MARYLAND ASPHALT ASSOCIATION

ESTD 1954

ADVOCACY TOOLKIT

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The Maryland Asphalt Association, in line with its 2026-2030 Strategic Plan, created this Advocacy Toolkit for members and supporters to use when discussing issues affecting Maryland roadway infrastructure. In this document, you will find the issues our industry faces, backed by recent, relevant data, along with concise talking points on key issues and infographics you can use as references.

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DISCUSSION OF ISSUES

1. Funding Decline: Invest in Roads Before They Cost More

Every year we delay road maintenance, the cost to fix it increases, just like routine maintenance on your house. Investing in roads today saves taxpayers money tomorrow and keeps Maryland's transportation system safe and reliable. Waiting to repair roads can cost 6 to 12 times more than making a timely fix.

Key Facts

- SHA knows it needs about **$400 million each year** to keep roads in good condition.
- Maryland has decreased its pavement funding in the past 4 years to **<$200 million**.
- We are now facing a **multi-billion funding gap** for maintaining roads and highways.

2. Funding / Revenue Disparity: Inconvenient Math Problem

Roadway users generate 75% of the funds that could go toward our Transportation Trust Fund from fuel taxes, registration, and titling fees. But only 25% of those funds collected are reinvested in roads. Most go to other modes. A truly sustainable transportation financial model balances revenue with investments.

Key Facts

- Road users generate approximately **75% of Transportation Trust Fund revenue**.
- **Only about 25% of those funds are invested back** into Maryland's roads.
- The share of Transportation Trust Fund dollars dedicated to roads has **dropped from 24% to 16% in the past 4 years.**
- Investing in roads today protects existing infrastructure and helps avoid more costly repairs in the future.

3. Road Quality Ranking: Maryland Deserves Better Roads

Nearly half of Maryland's roads are rated in poor or mediocre condition. Bad roads cost drivers more in repairs, delays, and safety risks than good roads ever cost taxpayers. Well-maintained roads improve safety, reduce congestion, and build a stronger economy.

Key Facts

- Maryland's roads **rank 34th** or worse nationally for quality across all major polls.
    - In key areas like urban conditions and congestion, we **rank 43rd or worse**.
- Nearly **half of Maryland's roads** are rated in poor or mediocre condition.
- **Poor roads increase repair costs** for drivers through vehicle damage.
- Investing now is cheaper than paying for it later.

4. Work Zone Safety: Work Zone Safety Protects Maryland Families

On any given day, roughly 1,000 workers are out on Maryland's roads at 300+ active work sites. Every investment and policy that improves work zone safety is a worker who goes home to their family that night.

Key Facts

- Safe work zones **protect both highway workers and the traveling public**.
- Investments in lane markings, pavement conditions, and safety improvements **reduce crashes and save lives**.
- The state's transportation bond capacity **ensures that safety upgrades on highways and bridges remain funded and active.**

5. Sustainability: Asphalt is Sustainable by Design

Asphalt is one of the most sustainable building materials available because it is recycled and reused repeatedly. Investing in asphalt means investing in a durable, cost-effective, and environmentally responsible transportation system.

Key Facts

- Asphalt is **America's most recycled material.**
- Nearly all asphalt removed from roads can be **reused in new pavement.**
- Modern asphalt technologies **create longer-lasting roads while reducing waste** and supporting lower-carbon construction.
- MAA's newly adopted strategic plan explicitly commits the industry to **championing low-carbon mix designs and advanced eco-friendly specifications.**

DATA-BACKED TALKING POINTS

Use these sharp, data-backed talking points in your conversations with elected officials and the general public.

🚨 The Funding Gap & System Preservation

1. **The $3.8 Billion Deficit:** MDOT and the State Highway Administration (SHA) have openly acknowledged a massive $3.8 billion funding gap specifically for asset management and system preservation.

2. **Starving the Paving Budget:** While the SHA paving budget sits at roughly $180 million annually, SHA data proves it requires at least **$400 million per year** just to maintain Maryland roads in a "state of good repair."

