Resiliency Despite Adversity 2020 Annual Report

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NATIONAL ASPHALT PAVEMENT ASSOCIATION

Advocate. Advance. Support.

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asphaltpavement.org



We Pave the Way for You

Our Mission

The National Asphalt Pavement Association works to advocate, advance, and support the asphalt pavement industry.

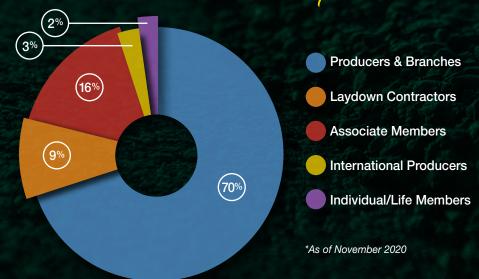
- We advocate by engaging, collaborating with, and educating decision makers.
- We advance the industry through innovation and research, thought leadership, and promoting safe, efficient, sustainable operations.
- We support our members through education, technical advice, recognition programs, and peer engagement.

Our Vision

Asphalt pavements' quality and value pave the way for enhanced mobility and a sustainable transportation network.

With more than 1,200 member companies, NAPA is the only trade association that exclusively represents the interests of asphalt producers and contractors on the national level with Congress, government agencies, and other national trade and business organizations.

Breakdown of NAPA Membership



"WE GET THE MOST BANG FOR OUR BUCK OUT OF THE NATIONAL ASPHALT PAVEMENT ASSOCIATION. THE DUES ARE LOW; THEY FIGHT THINGS AT THE NATIONAL LEVEL THAT I AS A SMALL CONTRACTOR WITH FIVE ASPHALT PLANTS IN LOUISIANA COULD NEVER SURMOUNT."

Jay Winford, Ph.D., P.E., NAPA Chairman & President of Prairie Contractors LLC

2020-2021 National Officers

NAPA is guided by volunteer leaders. It is thanks to those members who serve as National Officers, on the Executive Committee and Board of Directors, as State Directors, and on NAPA committees, councils, and task forces that we are able to best serve the industry.



JAMES A. MITCHELL First Vice Chairman Superior Paving Corp.

JAMES M. WINFORD JR., PH.D., P.E. Chairman of the Board Prairie Contractors LLC



BRADY D. MELDREM Third Vice Chairman Norris Asphalt Paving Co.

CHRISTIAN ZIMMERMANN Second Vice Chairman CRH Americas Materials Inc.



Colas Inc.

PATRICK L. NELSON Secretary Lehman-Roberts Co.



NAPA'S CORE VALUES

3

In Good Times & Bad, We Need NAPA

When we arrived at 2020's finish line, I stopped and asked: "What just happened?" Whether we want to or not, the year 2020 will be one to remember. If anything, it likely taught each of us something new – personally, professionally, or both.

We faced societal unrest, political turbulence, horrific wildfires, and an extremely active hurricane season. And of course – COVID-19. When the pandemic broke, the way we lived and conducted business changed before our eyes. Our industry wondered how our operations and our workforce would be impacted. Would we be deemed essential?

In tandem with promoting our industry's "essential" nature and advocating for COVID relief funding, NAPA launched and maintained a coronavirus website and webinar program to keep us abreast of ever-changing health and safety requirements, specifically as they impacted asphalt pavement contractors and mix producers. NAPA also contacted the Federal Highway Administration (FHWA) to express our concerns with meeting the Code of Federal Regulations (CFR) for in-person quality assurance requirements and technician trainings. Subsequently, FHWA informed states of the flexibility within the CFR. In addition, NAPA worked with FHWA to ensure the division offices and state agencies knew FHWA supported e-ticketing, which enabled rapid implementation.

In the throes of crisis communications and shifting priorities, NAPA staff managed to forge ahead with meeting planned goals for the year, despite working nearly 100 percent virtually for the first time in the association's history. They deployed a new association management system, hosted the Midyear Meeting (virtually, of course), and unveiled a newly designed website that is now integrated with the member database.

IN TANDEM WITH PROMOTING OUR INDUSTRY'S "ESSENTIAL" NATURE AND ADVOCATING FOR COVID RELIEF FUNDING, NAPA LAUNCHED AND MAINTAINED A CORONAVIRUS WEBSITE AND WEBINAR PROGRAM TO KEEP US ABREAST OF AN EVER-EVOLVING SITUATION. Be sure to login at member. asphaltpavement.org to get acquainted with the innovative ways in which members can engage and grow. It comes at the perfect time as we've all successfully pivoted to the virtual space and learned new ways of doing business.

As we flip the calendar from 2020 to 2021, we are assured in not only our mettle but our commitment to creating value and helping our co-workers and peers grow and prosper. That is who we are and what we do. These are our values and the way we run our individual businesses and our association.

I remain, as your first two-year Chairman since 1965, resolved to keep NAPA strong (remember to use **#NAPAStrong** on social media!). We all need to celebrate the resiliency demanded of us during 2020 and move our industry forward in a positive, professional, and strategic manner. Collectively, we – as NAPA members – are stronger together.

James M. (Jay) Winford, Jr., Ph.D., P.E. NAPA Chairman, 2020 & 2021 President, Prairie Contractors LLC

A Year of Change...

 Our Vision: Asphalt pavements' quality and value pave the way for enhanced mobility and a sustainable transportation network.

• Our Mission: The National Asphalt Pavement Association works to <u>support</u>, advocate, and <u>advance</u> the asphalt emport industry.



