

NOVEMBER 2002

Expanding the Territory We Call "Home"

A View from the Road

by Ted Aadland, NPHQ Co-Chairman and President, F. E. Ward, Inc.

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My friend's son is a great baseball player. When he was 12, they must have put 100 miles a month on the family car driving him from game to game in their small community. If he were 12 today, my friend's family would be shopping for cheaper car insurance to cover the mileage for all the games that kid would play an hour or more from home.

Someone was telling me recently about a guy who is married to a stockbroker. She kept her job in the city when they moved to a bigger place out in the country a while back. Her yearly mileage is already twice what he puts on his car – and her command of the best seller list is putting him to shame, with all the books-on-tape she consumes getting from here to there.

Their family dog has quite the life. He kept his old veterinarian when the family moved, so now travels 45 air-conditioned miles to work with the wife whenever he needs a shot, a shampoo or a "vacation."

I thought about all this as I was considering a new "toy" today – a state of the art GPS unit I saw on the Internet. If I order the thing, it'll come from Germany, by way of New Jersey, then fly to San Francisco, where it will board a truck for delivery to my office. Imagine that, me, sitting around in shorts, shopping in Germany! Guess I'll have to find a new excuse for the monthly pilgrimage to Radio Shack.

So, here's the point. Roadways allow me and my family, my friends, you, and your family to occupy and benefit from an enormous community. Our communities have grown by a few hundred miles in just the past ten years. There is no way a modern American family could access the benefits of a major metropolitan area while living on a piece of affordable property in a house with a little breathing room – and shop a worldwide marketplace for the best goods and prices – unless beautifully served by a network of quality roadways.

America's roadway program is in the midst of a transformation. Mobility is the agent of change. As the engineers, designers, architects, administrators, contractors, subcontractors, suppliers, crafts people, and policymakers of the great American road, we are more than a road gang. We are the stewards of a new level of access to the American dream.

America's mobility deserves a sustained, high level of investment unlike any we've pursued in the past. But who will argue for that? We will. We understand the roadway program better than anyone else. But while we're at it, let's also be sure we understand the roadway user: it's a pretty safe bet – to paraphrase Pogo – that we have met the user, and it is us, all of us.

It's time for us to reframe the arguments, to move from playing catch-up to playing the world leaders in mobility that we are. In everything we say and do, let's

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National Partnership for Highway Quality
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New Faces on the Steering Committee



A warm welcome and congratulations to the five newest representatives named to the NPHQ Steering Committee: Frederick G. "Bud" Wright, Jr., Amadeo

Saenz, Jr, T. J. Schulz, James Sorenson, and Julie Trunk.

As we all know, Bud Wright is the Executive Director of the Federal Highway Administration. He formerly served as the FHWA's Program Manager for Safety and as Director of the Office of Budget and Finance, and was one of the key administration representatives in negotiations with Congress that led to the Transportation Equity Act for the 21st Century (TEA-21). He fills the senior FHWA Steering Committee slot vacated by Tony Kane two years ago.

Amadeo Saenz, Jr is the Assistant Executive Director for Engineering Operations for the State of Texas Department of Transportation. He succeeds Gary Gilmore from the Montana DOT as the WASHTO representative to NPHQ.

T. J. Schulz is the Director of Transportation for the American Council of Engineering Companies, and replaces John Carney as ACEC's staff representative on the Steering Committee.

James Sorenson is the Construction & System Preservation Team Leader in FHWA's Office of Asset Management (HIAM 20). He takes over the duties of Madeleine Bloom on the NPHQ Steering Committee.

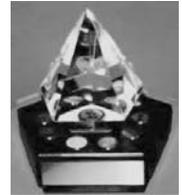
Julie Trunk is System Preservation Engineer in the Office of Asset Management (HIAM 20) at the FHWA. She serves as Secretary for the Steering Committee, and takes over from Ken Jacoby.

Paving the Way for NPHQ Awards

NPHQ has kicked off its nomination process for the 2003 National Achievement Awards, which recognize five levels of superior performance: the National Award, Special Recognition of a Major Structure Project, Special Recognition of a Small Project (total construction or maintenance cost under \$20 million), National "Gold Level" Projects, and State Awards.

The application deadline is May 5, 2003, and nomination forms can be downloaded from www.nphq.org or requested by e-mailing btemplenphq@aol.com.

Ready to celebrate the winners of the NPHQ 2002 "Making a Difference" Awards? Be in Salt Lake City on November 14, 2002 at the Awards Luncheon during the 2002 NPHQ Highway Quality Conference. The "Making a Difference" Awards are given biennially in four categories: State Quality Initiatives, Risk Taking, Breaking the Mold, and Partnering. The honorees and best practices of the winners will be posted on the NPHQ web site and publicized throughout the industry after the presentations.



