



Asphalt Pavement EXchange

A TxDOT Quality Initiative for Asphalt Pavements

January 2025 Update

What is APEX?

- A dedicated, coordinated, continuously improved asphalt pavement knowledge-sharing program for TxDOT and Industry.

TXAPA has the multi-year contract with TxDOT to develop and deliver this program.



Asphalt Pavement Exchange (APEX)

APEX Task Force

- Overseas Working Groups

8 Working Groups

- 7 Working Groups:
 - Communication, Construction & Inspection, Pavement Design, Essentials, Materials & Mix Type, Safety, Ride Quality.
 - Brainstorm Ideas and help APEX Staff develop the "Products"
- 1 Working Group – *Asphalt Pavement Specialists*
 - Works in District to communicate, coach, & disseminate information

APEX Staff (4 full time + Consultants)

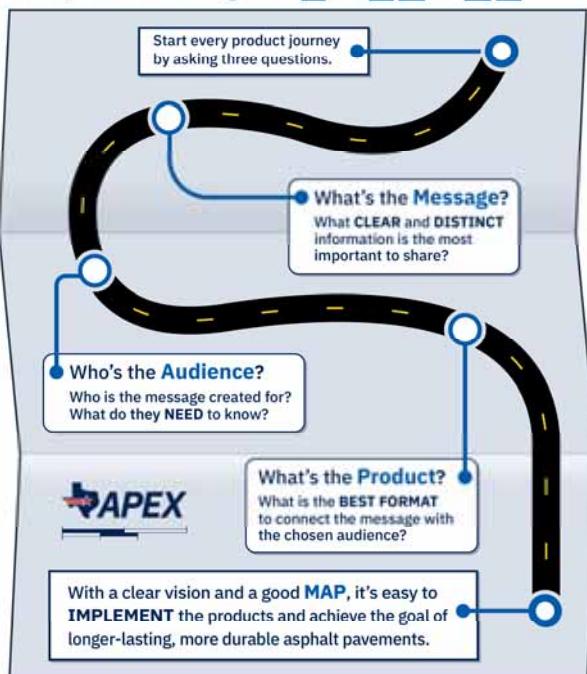
- Manages and coordinates program, develops & delivers "Products"



How We Do It

Creating impactful APEX products is as easy as following a

MAP



| APEX PRODUCT TYPE LIST | | |
|---|--|---|
| Brief  Scope ●○○ | Introduction to a Larger Topic 1-2 Pages | A one- to two-page document created to give a thorough introduction to a single topic . They work best when the goal is to build interest in a topic. |
| Infographic  Scope ●○○ | Visualization of a "Big Idea" Reduces complex concepts into simpler terms and images. | A graphic created to simplify and organize a larger concept into an accessible visual. They work best when they boil abstract or highly complex concepts down to a personal level that is applicable and memorable. |
| Poster  Scope ●○○ | Promotion and Reference for a Common Space Promotes and communicates throughout the day. | A printed item (available in multiple sizes) created to promote products or to provide easily referenceable information needed to perform one's duties safely and accurately. |
| Quick Reference  Scope ●○○ | Reference Material for the Individual 1-2 Pages Reminds of information, processes, or safety procedures. | A one- to two-page document created to provide easily referenceable information needed to perform one's duties safely and accurately. They work best when they put the most important information right at the individual's fingertips for on-the-job use. |
| Short-Form Video  Scope ●○○ | Pre-recorded "Bite-sized" Education 1-10 Minutes Educates/Reinforces small amounts of information. | A short-form video created to communicate quick-to-absorb information with brevity. They work best when they demonstrate processes that align with industry standard practices. |
| How-to Guide  Scope ●●○ | Instructional Guide of a Process Educates/Reinforces the proper steps of a process. | An in-depth illustrated guide created to explain the step-by-step instructions of a process. |
| Podcast Episode  Scope ●●○ | Include topic in the "Everyday Asphalt" Podcast Explores facets of a topic through conversation. | Suggesting a topic to be covered as part of the "Everyday Asphalt" monthly podcast. They work best when a subject has room to be explored conversationally by a group of industry professionals. |
| Presentation  Scope ●●○ | Carefully Guided Expansion of a Concept Educates/Reinforces through non-interactive learning. | An in-depth PowerPoint expanding on a concept . They work best when they are used to lead a viewer through material that benefits from being presented in a particular sequential order. |
| Technical Document  Scope ●●○ | In-Depth Technical Exploration Explores multiple points of a concept or process. | A long-form document explaining in extensive detail aspects of a concept or process. They are the most in-depth and technical format that we offer. |
| LMS Module  Scope ●●● | Online Self-Paced Exploration Educates and engages at the participant's pace. | An in-depth self-paced course built in our Learning Management System. They work best when educating a participant through a concept or process with a mixture of text, images, video lectures, and short activities. |
| Long-Form Video  Scope ●●● | Pre-recorded Guided Exploration 10+ Minutes Educates/Reinforces through non-interactive learning. | A long-form video guiding the viewer through a concept . They offer high levels of depth where hands-on engagement is not necessary. They work best when dense material benefits from pacing and guidance. |
| Workshop  Scope ●●● | Live Guided Exploration Hours/Days Educates/Reinforces through interactive learning. | An in-person or live streaming scheduled event guiding participants through a concept . They offer high levels of depth and opportunities for hands-on engagement. They work best when dense material benefits from guidance and interaction. |