Forging Toward New Horizons

2020 is in the rear-view window, and there's a light at the end of the tunnel as we move into 2021. This year has had a physical and an emotional toll on all of us, but we've come through, with new perspectives and the confirmation that our industry is indeed essential on many levels.

Asphalt is resilient, and so are we. As we look toward 2021, we already know we will continue to face challenges as

NAPA IS POISED TO PUSH THE BOUNDARIES OF ADVOCATING, ADVANCING, AND SUPPORTING THE INDUSTRY. an industry – states' budget crises, the need for recovery and long-term funding, workforce shortages, and our role in the next chapter of sustainable infrastructure. Our Board of Directors is ensuring NAPA has the proper foundation to consistently tackle key issues. With more robust committee structures, a continued commitment to providing technical, regulatory, and marketing expertise; and newly modernized operations, NAPA is poised to push the boundaries of advocating, advancing, and supporting the industry.

I want to especially express my gratitude to our Chairman, Jay Winford, for his leadership. Throughout 2020, he has unified our industry while acknowledging and absorbing different viewpoints. He truly cares for our industry and staff; we know we can count on him. Jay has even agreed to serve another year as chairman to ensure that he can effectively spread our industry's message as travel restrictions begin to lift in 2021. As one of our Executive Committee members remarked, "Our industry is lucky to have Jay's leadership for another year."

I am so proud of what out volunteer leaders and staff have accomplished in 2020 despite all odds, and I am truly pleased to share this annual report with you. In the end, it always comes down to our people – our leaders and the men and women who build asphalt pavements and make us a force in the transportation construction space. I'm certain that in 2021 – with its inevitable peaks and valleys, road detours, and moments of open highway – our industry will reach new horizons.

Audrey Copeland, Ph.D., P.E. National Asphalt Pavement Association President & CEO

Going the Distance: Top 2020 Accomplishments at a Glance



A NEW MARKET FOR ASPHALT IN NATIONAL PARKS

Signed into law in the late summer, The Great American Outdoors Act opens new markets for the asphalt pavement industry by making critical investments in roads, parking lots, and trails in the country's national park system and other public lands. It provides up to \$9.5 billion over five years for priority repairs, with funding from energy production on federally controlled lands and waters. NAPA led the highway construction industry's support for the legislation as it moved through the Senate and the House.

READ MORE ABOUT NAPA'S LEGISLATIVE WINS ON PAGE 23.

Download a NAPA summary of the bill here.



When the Great American Outdoors Act was signed into law in the summer, Andrew Werthmann, Pew Charitable Trusts, wrote the following in an email to NAPA and other supporters:

"WE TRULY WOULD NOT HAVE SEEN THE RESULT TODAY BUT FOR YEARS OF YOUR SUPPORT, ADVOCACY, AND HELP TO MAKE IT POSSIBLE."

Advance.

NAPA ENTERS COOPERATIVE AGREEMENT WITH FAA

On Sept. 25, NAPA signed a cooperative agreement with the Federal Aviation Administration (FAA) to manage a \$3.5 million research and technology transfer initiative. The Asphalt Airfield Pavement Technology Program has multiple focus areas involving asphalt pavements and associated asphalt materials. NAPA secured an additional \$3 million in FY21 as part of the omnibus/COVID bill.





Support.

A MODERNIZED MEMBERSHIP EXPERIENCE AWAITS YOU

In August 2020, NAPA's new association management software (AMS) technology and integrated new website launched. Our goal was to modernize NAPA's membership database and linked software platforms to better serve members. There are six core functions within the AMS that will streamline engagement and functionality for NAPA staff and members, including membership directories and renewals, committee information, meeting registration, product sales, and fundraising. Login and explore all NAPA has to offer today! Any employee of a NAPA member company can now create an individual account and make the most of their NAPA membership, so long as they use their company email when creating login credentials.

Visit NAPA's YouTube channel to view training on how to use and navigate our new website.

Our Strategic Plan

NAPA'S ACTIVITIES ARE CENTERED AROUND SEVEN INITIATIVES ALIGNED WITH MEMBER NEEDS.

Longevity & Growth

Engage and educate stakeholders, such as pavement owners and policy makers, to advance asphalt as the pavement of choice for mobility solutions.

Advocacy

Educate and engage with federal-level policy makers, in collaboration with other organizations, to advance legislation and regulations supportive of transportation infrastructure investment.

Quality & Innovation

Broaden knowledge and use of best practices by leading the industry in technical expertise, research, education, and other tools.

EH&S Excellence

Assist members to protect workers, improve environmental performance, and ensure regulatory compliance.

Workforce Development

Raise the profile of career opportunities and professional development in the asphalt pavement industry.

Association Excellence

Provide superior financial, operational, and people stewardship for the association.

Member Involvement

Deepen member engagement and reach new members through outreach and support, networking opportunities, communications, and member service programs.

