STRATEGIC PLAN UPDATE



STRATEGIC PLAN GAINS

RESULTS

BYTHENUMBERS



NPS TRUST SCORE OVER PPI





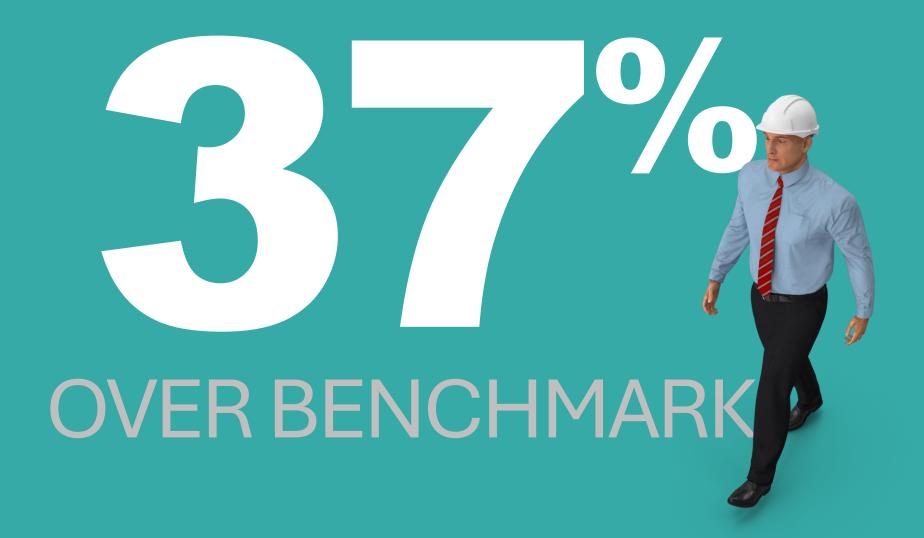
IMPROVING SPECS

OVER GOAL





MEBINAR ATTENDANCE





Review of ACPA Strategic Plan and New ACPA Activity & Market Share Dashboards



ACPA Strategic Plan 2024-2026 – Update and Progress

One primary goal - **Grow the Market Share** for Concrete Pipe and Box Culvert 6 supporting strategies designed to support our primary mission.

Each has its own set of leading measures and annualized **Outcome METRICS** useful in measuring and **reporting progress**.

Provides Opportunity for Alignment....But with needed Flexibility



ACPA PROGRESS METRICS DEFINED

MEASURING EFFECTIVENESS, we are prepared to publish key progress metrics FOR MEMBERS ONLY on the ACPA Member Site; also reporting detail to members semi- annually at ACPA Board Meetings.

LEADING MEASURES

These measures reflect current activity and provide feedback that can be used in real-time enabling staff to make more immediate adjustments to strategies, tactics, and tools. These are internal measures used primarily by committees and staff.

OUTCOME (LAGGING) METRICS

These measure provide insight into outcomes over an extended period of time and are useful in measuring progress toward goals. Trends are revealed that indicate overall effectiveness. Outcome Metrics will serve as ACPA's progress scorecard.



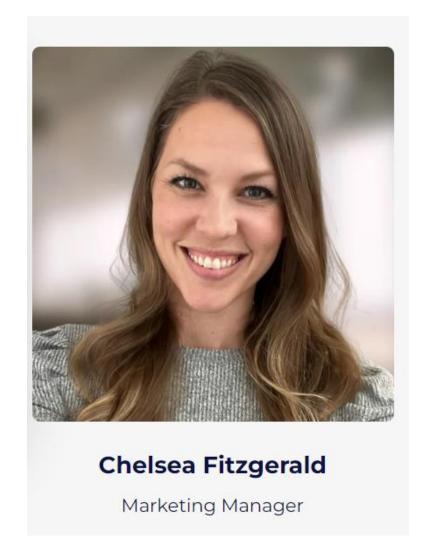


You Want METRICS - We Got METRICS



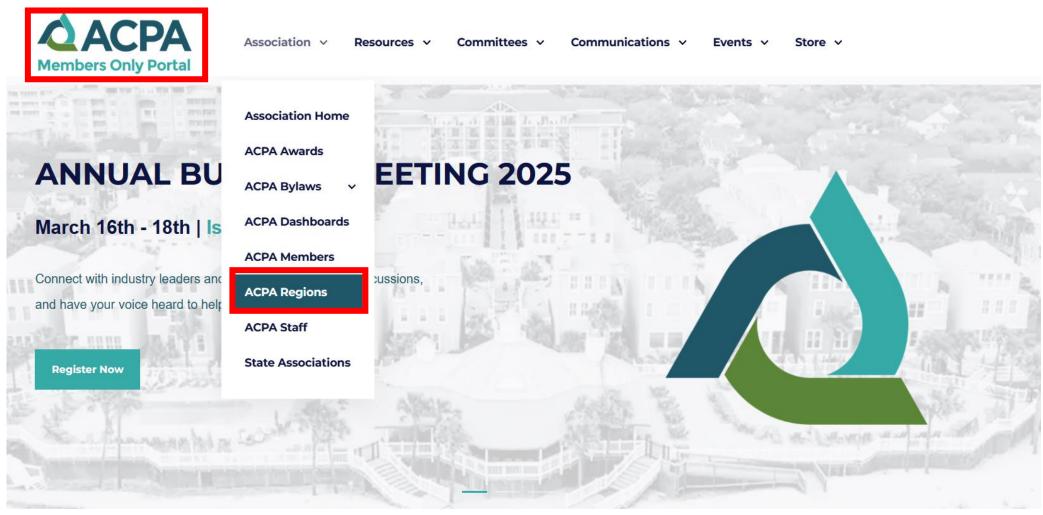


Our ACPA Wizard of OZ - Chelsea The Magic behind the METRICS & DASHBOARDS















IL, IN, KY, MI, MN, ND, OH, SD, WI, & WV

North Central

States:

CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, & VT

Northeast

States:

AR, CO, IA, KS, LA, MO, NE, NM, OK, & TX

South Central



Southeast

Region Engineer

Al Hogan, P.E.

States:

AL, FL, GA, MS, NC, SC, TN





Western

Region Engineer

OPEN

States:

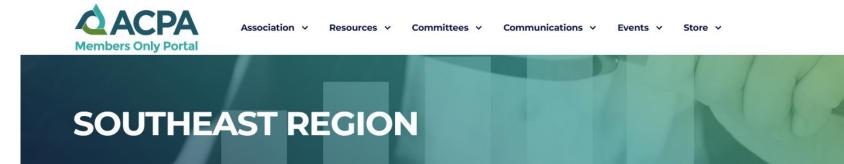
AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, & WY

10/00

West







Southeast Region



The ACPA's Northeast Region consists of Alabama, Florida, Georgia, Louisiana, North Carolina, South Carolina, and Tennessee.

The region has four state associations:

- Florida Concrete Pipe Association
- Georgia Concrete Pipe Association
- Carolinas Concrete Pipe and Products Association

Read Monthly Report

Region Reporting Form

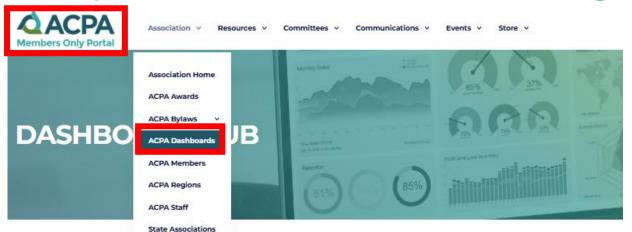
View Past Monthly Reports

State Associations







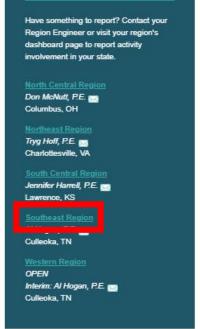


ACPA Dashbour

Numerical and graphical data to show you what's happening in our industry.







Reporting Activities







Association V Resources V Committees V Communications V Events V Store V

ACPA Southeast Region Activities Dashboard

The information presented below reflects Goals/Tactics included in the current ACPA Strategic Plan that have been completed in the Southeast Region during the 2024 fiscal year. These numbers are reported monthly by ACPA Staff and Members. If you have any questions or would like to report for your State/Region, please contact Southeast Region Engineer, <u>Al Hogan</u>, or submit the <u>Southeast Region Reporting Form</u>.

Click <u>here</u> to view the current SE Region Market Team leading in submitted spec comments, spec meetings, and adopted spec changes, reflecting an IMPACT Total.

Region Reporting Form

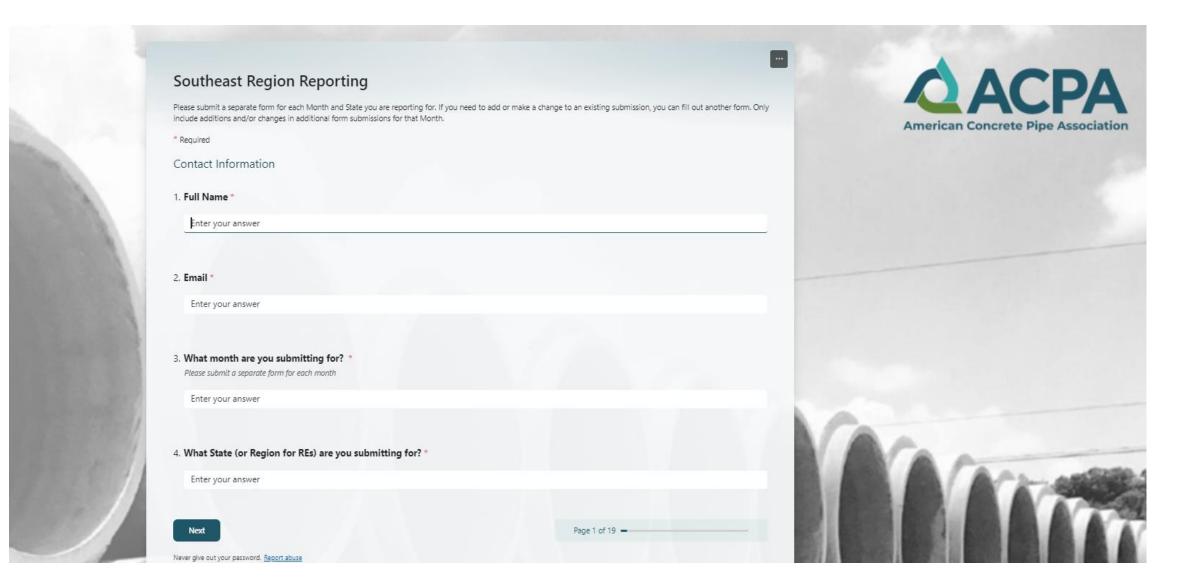
If you are an ACPA member in the Southeast Region and would like to contribute to the goals outlined in the ACPA's Strategic Plan, please complete the form below. A reporting spreadsheet is available here for tracking monthly activity to assist in completing the form.

