



THE CALAPA PLAN: WHAT WE DO

PPROMOTION

Disseminate information in many different formats that extol the benefits of asphalt pavements as the pavement of choice for roadways, parking lots and other uses in California.

LEARNING

Provide valuable technical information to the industry and our agency partners on best practices, innovative new products, equipment and procedures, and other areas to ensure that asphalt pavements are made and placed in a manner that will be a good value for the owner. This may be accomplished via technical conferences, classes, seminars, publications and other means.

ADVOCACY

Engage in the legislative and regulatory process at the local, state and national level, alone and in coordination with others, to ensure that the interests of the asphalt pavement industry in California are properly considered in the policy and regulatory arena. This may be accomplished by communicating association positions, lobbying, testifying at hearings, holding meetings with key elected officials, etc.

NETWORKING

Provide ample opportunity for members and potential members to interact with each other, develop and strengthen professional relationships, and better understand “who’s who” in the industry as well as with agencies.



CalAPA STRATEGIC PLAN GOALS 2016-21

Strategic Goal	
1. BUILDING PARTNERSHIPS & LEVERAGING RESOURCES	
	1.1. Building Partnerships & Leveraging Resources
	1.2. Partner with other organizations to promote funding
2. EXPANDING & EMPOWERING MEMBERSHIP	
	2.1. Expanding and Empowering Membership
	2.1.1. Show cost/benefit of member dues
	2.1.2. List of member benefits
	2.1.3. Greater involvement of other member employees
	2.1.4. Survey members for interests and needs
	2.1.4.1. Feedback sheets
	2.1.5. Benefits handout (mailer)
	2.1.6. Develop and distribute membership package
	2.1.7. Strongly encourage participation through committee involvement
	2.1.8. GROW MEMBERSHIP TO 300 BY THE YEAR 2020 (2015 goal)
	2.1.9. ESTABLISH CALAPA MEMBERS AS PREFERRED COMPANIES TO DO BUSINESS WITH
	2.2. Increasing Member Commitment
	2.2.1. Commitment to goals of CalAPA
	2.2.2. Get more employees at member companies involved
	2.2.3. Commit to what's best for industry
	2.2.4. PUBLICIZE CALAPA ACCOMPLISHMENTS & QUANTIFY BENEFITS OF MEMBERSHIP
	2.3. Involving the new generation
	2.3.1. WEBINARS
	2.3.2. SOCIAL MEDIA (TWITTER, ETC.)
	2.3.3. YOUTUBE VIDEOS
	2.3.4. PARTICIPATE IN JOB FAIRS & CONDUCT COMMUNITY OUTREACH
3. EDUCATING STAKEHOLDERS & RAISING PUBLIC AWARENESS	
	3.1. Educating Stakeholders
	3.1.1. Scheduled plant tours
	3.1.2. Joint training & certification
	3.1.3. Develop ways to share knowledge
	3.1.4. Charge a fee for training
	3.1.5. Press release & article program
	3.1.6. Invite public officials and agencies to operations to educate and help trust
	3.2. Creating public support for what we do
	3.2.1. Set regional communication outreach
	3.2.2. Initiate public information committee (PUBLIC AFFAIRS COMMITTEE)
	3.2.3. Develop a speakers program (CREATE TALKING POINTS AND IDENTIFY VENUES)
4. BUILDING RELATIONSHIPS & SUPPORT	
	4.1. Building relationships with Agency
	4.1.1. Involve agency as members in association
	4.1.2. Government participation with our board to gain trust
	4.1.3. Member and agency recognition program (AWARDS PROGRAM)
	4.1.4. Build positive relationship with Caltrans (AND OTHER AGENCIES) (be seen as partner)
	4.1.5. LET LOCAL AGENCIES KNOW ABOUT OPTIONS OTHER THAN CALTRANS SPECS
	4.1.6. REGULAR MEETINGS WITH HIGHER-UPS
	4.2. Building relationships with elected officials
	4.2.1. Dedicated legislative representative
	4.2.2. Lobby PAC leverage interest groups
	4.2.3. Pairing members with influential public officials
	4.2.4. Invite elected officials on site
	4.2.5. More interaction at local level – “educating reps”
	4.2.6. DEVELOP LEGISLATIVE-REGULATORY SCORE CARD

NOTE: CAPS denote new goals or language added in 2016 review of plan