



ACPA Personas and Key Message Points

Transportation Tim

DOT/Municipalities

49 Years Old

State Construction Engineer



Admin of \$10B annual work program

What does Tim know about rcp?

The extent of Tim's RCP knowledge is from conversations or presentations with the ACPA/industry. He knows fundamentally that it is different from plastic pipe. He most likely lumps it in with all things concrete; to him, RCP may be equivalent to concrete bridge deck, pavement or structural foundation.

Criteria

Durability



Cost Competitive



Compliant with AASHTO, FHWA



Goals



Completing Work
Program
projects



On time, on budget -
State Transportation
Commission



Safety - Public
perception/
media/governor

Pain Points

- Lowest bid
- Meets their standard specifications
- Proven, reliable

Barriers

- Perceived as not the least expensive
- Concerns with durability in certain environmental conditions
- Political pressure
- Concern with water-tightness of joints

What led Tim to trust and consider you?

- Rapport
- Development of relationship over time
- Word of mouth/what he hears from peers

What led Tim to choose you?

RCP's long history of reliability gains Tim's trust. He has seen RCP solutions that have worked well in the past, and that has given him confidence in the product.

"I think we are pretty satisfied with our current specifications."





WHY CONCRETE PIPE?

Transportation Tim

Cost Effective

- Concrete pipe is the strongest and most resilient and reliable storm water drainage product, making it the safest and most cost-effective and solution when comparing alternative products or materials in a cradle-to-grave life cycle analysis.
- Other stormwater drainage products and materials lack the strength and durability of concrete pipe, creating long-term replacement cost and safety risks.

Proven & Reliable

- Concrete pipe has been used for hundreds of years and has produced an unbeatable track record of safety and resilience.

Safety Concerns

- Concrete pipe can withstand disasters, such as extreme weather, fires, and floods, ensuring long-term resilient infrastructure that protects critical roadways and provides safe passages for communities to evacuate when they need it most.

Public & Political Perception

- Concrete pipe is a smart and sound long-term investment that supports community safety, the local economy, and future generations. With durability and reliability, it aids in disaster recovery and offers low-risk, long-lasting infrastructure, reducing financial burdens.

Representative Rebecca

Elected Officials

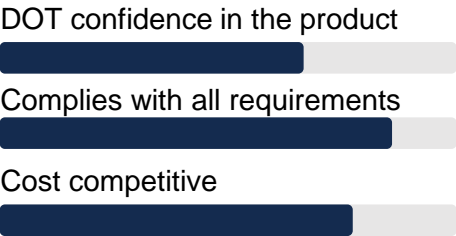


“This project has created many important jobs and will be great for the economy.”

What does Rebecca know about rcp?

Likely next to nothing. Maybe Rebecca has some limited knowledge of concrete, but doesn’t understand the difference between concrete and plastic. Any knowledge beyond this would likely need to come from a plant tour or visit by ACPA, or by her browsing a website.

Criteria



Pain Points

- Demonstrates productivity to constituents
- Showcase/stands out
- Nothing that will be destructive to future votes

What led Rebecca to trust and consider you?

Rebecca may not trust us. Trust may begin with ACPA lobbyist or staffer. In this case, we have a plant within the representative's district, so there is a home-based connection.

Goals



Barriers

- Who is she benefiting by supporting RCP?
- Will she upset a donor or their party by supporting RCP?
- Special interest groups can push her one way or another.
- Concrete seems like old technology, while plastic seems modern.

What led Rebecca to choose you?

Rebecca saw the number of employees at the local plant; this made it personal to her.



WHY CONCRETE PIPE?

Representative Rebecca

Stability

- The stability of the world around us doesn't happen by accident, it relies on infrastructure that is dependable and performs when communities need it the most. Known for its strength and resilience, only concrete pipe has a proven worldwide and centuries-long track record of the reliability needed to help make modern civilization possible.

Economy

- The design, production, and installation of concrete pipe boosts local economies through job creation and stable, high-quality employment and the durability of its material provides a long-lasting and positive economic impact to infrastructure.

Public Safety

- The increase in weather-related occurrences, such as extreme storms, fires, and floods, is countered by concrete pipe's resilience and ability to withstand these events to ensure stable and long-term infrastructure enhancing public safety efforts by protecting critical roadways and provides safe passages for communities to evacuate when they need it most.

Cost Savings

- Concrete pipe is unequivocally the most cost-effective and reliable storm water drainage solution available providing significant savings to taxpayers when comparing concrete pipe alternative products or materials cradle-to-grave life

Engineer Erin



“My role in the project stops at design.”

