

Safety Focus

Safety isn't a luxury, it's a necessity, and our efforts continue support this notion and initiative.

New Safety Minutes: 4

Created / Updated Tool Box Talks: 18

New Plant Safety Inspection Forms: 11



of States Participating 41
Not included: AK, HI, ID, ME, NM, OK, RI, SD, VT

Excavation & Trench Safety Webinar Registrants: 959

LEARNING NEEDS

Desired Learning Topics
Industry survey data provided insight that we need more education tools on the following:

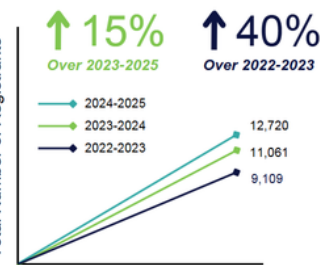
- Box Culverts
- Joints
- Precast Topics

Core Outreach Curriculum
These webinars are core to our annual outreach, providing high value and solid attendance.

- Pipe Design
- Manufacturing (Virtual Tour)
- Pre-Installation Inspection
- Pipe Installation Best Practices
- Post-Installation Inspection

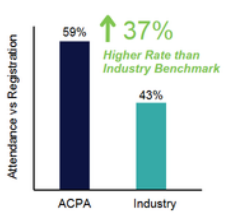
GROWING INFLUENCE

Our impact on our target audience is steadily increasing, reflected in the growing interest and participation in our webinars and digital learning resources.

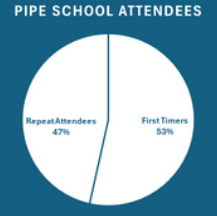


BUILDING THE FUTURE
ACPA'S PROGRESS TO STRATEGIC PLAN GOALS

EDUCATING

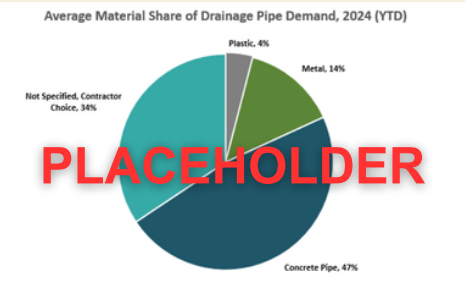


The efforts to provide quality education are being reciprocated by our audiences with high retention and an attraction to new attendees.



FOCUSING

Average material share of drainage pipe demand (December 2024)



BUILDING TRUST

Results from a third party industry survey indicates our non-member target audiences find us highly reliable and hold us in significantly higher regards than our plastic counterparts.



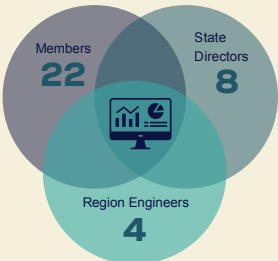
ADVOCATING

\$44K

in PAC contributions to key infrastructure & transportation committee legislator campaigns around the county.
41 PAC Members
of states dispersed to: 18

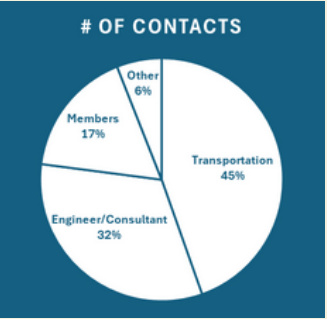
TEAMING

Members in Technical Marketing, ACPA REs, and SDs, collaborated to implement strategies to improve markets. These strategies are reflected in the ACPA Dashboards.



ANALYZING

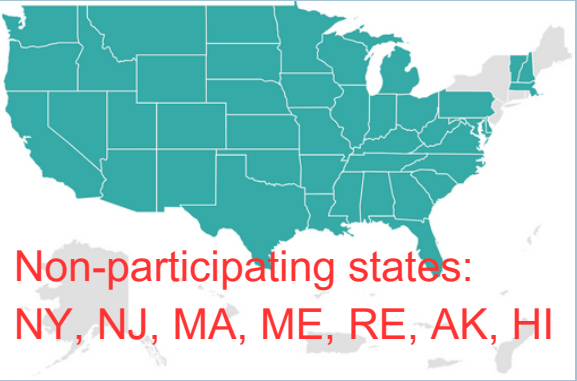
Enhanced reporting techniques enable us to analyze contacts more effectively, allowing for better targeting and expansion of crucial database segments



Industry Engagement

43

Since 2021, 43 states have participated in Concrete Pipe Week by signing state proclamations; an indication of their commitment to resilient infrastructure.



IMPROVING SPECS

A key indicator of success in the strategic plan, spec adoption is paramount to ensuring long-lasting and resilient infrastructure.

37 Adopted Specs

247% Exceeded Goal



IMPACT AWARD 2024

