

Durham Region wins Good Roads' Municipal Paving Project of the Year Award

Whitby, Ontario – At the recent Good Roads Conference, Durham Region, in partnership with Road Surface Recycling Limited, won the 2025 Good Roads' Municipal Paving Project of the Year Award for our pilot project for road rehabilitation using Hot-In-Place Recycling (HIR) technology. The project was completed along four kilometres of Shirley Road (Regional Road 19) in the Township of Scugog and 4.2 kilometres of Regional Highway 2 in the Municipality of Clarington.

The costs incurred were lower than expected, which enabled the Region to add two more locations to the contract, including a 2.2 kilometre road segment on Lake Ridge Road (Regional Road 23) in the Township of Brock and the access road and parking lot at the Waste Management Centre on Garrard Road in the Town of Whitby.

HIR is an innovative approach that was tested to determine if it would repair asphalt, extend the life of the

road and reduce waste. Challenging road segments were chosen for this pilot to test the limits of this method. This approach uses heat to create natural bonds between the layers of the asphalt to help reduce water infiltration, potholes and cracking during the frequent freeze-thaw cycles we experience in Canada. With this process, the volume of aggregate materials, typically mined and trucked in for road construction, are significantly reduced, thereby lowering costs and reducing the environmental impact. No pavement waste was generated during the pilot, as all existing aggregates and asphalt cement were fully recovered and reused. This significantly lowered costs and reduced the environmental impact. Other benefits of the HIR process included faster resurfacing and with minimal traffic disruption. This reduces the time and money required for rehabilitation work with less inconvenience to motorists.

Good Roads' Municipal Paving Awards annually recognize successful municipal-private sector collaborations for excellence and innovation in paving projects in Ontario.

Good Roads is a municipal association that focuses on the quality and design of roads in Ontario. They have been devoted to the cause of better roads since 1894. Originally known as the Ontario Good Roads Association (and still using that name corporately), their members include most of Ontario's municipalities and a growing number of First Nations as well as dozens of affiliated corporate members in the transportation and infrastructure sectors. For more information, visit goodroads.ca.

"Durham Region continues to adopt and test new technologies like HIR to learn what works best in real-world conditions, to reduce our carbon footprint and meet our climate goals. The lessons learned here will inform design and specifications for future projects. This award from Good Roads recognizes Durham Region's leadership

in piloting new approaches within this industry."

- Dan Waechter, Director of Capital Projects Delivery

The HIR process included six integrated steps: pre-heating, gradation adjustment, hot milling, asphalt cement rejuvenation, mixing and relaying.

For this project, a one-metre shoulder widening was added using oxidized crushed RAP imported from an asphalt plant, which is the first time this was done in an Ontario paving project.

Challenging road segments were chosen for this pilot in order to test the limits of this new recycling road rehabilitation technology and methodology.

The new asphalt mat supported traffic very well, with less traffic disruption and time required compared to traditional mill and overlay operations.

This method can be repeated for future rehabilitations on the same roadway by continually recycling the aggregate and restoring the asphalt.

TAKE THE THREE SECOND TEST!!!

- Turn to any page in this newspaper.
- Look at any ad for the count of three. Then turn page.
- Tell me what you remember of that ad or page?
 - Can you recall product?
 - Can you recall phone number?
 - Can you recall what was advertised?
 - Can you recall address?
 - Can you recall company name?
 - Can you recall any pictures?
 - Can you recall any logos?

If little or nothing. You just proven why **BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS** do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule. Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

Then what is the answer?

Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy. The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.

Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away.

This Week Political Funny



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