3. **Underfunded Resurfacing:** Even with a recent $200 million injection into the six-year Consolidated Transportation Program (CTP), annual funding levels remain at historic lows when adjusted for historic inflation.

4. **The Cost of Delay:** Deferring routine asphalt resurfacing multiplies costs; fixing a completely failed, structurally ruined road costs up to four to five times more than performing proactive maintenance.

5. **The "Finish Line" Myth:** Celebrating a high-dollar overall transportation budget ignores the fact that roadway asset allocation is severely falling behind - as the MAA puts it, *"We are only at mile marker 5 of a marathon."*

6. **Compounding Damage:** Failing to address deteriorating pavements immediately guarantees that local and state repair backlogs will balloon exponentially over the next three to five years.

💸 Revenue Fairness & Disproportionality

1. **Road Users Foot the Bill:** Approximately 75% of the revenue flowing into the Maryland Transportation Trust Fund (TTF) is generated directly by roadway users through fuel taxes, registration fees, and vehicle charges.

2. **The Shrinking Road Share:** Historically, 24% of TTF dollars supported the state roadway system. Today, that investment has dropped sharply to just **16%**.

3. **The Funding Imbalance:** Over the current six-year CTP, state roadway systems receive only $1.69 billion in state dollars, compared to nearly $5 billion diverted to mass transit and WMATA.

4. **A Return on Investment:** Maryland drivers deserve to see their fuel taxes reinvested directly back into the surfaces they drive on every single day.

5. **Federal Aid Ties:** Federal transportation funding is explicitly tied to the fuel taxes paid at the pump; neglecting roadways puts future federal allocations at structural risk.

6. **Inflationary Erosion:** New vehicle fees passed by the legislature are being quickly absorbed by general transit operations rather than patching the physical gaps in highway maintenance.

🛣️ Road Quality & the Public Reality

1. **Nearly Half are Failing:** According to Highway Performance Monitoring System (HPMS) data, nearly 50% of Maryland's roadways are currently rated in poor or mediocre condition.

2. **Dreadful National Ranking:** The U.S. Chamber of Commerce Redbook ranks Maryland a disappointing **37th in the nation** for roadway investment.

3. **The Impending Cliff:** SHA's own attainment reports warn that the percentage of poor-quality roads in Maryland will **double** in the coming years if current funding allocations persist.

4. **The Cost to Drivers:** Poor pavement conditions cost the average Maryland motorist hundreds of dollars annually in premature tire wear, alignment failures, and suspension damage.

5. **Congestion and Potholes:** Rough, unmaintained pavements cause unexpected traffic bottlenecks, unpredictable commutes, and severe safety hazards on high-speed corridors.

6. **Freight Bottlenecks:** Maryland's supply chain relies heavily on smooth asphalt; deteriorating highways delay the delivery of consumer goods and increase shipping costs.

👷 Safety & Workforce Protection

1. **Work Zone Speed Enforcement:** The MAA heavily advocated for and secured expanded safety corridor enforcement to protect highway workers from speeding motorists.

2. **Protecting Local Workers:** Roadway construction zones are the literal offices for thousands of Marylanders; safe pavements require safe working environments.

3. **Visibility Matters:** System preservation isn't just asphalt – it funds visible lane markings, high-durability reflective elements, and proper roadside drainage that prevents hydroplaning.

4. **Smoothness Equals Safety:** Rutted and cracked pavements trap water and ice, significantly increasing the likelihood of multi-vehicle wet-weather accidents.

5. **Opposing Sweeping General Liability:** MAA successfully fought to amend harmful labor legislation that would have unfairly penalized local general contractors for the unverified practices of distant subcontractors.

6. **A Safe Infrastructure Pipeline:** Securing the state's transportation bond capacity ensures that critical safety upgrades on highways and bridges remain funded and active.

💼 Economic Impact & Local Business

1. **The FY2027 Pipeline:** A healthy infrastructure pipeline keeps thousands of family-sustaining, high-wage construction and engineering jobs directly within Maryland.