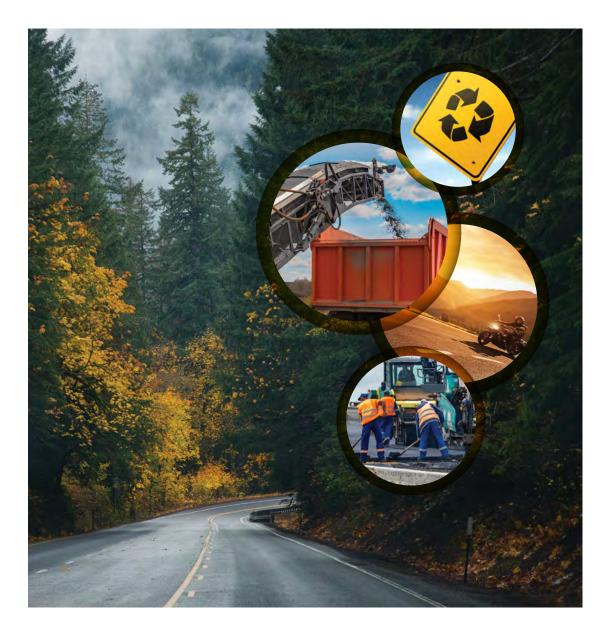
Longevity & Growth

GROUNDED IN RESEARCH

Publishing Accurate Information About Our Industry

NAPA and the State Asphalt Pavement Associations (SAPAs) partnered to support research to outline the advantages of asphalt pavements, counter misinformation, and promote best practices and innovation. During 2020, the SAPAs and NAPA jointly funded \$612,000 for 12 completed projects, including a manual of practice for recycling agents, a report on the environmental and health impacts of reclaimed asphalt pavement, best practices for emulsion tack coats, and methods for addressing tack tracking.

OUR RESEARCH OUTLINES ASPHALT'S ADVANTAGES AND COUNTERS MISINFORMATION.



TARGETING STAKEHOLDERS

Asphalt Pavement Alliance

NAPA played a key role in refining and strengthening the Asphalt Pavement Alliance (APA) when it established the APA Partnership Agreement with the SAPAs and the Asphalt Institute. The APA gets information about asphalt pavements in front of pavement designers and specifiers as well as helps producers best promote asphalt pavements.

- 13 APA webinars aimed at pavement type selection makers and road owners garnered more than **6,000** registrants.
- **2 new awards** were created in the Perpetual Pavement category.
- APA webinars earned a **92 to 100 percent** positive rating.
- PAVEXpress users grew by more than 20 percent.

Click here to read the APA's annual report.

Competitive Advantages

Two case studies were developed to highlight asphalt's competitive advantages. In July, NAPA released a two-page case study and video focusing on speed of construction, specifically on Barriere Construction Co. LLC's French Branch Project in Louisiana. The asphalt work saved \$4.2 million in time cost savings and the proposed construction time was 56 percent of the shortest concrete time bid. The second case study highlights Perpetual Pavements being built by Granite Construction Co. and Teichert Aggregates in California. Analysis by the University of California Pavement Research Center found that Perpetual Pavement design methodology saves Caltrans about \$40 million in undiscounted direct asphalt paving costs over the next 60 years.

ASPHALT VALUE PROPOSITION:

NG CONSTRUCTION TIME AND USER DELAY COSTS

Check out the Value Proposition Playlist on NAPA's YouTube Channel!

Resilience & Asphalt Pavements

Agencies are becoming increasingly aware of the role that pavements play in resilience to natural disasters and long-term climatic changes. In 2020, NCAT started work on an in-depth report for a project that defines resilience as it applies to asphalt pavements, explores key topics around pavement resilience, and identifies useful tools that capitalize on the resilient attributes of asphalt pavements. This report will be an important contribution to the emerging field of infrastructure resilience and establishes a key value proposition for asphalt as a resilient pavement material. A NAPA summary report is slated for publication in early 2021.

Longevity & Growth

NAPA increased its engagement with national and regional media platforms, putting a spotlight on industry hot topics such as workforce development, asphalt's impressive recyclability, highway funding needs, and our industry's place in the greater economic and infrastructure landscape.

THE FOLLOWING MEDIA OUTLETS QUOTED OR FEATURED NAPA IN 2020

• Asphalt Contractor

- OBloomberg Businessweek
- Colorado Public Works Journal
- **•** Construction & Demolition Recycling
- Construction Equipment Guide
- **•** The Conveyor
- **ENR (Engineering News-Record)**
- O HowStuffWorks
- **North American Construction Journal**
- Pit & Quarry
- **OPortable Plants**
- TR News (Transportation Research Board's magazine)
- Waste Advantage Magazine





The Social Factor

- NAPA's Facebook page likes grew 11.2%.
- More than 1,600 NAPA Facebook followers are organically reached per post.
- Engagement rate per Facebook post is 8.4%. The global average is 3.2%¹
- 25k: average, organic tweet impressions per month
- 78% increase in post impressions on NAPA LinkedIn
- The number of people receiving NAPA's monthly social media calendar (and assisting with promoting industry messages) grew by 52% in 2020 (+62 people)

*Facebook numbers annualized based on data collected on Sept. 30, 2020.

IN THE SPOTLIGHT AT CONEXPO-CON/AGG 2020



ForConstructionPros.com interviewed Richard Willis, NAPA Vice President for Engineering, Research & Technology, about NAPA's Workforce Development Committee and its three focus areas: Communications, Promise, and Partnership.

¹ http://bit.ly/3gOJSOU.

Quality & Innovation

WHAT'S THE DEAL WITH PLASTICS?

As media reports and online networks generated interest in the possibility of using recycled plastic waste in asphalt

RECYCLED PLASTICS IN ASPHALT PART A. State of the Knowledge RECYCLED PLASTICS Literature Review RECYCLED PLASTICS IN ASPHALT PART B. Literature Review

NAPA

quarter of 2020, NAPA released Recycled Plastics in Asphalt Parts A and B. Part A provides a state of the knowledge while Part B is an extensive literature review. NAPA also secured

\$800,000 for a TRB study on plastic in asphalt mixtures as part of the omnibus bill.