SOUTHEAST REGION REPORTING





Strategic Plan Reporting Form – Submitted by Field Staff RE's, State Managing Directors, IC Impact Team Leaders, TRE's



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SOUTHEAST REGIONAL TOTALS (ALL STATES)

Activity (Goal/Tactic)	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	YTD	Goal	To Go
Technical Training (2-B)	9	22	10	12	11	11	22	12	6	16	8		139	50	89
University Training (2-E)	0	0	0	2	0	0	2	2	0	0	0		6	3	3
Technical Plant Tour (2-A)	7	15	6	4	1	2	2	1	0	1	8		37	30	7
Political Plant Tour (3-C)	1	0	0	1	0	1	0	0	0	0	0		3	10	(7)
Association Events (3-B)	13	00	10	10	10	11	11	11	14	19	18		135	3	132
Key (Spec.)Relationship Events (2 & 3)	37	38	27	72	26	55	24	27	9	25	35		375	215	160
Submitted Spec Comments (2 & 3)	4	5	7	11	11	4	6	2	7	2	0		59	15	44
Spec Meeting (2 & 3)	5	9	6	13	7	2	3	2	3	3	3		56	10	46
Adopted Spec Change (2 & 3)	0	0	3	1	2	2	2	0	6	2	0		18	3	15
Number Targets Impacted (1, 2, 3)	634	912	622	726	271	1778	1343	629	421	755	494		8585	2000	6,585



NATIONAL TOTALS (ALL REGIONS)

Activity (Goal/Tactic)	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	YTD	Goal	To Go
Technical Training (2-B)	33	56	26	27	21	18	26	26	10	12	19	2	283	250	(33)
University Training (2-E)	1	0	0	2	0	1	3	9	0	0	0	0	16	15	(1)
Technical Plant Tour (2-A)	13	16	18	12	3	20	6	6	1	1	3	0	111	150	39
Political Plant Tour (3-C)	16	0	0	1	0	7	1	1	0	1	0	0	27	50	23
Association Events (3-B)	63	48	38	32	32	40	24	24	42	2:7	17	1	412	15	(397)
Key (Spec.) Relationship Events (2 & 3))	1117	131	106	179	84	87	51	51	69	51	64	0	1031	1075	44
Submitted Spec Comments (2 & 3)	18	17	111	27	27	15	10	10	14	12	6	3	180	75	(105)
Spec Meeting (2 & 3)	15	28	18	31	21	111	6	6	7	13	5	0	171	50	(121)
Adopted Spec Change (2 & 3)	2	2	5	2	4	5	3	3	6	0	1	0	37	15	(22)
Number Targets Impacted (1, 2, 3)	3010	3,314	2,367	1,710	1,194	3,341	2,449	2,449	2,104	1,347	1,229	326	25059	10,000	(15,059)

National Activity Dashboard - 2024



Collection of Reginal & US Pipe Market Share Data – DOT Info



American Road & Transportation Builders Association





All Info Live and Available on ACPA DASHBOARD



ACPA Dashboards

Numerical and graphical data to show you what's happening in our industry.

National National Activities Overview of the activities reported nationwide in relation to the ACPA's Strategic Plan's Goals View National Market Share Graphical data showing the demand for Concrete Pipe & Box Culvert in U.S. Highway Construction View Regional Activities Click a region for an overview of that region's reported activities in relation to the APCA's Strategic Plan's Goals



Regional Market Share

Click a region for data showing that region's highway construction demand for Concrete Pipe & Box Culvert

Have something to report? Contact your Region Engineer or visit your region's dashboard page to report activity involvement in your state. North Central Region Don McNurt, P.E. Columbus, OH Northeast Region Tryg Hoff, P.E. Columbus, UA South Central Region Jenniter Harrell, P.E. Columbus, UA South Central Region Jenniter Harrell, P.E. Columbus, UA Lawrence, KS Southeast Region Al Hogan, P.E. Columbus, TN Western Region OPEN Interim: Al Hogan, P.E. Columbus, TN







DASHBO

Association V Resources V Committees V Communications V Events V Store V

Association Home

ACPA Awards

ACPA Bylaws

ACPA Dashboards

ACPA Members

ACPA Regions

ACPA Staff





ACPA Dashboards

Numerical and graphical data to show you what's happening in our industry.