2. **Supporting Main Street:** Local asphalt producers directly support hundreds of community businesses, including heavy equipment dealers, local mechanics, restaurants, and uniform suppliers.

3. **Tax Revenue Generators:** The Maryland asphalt industry contributes millions annually in corporate, property, and payroll taxes that fund local schools, first responders, and civic programs.

4. **The Key Bridge Rebuild:** Asphalt contractors remain vital partners in restoring secondary routes, access highways, and logistics corridors impacted by the Francis Scott Key Bridge disaster.

5. **Proactive vs. Reactive Policy:** The MAA continuously monitors and opposes anti-business legislation (like arbitrary commercial financing disclosure mandates) to keep local contractors solvent and competitive.

🌱 Sustainability & Innovation

1. **America’s Most Recycled Product:** Asphalt is the most recycled material in the United States; millions of tons of old pavement are crushed and cleanly reused in new mixes every year.

2. **Perpetual Pavements:** Modern asphalt design allows for "perpetual pavements" where only the very top layer needs occasional resurfacing, leaving the deep structural base intact for decades.

3. **The 2026-2030 Strategic Plan:** The MAA’s newly adopted strategic plan explicitly commits the industry to championing low-carbon mix designs and advanced eco-friendly specifications.

4. **Fighting Over-Regulation:** The MAA successfully opposed counterproductive carbon-scoring frameworks (like the original text of HB437/SB59) that threatened to completely halt vital capacity and safety expansion projects.

5. **Climate-Resilient Blends:** The industry continuously innovates with advanced polymer-modified binders designed to withstand Maryland's increasingly volatile freeze-thaw cycles and extreme summer heat.

NOTE: Consider ending each talking point with the same call to action: "That's why Maryland needs to prioritize smart, long-term investment in our transportation system."

INFOGRAPHICS

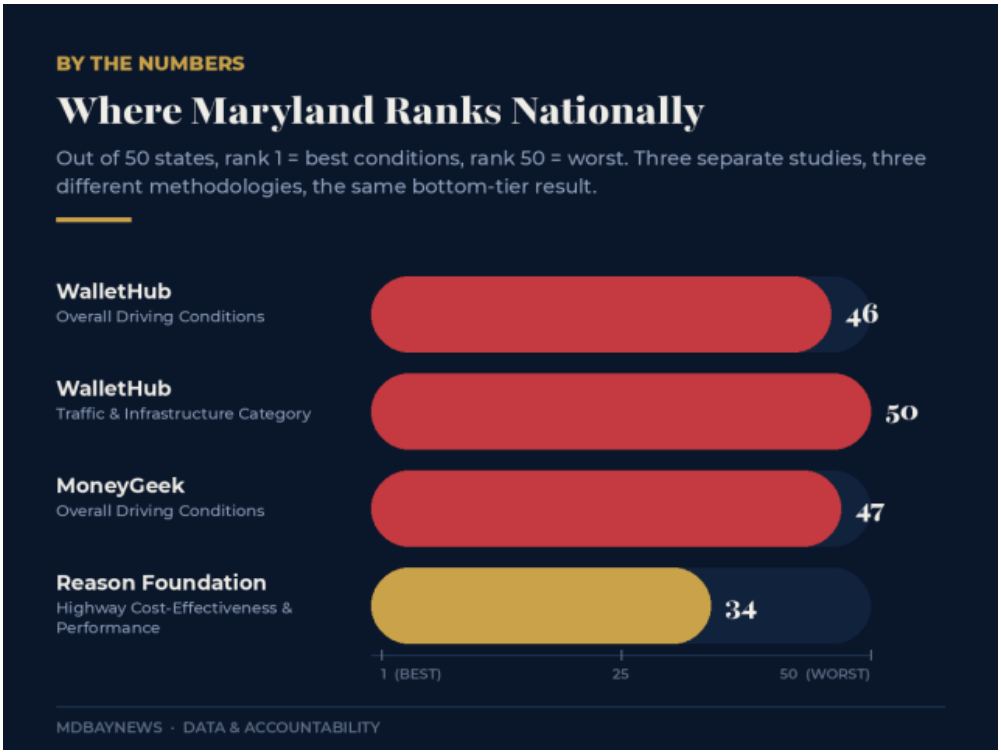


Figure 1. *Where Maryland Ranks Nationally* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