NAPA also supported research efforts by the National Center for Asphalt Technology (NCAT), funding \$10,000 toward a preliminary proof-of-concept evaluation to determine the impact of adding recycled plastics via the dry process on the volumetric and performance properties of asphalt mixtures and the structural design of asphalt pavements. NAPA released a suite of plastics-related content to open the conversation on this hot topic with industry and stakeholders.

- "The Plastics Conversation," Sept/Oct 2020 Asphalt Pavement magazine, by Richard Willis, NAPA Vice President of Engineering, Research & Technology
- Paul Lum, Technical Director at Colas Inc., talks plastics on "Pave It Black" podcast
- Social media video

INDUSTRY UPHOLDS STELLAR REPUTATION AS TOP RECYCLER

The 2019 Recycled Materials & Warm-Mix Asphalt (WMA) Survey, conducted under contract for FHWA, documents the growing use of sustainable practices by the industry and helps make the case for states to increase their use of reclaimed asphalt pavement (RAP) and WMA. In concert with the survey, NAPA released a recycling video and sustainability-themed "Pave It Black" podcast. Look for the 2020 Recycled Materials and WMA Survey, which will begin collecting data at the beginning of 2021.



For the first time, the survey evaluated greenhouse gas emissions, finding RAP usage saved **2.4 million metric tons of CO₂e**, the equivalent of removing **520,000 passenger vehicles**

from the road.

97 million tons – Amount of RAP our industry reclaimed for future use. The amount of RAP used saved enough landfill space to fill up the dome of the U.S. Capitol **1,223 times**.

The report compiles results from **212 companies** with **1,101 plants** in **48 U.S. states**, the District of Columbia, and one U.S. territory. Of the RAP reclaimed, contractors reused **89.2 million tons** in new asphalt pavements in 2019. This is a nearly **8.5 percent increase** from the 2018 construction season and represents a nearly **59.3 percent increase** from the total estimated tons of RAP used in 2009.

Quality & Innovation

ADVANCING ASPHALT THROUGH PARTNERSHIPS, COLLABORATION

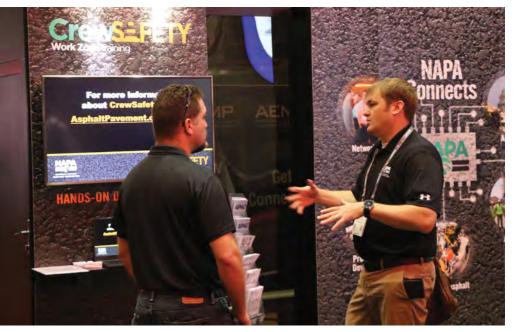
Every Day Counts (EDC)

In July, FHWA began preparing for EDC-6. During this round of EDC, NAPA represents the asphalt industry on two initiatives: (1) e-ticketing and digital as-builts, and (2) targeted overlay pavement solutions. NAPA collaborated with FHWA, state agencies, and academia to develop strategies for the implementation of e-ticketing and highperformance overlays. FHWA and the stakeholder groups will work in 2021 and 2022 to help states move these technologies forward.

Engineers Engaged in Education

At CONEXPO-CON/AGG 2020, more than 1,000 people attended 18 asphalt-specific sessions, which received an average rating of 4.5 out of 5 stars.

The NAPA Engineering team presented or participated (often virtually) in 50 events during 2020. They also hosted a five-part webinar series, Prepare and Protect: A Risk Management Series. In partnership with the Association of Equipment Manufacturers, NAPA serves on the CONEXPO-CON/AGG Education Committee to develop sessions relevant to the asphalt pavement industry. Topics ranged from best practices for residential and commercial paving (the highest attended session) to recycling agents, balanced mix design, and paving technologies.



Brett Williams (right), NAPA Director of Engineering & Technical Support, answers questions at NAPA's booth at CONEXPO-CON/AGG 2020.

U.S. Department of Transportation **Federal Highway Administration**

Peer Exchange

- NAPA participated in FHWA's Peer Exchange on Performance Related Specifications. Industry, agency, and academia provided feedback to FHWA on performance testing during mix design and quality assurance. Key takeaways were that FHWA should help the asphalt community build confidence in different tests, develop an implementation process, and facilitate knowledge integration.
- In the fall, FHWA hosted peer exchanges on pavement resilience and the future challenges related to changing temperatures and increased storm activity. NAPA is working with FHWA to understand pavement design strategies for high-risk areas.

NAPA KNOWS THAT GOOD **GOVERNMENT PARTNERSHIPS** ARE KEY TO CONDUCTING **RESEARCH AND DEPLOYING** NEW INNOVATIONS.

 NAPA continued to develop ENVIRON its partnership with the U.S. Environmental Protection Agency's (EPA) ENERGY STAR Industrial Partners program. A peer exchange group with about 15 member companies discussed energy management at asphalt plants. The program will expand in 2021 with more opportunities for participation in the peer exchange group and release of the EPA's *Energy* Guide for Asphalt Plants.

NCAT Applications Steering Committee (NCAT ASC)

The NCAT ASC reviews the center's programs to ensure the scientific and technical quality of NCAT



activities and reports the results of each review to the NCAT Board of **Directors and NCAT** Director. Brett Williams.

NAPA Director of Engineering & Technical Support, serves on the NCAT ASC in a standing member role. The member Chair for NAPA' Committee for Asphalt Research and Technology (CART) serves on the NCAT ASC in a standing member role.



