

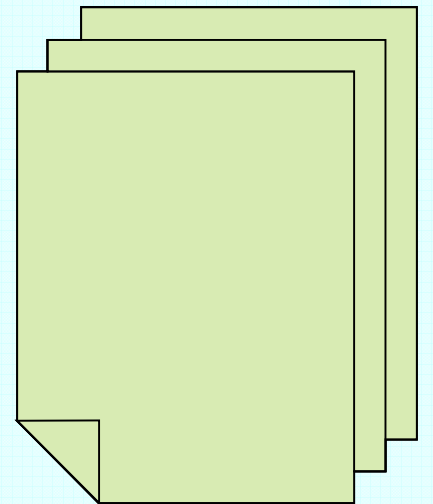
# Marketing Pavement Preservation: My Perspectives.

Rocky Mountain Pavement Preservation Partnership  
2010 Annual Meeting  
Boise, Idaho

Stephen R. Mueller, P.E.  
FHWA Pavement and Materials Engineer  
[Steve.Mueller@dot.gov](mailto:Steve.Mueller@dot.gov)

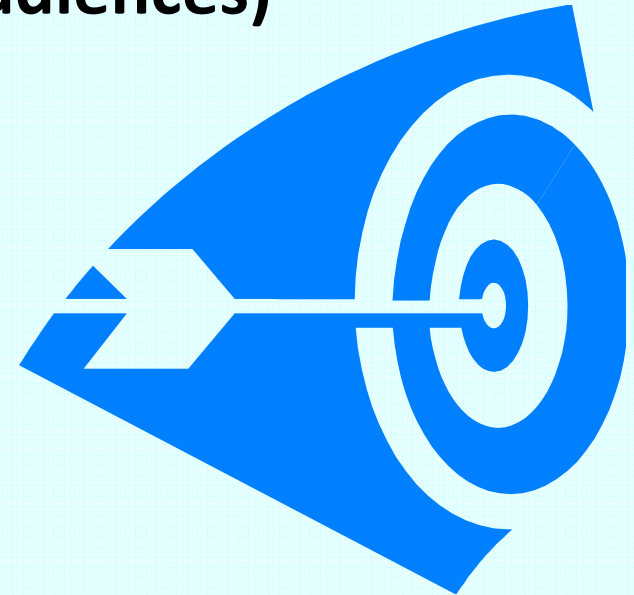
# Have a Plan!

- What is the goal: Institutionalize and adequately fund preservation programs!
- 6 questions: Who/What/When/Where/How/Why
- Allocate or otherwise acquire the necessary resources to implement the plan.



# Know your target audience!

- People scoping /selecting the work – agency staff
- People doing the work – contractors/agency staff
- People approving the work - inspectors
- **People paying for the work - program managers and administrators (just one of the target audiences)**



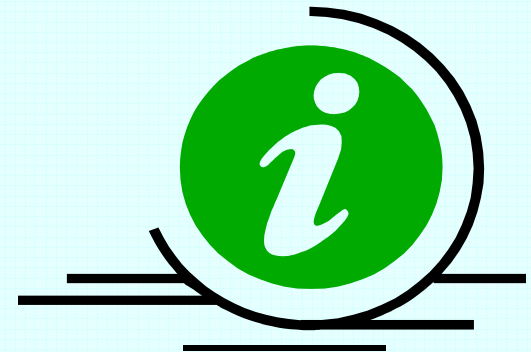
# Involve others – Build Partnerships

- Ask for their help
- Recognize their accomplishments
- Seek Commitments that will aid in Institutionalizing Preservation.
- Answer and Mitigate Concerns of the “naysayers”
- **FIND OTHER CHAMPIONS** to involve and develop!!!



# Produce useful/quality information

- Case studies / Best Practices
- Training Materials / Classes
- Presentations
  - Basic Info needs to be repeated
  - Affect Behavioral Changes in Existing Staff
  - Deal with Employee Turnover
- Tools to assist in quality project selection and construction
- Think ahead = Research



# Include multiple levels of communication

- Websites
- Professional Organizations:
  - AASHTO; NACE; APWA; LTAP Centers; MPO's; Industry; academia; TRB; NCHRP; financial managers; NCPP.
- PowerPoint Presentations
- Magazines / Journals Articles
  - keep it fresh and relevant
  - frequently circulate them via e-mailed .pdf's, weblinks
- Demonstration Projects / Product Showcases
- CD's, DVD's, Digital Recordings via the internet.
- *WHAT ABOUT "SOCIAL NETWORKS"?*
  - Facebook, Linked-In, Blogs?



# Find their “responsive chord”

– what matters to the audience

- Money
- Quality / Improved Service
- Risk – i.e.: Lack of Risk
- Makes YOUR job easier!
- Helps the traveling public, citizens, taxpayers
  - Safer
  - “GREEN”
    - sustainable, low energy, low emissions
    - helps meet the broader goals of agencies.



# Easy to Remember:



- TAKE CARE OF WHAT WE'VE ALREADY BUILT.
- MANAGE THE SYSTEM – *don't just build it and forget about it!*
- Need to **“Keep the Good Roads Good”**
- **“*Right* Treatment on the *Right* Road at the *Right* Time”**
- **“State of Good Repair”**

# Constant Perseverance

*Preservation is a change for many, and as such, it will be overlooked unless we actively encourage inclusion of the topic in our organizations and staff members thought process.*

- Our first duty as a public sector manager is to take good care of what we've already built and own.
- Include preservation in agency strategic plans.
  - Adjust organizations to assign responsibility of the condition of their assets
  - Provide management systems to collect and analyze data
  - Set performance goals
  - Fund the program adequately
  - Measure and report the results. Let the world know about your successes!
- Work to keep preservation in the agency strategic plans

# **Celebrate Successes, large and small, and involve all of your partners.**

- Share the credit with everyone
- Don't be selfish – it is the Goal that matters, and everyone can be a winner in this game!
- Have Fun! Life is short!



# Marketing Pavement Preservation

**More Details on FHWA Efforts  
to Follow.....**

***QUESTIONS?***

Stephen R. Mueller, P.E.  
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