

CRACKS, CAMERAS, AND CAPITAL PLANS

The New Language of Pavement Intelligence

PAAMA

Pennsylvania Association of Asphalt Material Applicators

2025 Annual Conference

Innovations in Pavement Preservation



James Golden, Founder and CEO



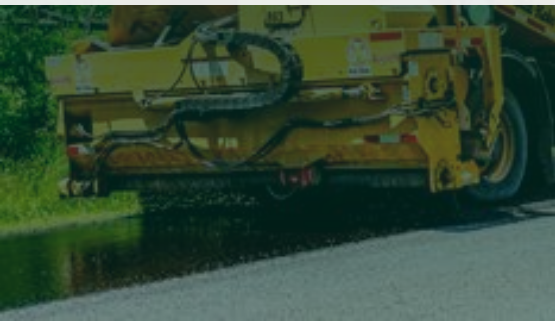
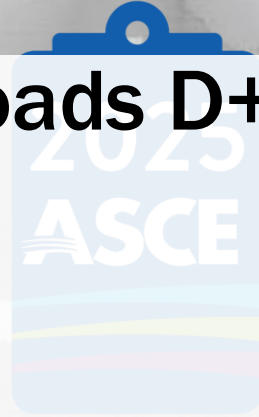
PAVEMENT MANAGEMENT DEFINED

A systematic approach
to the annual maintenance
and repair of your roadway network



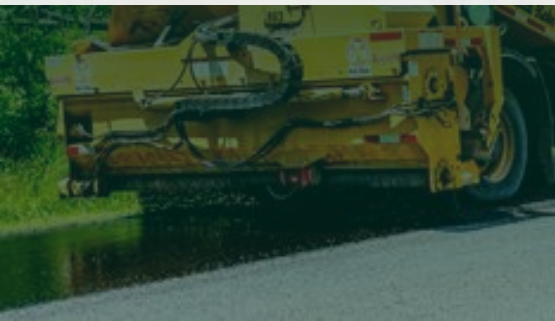
CURRENT REALITY

- ASCE 2025: Pennsylvania Roads D+
- Thin budgets, thick backlog
- Complaints driving projects
- No data-driven approach
- Lack of preventive maintenance & preservation
- Don't know where to begin!



COMMON PAIN POINTS

- Limited staff & resources
- Pressure from council and public
- Outdated or incomplete data
- ROI and future conditions are unclear



THE STAKES

Your residents don't care about A PCI—they care about:

- Smooth roads
- Fewer potholes
- Where their tax dollars go
- Seeing their roadway fixed



PMAG

PAVEMENT MANAGEMENT THE OLD WAY

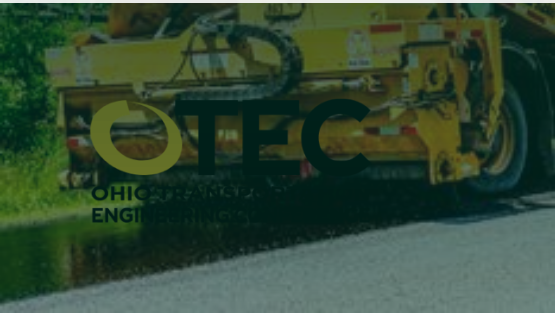
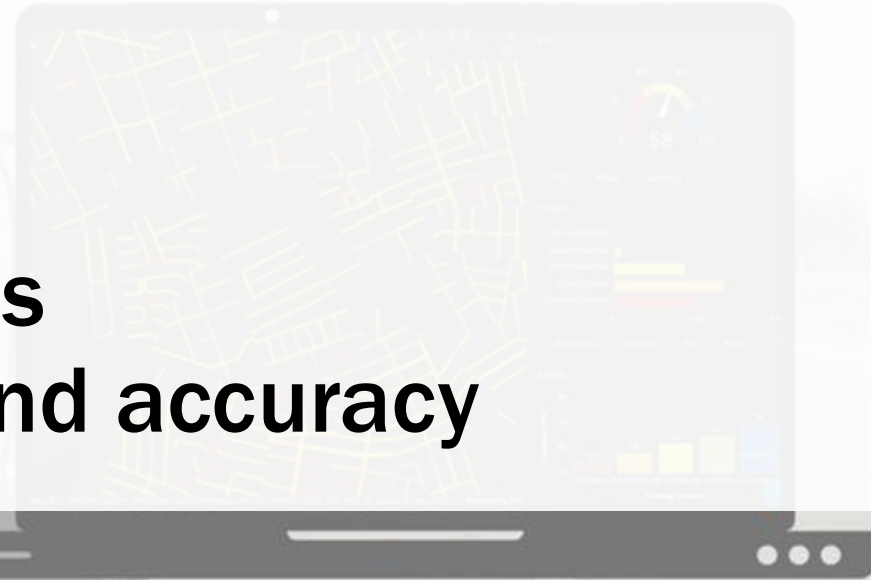
- Boots on the ground
- Complex software
- Lengthy project completion
- Frequency of inspection
- Subjective data and results



