Resources and Required Reading
http://www.concretepipe.org/(ACPA website)

Introduction & Overview
In this course, we want you to get an overview as to how the ACPA and its member volunteer’s work together to address the many challenges our industry currently faces.

The American Concrete Pipe Association (ACPA) was founded in 1907 by a group of drain tile manufacturers in Iowa. For the first 90 years, the ACPA functioned primarily as a technical resource for its membership and professional consultants, providing design standards, manuals, software and research in concrete pipe and box culverts. During the last ten years, the ACPA has also emerged as a key component in the marketing of concrete pipe to specifiers of storm drainage products.

ACPA serves as the spokesperson for the concrete pipe industry in all matters affecting the industry’s welfare. The ACPA provides members with research, technical and marketing support to promote and advance the use of concrete pipe and precast box culverts for drainage and pollution control applications.

The current focus of the strategic plan of the ACPA is to increase the market share of precast concrete pipe used by our State Department of Transportation (DOT’s) groups across the United States. This goal was established by a strategic plan implemented in 2003 and updated in 2006, and again in 2011, and is currently being drafted effective in 2017. Since 2003, there have been many changes to the organization and actions of the ACPA membership and staff.

ACPA could not maintain all of the technical resources nor provide the services we provide to the industry without help from volunteers from our member companies. Our leadership (ACPA Board), committees, and task groups are all made up of hard working, dedicated, volunteers from our member companies.

Organization
Our Board of Directors are responsible for monitoring and directing all of the efforts undertaken by the ACPA Staff and Committees. Each year the work plan and budgets for all committees are reviewed and approved by the board. Staff work items and operational budgets are monitored and approved by the board. The ACPA President is the day to day “Chief Operating Officer” and is responsible for directing the staff in all of their activities. All of the staff members have specific goals that include liaison assignments to our Committees and/or major Task Groups.
Staff
The ACPA currently has 15 employees, 10 of which are engineers. Over 50% of the staff resources are spent on marketing efforts, either through personal marketing to public agency engineers or through the development of marketing resources (brochures, videos, etc.) that the ACPA membership may use. A summary of staff duties of key employees are as follows:

President – Oversees the daily operations and all employees of the association. Works closely with the Board of Directors to ensure strategic plan action items are accomplished. Represents the industry throughout North America and coordinates national marketing efforts between competing concrete pipe companies.

Director of Technical Services – Works with members of the ACPA Technical Committee and AASHTO Task Group on concrete pipe technical directives and is the face of the industry to AASHTO engineers and AASHTO committees.

Director of Engineering Services – Works with membership and staff to accomplish ACPAs many committee projects, research and educational events. Teams with staff as liaison to Technical, Marketing, Manufacturing/Quality, and Education Committees.

Director of Marketing – Staff liaison to the ACPA Marketing Committee. Program manager responsible for strategic planning and execution of marketing activities, including media campaigns, website, trade shows, communication, brochures, the Fall Short Course School and other marketing activities.

Regional Engineers (Res) – (Western, Central, Northeastern and Southeastern) The ACPA employs four regional engineers who coordinate marketing efforts in each of their regions. The regional engineers are charged with developing and implementing marketing plans with local associations in their Focus States. Each RE has been assigned five Focus States. The regional engineering program is continuing to strengthen local relationships with DOT, FHWA, & major municipal specifiers. The RE’s have improved the lines of communication from ACPA to state associations and member companies in their regions.

State Engineers – [Michigan, Georgia, Florida, California, NY/NJ/PA, TX/OK, Northwestern(OR/WA/ID), and Mountain States (UT)] The ACPA producer members employ state engineers who coordinate marketing efforts in each of their states or local regions. State engineers are charged with developing and completing marketing plans with their mentors in their sponsor states.

Committee Organization
Much of the work by the ACPA organization is completed through the efforts of our Committees and Task Group’s. The next few paragraphs briefly explain responsibilities of each committee or task group. The reader should also review ACPA By-Laws that can be found on Members Only area of the ACPA website for more specific details about ACPA organization and Committee and Task Group functions and tasks.

Marketing Committee - The ACPA assists member companies with national marketing programs. The Marketing Committee is charged with the responsibility of carrying out the promotional
programs of the Association. The Marketing Committee is comprised of the following Task Groups: Media, Issues & Answers, Municipality, and Unified Training Task Groups.

Some of the marketing activities include:
- trade shows and conferences
- direct marketing to owners and specifiers
- support library of promotional and technical publications
- Unified Training event to empower marketing and sales professionals to educate specifiers about the benefits of concrete pipe and box culverts
- sustained media campaign including ads and editorials
- Concrete Pipe News magazine
- interactive website and members only site
- marketing tools including brochures and videos
- marketing communication through electronic newsletters and webinars

Technical Committee - Working with various government and private agencies, ACPA’s Technical Committee shares a mission to continually improve the industry through design aids, research and software development that help maintain a competitive industry.

Members of the Technical Committee serve on ASTM and AASHTO liaison committees to contribute to standards development, review and revision. Computer programs such as PipePAC, PipeCAR, and the new ET Culvert (BOXCAR’s replacement) developed by the Committee members and ACPA engineers are among the best design and economic aids in the industry. The Committee has been largely responsible for introducing new Standard Installation bedding standards being accepted throughout North America. The Association’s Design Manual has been upgraded to a digital format for viewing and downloading via the ACPA web site at http://www.concretepipe.org

Manufacturing/Quality Committee - The Manufacturing/Quality Committee is charged with the responsibility of maintaining the plant certification program as well as the Quality School both now required or accepted by many departments of transportation.