National



National Activities

Overview of the activities reported nationwide in relation to the ACPA's Strategic Plan's Goals View

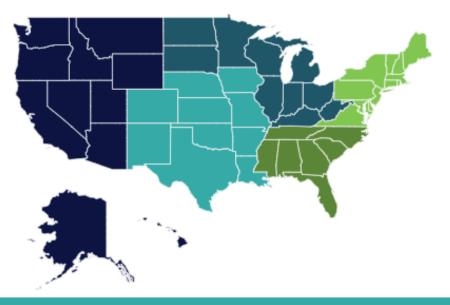


National Market Share

Graphical data showing the demand for Concrete Pipe & Box Culvert in U.S. Highway Construction

Regional Activities

Click a region for an overview of that region's reported activities in relation to the APCA's Strategic Plan's Goals

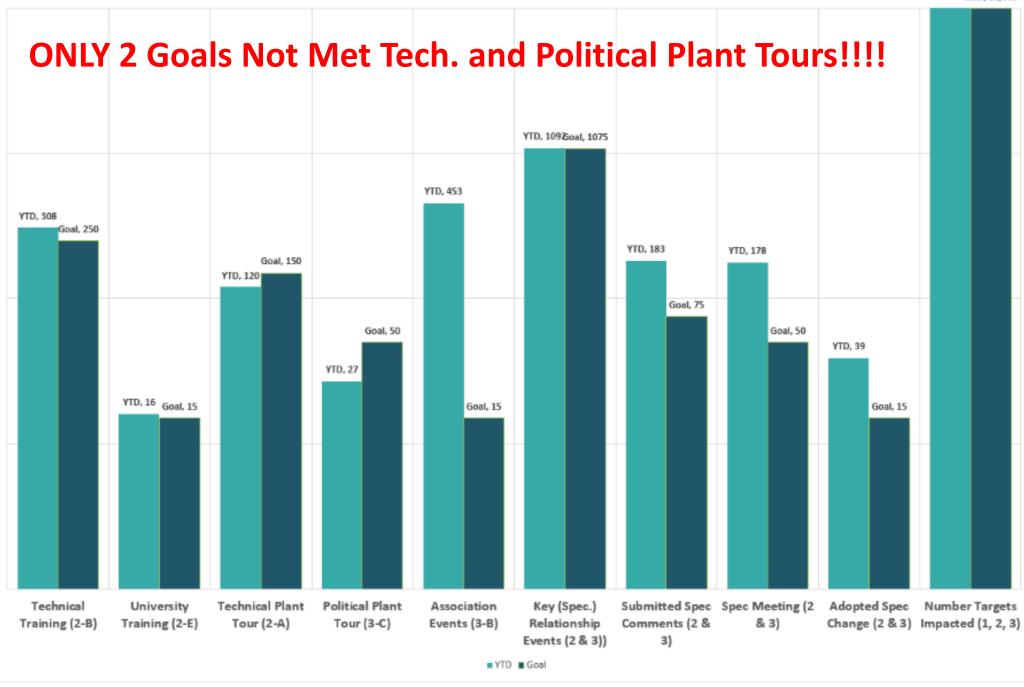




NATIONAL TOTALS (ALL REGIONS)

Activity (Goal/Tactic)	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	YTD	Goal	To Go
Technical Training (2-B)	33	56	26	27	21	18	26	26	10	28	28	2	308	250	(58)
University Training (2-E)	1	0	0	2	0	1	3	9	0	0	0	0	16	15	(1)
Technical Plant Tour (2-A)	13	16	18	12	3	20	6	6	1	2	111	0	120	150	30
Political Plant Tour (3-C)	16	0	0	1	0	7	1	1	0	1	0	0	27	50	23
Association Events (3-B)	63	48	38	32	32	40	24	24	42	46	39	1	453	15	(438)
Key (Spec.) Relationship Events (2 & 3))	1117	131	106	179	84	87	51	51	69	76	100	0	1092	1075	(17)
Submitted Spec Comments (2 & 3)	18	17	111	27	27	15	10	10	14	14	7	3	183	75	(108)
Spec Meeting (2 & 3)	15	28	18	31	21	111	6	6	7	16	9	0	178	50	(128)
Adopted Spec Change (2 & 3)	2	2	5	2	4	5	3	3	6	2	1	0	39	15	(24)
Number Targets Impacted (1, 2, 3)	3010	3,314	2,367	1,710	1,194	3,341	2,449	2,449	2,104	2,102	1,745	326	26330	10,000	(16,330)





ACPA Dashboards

Numerical and graphical data to show you what's happening in our industry.

National



National Activities

Overview of the activities reported nationwide in relation to the ACPA's Strategic Plan's Goals View



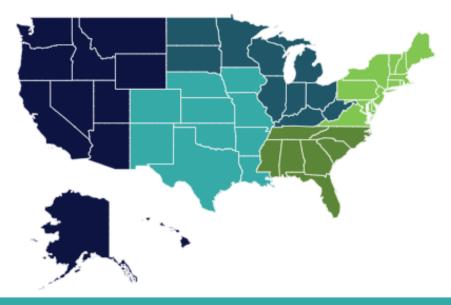


Graphical data showing the demand for Concrete Pipe & Box Culvert in U.S. Highway Construction