PAVEMENT MANAGEMENT THE NEW WAY



- Single vehicle + camera operation
- High definition video
- AI-powered distress identification
- Human QA + ASTM standards
- Transparent, GIS powered dashboards
- Increased speed of project delivery and accuracy



- An accurate inventory is the foundation
- Define pavement sections
- Tag all relevant section attributes
 - Length, width, area, surface type, lanes, class, etc

“You can’t manage what you don’t measure”

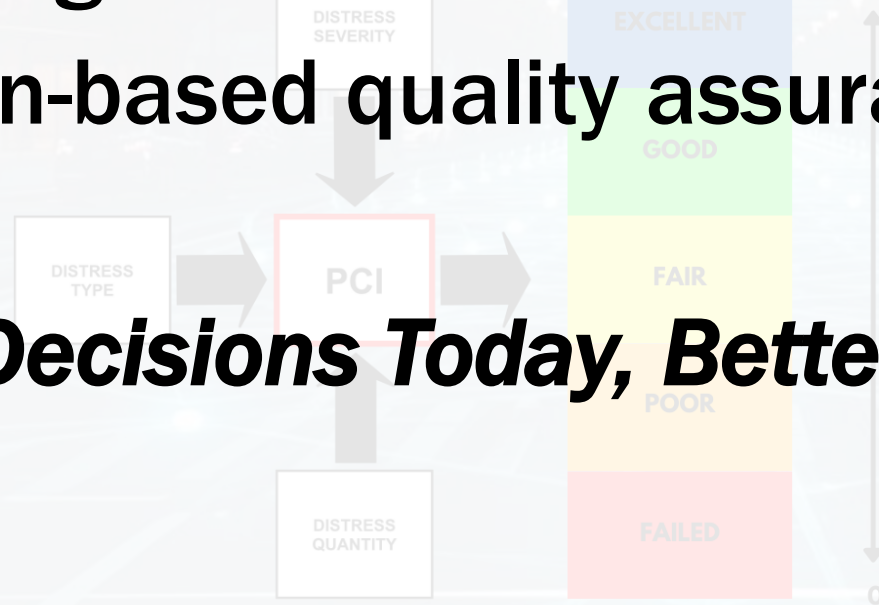
VIDEO LINK	ROAD NAME	SECTION FROM	TO	LENGTH	WIDTH	AREA	RANK	SURFAC	LANES	SHOULDER	ZONE
WILLIAMSON LN 01	WILLIAMSON LN	05	BRUNTS CT	287	27	7,749	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 02	WILLIAMSON LN	06	HEFFLEY CT	357	27	9,639	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 03	WILLIAMSON LN	07	ASHBROOK RD	366	27	9,882	RESIDENTIAL	ASPHALT	1	CG	ASHBROOK V
WILLIAMSON LN 08	WILLIAMSON LN	08	BRUNS CT	146	27	3,942	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK
WILLIAMSON LN 09	WILLIAMSON LN	09	HEFFLEY CT	221	27	5,967	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 10	WILLIAMSON LN	10	BURGSTRESSER CT	126	27	3,402	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 11	WILLIAMSON LN	11	CREEK CT	315	27	8,505	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 12	WILLIAMSON LN	12	LOYRUSH CT	302	27	8,154	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 13	WILLIAMSON LN	13	MURDOCK LN	326	27	8,802	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 14	WILLIAMSON LN	14	WALNUT DR	301	27	8,127	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 15	WILLIAMSON LN	15	EMBERS LN	300	27	8,100	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILLIAMSON LN 16	WILLIAMSON LN	16	DEAD END E	162	27	4,374	RESIDENTIAL	ASPHALT	2	CG	ASHBROOK V
WILSON DR 01	WILSON DR	01	LITHOPOLIS RD	2,131	23	49,013	RESIDENTIAL	ASPHALT	2	CG	WESTCHESTER
WINCHESTER BLVD 01	WINCHESTER BLVD	01	WYOMING ST	1,072	60	16,544	ARTERIAL	ASPHALT	3	CG	GENDER RD
WINCHESTER BLVD 02	WINCHESTER BLVD	02	PRENTISS ST	1,054	60	16,544	ARTERIAL	ASPHALT	3	CG	GENDER RD
WINCHESTER BLVD 03	WINCHESTER BLVD	03	PRENTISS ST	327	72	13,544	ARTERIAL	ASPHALT	6	CG	GENDER RD
WINCHESTER BLVD 04	WINCHESTER BLVD	04	GENDER RD	330	60	19,800	ARTERIAL	ASPHALT	5	CG	GENDER RD
WINCHESTER BLVD 05	WINCHESTER BLVD	05	PRIVATE DR	470	60	28,200	ARTERIAL	ASPHALT	5	CG	GENDER RD
WINCHESTER PIKE 01	WINCHESTER PIKE	01	GENDER RD	3,412	23	78,476	RESIDENTIAL	ASPHALT	2	ROL	GENDER RD
WINDWARD CT 01	WINDWARD CT	01	SARWIL DR N	509	27	13,743	RESIDENTIAL	ASPHALT	2	CG	WINCHESTER
WOODSVIEW DR 01	WOODSVIEW DR	01	CHEROKEE DR	571	33	18,843	RESIDENTIAL	ASPHALT	2	CG	DYE ADDITI
WOODSVIEW DR 02	WOODSVIEW DR	02	CHEROKEE DR	1,160	33	37,160	RESIDENTIAL	ASPHALT	2	CG	DYE ADDITI
WOODSVIEW DR 03	WOODSVIEW DR	03	CHEROKEE DR	719	33	23,600	RESIDENTIAL	ASPHALT	2	CG	DYE ADDITI