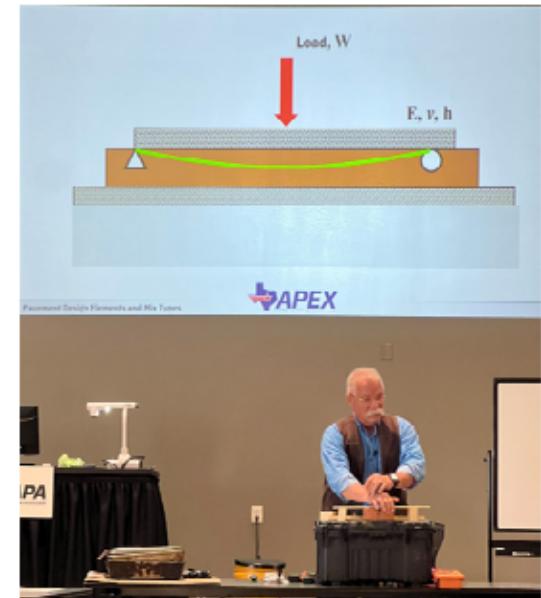
Silos

- Doesn't foster collaboration, cooperation, or innovation.
- Slows down knowledge transfer.
- We need to speed up knowledge sharing and gain of experience.



2025: APEX by the Numbers

- ✓ Setup office & organization, hired staff, established P&P, logos, branding, products list.
- ✓ 18 Working Group Meetings
- ✓ 1 Asphalt Pavement Specialist APS workshop
- ✓ 7 APS Educational Development programs
- ✓ 5 APEX Insider Newsletters
- ✓ 459 Mailing List signups
- ✓ 5 Briefs
- ✓ 5 APEX/Everyday Asphalt podcasts (with record attendance)
 - ✓ 660 Actual Broadcast Views (63% attendance rate vs 40-50% industry average)
 - ✓ 765 YouTube Views
 - ✓ >1050 Apple Podcast/Spotify/other views
- ✓ 34 Infographics
- ✓ 2 Pop-up Banners
- ✓ 1 Poster
- ✓ 1 Essentials Workshop Pilot Workshop Program
- ✓ Numerous APEX presentations
- ✓ Animations, graphics, video clips
- ✓ Website-Landing page
- ✓ And....



Essentials Workshop 12/9-10/25

- Target 50: Mix of APEX WG and Target Audience
- 2 days – 12 hours of content
 - Introduction – 0.5 hour
 - Pavement Doctor – 0.75 Hour
 - Materials – 3 hours
 - Design – 2 hours
 - Construction – 4 hours
 - Maintenance – 1 hour
 - Summary – 0.75 hour
- And the results??



4.49

Average Rating



Speed: Was the pace of this section...?