View

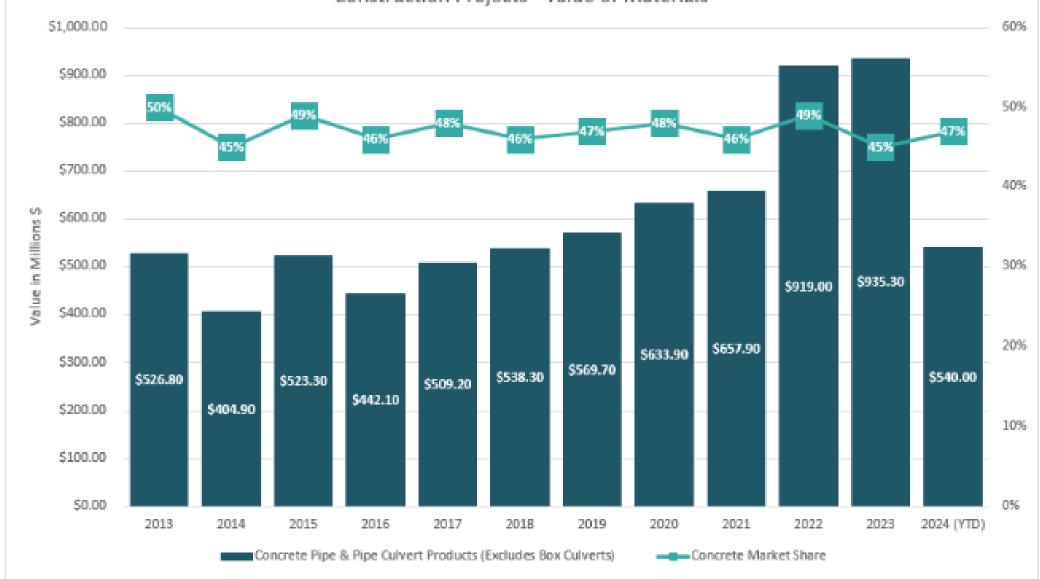
Regional Activities

Click a region for an overview of that region's reported activities in relation to the APCA's Strategic Plan's Goals

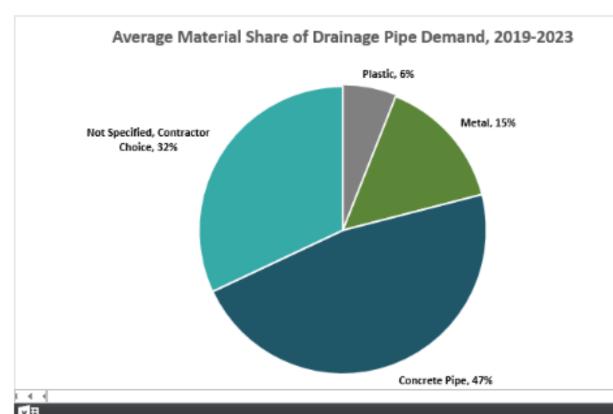


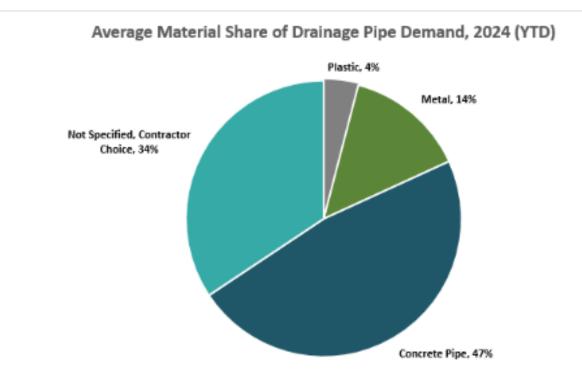


U.S. State & Local Public Sector Demand for Concrete Pipe in Highway & Bridge Construction Projects - Value of Materials







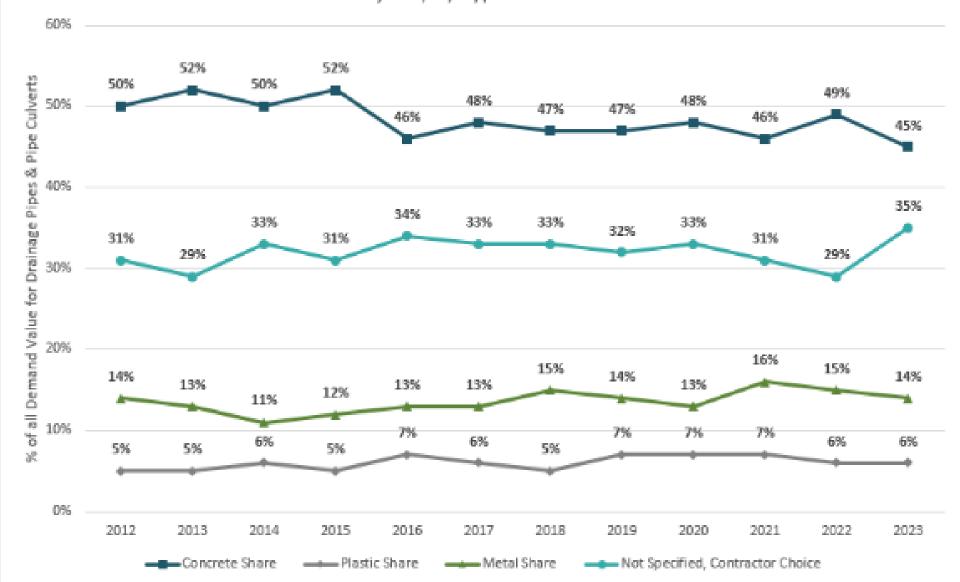








U.S. State DOT Demand for Pipe Materials in Highway & Bridge Construction Projects, By Type of Material





ACPA Dashboards

Numerical and graphical data to show you what's happening in our industry.