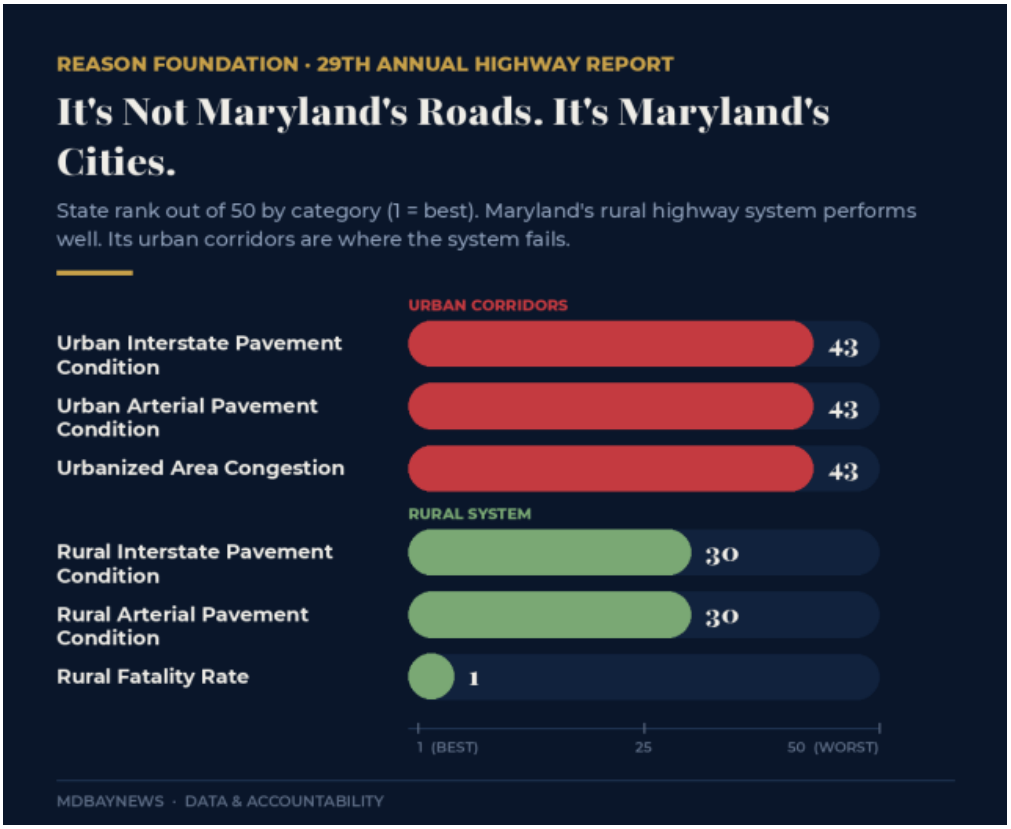


Figure 2. *It's Not Maryland's Roads. It's Maryland's Cities.* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

