



STRATEGIC PLANNING SESSION Memorandum of Meeting

8:30 A.M. Thursday December 8th, 2016 – Kitchener, Ontario

Present:

Kevin Williams (Chair)	Atlantic	Bruce Matheson	Frontier
Stephen MacKinnon	Atlantic	David Watson	Leland
Jason Sherwood	Atlantic	Mike Mounts	Valfilm
Nick Spence	Atlantic	JB Barros	Valfilm
Janine Yetke	Armtec	Kamran Derayeh	AMD
Dawn Nigro	Armtec	John Tran	AMD
Randy McDonald	Armtec	Chris Groot	ES Hubbell
Butch Ferneyhough	Armtec	Ray Wilcock	CSPI

Absent:

Shane Setter	Ironside	Ian Berry	Warner
Robert Rohr	ACI	Byron Nelson	Leland
Heba Ahmed	Armtec		

1. Review Mandate & CSPI/Member Role

Kevin presented the following:

CSPI Mandate:

- 1) Answer the question 'Why Steel?'
- 2) Penetration into the concrete market. Heavy focus on DOT's combined with a focus on key municipalities.
- 3) Educate post-secondary students

CSPI & Member Roles:

- CSPI: initiate meetings with key owner contacts and notify members.
- Members: responsible for inviting key designers and builders to these meetings.

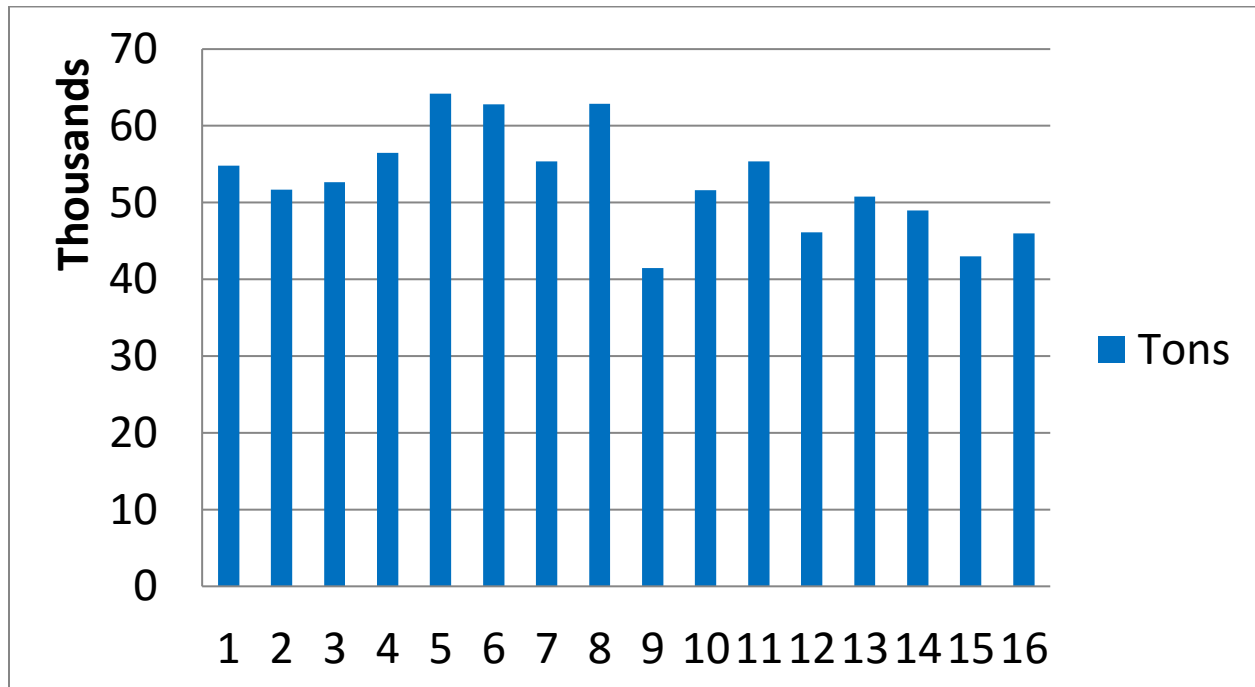
Mandate and roles approved.

