



PERSONA GUIDE



MEET THE CONCRETE PIPE AUDIENCE



- SEEKS THE **LOWEST BID**
- MAKES **SAFETY** A HIGH PRIORITY
- IS CONCERNED ABOUT **DURABILITY** IN CERTAIN CONDITIONS

TRANSPORTATION TIM



- AIMS FOR **EFFICIENCY**
- DEPENDS ON **GOOD RELATIONSHIPS** WITH CLIENTS
- WANTS TO MAINTAIN **GOOD REPUTATION**

ENGINEER ERIN



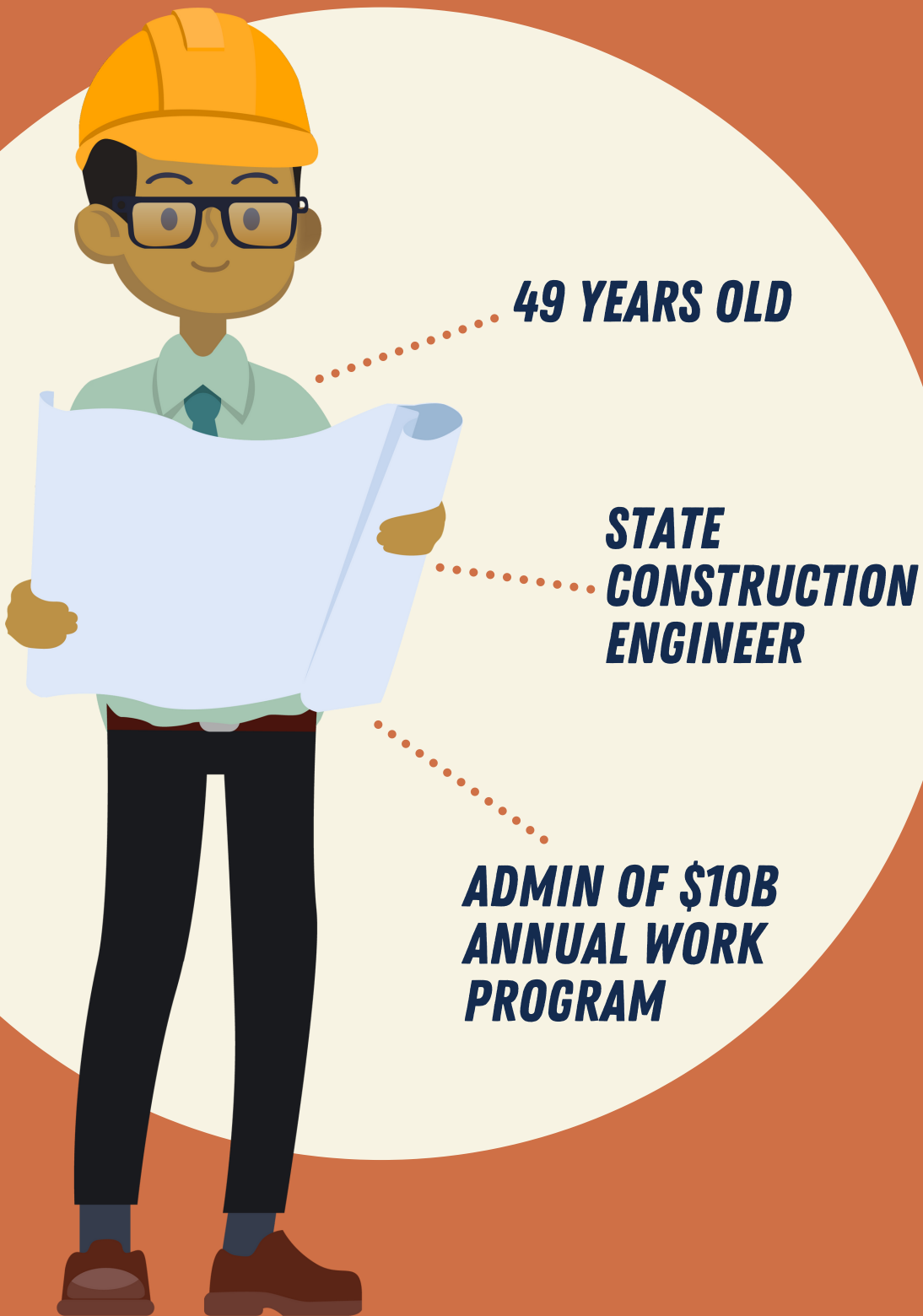
- IS DRIVEN BY **CONSTITUENTS' NEEDS**
- LIKES HIGHLY **VISIBLE PROJECTS**
- VALUES **JOB CREATION** AND POSITIVE ECONOMIC IMPACT