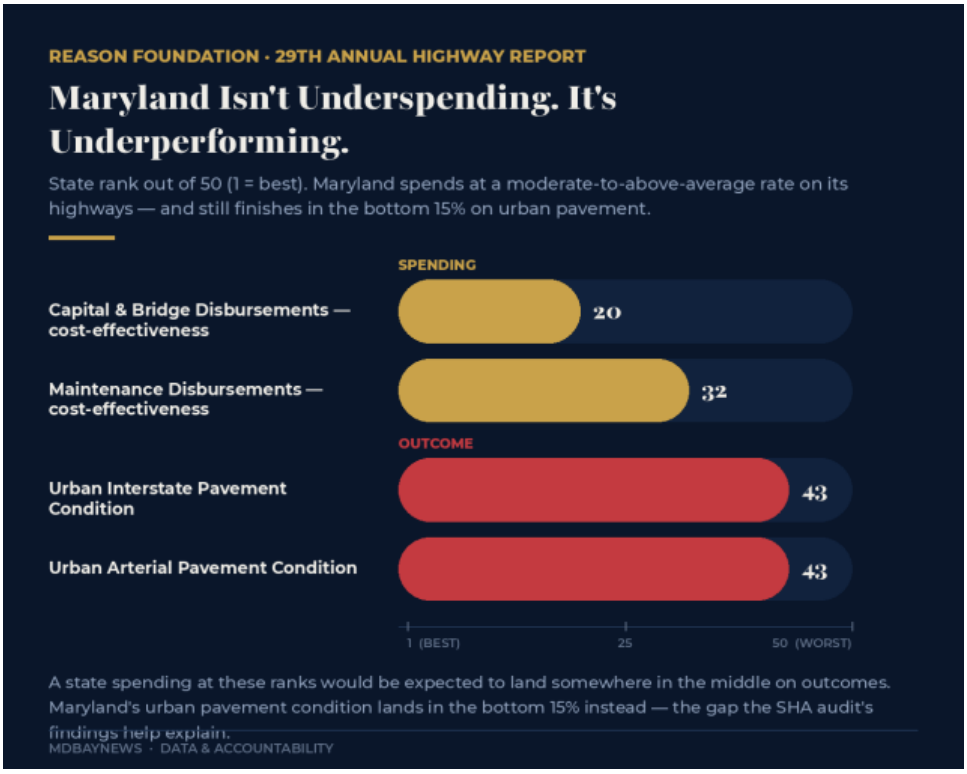


Figure 3. *Maryland Isn't Underspending. It's Underperforming.* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

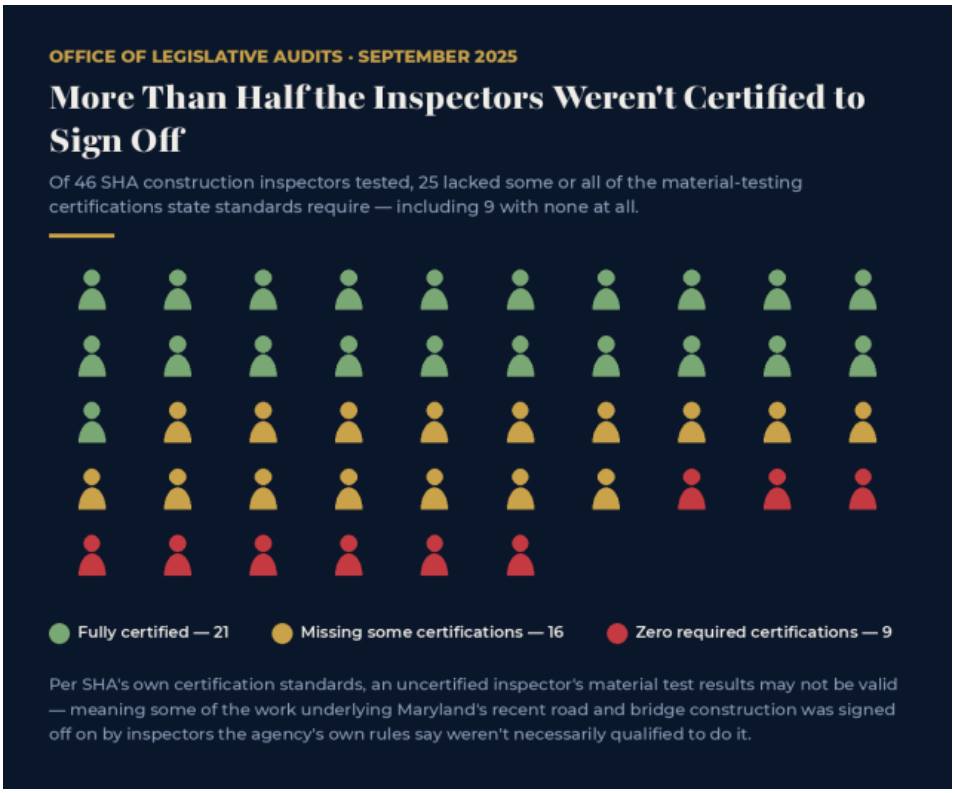


Figure 4. *More Than Half the Inspectors Weren't Certified to Sign Off* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

