

# Marketing HMA Pavements – The Colorado Experience



**Presented by: Tom Peterson, P.E.  
Colorado Asphalt Pavement Association**

# Marketing HMA Pavements

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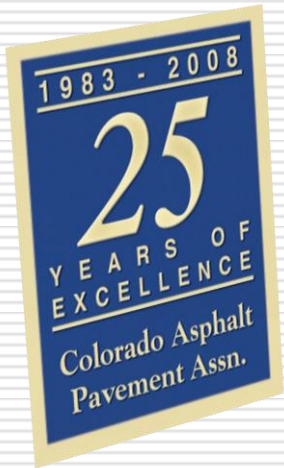
**ASPHALT**  
THE SMOOTH QUIET RIDE

**ASPHALT** *The Sustainable Pavement*

# STRATEGIC GOALS

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## EDUCATION, KNOWLEDGE and SKILLS



**ASPHALT**

*The Sustainable Pavement*

# ***"Education, Knowledge, and Skills"***

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## **LabCAT Board of Directors**

- CDOT**
- FHWA**
- Consultants**
- CAPA**
- Contractors**

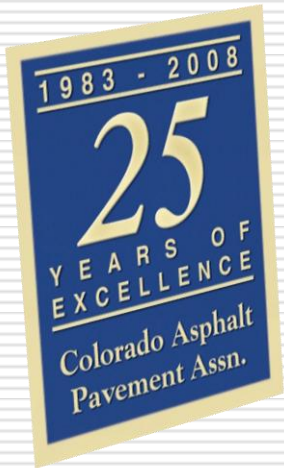




# STRATEGIC GOALS

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## POSITIVE IMAGE & BUILD PARTNERSHIPS



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# Environmental Sustainability

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- ☐ recycling
- ☐ warm mix asphalt
- ☐ reducing energy needs



[www.pavegreen.com](http://www.pavegreen.com)



- ☐ quiet pavements

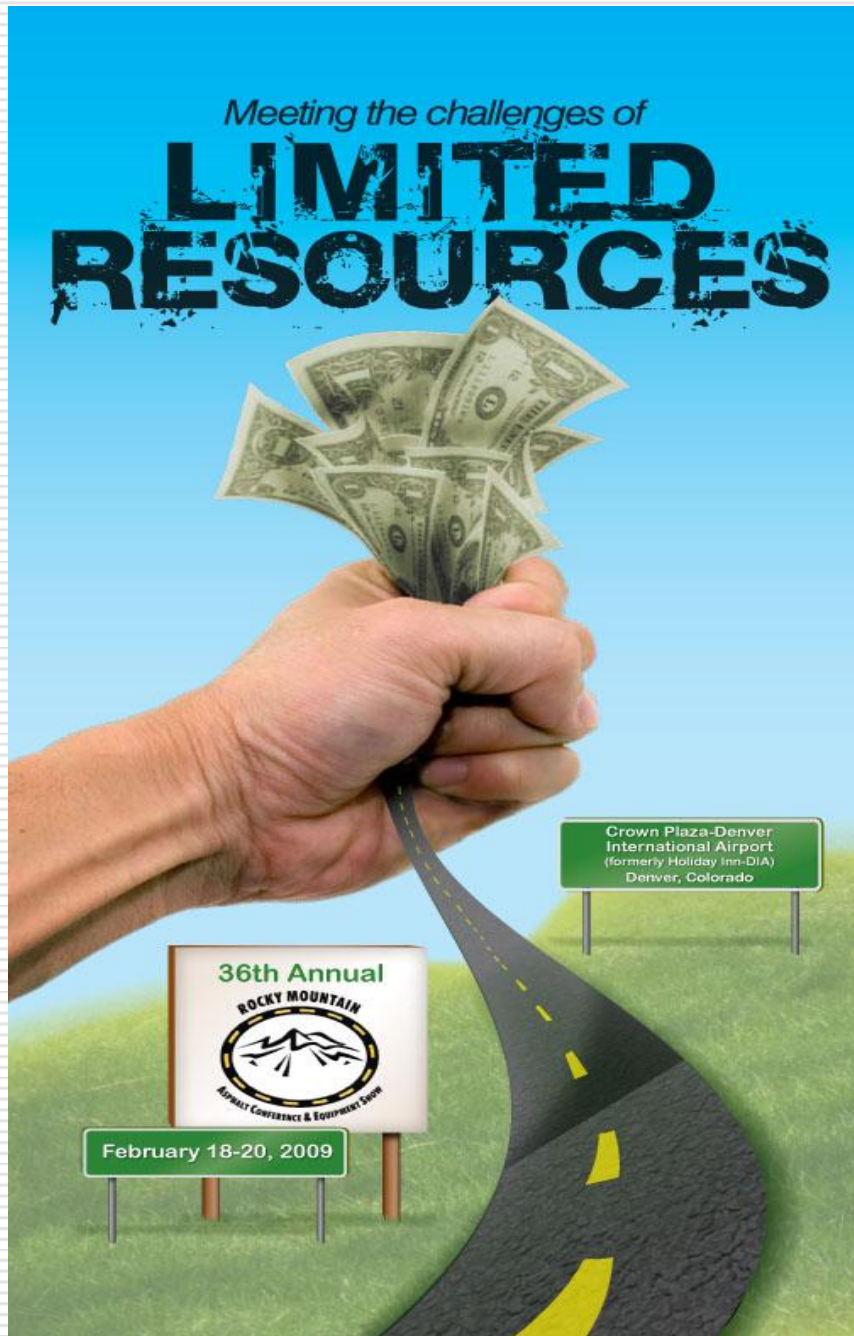
[\(\(\(quietpavement.com](http://(((quietpavement.com)

