



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](mailto:info@mnapa.org)  
[asphaltisbest.com](http://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



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