Advocacy

GOVERNMENT AFFAIRS BY THE NUMBERS

Small but powerful, NAPA's Government Affairs team is the only advocate on Capitol Hill that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress and government agencies.

30+

Number of letters NAPA wrote or signed onto asking Congress to increase infrastructure funding; expand COVID relief funding to transportation, specifically state DOT relief; declare the transportation industry essential; prevent surface transportation project delays; and protect jobs.



\$100,000

Amount the NAPA Political Action Committee collectively contributed to **52** candidates during this election cycle.



120+

virtual meetings/ conference calls between the NAPA Government Affairs team and members of Congress and their staff.





HIGHWAYS DRIVE AMERICA

NAPA joined the 11 member associations of the Highway Materials Group (HMG) in the launch of Highways Drive America, a social media campaign designed to raise awareness about the critical need to fund highway infrastructure as a way to stimulate the nation's return to work and the economy's recovery in the wake of COVID-19. For every dollar invested in transportation infrastructure, the U.S. sees \$3.70 in economic growth, according to a University of Maryland study. Social media shareables for the Highways Drive America campaign are available here.

1.6 million

Number of Twitter impressions for the Highways Drive America campaign.



5,866

Number of digital messages sent to Congress as part of four NAPA campaigns for surface transportation investment and financial relief for state departments of transportation.



32,393

Number of people reached with Jay Winford's video pitch to Fight for Highways.



Advocacy

TCC Fly-In Recap

More than 800 attendees joined to hear from four congressional committee leaders.

As Congress negotiated COVID-19 relief and recovery legislation, the Transportation Construction Coalition (TCC) hosted its first ever virtual Fly-In in May. During the briefing, moderated by Jay Hansen, NAPA's Executive Vice President for Advocacy, attendees heard from four congressional committee leaders on the prospects of short-term relief legislation for state departments of transportation as well as the long-term reauthorization of the FAST Act. In the first hour of a TCC campaign launched at the Fly-In, more than 1,000 digital messages were sent to the Hill to convey that any delay in legislative action will jeopardize construction jobs and economic recovery efforts.



Jay Hansen, NAPA Executive Vice President for Advocacy, prepares for the 2020 virtual TCC Fly-In.



Our Very Own Leading Lobbyist

Ashley Jackson, NAPA Senior Director of Government Affairs, certainly proved Association Trends correct in their selection of her as a 2020 Leading Lobbyist. Shortly after the pandemic broke, Jackson launched "Act Now to Secure and Grow America's Highway Funding," an online campaign that compelled more than 1,900 industry leaders to ask their representatives for immediate financial relief for state DOTs. Prior to COVID-19, Jackson secured \$3 million for the asphalt airfield pavement research program as part of the Federal Aviation Administration reauthorization and the FY2020 transportation appropriations bill. As NAPA's point person in day-to-day lobbying, she focuses on surface transportation and aviation authorizations, as well as annual appropriations bills.

An Overview of Highway Legislation

Note: Of the legislation described below, the Great American Outdoors Act and HR 133 Consolidated Appropriations Act FY21 are the only ones signed into law as of publication of this Annual Report.

	GROWS FUNDING	SECURES RESEARCH	PROTECTS MARKET
SENATE Highway Bill	Through 2025, grows annual highway investments by 27%.	Reauthorizes the Accelerated Implementation and Deployment of Pavement Technologies (AIDPT) Program.	No pavement-type selection or pavement design mandates.
HOUSE HIGHWAY BILL	Through 2025, grows annual highway investments by 40%.	Reauthorizes AIDPT Program.	No pavement-type selection or pavement design mandates.
	Grows highway investment in fiscal year 2021 by 25%.	Provides \$3 million for the airfield asphalt pavement research program.	No pavement-type selection or pavement design mandates.
HOUSE THUD	Provides \$46.4 billion in federal aid highways and \$10 billion in additional funding for state DOTs.	Provides \$800,000 for research on plastic in asphalt mix.	Adds language directing the U.S. DOT to support "materials neutral decisions that do not promote or provide preference for specific building materials."
SENATE THUD		Pending	
GREAT AMERICAN OUTDOORS ACT	Up to \$650 million annually of new federal funding for deferred maintenance on road, trails, and parking lots on National Park Service and other federal lands.		No pavement-type selection or pavement design mandates.

EH&S Excellence

TOOLS TO HELP MEMBERS NAVIGATE COVID-19

The first half of 2020 saw a dramatic shift in NAPA and industry EH&S priorities, from advocating regulatory relief and assisting member companies with EH&S compliance to almost a sole focus on helping industry respond to the COVID-19 pandemic. In March, NAPA launched comprehensive COVID H&S web pages to help keep industry workers safe and aware of ever-changing COVID-19 directives. During the early phase of the pandemic, NAPA released three key industry-specific, COVID-19 guidance documents:

- Exposure Prevention,
 Preparedness & Response
 Plan template,
- Information on respiratory protection in partnership with ARTBA, and a
- Fit-for-Duty Temperature Screening Protocol



NAPA members took the pandemic seriously and implemented procedures to ensure workplace health and safety. Photo credits: LEFT - Carl Thiemann, Vecellio Group, corporate parent of Sharpe Bros.; RIGHT - Paula Shuford, Herman Grant Co.

Advocating for Regulatory Relief

NAPA-led coalition efforts:

- Expanded Federal Motor Carrier Safety Administration (FMCSA) truck-driver Hours of Service (HoS) industry-specific exemption to all construction-related assets.
- Persuaded OSHA that COVID-19 fit-for-duty information, including temperature scans, should not be considered as medical information pursuant to OSHA's Medical Records Standard.
 - **Questioned** EPA's revised stormwater management rule and made news at *Inside EPA*.



