



**Foundation for
Pavement Preservation**

***A New Mission
and Vision***

Existing Mission



Foundation for Pavement Preservation



***To continuously improve the quality
and understanding of pavement
preservation technologies through
education, research, public-private
partnering, and international
exchange.***

Existing Mission



- ***Objectives***
 - ***Educate public officials of the benefits of pavement preservation***
 - ***Support research***
 - ***Technical data (timing, costs)***
 - ***Pavement materials and delivery systems***
 - ***Forum for International Exchange***
 - ***Support public-private cooperation on effective preservation treatments***

Existing Mission



- **Conclusion of the Strategic Planning meetings and direction from the Board of Directors**
- **Essentially complete and we need to move on!!**

Historical Perspective and Accomplishments



- **Foundation for Pavement Rehabilitation and Maintenance Research began in 1992**
- **Foundation for Pavement Preservation began in 1999**
 - **Bill Ballou, First President**
 - **Jerry Eller, Executive Director (2004 – 2008)**

Historical Perspective



- **Establishment of the National Center for Pavement Preservation, 2002**
 - **Michigan State University**
 - **Industry financial commitment – start-up funds and \$50k/year**
 - **TSP2 program**
 - **Training**
 - **AASHTO help desk**

Historical Perspective con't



- **Regional Partnerships**
 - **Midwest**
 - **New England**
 - **Southeast**
 - **Rocky Mountain**
 - **West Coast**
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Historical Perspective con't



- **Preservation Centers**
 - **California Center for Pavement Preservation**
 - **Texas Center for Pavement Preservation**
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New Organization



- **FP2, Inc formed in July 2009**
- **Officers selected**
- **Part time ED selected**

New Mission



***Advocating national policies,
promotional activities, and
research programs that
advance pavement
preservation.***

New Mission



- **Act as an advocate at the national level that will affect legislation for preservation activities**
- **Prepare and distribute promotional information to support the advocacy role**
- **Support research programs outlined in the Transportation System Preservation Research Roadmap**

Advocacy, Promotion, Research



- **Advocacy:**
 - *Educating elected officials through FP2 sponsor company efforts at the national level*
 - *Defining beneficial PP policy and advocating its adoption at all levels of government*

Advocacy



- **Congressional Task Force from AEMA, ARRA, and ISSA “folded” into FP2, Inc.**
- **Selection committee interviewed three Washington firms to represent them**
- **Selected one, Williams and Jensen to represent organization**
- **Assistance from BASF**

Advocacy, Promotion, Research con't



- **Promotion:**
 - *Creating and promoting unified messages for the transportation industry*
 - *Sponsoring key promotional activity events*
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Advocacy, Promotion, Research con't



- **Research:**

- *Promote funding of the PP Research Roadmap*

- *Advocate national programs that update specifications*



New Governance

- **Keep a manageable size board**
- **Small executive committee**
- **Create a nominating committee for executive committee membership**
- **Part time Executive Director**




New Governance con't



- **Recognize inherent conflict new mission creates for government and academia participants**
- **New stakeholders (such as NAPA)**


Industry Input-Feedback Critical



- **Government, academia input very important**
- **FP2 needs the interface to be effective and relevant**

Industry Input-Feedback

Critical con't



- **PP Annual Meeting is one option**
 - “State of PP” annual meeting
 - **Presentations from NCPP, Regional and State efforts highlighting accomplishments, challenges**
 - **Federal perspectives, needs**
 - **PP awards**

An Immediate Task!



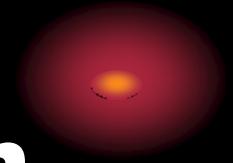
2010 Transportation Bill Authorization



- ***FP2 must craft a clear, concise message***
- ***Deliver to lawmakers as part of TCC Fly-In***
 - ***May 19-21, 2009***

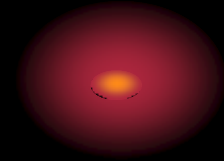
Immediate Task, cont.



- **Provide input to DC firm**
 - **Arrange for meetings with Congressional staff**
 - **Arrange for meetings with Legislators**
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Activities

- **TRB Hospitality Suite**
- **Trade Show participation**
 - **TRB**
 - **AASHTO SOCM meeting**
 - **NACE**
 - **APWA**
 - **Regional Partnership meetings**
- **National PP Conference**



Activities con't



- **Sponsor of International Conference on Pavement Preservation, 2010**
- **Continue NCPP Financial Support**
- **Other budget items include admin support, meeting costs, communications-marketing (to support the goals)**

Suggested Sponsorship Levels



- **Associations \$25k annually**
 - **Corporations**
 - **PLATINUM LEVEL - SPONSOR- \$25,000 or more annually for 2 or more years**
 - **GOLD LEVEL - SPONSOR- \$20,000 or more**
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Suggested Sponsorship Levels, con't



- **SILVER LEVEL - SPONSOR - \$10,000 – \$19,999**
 - **BRONZE LEVEL - SPONSOR - \$5,000 - \$9,999**
 - **FRIEND OF THE FOUNDATION - \$1,000 - \$4,999**
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Pavement Preservation



- **A NATIONAL PRIORITY!!**
 - **Our transportation system cannot support the delivery of goods and services we are accustomed to without an effective transportation system preservation program**
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Thank You!
QUESTIONS?