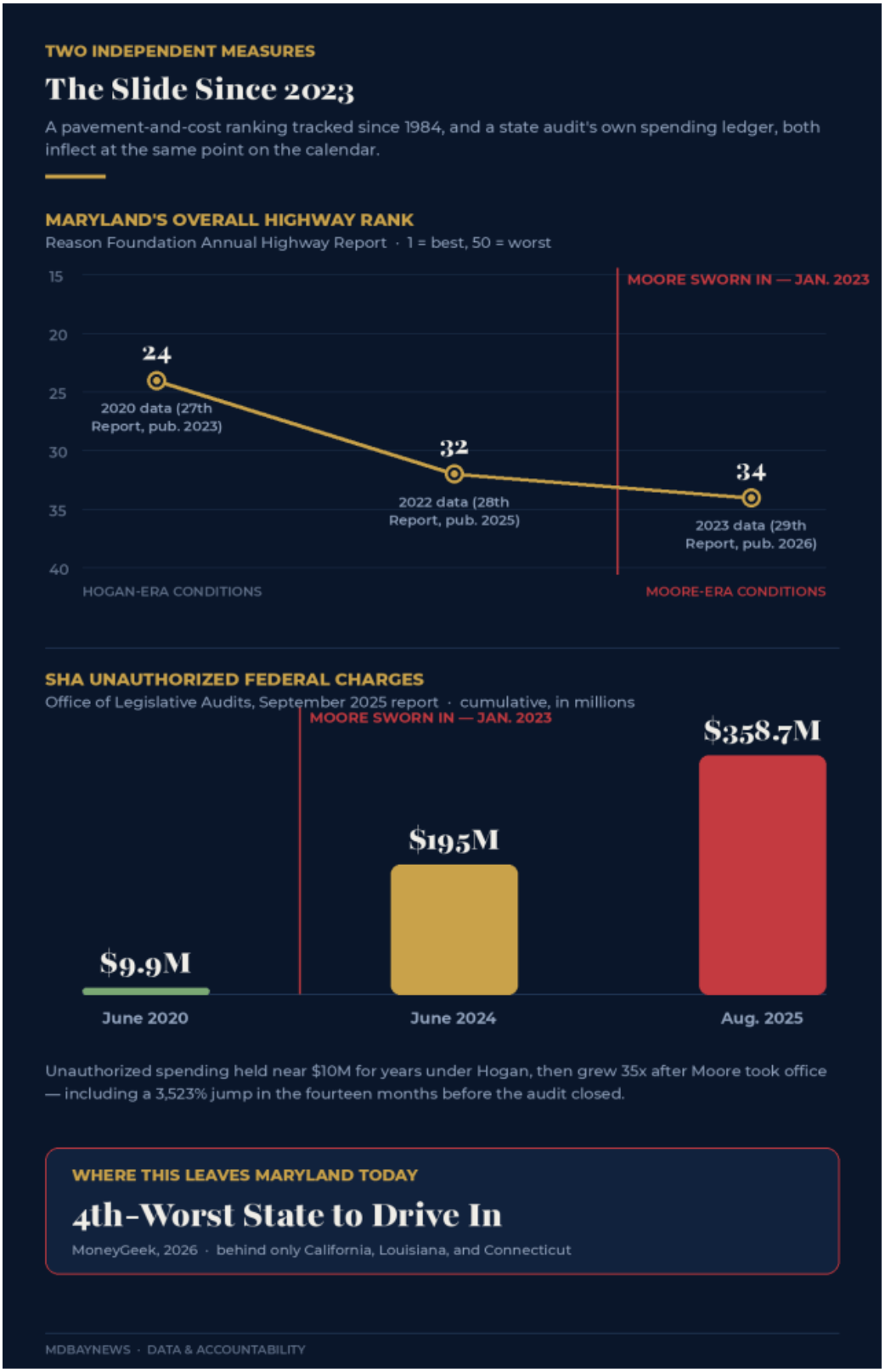


Figure 5. *The Slide Since 2023* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