National



National Activities

Overview of the activities reported nationwide in relation to the ACPA's Strategic Plan's Goals View



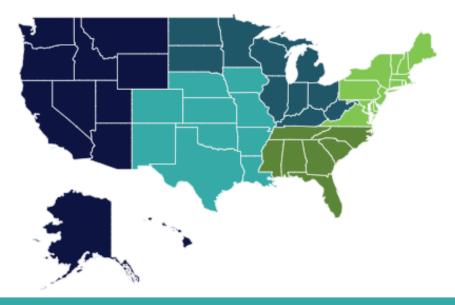
National Market Share

Graphical data showing the demand for Concrete Pipe & Box Culvert in U.S. Highway Construction



Regional Activities

Click a region for an overview of that region's reported activities in relation to the APCA's Strategic Plan's Goals

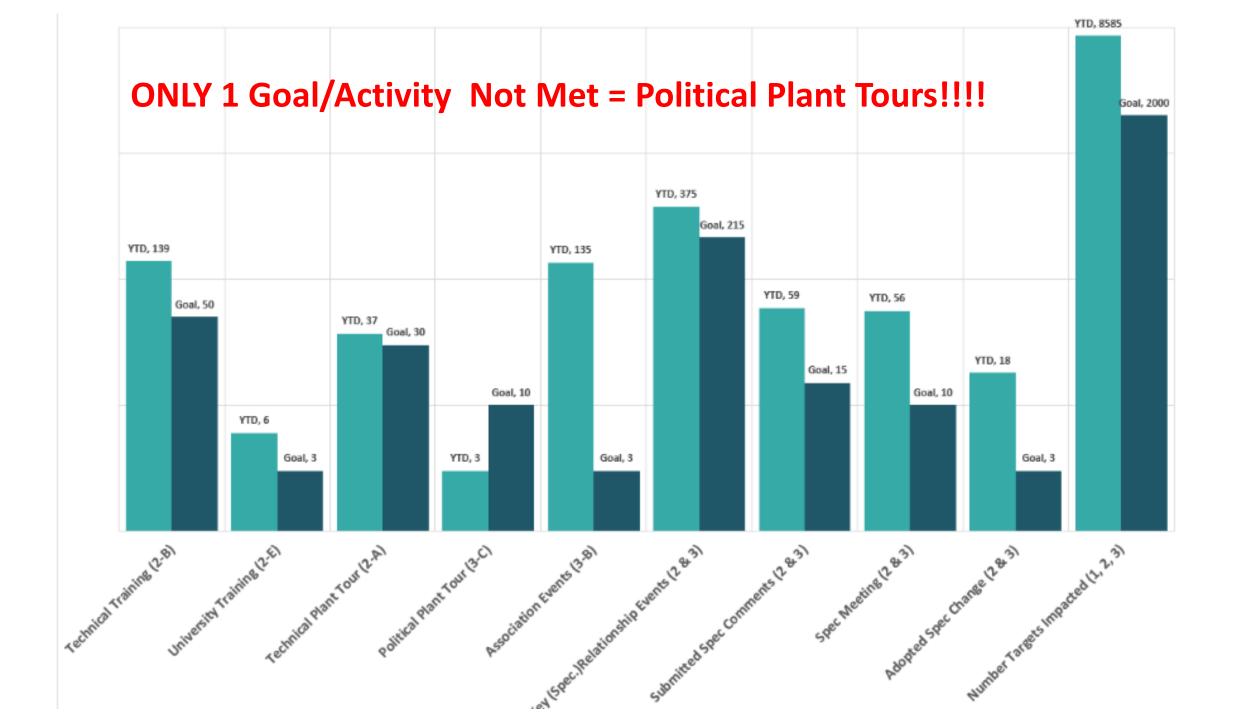




SOUTHEAST REGIONAL TOTALS (ALL STATES)

Activity (Goal/Tactic)	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	YTD	Goal	To Go
Technical Training (2-B)	9	22	10	12	11	11	22	12	6	16	8		139	50	89
University Training (2-E)	0	0	0	2	0	0	2	2	0	0	0		6	3	3
Technical Plant Tour (2-A)	7	15	6	4	1	2	2	1	0	1	8		37	30	7
Political Plant Tour (3-C)	1	0	0	1	0	1	0	0	0	0	0		3	10	(7)
Association Events (3-B)	13	00	10	10	10	11	11	11	14	19	18		135	3	132
Key (Spec.)Relationship Events (2 & 3)	37	38	27	72	26	55	24	27	9	25	35		375	215	160
Submitted Spec Comments (2 & 3)	4	5	7	11	11	4	6	2	7	2	0		59	15	44
Spec Meeting (2 & 3)	5	9	6	13	7	2	3	2	3	3	3		56	10	46
Adopted Spec Change (2 & 3)	0	0	3	1	2	2	2	0	6	2	0		18	3	15
Number Targets Impacted (1, 2, 3)	634	912	622	726	271	1778	1343	629	421	755	494		8585	2000	6,585





IMPACT Award

The Infrastructure Committee's IMPACT (Improving Market Performance And Conditions within your Territory) Award is intended to recognize ACPA Market Teams that have implemented innovative and/or successful strategies resulting in improved market conditions for the specifications and use of reinforced concrete pipe and box culverts via specification comments, meetings, and changes.