2. 2017 KPI's

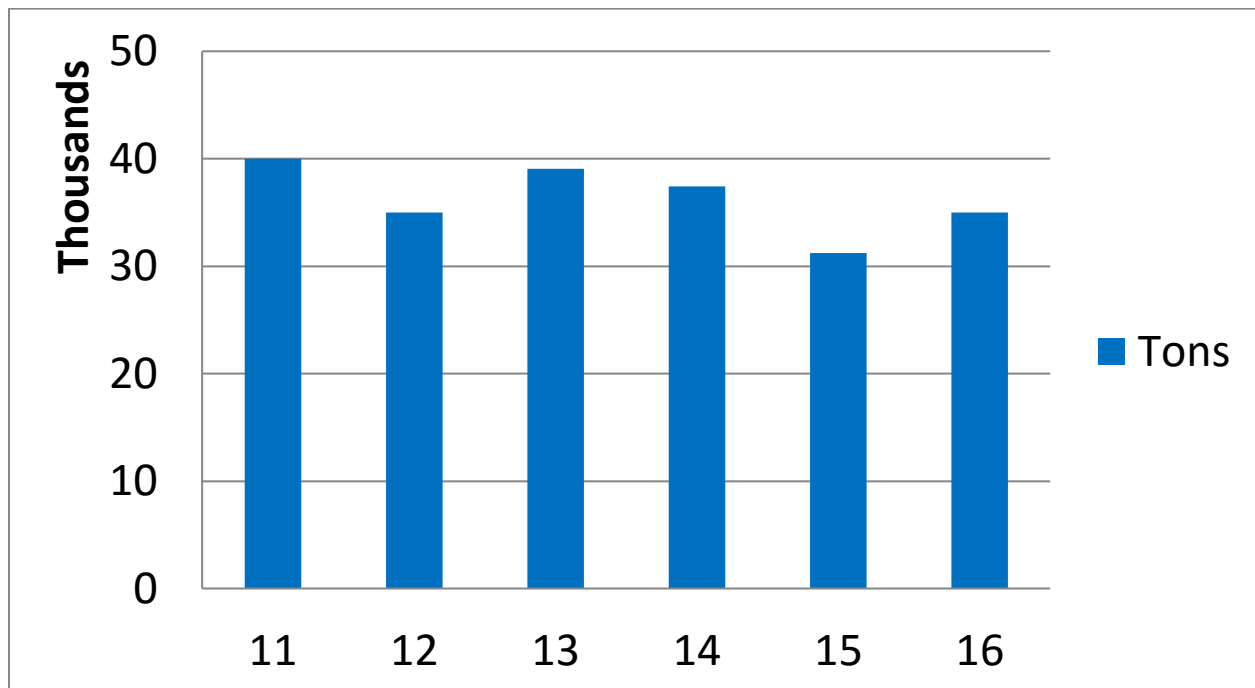
1) CSPI Tons Year over Year

- Ray presented the following graphs showing CSP tonnage up 7% over 2015:

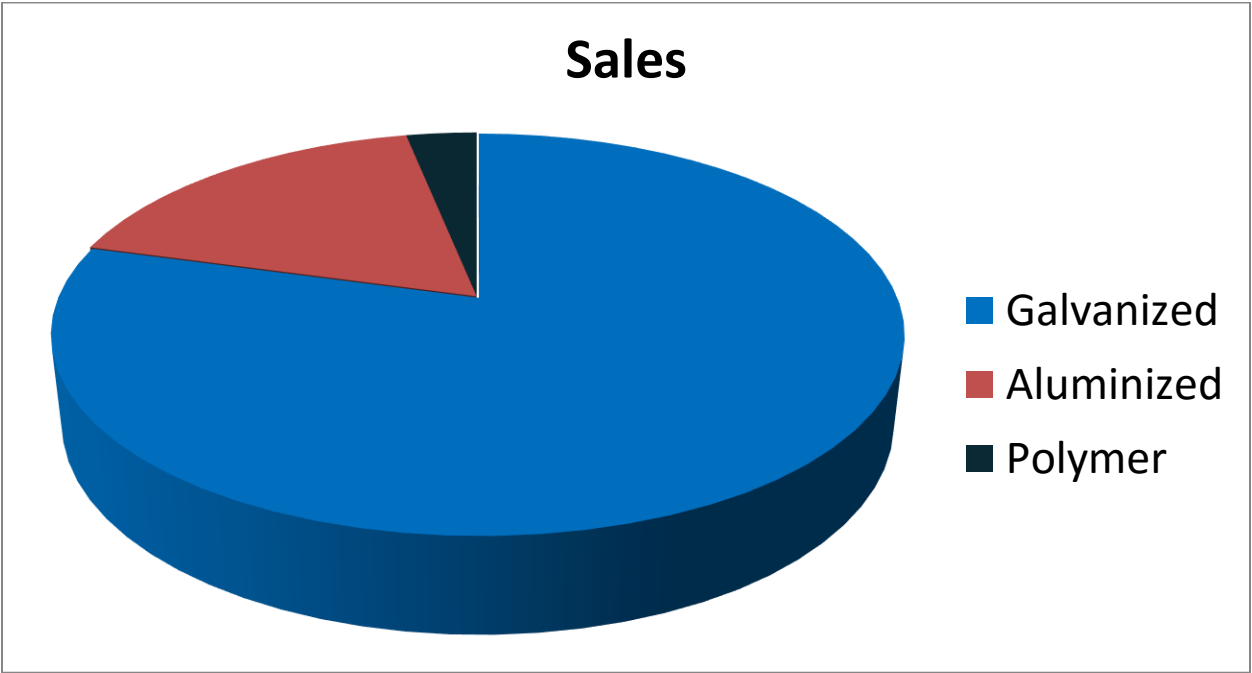
Total Industry CSP Tons Shipped 2001 – 2016 (includes estimates for non-members)