Government Relations Committee - Members of the Government Relations Committee liaise with federal agencies and related congressional committees on behalf of concrete pipe producers. The long-standing committee has established good working relations with such agencies as the Federal Highway Administration, Federal Aviation Administration, Corps of Engineers (Civil Works and Military Construction), and the Environmental Protection Agency.

AASHTO Task Group - The AASHTO Task Group is charged with following the actions of AASHTO Committees and teaming with those committees in order to assist them as a technical resource about concrete pipe and box culverts.

Safety & Environmental Committee - The mission of the SEC is to foster a culture of injury and illness prevention within the concrete pipe industry, while sharing best practices and technical knowledge. The SEC collects and distributes annual and quarterly injury data. The SEC disseminates information and guidance to its members through conferences, events, and printed and electronic media.
Education Committee – The Education Committee plans the curriculum for the premier educational event and trade show of the ACPA: The Pipe School and Pipe Show. This event educates over 500 industry professionals and owners alike in areas of quality, basic and advanced production practices, technical marketing, engineering, and sales. (http://www.concretepipe.org/education/pipe-school/).

ACPA - A Resource for our Members and the Civil Engineering Community
ACPA staff, committees, and task groups provide many educational opportunities, technical resources, design aides, and research to benefit our member companies and the design community.

Continuing Education - The ACPA sponsors the most comprehensive Educational School on marketing, sales, engineering, and production and quality control in the buried pipe industry. The ACPA’s continuing education program ensures industry-wide consistency in the promotion of concrete pipe and the best possible technical assistance to designers at the local level. Professional Development Hours (PDHs) may be earned online at http://www.concretepipe.org/education/professional-development-courses/. The ACPA also conducts specialized training seminars throughout the year under the banner of “Concrete Pipe University.” http://www.concretepipe.org/education/cpu-concrete-pipe-university/

P³ Pipe Training is a comprehensive training program to assist our member companies to educate sales staff, marketing staff, and new hires to the industry. This training program will be a self-paced training, complemented by online and webinars. The trainees will receive technical training about RCP and competitive piping products as well as sales and marketing techniques and strategy. This training also offers Professional Development Hours (PDHs). More information can be found here: http://www.concretepipe.org/education/p3-training/

Technical Resources
http://members.concretepipe.org/web/Online/Store/Online/Store/Products.aspx?hkey=70dea2c9-403c-4047-9f71-433446a66c4f - The greatest resource to members of any association is an accessible and affordable resource center that is fully stocked with current information and carefully documented historical data. The ACPA’s Resource Center is a library and distribution center for bulletins, software, design manuals, installation manuals, design aides, technical papers, and numerous other resources. Resources are documented on the ACPA website. Members receive resources at a discounted rate. Many of the technical resources and design aides are available to the design engineering community as well with many being free of charge. http://www.concretepipe.org/pipe-box-resources/

Website - The ACPA is a leader in the buried infrastructure industry and uses the Internet to deliver services to its members, industry professionals and owners of buried infrastructure and drainage structures. All information about the ACPA including its services, products and resources are accessible at http://www.concretepipe.org. The site is easy to navigate and access information.

ACPA Marketing Efforts & Other Activities to Promote use of RCP

The ACPA provides marketing services to membership in two ways: by developing marketing resources that membership and staff may use to influence specifiers and by working with
The following are examples of how the ACPA works with membership to protect the industry with properly written specifications.

**Tool Kit**
http://members.concretepipe.org/web/Online/Online/Resources/Tools_for_Marketing.aspx – This contains PowerPoint presentations and accompanying resources that support each Tool Kit topic. The topics range from technical topics about RCP to contrast & comparison topics on RCP vs. Flexible piping products. Recently topics on local politics and how to approach that market segment has been added to the “Tool Kit” to assist our member companies.

**AASHTO Box Culvert Shear Design** - When the AASHTO Bridge Committee considered adding shear connectors and shear keys to box culverts in shallow fills, the ACPA responded. The ACPA conducted a $250,000 project at the University of Texas at Arlington that proved the shear connectors and shear keys were not necessary. AASHTO Standards were revised to clearly state shear keys are not required for precast Box Culverts. This action saved the industry millions of dollars that would have been caused by additional cost of shear connectors, retooling, additional design and lost work.

**AASHTO Design Requirements for Fatigue** - The University of Nebraska was contacted to complete research to address a concern and possible design issue that would have required additional steel be placed in our precast box culverts to address fatigue. The result of the research proved that fatigue is not a design issue for precast box culverts and fatigue steel or fatigue design check is not required.

**HDPE Deflection Limits** - The ACPA worked closely with the AASHTO Materials Engineers when they developed post installation inspection requirements for all drainage pipe materials. This resulted in a post installation requirement for HDPE with 5% deflection limits.

**Florida 100 Year Service Life** - The ACPA worked closely with membership in Florida to fight the 100 year service life specification for HDPE pipe. The ACPA provided nearly $100,000 to fund the effort as well as providing expertise to the local members. The resulting specification requires extensive material testing and a 5% deflection limit for HDPE pipe.

**Rapid Response Team** - The ACPA has organized a group of concrete pipe marketing professionals representing all states who can be quickly organized to respond to national issues. The Rapid Response Team can be mobilized to meet with influential agency engineers when hot issues arise.

**FAST ACT** - The ACPA influenced lawmakers in the MAP-21 Transportation Bill in 2012 and reaffirmed at the FAST ACT in 2015. The language on culverts gave state departments of transportation and other local agencies autonomy in selecting pipe materials. http://www.concretepipe.org/engineerdecision.html