

# MARYLAND ASPHALT ASSOCIATION

# STRATEGIC PLAN

## 2026 - 2030

## OUR WHY

### MISSION

We champion a resilient, high-quality, sustainable asphalt industry that builds the connections that carry us out into the world and bring us safely back home.

### VISION

A Maryland where every journey is supported by safe, sustainable, and resilient asphalt infrastructure built through collaboration, innovation, and excellence.

## OUR HOW

### CORE VALUES

**Integrity** - Do the right thing, even when it is not easy.

**Collaboration** - Partnership with public and private stakeholders.

**Quality** - Technical excellence and continuous improvement.

**Stewardship** - Advocacy, sustainability, quality, and protecting public investment.

## OUR WHAT

### STRATEGIC PILLARS (RANKED BY PRIORITY)

#### ADVOCATE FOR FUNDING & POLICY

PURSUE AND PROTECT LONG-TERM TRANSPORTATION INVESTMENTS.

#### ADVANCE OUR INDUSTRY

BUILD RELATIONSHIPS, WORKFORCE EFFORTS, AND EXPAND REPRESENTATION.

#### TRUSTED TECHNICAL RESOURCE

LEAD IN SPECIFICATIONS, TRAINING, AND INNOVATION.

#### PROMOTE INDUSTRY BEST PRACTICES

ADVOCATE FOR SAFETY, SUSTAINABILITY, QUALITY, AND RECOGNITION.



# FOCUS AREAS

## TOP PRIORITY (IMMEDIATE)

DEVELOP AND MAINTAIN A CURRENT ASPHALT ADVOCACY TOOLKIT(S) THAT CAN BE SHARED WITH ELECTED OFFICIALS AND GOVERNMENT AGENCIES.

ADVANCE WORK ZONE SAFETY INITIATIVES.

EXPAND OUR PLANT AND JOB VISITS WITH ELECTED OFFICIALS AND GOVERNMENT AGENCIES.

DEVELOP AN INDUSTRY-WIDE PUBLIC RELATIONS/COMMUNICATIONS CAMPAIGN.

## HIGH PRIORITY (MID TERM)

INCREASE THE NUMBER OF AND OUR PARTICIPATION IN TECHNICAL ADVISORY GROUPS, TEAMS, AND FORUMS WITH GOVERNMENT PARTNERS.

EXPAND OUR TECHNICAL EFFORTS TO IMPROVE THE QUALITY OF ASPHALT MIXES AND SERVICES.

DEVELOP AND IMPLEMENT TACTICS AND STRATEGIES TO GROW OUR MEMBERSHIP BASE.

EXPAND OUR EFFORTS IN THE AREA OF WORKFORCE DEVELOPMENT FOR OUR INDUSTRY WITH NEW PARTNERS AND SHARING CAREER PATHWAYS.



## MODERATE PRIORITY (LONG TERM)

ADVANCE SAFETY COMMITTEE EFFORTS.

EXPAND OUR RECOGNITION PROGRAMS TO HIGHLIGHT QUALITY PRODUCTS AND WORKMANSHIP.

EXPAND OUR ENVIRONMENTAL AND SUSTAINABILITY EFFORTS FOR THE ASPHALT INDUSTRY.

EXPAND AND DELIVER A BROADER RANGE OF NETWORKING EVENTS.

## CURRENT ACTIVITIES

WEEKLY MAA UPDATE (NEWSLETTER)

ANNUAL PAVING CONFERENCE

SHA PARTNERING (LEADERSHIP COMMITTEE, ASPHALT QUALITY TEAM AND ASPHALT ROUNDTABLES)

EXISTING SOCIAL MEDIA AND PUBLIC OUTREACH EFFORTS

EXISTING PARTNERING EFFORTS (E.G. CEAM, NAPA, TRB, QAW, NEAUPG, MDQI, ETC).

LEGISLATIVE COMMITTEE AND ADVOCACY EFFORTS (LOCAL, STATE, AND FEDERAL)

EVENTS COMMITTEE AND NETWORKING EVENTS (HOT MIXER, GOLF, SCHOLARSHIP BLAST, MD NIGHT, HHH)

SUSTAINABILITY COMMITTEE WITH COUNTY AND ENVIRONMENTAL AGENCIES

MD WOMEN OF ASPHALT AND EMERGING LEADERS PROGRAMS