Word on the Street: Partner News

The Federal Highway Administration is encouraging public comment and input on surface transportation reauthorization at www.fhwa.dot.gov/reauthorization/. The FHWA has also set up a TEA-21 web site with comprehensive information and links about the Transportation Equity Act for the 21st Century and its implications at www.fhwa.dot.gov/teaz1.

The American Traffic Safety Services Association's National Work Zone Memorial, "Respect and Remembrance: Reflections of Life on the Road" has been exhibited in communities across the country since its unveiling in Washington, DC during National Work Zone Awareness Week last April. The 2002 exhibition schedule included Albany, NY, Essex Junction, VT, Olympia, WA, Newington, CT, Chicago, IL, Salem, OR, Indianapolis, IN, Sedalia, MO, Springfield, IL, and Moses Lake, WA. The memorial is a living tribute to the men, women and children who have died in work zones in the United States – workers, motorists, members of law enforcement agencies, and public safety officials.

The gathering of names for the exhibition is ongoing; to submit a name, visit

www.atssa.com and download the name submission form. The portable memorial is available to anyone in the roadway industry or to interested communities who wish to help raise public awareness of the need to respect and stay safe in America's roadway work zones, and can be reserved in advance by contacting ATSSA at (800) 272-8772.

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The NPHQ Newsletter

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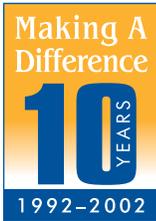
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NOVEMBER 2002



Driven by Quality: NPHQ's 10th Anniversary

by Bob Templeton, NPHQ Administrator

What better way to celebrate the 10th anniversary of NPHQ than by launching a newsletter for and about members united by their resolve for quality? This inaugural issue salutes the vision of NPHQ partners and the fact that exactly ten years ago this month, the NPHQ was launched.

Known as the National Quality Initiative from November, 1992 to November, 2000, the partnership was an historic first: the first time so many diverse groups from public and private sectors of the highway industry pledged their common support for the issue of quality. The original sparks? Thirty leaders in the quality management field from the Federal Highway Administration, the American Association of State Highway and Transportation Officials (AASHTO), industry and academia.

The first steering committee was comprised of AASHTO, the FHWA, the Associated General Contractors of America (AGC), the American Concrete Pavement Association (ACPA), the American Road and Transportation Builders Association (ARTBA), the American Consultant Engineers Council (ACEC, later the American Council of Engineering Companies), the National Asphalt Pavement Association (NAPA), and the National Ready Mixed Concrete Association (NRMCA). Other organizations soon signed on, and, ten years later, the NPHQ Steering Committee includes the eight just mentioned plus the American Public Works Association

(APWA), the Asphalt Institute (AI), the American Traffic Safety Services Association (ATSSA), and the National Stone, Sand and Gravel Association (NSSGA).

The original focus on construction and materials has broadened to include planning, design construction, operations, management, maintenance, contracting, partnering, investment strategies, advanced technology, and all aspects of the highway. And the focus has blossomed to center on the roadway user as well as contractors and highway officials. It's a tribute to NPHQ partners that the customer's safety and mobility rank as top priorities in today's roadway projects.

Frank Francois, former Executive Director of AASHTO, was instrumental in forming the National Quality Initiative and developing the charter. Reflecting back in a recent interview, he said, "We at AASHTO knew our states could get better roads if we worked more closely with industry. The quality of our road system was good, but had the potential to be greater with a better working relationship between the states and the contractors who worked for them. The Quality Initiative was the result, and it worked. By bringing together key leaders from AASHTO and the Federal Highway Administration, we were able to put together the kind of workshops that helped everyone do a finer job.

"Now it's ten years later," Mr. Francois said, "and America's highways are clearly better. I'm very pleased to see we've reached the 10th anniversary of an idea whose time had come."

Progress Report

Now Available

NPHQ's review of the latest (2000) FHWA highway customer satisfaction survey is now available for distribution to roadway program stakeholders. Entitled "Progress Report: A Customer Review of America's Highway Quality," the new brochure highlights how customers say they use the road, what aspects of the American roadway investment are working, and what areas need improvement.



Not surprisingly, the customers' biggest complaint is congestion. A key change is in motorist attitude: the number of drivers voicing satisfaction with major highways overall rose 15 percent (to 65 percent) since 1995. But the percentage of unsatisfied drivers rose, too, by six percent. The middle ground is shrinking and more opinionated drivers indicate that consumer demand for quality is on the upswing.