REPRESENTATIVE REBECCA



- IS **LOYAL** TO PRODUCTS AND PRODUCERS
- WEIGHS **RISK VS. REWARD** BETWEEN PLASTIC AND RCP
- VALUES THE **SAFETY** OF HIS CREW

CONTRACTOR CONRAD



49 YEARS OLD

STATE
CONSTRUCTION
ENGINEER

ADMIN OF \$10B
ANNUAL WORK
PROGRAM

**"I THINK WE ARE PRETTY SATISFIED WITH OUR
CURRENT SPECIFICATIONS."**

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



PAIN POINTS

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

WHAT LED TIM TO TRUST AND CONSIDER YOU?

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

GOALS



Completing
Work Program
projects



On time, on budget -
State Transportation
Commission



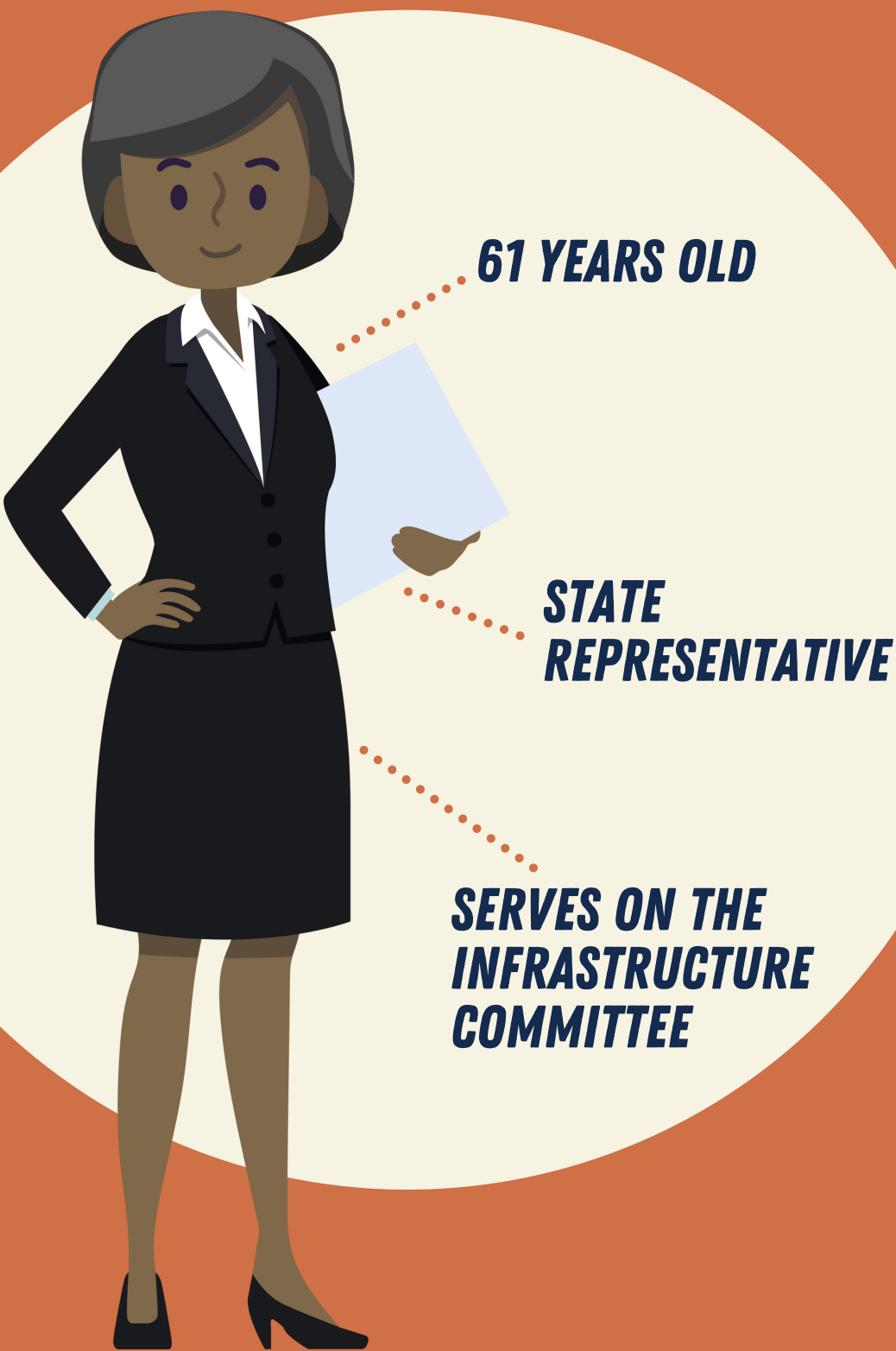
Safety - Public
perception/
media/governor

