ACPA Mission

ACPA develops and protects concrete pavement markets through education, advocacy, marketing and industry technical leadership.

ACPA Vision

Concrete is the pavement material of choice benefitting communities and society within US, state, and local economies.

Goals of the Strategic Plan

I. The federation is collaborating with a common purpose for the good of the industry.

II. ACPA is anticipating and building the knowledge to solve future paving challenges.

III. Policy and decision makers understand the positive impact concrete pavement can have on our environment.
GOALS (5-year outcomes) and OBJECTIVES (2-3-year changes necessary to achieve the goals)

Top level items are Goals and second-level items are Objectives.

I. THE FEDERATION IS COLLABORATING WITH A COMMON PURPOSE FOR THE GOOD OF THE INDUSTRY.

A. Identify the most effective way to prioritize high impact issues / programs
B. Increase chapter strength, participation, and engagement with ACPA.
C. Improve coordination of consistent messaging for greater impact
D. Improve the coordinated delivery of quality technical expertise
E. Advocate ACPA positions at the federal level
F. Celebrate success and increase recognition in the industry (awards)
G. Increase membership development, retention, and engagement
H. Increase revenue to support the organization(s)

II. ACPA IS ANTICIPATING AND BUILDING THE KNOWLEDGE TO SOLVE FUTURE PAVING CHALLENGES.

A. Increase understanding of the role concrete pavement plays in sustainability and resiliency
B. Increase the utilization of actionable market intelligence
C. Continue to improve ACPA’s role in convening expertise and collaborating with other organizations
D. Assimilate information that can cross state lines to benefit all (technical, training, marketing, etc.)
E. Focus ACPA efforts on Workforce and DEI challenges unique to the industry.

III. POLICY AND DECISION MAKERS UNDERSTAND THE POSITIVE IMPACT CONCRETE PAVEMENT CAN HAVE ON OUR ENVIRONMENT.

A. Increase available funding for paving projects and research
B. Increase understanding that concrete pavement is a critical long-term solution to environmental needs
C. Increase the utilization of ACPA insights by key policy-makers
D. Increase targeted engagement with critical organizations
E. Increase the understanding of the impact of low-bid contracts on sustainability and workforce