The survey also sheds light on fascinating changes in customer needs. Trip chaining – running errands on the way to and from work – appears to be a significant evolution in the way motorists use highways, and helps inform our approach to congestion relief. Vehicle miles traveled continue to rise, another indicator of increasing demand on America's roadways.

"Progress Report" is designed to present in a simple, user friendly format, information and insight gleaned from the most comprehensive customer survey the roadway program conducts. As industry and government leaders move toward reauthorization of TEA-21, it serves as a quick reference guide to the priorities and concerns of America's highway users.

Partner organizations are encouraged to request copies for relevant member committees, for their publications, and for executive staff. To receive your copies, contact Bob Templeton at btemplen-phq@aol.com or (512) 301-9899.

Partner News, from page 2

ATSSA reports that according to the latest data from the National Highway Traffic Safety Administration, a record number of deaths occurred in roadway work zones in 2001: 1,079 fatalities, up from 1,026 in 2000.

The American Association of State Highway and Transportation Officials' proposals for reauthorization of the Transportation Equity Act for the 21st Century (TEA-21) include recommendations for federal-aid highway programs to be ramped up from \$34 billion to \$41 billion, and transit programs from \$7.5 billion to \$10 billion over six years. AASHTO is exploring a new concept that could leverage available revenue: a new federally-chartered Transportation Finance Corporation, that would issue bonds to leverage funds collected in the Highway Trust Fund.

In other AASHTO news, the rollout of the "511" traveler-information numbers is progressing in various states. 511 is a pilot that eventually is expected to result in a nationwide network of access to fingertip information about road conditions, road work and in some cases tourism.

The American Road and Transportation Builders Association is celebrating its 100th birthday this year, and to mark the historic milestone, award-winning author John Yow has written a new hardcover book chronicling the story of how the U.S. transportation construction industry has helped build a strong, dynamic America. The book is entitled *Are We There Yet? Building America's Transportation Infrastructure Network*, and details how the expanding American road network has helped to improve the quality of everyday life in the

U.S., create new industries, bolster public safety, and make America a military superpower. It also profiles industry innovators and analyzes the challenges facing the industry today. *Are We There Yet?* can be purchased online at www.artba.org or by calling (888) 821-9653.

In other news, ARTBA has proposed a Highway/Transit Funding Plan that calls for more efficient cash management of Highway Trust Fund revenues combined with small annual increases in the federal motor fuels excise – two cents or less per year. The result, ARTBA estimates, could double federal investments in highway and mass transit capital improvements by 2009. The annual gas tax adjustment ARTBA is proposing to Congress is called "Two Cents Makes Sense."

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communicate that roadways are as important a player in modern life as the choice of roof over our head and wheels under our chassis, and that roadways are the backbone of e-business – that nothing goes from store-to-door unless it travels on a road.

The quality of America's roads is a defining quality of American life. Let's rethink what we know, and reframe what we think. Then, as leaders of America's roadway quality movement, let's get out there and take a new conversation to the streets. I'm willing to bet that when we talk, people will listen. I think they've been waiting to hear from us...waiting for someone to put their relationship with the road into the right context, the right words.

Americans don't want fewer roads; they want better roads. They don't want to suffer for their mobility; they want to enjoy every benefit of it. Let's take new pride in the fact that we are their champions. Let's take the full measure of the fact that we hold the keys that open a gateway to the American dream.

Calendar of Conferences and Conventions

The following is a partial list of major conventions and conferences sponsored by NPHQ partners. More information about these and hundreds of other noteworthy industry, state, federal and international workshops, meetings and conferences can be found at partners' web sites.

October 9–11, 2002	ACEC Fall Conference, Phoenix, AZ
November 20–21, 2002	ARTBA Public-Private Ventures in Transportation and FHWA Workshop on Project Finance, Washington, DC
December 3–7, 2002	ARTBA International Roadway Work Zone Safety Conference, Orlando, FL
December 4–7, 2002	ACPA Annual Convention, Boca Raton, FL
January 13–16, 2003	NAPA Annual Convention, San Diego, CA
January 30 – February 1, 2003	NRMCA Annual Convention, San Diego, CA
February 2–4, 2003	ATSSA 33rd Annual Traffic Expo & Convention, New Orleans, LA
February 8–11, 2003	NSSGA Annual Convention, Orlando, FL
April 26–29, 2003	AASHTO/Northeastern Association of State Transportation Officials, Saratoga, NY
May 11–14, 2003	ACEC Annual Convention, Boston, MA
May 29 – June 3, 2003	AASHTO Spring Meeting, Lexington, KY
August 24–27, 2003	APWA Annual Congress, San Diego, CA