Wulfenstein Construction Co. Inc.

Committed to Science

Although decades of scientific research continue to support the lack of adverse environmental impact from asphalt mix plant operations or asphalt pavement itself, community and environmental agency perceptions can still present challenges. Throughout the year, NAPA assisted members with contentious permitting situations, albeit with mixed outcomes and often dependent on locationspecific constraints.

NAPA continues to address regulatory agency concern with potential RAP leachate. Late in the summer, two universities released similar study findings on potential emissions from asphalt pavement – one study identified potential stormwater runoff emissions, and another identified potential air emissions. NAPA took steps to understand and address the research, joining a coalition with the Asphalt Institute, the European Asphalt Pavement Association, and others.

More information on how NAPA is addressing these studies is available in this member brief.

EH&S Excellence



National Work Zone Awareness Week 2020

NAPA, alongside its 19 partner associations and their respective memberships, lit up social media during National Work Zone Awareness Week in April. With contractor involvement, the hashtag #WatchForUs trended on social media more than the official observance tag of #NWZAW. In addition to typical social media initiatives, NAPA sent more than 8,000 construction family decals to contractors prior to the annual observance. These decals were largely distributed by contractors to their employees so that the WatchForUs message is front-and-center throughout the year. While NWZAW is one-week long, contractors are encouraged to continue using the WatchForUs toolkit. IN ONE WEEK, THROUGH A FACEBOOK ADVERTISING CAMPAIGN THAT TARGETED MEMBERS OF THE DRIVING PUBLIC, NAPA REACHED ALMOST 75,000 PEOPLE, GENERATING NEARLY 78,000 IMPRESSIONS.



Training During the Pandemic

Social distancing requirements due to COVID-19 have changed the way contractors need to approach providing safety training to their paving crews. CrewSafety: Work Zone Training fulfills safety training needs in a convenient online format. This web-based training includes a Fundamentals course, as well as three job-specific bundles for Drivers, Equipment Operators, and Laborers.



IN 2020, CREWSAFETY TRAINING MODULES WERE PURCHASED FOR 920 PAVING CREW EMPLOYEES ACROSS THE COUNTRY. Listen to what members are saying about CrewSafety:

"IT'S A GREAT ONBOARDING TOOL, IT'S A GREAT ONGOING TOOL FOR TRAINING."

Craig Parker, Executive Vice President, Silver Star Construction Co. Inc.



Workforce Development

GOING VIRTUAL...PRE-COVID

The Workforce Development (WFD) Committee continued its focus on recruitment and retention by participating in the first-ever multi-association workforce venture at the 2020 CONEXPO-Con/Agg in Las Vegas, Nev. NAPA hosted a booth in the workforce development pavilion, which welcomed several groups of local Las Vegas high school students who came to learn about career opportunities available in road construction. Astec Industries Inc. provided virtual reality software so that students could "tour" an asphalt plant at the NAPA booth, managed by NAPA staff and Bryan Wulfenstein of Wulfenstein Construction Co. Inc.

"I thought it [the virtual reality asphalt plant] was pretty cool, and it's an experience I'll remember," said Jessica Spierer, a student at Cimarron High School who is interested in engineering and did not know the asphalt industry was an option prior to visiting the NAPA Workforce Solutions booth.



NAPA collaborated with Gerken on a highly successful Instagram campaign for workforce development. The campaign included two Instagram stories that showcased men and women ages 18-22 in the asphalt industry. The first story showed how a career in asphalt helps build the future; the second encouraged college-aged students to consider a gap year because of the challenges of virtual learning under COVID-19. NAPA put paid advertising behind the stories and ran posts from July 23 through Aug. 28. The numbers are impressive:

Impressions:

More than 1 million **Reach:** 467,000 **Clicks:** More than 4,000

Powerhouse Players in Industry Workforce Development

Members of the WFD Committee presented for FHWA's Highway Construction Workforce Partnership webinar, "Asphalt Industry Workforce Development." The webinar provided an overview of the asphalt industry and its workforce challenges, with case studies presented by the Indiana Asphalt Pavement Association and South Carolina Asphalt Pavement Association. NAPA's Audrey Copeland and Ester Magorka also presented during this webinar.

Supporting Future Leaders

Through the NAPA Research & Education Foundation (NAPAREF), and working with the State Asphalt Pavement Associations, NAPA directed funding for **more than 79 scholarships worth more than \$164,000** in 2020 to civil engineering and construction management students.Since 1994, **more than \$5.4 million in scholarships** has been awarded to **more than 2,500 students**. Since 1986, NAPAREF has **raised more than \$15 million** from the industry to establish and support the National Center for Asphalt Technology at Auburn University.

#ViewFromMyOffice

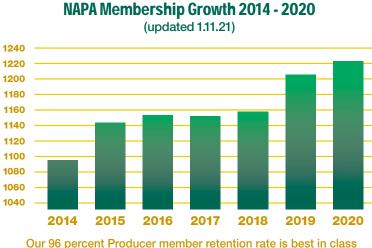
NAPA encouraged members to use #ViewFromMyOffice on social media to show potential job candidates just how much variety there can be in the "office view" of the paving train. Why get a job staring at the same thing every day when you can travel to mountain tops, country sides, valleys, racetracks, football fields, and other locations? Several NAPA members participated, and continue to participate, in this simple and fun workforce development campaign.