The information below shows the current SE Region Market Team leading in submitted spec comments, meetings, and changes, reflecting an IMPACT total.

The State Market Team with the highest IMPACT total (the sum of submitted specification comments, meetings, and changes) will be recognized at the 2025 Pipe School. Winners (up to 4 Market Team members) will receive a small trophy and a \$250 gift card to the ACPA Store.

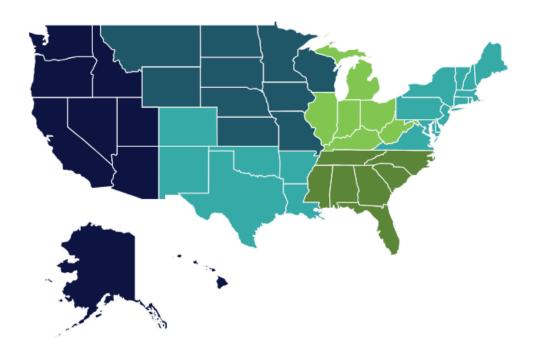
To learn more about the IMPACT Award, visit https://members.concretepipe.org/awards/impact

State Market Team	Sum of Submitted Spec Comments	Sum of Spec Meetings	Sum of Adopted Spec Changes	Sum of IMPACT Total
Florida	23	16	7	46
Georgia	12	19	8	39
North Carolina	9	19	0	28
Grand Total	44	54	15	113
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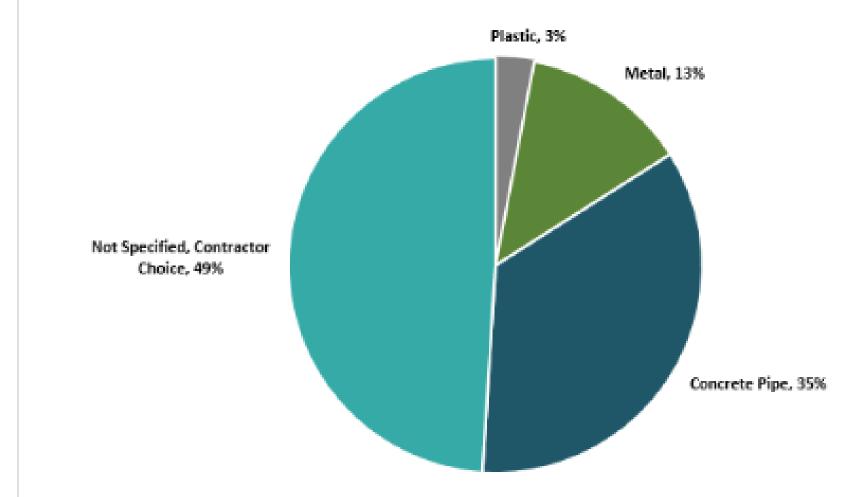
Regional Market Share

Click a region for data showing that region's highway construction demand for Concrete Pipe & Box Culvert





Southeast Regional Demand for Pipe Materials Highway & Bridge Construction Projects in 2024 (YTD)













INFRASTRUCTURE COMMITTEE'S

IMPACT AWARD

Reporting due the 5th of every month

The IMPACT (Improving Market Performance And Conditions within your Territory)

Award is intended to recognize ACPA market teams that have improved market conditions for the specifications and use of reinforced concrete pipe and box culverts via specification meetings, comments and changes.

Winning team will be awarded small trophy and a \$250 credit to the ACPA Store at Pipe School 2025 Award Ceremony.





IMPACT AWARD = HOT COMPETITION!!!

State Market Team	Sum of Submitted Spec Comments	Sum of Spec Meetings	Sum of Adopted Spec Changes	Sum of IMPACT Total
Florida	23	16	7	46
Georgia	12	19	8	39
North Carolina	9	19	0	28
Grand Total	44	54	15	113

State Market Team	Sum of Submitted Spec Comments	Sum of Spec Meetings	Sum of Adopted Spec Changes	Sum of IMPACT Total
Minnesota	20	8	3	1 29
Grand Total	20	8	3	1 29

State Market Team JT	Sum of Submitted Spec Comments	Sum of Spec Meetings	Sum of Adopted Spec Changes	Sum of IMPACT Total
California	10	13	4	27
Grand Total	10	13	4	27



1st - IMPACT AWARD WINNERS = FLORIDA TEAM



Good Specification Improvement Focus Leads to Improved Market Share

Favorable Specification/Market share Impact Across US:

- 1092 Key Spec Relationship meetings
- 183 Spec. Improvements submitted
- 178 Meetings to improve Specifications
- 39 Adopted Specification Improvements in April '24 Feb. '25

Key (Spec.) Relationship Events (2 & 3))		131	106	179	84	87	51	51	69	76	100	0	1092	1075
Submitted Spec Comments (2 & 3)		17	11	27	27	15	10	10	14	14	7	3	183	75
Spec Meeting (2 & 3)		28	18	31	21	11	6	6	7	16	9	0	178	50
Adopted Spec Change (2 & 3)		2	5	2	4	5	3	3	6	2	1	0	39	15





What Now?

