

As the chair of the Asphalt Pavement Alliance (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, growing the industry's market share and incorporated the industry's commitment to conserving natural resources and

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the environment. Focusing on pavement type selection makers, the APA serves as the outward face of the industry. We reach our customers by delivering concise, educational messages through marketing campaigns, email, social media, web content,

publications, webinars, case studies, and direct contact. We continue to increase outreach to road owners and pavement engineers to influence pavement type decisions and I am proud of our shared accomplishments. As we look to the coming year, we will call upon the united voice and rapport that the APA brings. 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**



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

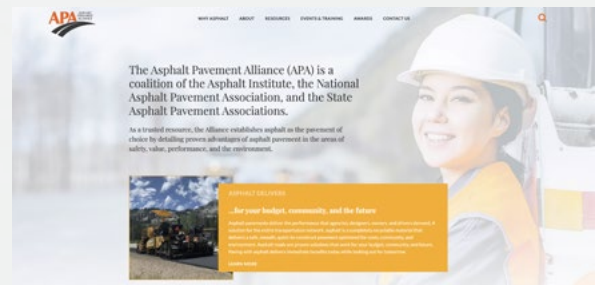
Virtual Learning

- ▶ **10 pavement** webinars were conducted attracting **4,987 registrants**.

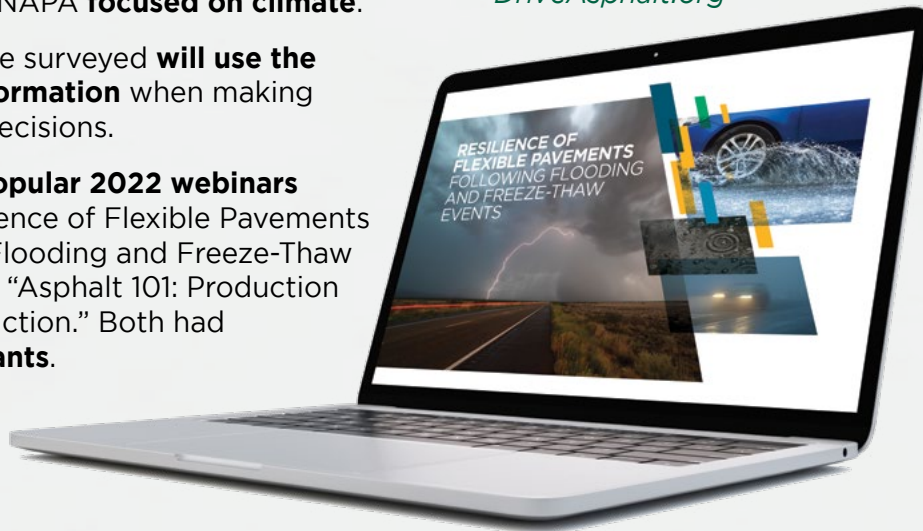
Our webinar participants included **34 DOT agencies** and **141 municipalities**.

- ▶ We co-branded **three webinars** with NAPA **focused on climate**.

- ▶ **96%** of those surveyed **will use the webinar information** when making pavement decisions.
- ▶ The **most popular 2022 webinars** were “Resilience of Flexible Pavements Following Flooding and Freeze-Thaw Events” and “Asphalt 101: Production and Construction.” Both had **546 registrants**.



- ▶ Online campaigns lead **12,601 customers** to our website made just for them, DriveAsphalt.org



- ▶ PAVEXpress.com had more than **9,000 users** this year design public and private roads, industrial pavements, and parking lots.
- ▶ **PAVEinstruct**, the learning module to PAVEXpress, was **updated with new learning modules**.
- ▶ Through social media campaigns, we **reached 16 of the top 20 ENR/Design-Build firms**.

SEEING DECISION MAKERS FACE-TO-FACE

Live Interaction

▶ We interfaced with more than **48,500 customers** at the **annual conferences** of the following organizations:

- ▶ The National Association of County Engineers Annual Conference
 - ▶ International Council of Shopping Centers
 - ▶ American Society of Highway Engineers
 - ▶ American Public Works Association
- ▶ AASHTO



▶ We also represented the industry at the following **conferences**:

- ▶ Greenbuild
- ▶ 4 AASHTO TSP2 Regional Pavement Preservation Conferences
- ▶ AASHTO National Conference



▶ We coordinated subject matter experts to speak to our customers at the following **national and regional events**:

- ▶ American Public Works Association - "Using PAVEXpress"
- ▶ AASHTO Annual Meeting - "Resilience of Roadway Pavements"
- ▶ AASHTO TSP2 Midwestern PPP - "Preserving Performance using Thinlays"
- ▶ MASS DOT Transportation Innovation Conference - "Perpetual Pavements"



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 our **award winners received recognition from around the world** with over **538 media outlets** sharing our PPA announcements.

► This year's record number of PPA awards include:

► **6 PPA: By Conversion** (roads that were converted to perpetual ones using asphalt)

► **6 PPA: By Design** (a road that a road owner designed to be perpetual)

► **14 PPA: By Performance** (roads at least 35 years old meeting Perpetual Pavement requirements)

By performance perpetual pavements average 49.42 years in age



► **“Perpetual Pavements: The Road to Long Lasting Pavement”** webinar

► The DOTs of Washington, Illinois, and Maryland shared their successes with Perpetual Pavements with **20 other state DOTs, 45 municipalities, and 4 (2 first time firms) of the top 20 ENR Design-Build Firms.**



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LOOKING FORWARD

As 2022 ends and we look back at what we set out to do, we are proud of the work we have done hand-in-hand as industry partners. With a small staff and our partners' volunteers, we have reached thousands of pavement type selection makers through our mutual efforts virtually and in-person. We worked to get in front of APA's national audience with subject matter experts sharing compelling information about the short- and long-term benefits of choosing asphalt. We expanded our reach virtually increasing the number of governmental agency participants and Top 20 ENR Design-Build Firms. We ended our webinar series with 3 DOT agencies touting the benefits of Perpetual Pavements. In 2023, we will

- Provide assets for private market heavy duty applications

- Educate on the environmental advantages of choosing asphalt
- Elevate our voice at national events to the APA audience
- Let our audience choose their educational needs with virtual lunch and learn options
- Continue to promote the many benefits of perpetual pavements.

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,



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.

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