AI TECHNOLOGY DISTRESS IDENTIFICATION



QUALITY DATA = DATA-DRIVEN RESULTS

- PCI scoring aligned with ASTM standards
- Expert human-based quality assurance



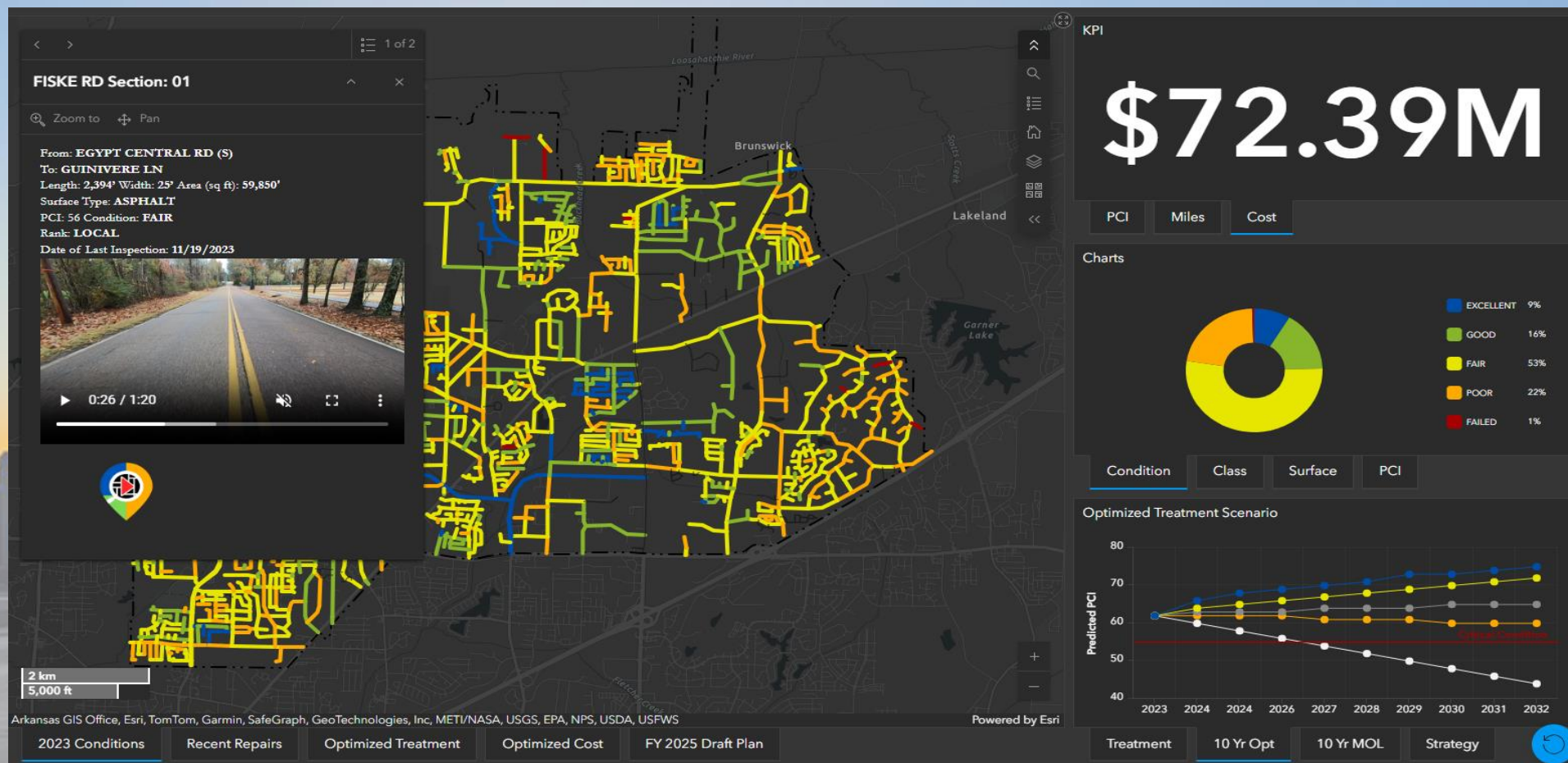
“Data-Driven Decisions Today, Better Roadways Tomorrow”

FROM CRACKS TO CAPITAL PLANS

- AI distress identification
- Automated PCI calculation
- Streaming HD video
- Project history tracking
- Treatment qualification
- Budget/target driven scenarios
- Transparent, data-driven and objective capital planning



SOLUTION EXAMPLE



LEARN MORE

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