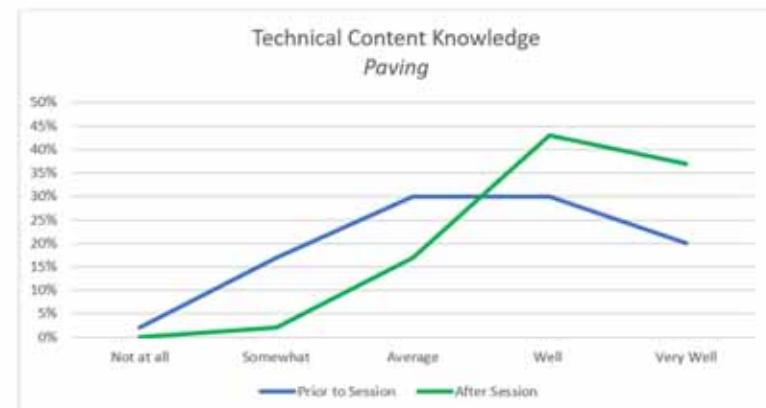
| Speed | Percentage | Count |
|------------|------------|-------|
| Too fast | 0% | 0 |
| Just right | 100% | 43 |
| Too slow | 0% | 0 |

Quantity: Was the amount of information presented in this section...?

| Quantity | Percentage | Count |
|------------|------------|-------|
| Too much | 0% | 0 |
| Just right | 98% | 42 |
| Too little | 2% | 1 |

Depth: Was the information presented in this section on-target for a foundational/essential workshop for a broad audience?

| Depth | Percentage | Count |
|-------------|------------|-------|
| Too deep | 0% | 0 |
| Just right | 100% | 43 |
| Too shallow | 0% | 0 |



Knowledge of Technical Content

| Level of Knowledge | Prior to Session | After Session | % Change |
|--------------------|------------------|---------------|----------|
| Not at all | 2% | 0% | -2% |
| Somewhat | 17% | 2% | -15% |
| Average | 30% | 17% | -13% |
| Well | 30% | 43% | +13% |
| Very Well | 20% | 37% | +17% |

Learning Methods - Most Beneficial to Least Beneficial



| | Agreed or Strongly Agreed |
|---|---------------------------|
| Can demonstrate foundational knowledge of the lifecycle of asphalt pavements | 91.5% |
| Know how all individual areas interact and affect each other (design, materials, construction, and maintenance) | 97.8% |
| Understand my role and responsibilities within the "circle of life" | 93.4% |
| Understand the importance of collaboration and knowledge sharing in the asphalt industry | 95.6% |

"I'm impressed with the program so far. There's been a lot of great points brought up that even after many years in the industry that were new to me. Very educational, I found them helpful. I can only imagine how much this would have impacted my career had I been exposed to it in the early years of my career."

- Mark Dean, Longview Asphalt

"I think this program has been a tremendous help. I've been in the industry for about four years. I started on a paving crew and worked my way into the office into estimating. It's really cool to take a look at all four aspects when you're talking construction, maintenance, materials, and planning. It's really cool to hear from the experts in here talk about their side of the business and kind of relate it to my purpose and my industry and it makes me want to dive deep more into knowing everything and getting all the information I can."