ONLY TWO REAL **NEEDS AT THIS POINT:**

MORE FOLKS WILLING TO REPORT THEIR ACTIVITIES!

Member Awareness and looking at available information on DASHBOARD.







NET PROMOTER SCORE



What is an NPS Score?



DEFINITION

NPS Score

Widely regarded as the single most effective question to gauge customer loyalty and satisfaction, asking individuals how likely they are to recommend a company's products or services on a scale from 0 to 10.



NPS Scale



DETRACTORS

PASSIVES

PROMOTERS

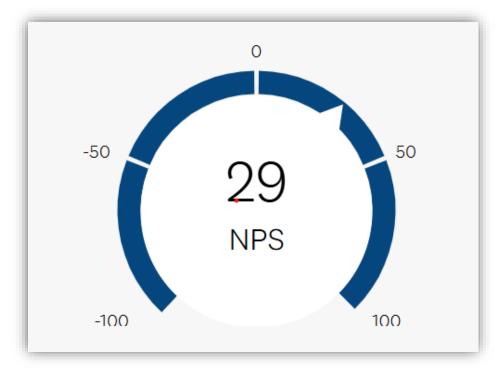
NPS = % PROMOTERS - % DETRACTORS



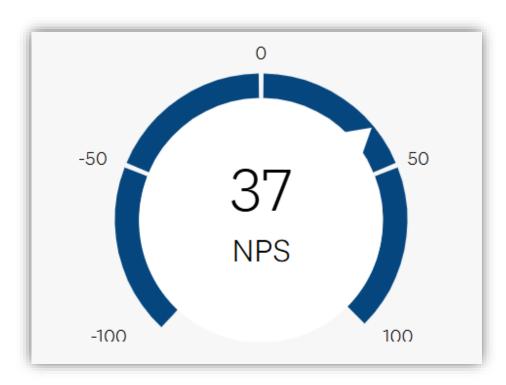
On a scale of 0-10, how likely are you to recommend the ACPA's resources to a colleague?



NPS Scores



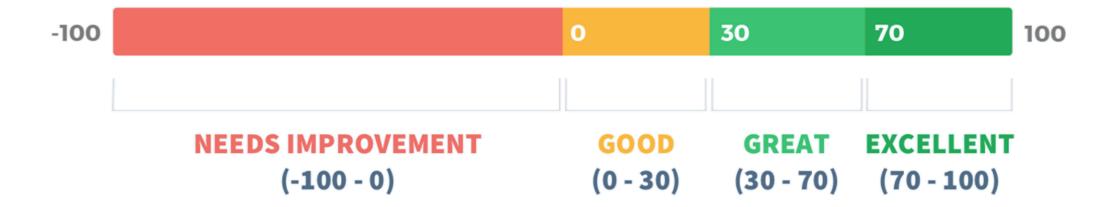
Overall

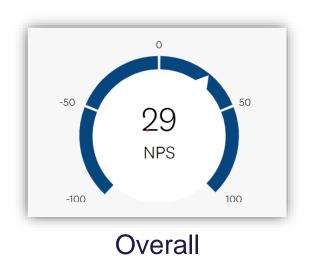


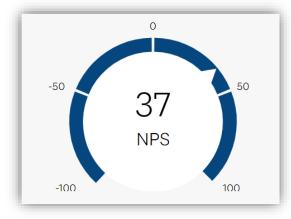
ACPA Database



NPS Scores



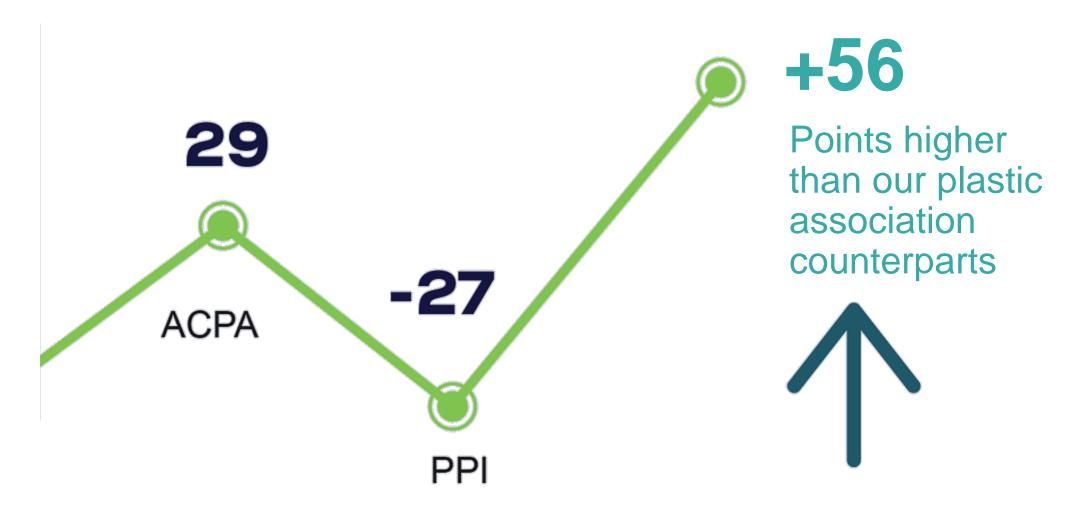




ACPA Database



NPS Comparison







THANK YOU!