Member Growth & Involvement

Overall, more companies joined NAPA in 2020 than in each of the previous four years. Plus, new member applications are 24% higher in 2020 than in 2019, despite COVID-19.

Total new memberships over the past five years:



Our 96 percent Producer member retention rate is best in class for a trade association (average is 91 percent).

A Photogenic Industry

The annual NAPA Fall Photo Contest began in 2018, with just a few entries. In 2019, 12 companies submitted approximately 50 photos. This year, 26 companies submitted more than 70 photos.



Superior Bowen paving at the National World War I Museum and Liberty Memorial in Kansas City, Mo. Submitted by Brian Johanning, Superior Bowen



Jesus Villarreal of Ace-Saginaw Paving Co. earned second place with his artistic capture of asphalt at ground level.



Submitted and taken by Flavia De Faria, CRH Americas Materials, this photo shows Nick Howe, Wendell Downing, Hazen Salls and Neil Jones of Pike Industries, A CRH Co., paving the Statewide North 42287 Project, Route 16 in Jackson, N.H.

This Is "Pave It Black"

In February. NAPA launched its first official podcast, "Pave It Black." Hosted by Dr. Richard Willis, NAPA Vice President of Engineering, Research & Technology, and Brett Williams, NAPA Director of Engineering & Technical Support, "Pave It Black" focuses on the people, issues, and technologies of the asphalt pavement industry, road building, and research and innovation.

Most of the NAPA member participants had never been hosted on a podcast before, so we offer a shout-out to those brave companies who agreed to be interviewed and helped make seasons one and two a success!





- Gallagher Asphalt Corp.
- Superior Paving Corp.
- Headlight
- Asphalt Testing Solutions & Engineering
- Lakeside Industries Inc.
- Bluegrass Testing Laboratory
- XBE LLC
- Silver Star Construction Co. Inc.
- Wirtgen America
- Lehman-Roberts Co.
- Colas Inc.

Learn more about "Pave It Black" and find past episodes here: https://www.asphaltpavement.org/ news-resources/podcast

Look for season three in early 2021!

Women of Asphalt

Major Women of Asphalt accomplishments in 2020:

- Initiated 8 state branches
- Launched a mentorship program
 - Welcomed its 1,000th member
- Delivered a college course, "Sustainable Asphalt Engineering," in conjunction with the U.S. DOT Women in Transportation Initiative, the University of Florida, and many NAPA members who served in guest speaker roles.



Member Involvement

2020 MEETINGS RECAP

NAPA's meetings provide a range of networking and educational opportunities for attendees, as well as a platform for hosting committee meetings that guide the association's activities.

- 65th Annual Meeting in Hawaii
 950+ attendees
- Virtual Midyear Meeting
- 250+ attendees

"VERY GOOD NETWORKING OPPORTUNITY. I MET MORE CUSTOMERS IN ONE WEEK THAN POSSIBLE DURING THE YEAR."

 NAPA member response in Annual Meeting survey



ENNIALS

965 - 1979

Photo credits: Gary Fong



The 2020 Annual Meeting in Hawaii focused on workforce development topics and featured keynotes and Gen Z experts David and Jonah Stillman.





NAPA Hosted First Virtual Midyear Meeting

More than 250 people registered for the NAPA Midyear Virtual Meeting in July, which featured keynote speaker and economist Anirban Basu, and three days of informative sessions on:



- Highway legislation
- E-ticketing
- COVID-19 health and safety practices
- Asphalt's speed of construction
- Virtual lab assessments
- A manufacturer perspective on the

pandemic's impact on the supply chain

• Updates on Women of Asphalt initiatives

NAPA Chairman Jay Winford and NAPA President & CEO Audrey Copeland opened and closed each day of sessions. Panelists and moderators included NAPA members, staff, academics, and industry stakeholders.

"I MOST ENJOYED THE DIVERSE VARIETY OF TOPICS IN THE PANELS, BUT ALSO A FOCUS ON INDUSTRY IMPACTS FROM COVID-19." – NAPA member response in Midyear Meeting survey



For information about upcoming meetings and events, visit https://www.asphaltpavement.org/programs/napa-events.

Member Involvement

In the Know, On the Go

More than 5,700 online learners from over 20 countries attended the 30+ webinars offered in 2020.



NAPA webinars featured a variety of topics including a three-part PAVEXpress series in partnership with the Asphalt Pavement Alliance (APA), risk management, workforce development, market outlook for the asphalt industry, COVID-19 impacts on business and the workplace, and a new NAPA member briefing series.

NAPA and APA have partnered to offer Registered Continuing Education Program (RCEP) approval for many of our webinars. RCEP is a nationwide portal for professional development education and record-keeping that makes it easy to keep current with professional development requirements, find courses, and manage your continuing education credits.

NAPA offers on-demand webinars via the NAPA Online Store at https://member.asphaltpavement.org/Shop/Product-Catalog.

Upcoming NAPA Webinars can be found at https://www. asphaltpavement.org/programs/napa-webinars.

Asphalt Pavement Magazine Contributors

More members authored articles for *Asphalt Pavement* magazine in 2020 than they have in the previous three years, from features on projects and innovations to our bi-monthly Member to Member series focused on best practices at the plant and job site.

"Cosmic Guru Builds Even More Efficiency Into E-Ticketing" By Fara Foster, Lehman-Roberts Co. "Be on the Cutting Edge of Intelligent Construction" By The Transtec Group "RAP to the Rescue" By Susan Listberger, Cargill

"Adding Safety to the Mix" By Chris Croom, S.T. Wooten Corp.

