognition



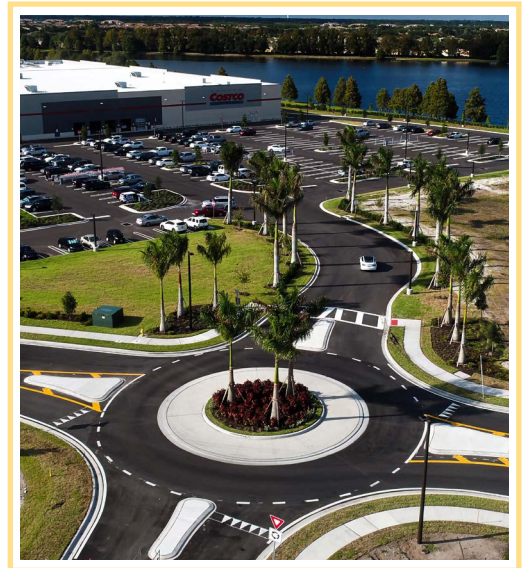
## 3 COMMUNICATION

Imparting and exchanging knowledge is critical to the success of the APA's program. Key activities completed in 2020 include:

- Monthly leadership calls
- Monthly tactical meetings with SAPAs, AI and NAPA staff
- Launch of a new website ([www.DriveAsphalt.org](http://www.DriveAsphalt.org))
  - Redesigned for pavement type selection decision makers

## 4 COLLABORATION

By working together, we can take a small team and make powerful and impactful strides to promote the asphalt industry. Utilizing shared expertise and reducing duplication enabled the accomplishment of the following goals:



- Nearly 10% increase in assets viewed in the collaborative workspace for AI, SAPA, and NAPA staff, the Asphalt Vault
- Serve as a resource, clearing house, and information center for industry challenges



**Social Media Outreach**

Key Hashtags -  
237,613 Reached

Top Hashtag -  
**#AsphaltPerforms**  
119,290 reached

Facebook Followers -  
**24% increase**

## INDUSTRY SURVEY

An industry-wide survey gathered perspectives of partner association's members to assist in planning the APA's future direction and allocation of resources. Most respondents were engaged with the APA throughout the year and assisted our mission by reaching pavement type selection makers by sharing APA materials. Respondents report a desire for continued association leadership for industry promotion, with over 60% indicating a preference for national and state asphalt associations to work together to capitalize on opportunities — a core competency of the APA!

- Most deployed assets: **publications and webinar registration information**
- 2021 Priorities: **resources** and **webinar series** on **private markets**

## APA ADVISORY COUNCIL SURVEY

The members of the APA Advisory Council were surveyed in November and results were benchmarked against results from the same survey taken in March 2019. Significant advances in the overall structure, performance, and trust in the partnership are witnessed.





## LOOKING FORWARD

### 2021 EDUCATION, RESOURCE DEPLOYMENT, AND BUILDING TRUST

The pandemic forced us to work and collaborate differently in 2020. Moving forward we expect some of those challenges to remain for the first



half of 2021. In order to effectively engage our audience, we will continue to leverage digital platforms — emails, webinars, and social media — to

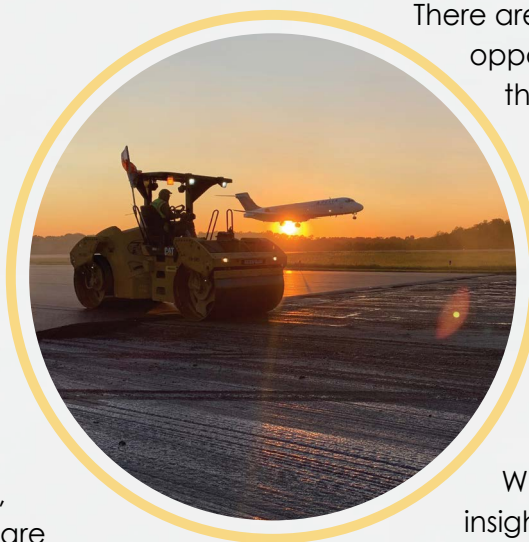
communicate the advantages of asphalt pavement. The APA's top priorities include:

- Robust **educational webinar offerings** throughout 2021
- Promoting **PAVEXpress** to enhance user base
- Adding educational modules to **PAVEInstruct**
- Expand on **new website** with robust private markets section
- Promote **Perpetual Pavement** design through new awards



### VOLUNTEER OPPORTUNITIES

The APA welcomes help and support. The APA Partners — AI, NAPA, and SAPAs — provide volunteers for the APA Advisory Council, Private Markets Subcommittee, Perpetual Pavement Subcommittee, Pavement Design/PAVEXpress input, webinar subject matter experts, and other key programs. If you are interested in assisting our dynamic team, please speak with an APA Partner representative or the APA staff directly.



There are also micro-volunteering opportunities, including: following the APA on social media, sharing APA social media calendar, promoting the APA website, assisting in the deployment of resources and educational opportunities through company website and sharing with pavement type selection makers.

We always appreciate input, insight and ideas that allow us to represent the industry and present the APA as a trusted resource to road owners to keep asphalt as THE pavement of choice!



## THANK YOU

The APA would like to express its sincere thanks to the partners and volunteers who have contributed to our successes in 2020. Without their help — both financial and human — the mission of the APA would be unattainable. We are looking forward to having even greater success in 2021 as we continue to build our unified voice.

## CONTACT US

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