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 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.

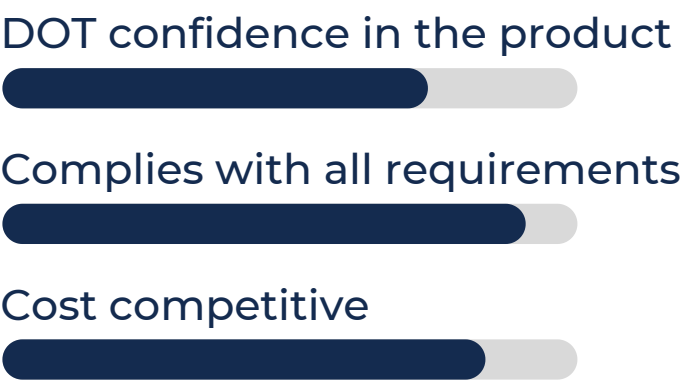


"THIS PROJECT HAS CREATED MANY IMPORTANT JOBS AND WILL BE GREAT FOR THE ECONOMY."

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



GOALS



PAIN POINTS

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

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 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.

WHAT LED REBECCA TO CHOOSE YOU?

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



"MY ROLE IN THE PROJECT STOPS AT DESIGN."

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 conflicts



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.



52 YEARS OLD

PROJECT
MANAGER

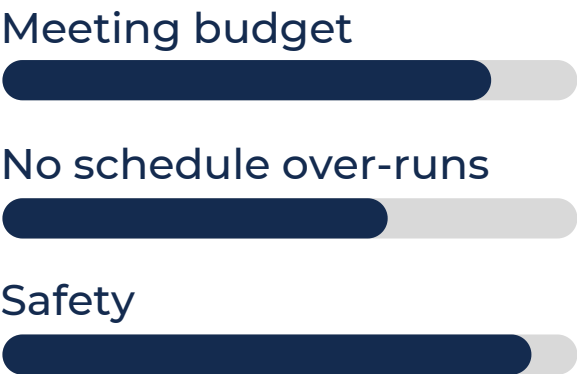
OVERSEES & DELIVERS
ON CONSTRUCTION
CONTRACTS WORTH
\$100 MILLION
ANNUALLY

"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."

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



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

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, care for Conrad.

GOALS



BARRIERS

- The lower price of plastic pipe
- If no final inspection, they can install plastic faster
- Perception of product quality, real or not

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.