"The Simplest Hydrocarbon" By Scott Johns, CLEANCOR LNG

"Family Matters" Co-authored by Todd McDonald, Broadstone Advisors LLC and Monica Dutcher

"Setting a Course to Bring Women Into the Industry" Co-authored by Molly Soltis, Asphalt Testing Solutions & Engineering and Monica Dutcher



Shelly & Sands Wins Sheldon G. Hayes Award, Makes Congressional Record

The 2019 Sheldon G. Hayes (SGH) Award winner was announced at the Awards Breakfast at the 2020 NAPA Annual Meeting in Hawaii. The award recognizes the top highway pavement utilizing over 50,000 tons of asphalt. Shelly & Sands Inc. of Zanesville, Ohio, and the Ohio Department of Transportation won for their mill and fill of 23 lane miles on I-77 in Guernsey County. Finalist honors went to Dunn Construction Co. Inc. for work on I-459 in Hoover, Ala., and Kiewit Infrastructure South Co. for I-10 in Crockett County, Texas.





Shelly & Sands Inc.'s winning project used 25 percent RAP on the intermediate course, 15 percent on the surface course, and a thermal scanner to monitor pavement temperature segregation. On Feb. 21 in the U.S. House of Representatives, Rep. Troy Balderson (R-OH) congratulated Ed Morrison, Shelly & Sands Inc. Quality Control Director, and the entire Shelly & Sands team based in the Congressman's hometown of Zanesville for winning the 2019 SGH Award. In his remarks, Balderson described the significance of the SGH Award and the innovations Shelly & Sands used on I-77 in Guernsey County.

Click here to read more about the 2019 Quality in Construction Awards winners and finalists.

For more information on the NAPA Awards Program, click here.

2021 Executive Committee

The NAPA Executive Committee is made up of members who manage, supervise, and direct the affairs of the association subject to the approval of the Board of Directors.

Stanley G. Bass, Vulcan Materials Co.
Kurt Bechthold, Payne & Dolan Inc., a Walbec Group Co.
Robert Doucet, Colas Inc.
Jason C. Duininck, Duininck Inc.
Brian Endres, Payne & Dolan Inc., a Walbec Group Co.
Dan Gallagher, Gallagher Asphalt Corp.
John L. Harper, Wiregrass Construction Co. Inc.
John J. Keating, CRH Americas Materials Inc.
Kevin Kelly, Walsh & Kelly Inc.
Jay Lemon, Haskell Lemon Construction Co.
Brady D. Meldrem, Norris Asphalt Paving Co.
James A. Mitchell, Superior Paving Corp.

Patrick L. Nelson, Lehman-Roberts Co.
Brad Oneglia, O&G Industries Inc.
John Quade, Knife River Corp.
Ronald A. Sines, CRH Americas Materials Inc.
Steven M. Warren, Warren Paving Inc.
David White, Superior Paving Corp.
Peter A. Wilson, Barriere Construction, A CRH Co.
James M. Winford Jr., Prairie Contractors LLC
Christian Zimmermann, CRH Americas Materials Inc.
Audrey Copeland, NAPA President & CEO



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Ajax Paving Industries of Florida LLC

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HAWAII: John Romanowski, Jas. W. Glover Ltd.

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MARYLAND: **Robert Scrivener**, Reliable Contracting Co. Inc.

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CRH Americas Materials Inc.

NEW JERSEY: **Pete Kochek**, Weldon Materials Inc., Weldon Asphalt Division

NEW MEXICO: **Bryce Kidd**, K. Barnett & Sons Inc.

NEW YORK: **William Schmitz**, Gernatt Asphalt Products Inc.

NORTH CAROLINA: Allen Hendricks, Blythe Construction, a division of Eurovia USA

NORTH DAKOTA: **Dan Thompson**, Border States Paving Inc.

OHIO: Brent Gerken, Gerken Materials Inc.

OKLAHOMA: **Tim Wilson**, JOB Construction Co.

OREGON: **Chris Doan**, Knife River Corp., Central Oregon Division

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SOUTH DAKOTA: **Jason P. Bowes**, Bowes Construction Inc.

TENNESSEE: **Glenn Chambers**, Vulcan Materials Co.

TEXAS: **Albert Schlather**, Colorado Materials Ltd.

UTAH: **Craig Fabrizio**, Staker Parson Cos., A CRH Co.

VERMONT: Frank L. "Chip" Whitcomb, Vermont Blacktop Corp.

VIRGINIA: **David White**, Superior Paving Corp.

WASHINGTON STATE: **Mike Lee**, Lakeside Industries Inc.

WEST VIRGINIA: **Willie Crane**, West Virginia Paving, A CRH Co.

WISCONSIN: **Stephen Kennedy**, Rock Road Cos. Inc.

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EXECUTIVE: **John Quade**, Knife River Corp.

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NAPA PRESIDENT & CEO: Audrey Copeland

The NAPA Team

NAPA's skilled staff provides its members with direct access to engineering, sustainability, health & safety, regulatory, legislative, marketing and communications information and expertise.

NAPA PRESIDENT & CEO

Audrey Copeland, Ph.D., P.E.

ENGINEERING, RESEARCH, & TECHNOLOGY

J. Richard Willis, Ph.D. Vice President for Engineering, Research, & Technology

Joseph Shacat Director of Sustainable Pavements

Brett Williams Director of Engineering & Technical Support

GOVERNMENT & REGULATORY AFFAIRS

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