Engineers/Consultants

What does Erin know about rcp?

Erin knows some basics, like strength class III is most common, class V is for airports. What she knows is from either ACPA or ADS, through presentations or literature.

Criteria

Submitting plans in time to get project bid on schedule



Awarded bid in agreement with initial engineer's estimate of cost



No change orders/construction



Pain Points

- Meet owner's expectations and no surprises
- Efficiency - get this project done and move on to the next one
- Risk of failure/maintaining reputation

What led Erin to trust and consider you?

Development of a relationship over years, activity in professional associations, observed credibility in speaking engagements.

Goals



Get the project done on time at cost - owner



Maintain their own profitability, which means few complications during design and minimal construction administration issues



Repeat work from the client

Barriers

- Too expensive
- Owner and contractor want to use plastic - don't bite the hand that feeds
- A bad experience with RCP on a previous project

What led Erin to choose you?

Through a process of education, follow-up and her self discovery of making that decision.





WHY CONCRETE PIPE?

Engineer Erin

Confidence

- Concrete pipe has been used worldwide for centuries, no product on the market has a stronger reputation.
- Concrete pipe's rigid structure serves as both frame and conduit, providing self-reliance, ease of installation, and cost savings. Its durability ensures low-risk, efficient installations, creating unparalleled efficiency.

Cost Effective

- Concrete pipe is unequivocally the most cost-effective and reliable storm water drainage solution when comparing alternative products or materials cradle-to-grave life cycle analysis.

Build Client Trust

- Concrete pipe performs as intended allowing it to withstand disasters, such as extreme weather, fires, and floods, ensuring long-term resilient infrastructure that stay intact and perform as expected when communities need it most.

Professional Integrity

- While other products may claim a lower upfront cost, concrete pipe has minimal installation risk and with its durability and proven longevity, it ensures reliability and performance minimizing product maintenance and significantly lowers overall project costs.

Contractor Conrad

52 Years Old——



—— Project Manager

—— Oversees & delivers on construction contracts worth \$100 million annually

“Thank you for taking the time to explain how drainage pipe is designed and about the requirements. It was nice to hear about the ‘why’ rather than an inspector telling you do this, do that without any explanation.”

Contractors

What does Conrad know about rcp?

A lot of practical knowledge of how strong it is, how efficient he can be using it, the risks associated of using it – or no risks. That is all self-learned. Conrad likely knows about plastic pipe from personal experience, too. Beyond that, he learned the fundamentals from industry associations, either ACPA or ADS.

Criteria

Meeting budget



No schedule over-runs



Safety



Goals



Compliance with the construction contract and getting paid from the owner



Efficient Personal productivity of satisfaction of installation -quality work - Contractor/CEO Himself and crew

Pain Points

- Can I bid the job using RCP and win the contract?
- RCP comes in shorter laying lengths, minimizing worksite efficiencies
- RCP requires heavier lifting equipment onsite than plastic
- Labor needed to handle an RCP installation

Barriers

- Too expensive
- Owner and contractor want to use plastic - don't bite the hand that feeds
- A bad experience with RCP on a previous project

What led Conrad to choose you?

His trust and confidence in the product. Weighing risk vs. rewards of using plastic vs. RCP. Favorable site and spec conditions for using RCP vs. plastic.

What led Conrad to trust and consider you?

Confidence in the product. Elimination of unknowns, risks.
Loyalty to product or producer. Long-term relationships.
Demonstrating genuine interest and care for Conrad.





WHY CONCRETE PIPE?

Contractor Conrad

Confidence

- Concrete pipe has been used worldwide for centuries producing an unbeatable track record of resilience, reliability, and intended performance.

Compliance

- Concrete pipe adheres to specifications, standards, and comprehensive quality testing during production, ensuring compliance with industry standards and fulfilling project requirements.

Meets Customers Demands

- There is no other product as strong and durable as concrete pipe, ensuring long-term and reliable systems that stay intact and performs as customers expect.

Cost Effective

- While competing products may appear to be cheaper, their special installation requirements often add time, frustration, and cost to projects.
- Concrete pipe's durability ensures low-risk and efficient installations, decreasing unexpected project and repair costs leading to both short-term and long-term cost savings.

Minimized Installation Risk

- Concrete pipe's rigid nature serves as both a structure and conduit reducing reliance on installation requirements for project success.
- A straightforward installation process minimizes the risk for short-term and long-term challenges and surprises.