- Bryce Naivar, Lonestar Paving

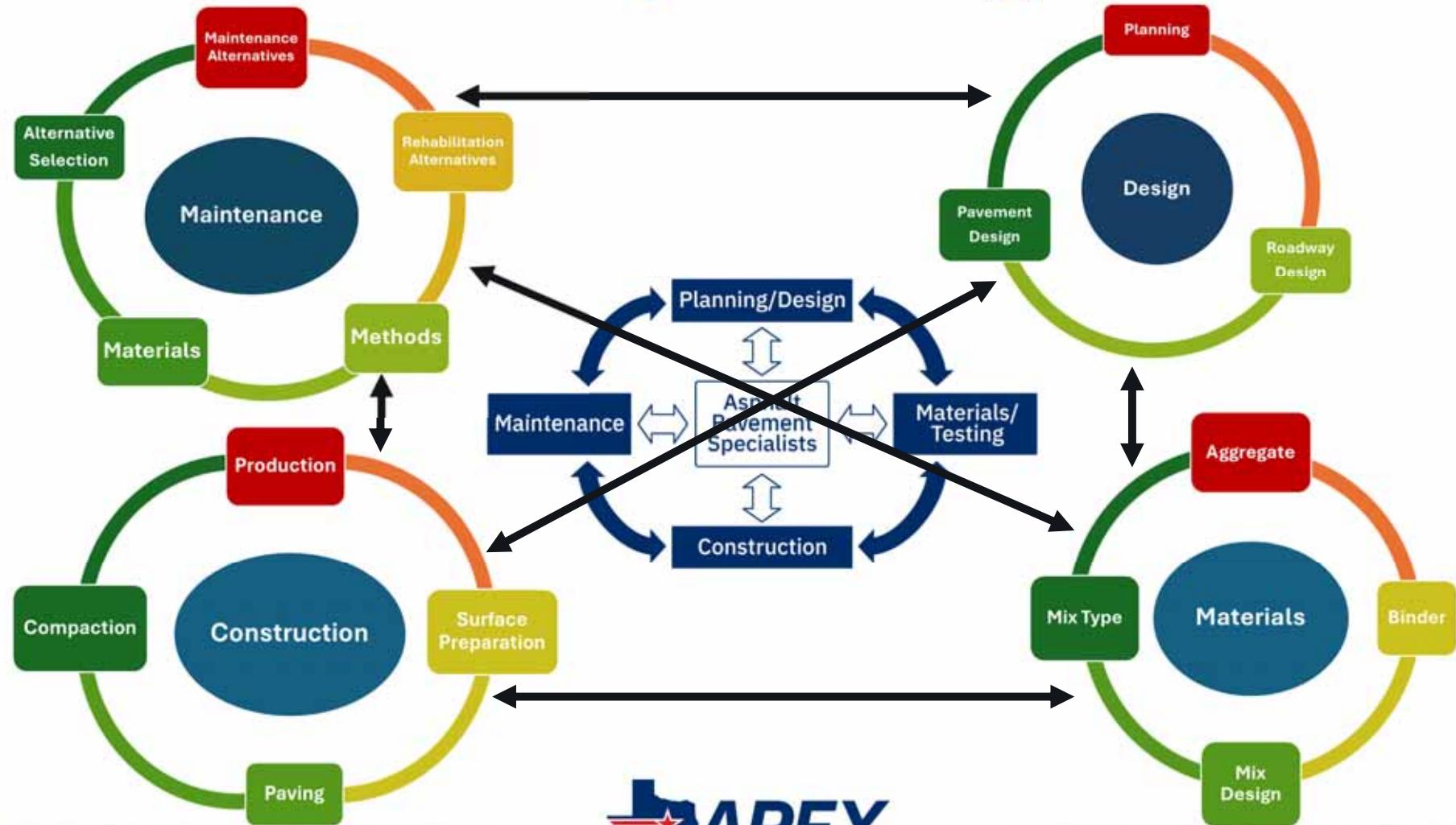


2026 Plans – Essentials Workshops

- Spring 2026 programs
 - ~~January 12th-13th, 2026 | Houston: Norris Meeting & Events Center~~ COMPLETE
 - ~~January 14th-15th, 2026 | San Antonio: Norris Meeting & Events Center~~ COMEPLTE
 - February 23rd-24th, 2026 | Dallas/Fort Worth: Plano Events Center
 - February 25th-26th, 2026 | San Angelo: Courtyard by Marriott San Angelo
 - March 23rd-24th, 2026 | Lubbock: Overton Hotel and Conference Center
 - March 25th-26th, 2026 | Buda: Texas Asphalt Pavement Association
- Tentative Fall 2026 locations: El Paso, Corpus/Laredo, Amarillo, Longview, Brownwood, plus repeat location(s) based on demand (HOU/DFW/SAT/AUS)



The Essentials Workshop: *How we approach it.*



APEX 2026

- ✓ **Working Groups progress:** TF approves priorities list of topics to develop "Products." Start release products beginning Q2/Q3.
- ✓ **Website Development:** Release Phase 1 of website Q1, additional releases in Q2/Q3.
- ✓ **PIQ's and start offering additional APEX Mini-Educational sessions after meetings.** Q2-Q4
- ✓ **Deeper Dive Workshops Development:** Develop deeper dive workshops list (ex. 2-4 hours) and begin development. Begin offering to Districts/others in Q3. Continue to build out menu.
- ✓ **APS Development:** Continue to work with Asphalt Pavement Specialists group to improve communication skills and technical knowledge on Asphalt. Ongoing Monthly
- ✓ **Develop additional instructors:** Q2/Q3 ongoing
- ✓ **Update Essentials Workshop:** Q3
- ✓ **Plan Q3/Q4 and Q1/Q2-27 Essentials Workshops:** open registration in Q2/Q3

| | | |
|---------------------------|-----------|--|
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APEX – Industry Engagement Opportunities

- How can industry play a role here?
- What if we don't show up?
- Opportunities and Benefits:
 - To the Industry?
 - To your Company?
 - To your Staff?



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We're just getting started... it's going to be a great ride!

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