- ☐ perpetual pavements

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## 36<sup>th</sup> Annual Rocky Mt. Asphalt Conference & Equipment Show

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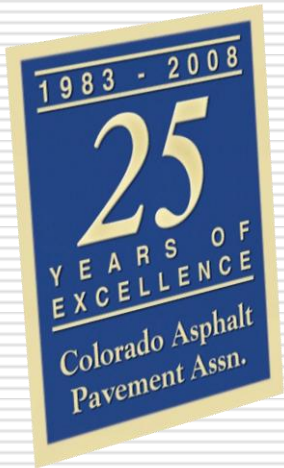
Several asphalt binder related sessions planned for Annual Conference:

- *Understanding the Use of Polymers*
  - *Five Ways to Stretch Your Asphalt*
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# STRATEGIC GOALS

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# TECHNICAL SUPPORT



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# Technical Support & Involvement with Agencies

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- Supply/Availability of Asphalt & Polymer
  - Commerce City Sales Tax
  - PG Binders – *Taking the Mystery Out of the Numbers*
  - Understanding Crude Oil Dynamics
  - 2009 Asphalt Outlook
  - Coordination with polymer industry

[www.modifiedasphalt.org](http://www.modifiedasphalt.org)



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# Asphalt Promotion & Marketing

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## ☐ Engineering

- Perpetual pavements
- Thin lift overlays

## ☐ Environmental

- Porous pavement
- Recycled asphalt pavement (RAP)
- Warm mix asphalt

## ☐ Economics

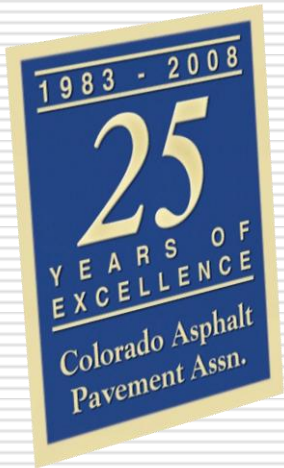
- Time of construction
- Ease of Maintenance
- Smooth, Quiet, Ride



# STRATEGIC GOALS

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## TRANSPORTATION FUNDING



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# Transportation Funding

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- We want more money – *but not too much more*
- We need to understand Pavement Management Principles
  - What will the funds be used for?
  - Spend \$1 today saves \$4- \$10 tomorrow
  - Maintenance = Safety = Sustainability = Smooth Roads

# Good News – (PMA)

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## ☐ PG Grade Stabilization

- PG 58-34, PG 58-28, PG 64-22, PG 64-28, PG 76-28

## ☐ SMA – 1.5 million ton in Colorado

## ☐ Porous Pavements – Bright Spot!

## ☐ Quality Improvement

- Joints
- Segregation
- Smoothness

## ☐ Warm Mix Asphalt

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# The Challenge

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- ❑ Rising Costs
  - ❑ Increased Promotional Efforts by Concrete/Cement Industry
  - ❑ Life Cycle Cost Analysis
  - ❑ Sustainability - Disruptions in Supply
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# Other Issues

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## □ 2008 – very difficult year

- Rising costs
- monthly/spot pricing of AC
- AC/Polymer shortages
- Need for AC adjustment clauses
- Sem Materials situation
- Suspended projects (350,000 HMA tons +)

## □ 2009 - ?

- PMA Need 75,000 PMA tons +
  - T&T requirements, PPA ban, HMA plant blending ban
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