



Minnesota Asphalt
Pavement Association

STRATEGIC PLAN 2026-2028



MISSION & VISION

To be the voice of the asphalt industry, serving MAPA members to the benefit of their customers.

We are 100% Asphalt.

We strive to accomplish this mission by acting as a liaison to state and local agencies, providing technical assistance to members to provide a quality product, and keeping our membership informed of new technologies and training.

FOR MORE INFORMATION:

**(651) 636-4666 | info@mnapa.org
asphaltisbest.com**

MEMBER VALUE PROPOSITION

For asphalt producers, paving contractors, and industry partners seeking a strong consortium, we offer a community of leadership, advocacy, training, technical support, and opportunities to build relationships with key partners and influencers.

OUR VALUES



Integrity



Quality



Leadership

STRATEGIC PRIORITIES

Advocate for Asphalt's Future

- » Champion policies that protect and grow the asphalt industry
- » Secure sustained, fair pavement funding
- » Promote asphalt's full-life value over competing materials
- » Advance uniform, statewide paving specifications
- » Track and influence life-cycle cost analysis (LCCA) standards

Lead on Sustainability and Innovation

- » Lead on smart, balanced greenhouse gas and climate solutions
- » Position asphalt as the energy efficient, low-carbon infrastructure choice
- » Expand use of e-Ticketing, intelligent compaction, and rolling density meters
- » Partner with agencies to pilot new technologies
- » Shape state and local decarbonization initiatives

Deliver Trusted Technical Expertise

- » Be the go-to source for timely, expert guidance
- » Conduct field visits with MnDOT and local agencies
- » Partner with aligned organizations to amplify MAPA's voice
- » Strengthen collaboration with agencies and key stakeholders

Build a Strong, Diverse Workforce

- » Partner with schools and colleges to spark career interest
- » Attract and retain the next generation of paving professionals
- » Grow participation through Women of Asphalt
- » Expand scholarship and mentorship opportunities

Advance Quality and Training

- » Expand MnDOT and industry technical training programs
- » Promote best practices in pavement preservation and performance
- » Champion continuous improvement across the industry
- » Promote quality asphalt implementation throughout the asphalt industry, including pavement preservation

