Road Map

PAPA — Pennsylvania Asphalt Pavement Association — Pennsylvania Rides on Us.

2. Maintaining Cooperative Relationships

- Evaluate 947 for quality requirement. (S)
- Team with APC and PSATS to promote BMP for paving. (S) (E)
- Strengthen collaboration with NAPA, ACEC, PACA and APC. (M)

3. Maintaining Legislative Relationships

- Establish Legislative Committee. (S)
- Promote "grass roots" contact of members and legislators. (L)
- Provide asphalt marketing materials to legislative staff. (L)
- Approach legislators with clear marketing message.

1. Engaging Members

- Enhance value proposition statement for membership. (S)
- Clarify charters for each committee. (S)
- Promote participation on committees for all members. (E)
- Enhance website as resource for member engagement. (M)
- Explore role and viability of Workforce Development Committee. (E)

4. Ensuring Product and Pavement Quality

- Develop and deliver technical training to pavers and inspectors. (T)
- Develop sound performance metrics with data-based results. (T)
- Continue to improve quality of processes, procedures, policies in PA. (T)
- (M) Expand tech committee to include more paver representation. (T)

5. Promoting Asphalt Pavements

- Demonstrate performance superiority to DOT and consultants. (M)
- Enhance visibility of successes, such as "wall of fame." (M)
- Re-engage Marketing Committee. (S)
- Develop message and methods for legislative approach. (M)
- Define approach to A&E firms and related education. (M)
- Analyze losses to concrete (competitive analysis). (M)
- Promote riders' preference for asphalt. (M)

6. Innovating and Achieving Sustainability

- Maintain awareness of industry innovations – evaluate and disseminate through committees and website. (S)
- Cultivate thought leaders in industry and promote this expertise. (M)

7. Ensuring Association Viability

- Link business plan with strategic plan. (S)
- Explore additional program opportunities for revenue generation. (E)
- Develop leadership candidate criteria. (E)

Mission: "To promote and provide to our customers the best available asphalt pavement technology and to represent and serve the common interests of its members."

Committees: (S) Staff   (E) Executive   (M) Marketing   (T) Technical   (L) Legislative