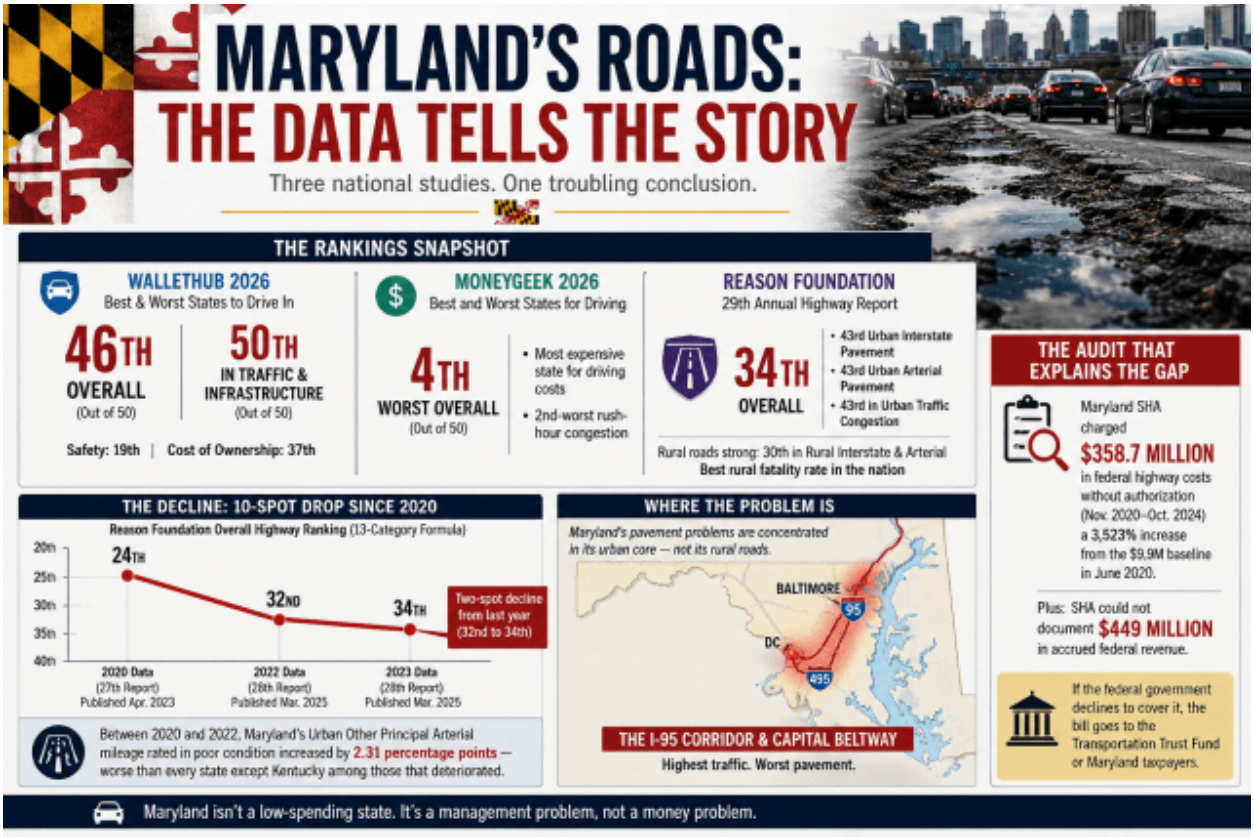


Figure 6. *Maryland Roads: The Data Tells The Story* [Infographic]. Note. From *Maryland Bay News*, by Michael Phillips, 2026.

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