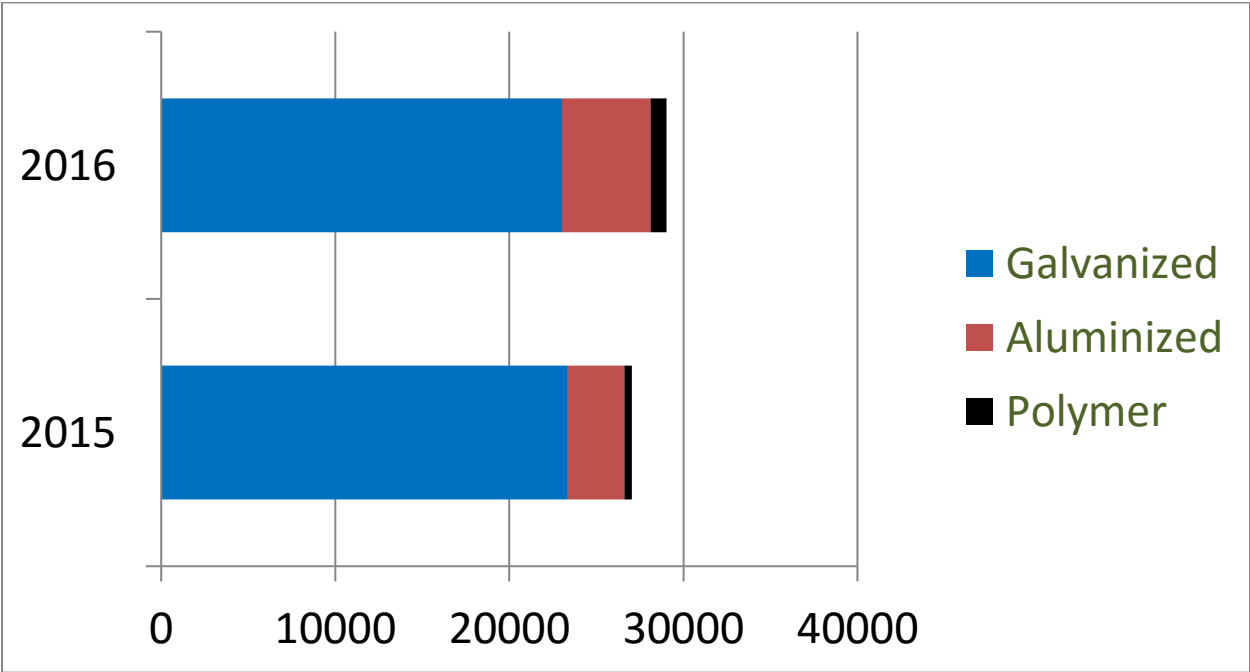
CSPI Tons Shipped 2011 – 2016



CSPI Tons Shipped 3rd Quarter



CSPI Tons 3rd Quarter Comparison



2) Key Market Product Approvals

Kevin presented the following tables:

<i>Owner</i>	<i>Gal. CSP</i>	<i>AL2 CSP</i>	<i>PL CSP</i>	<i>Gal. SP</i>	<i>TP SP</i>	<i>HDPE</i>	<i>Precast</i>	<i>Certification</i>
NFLD	Accepted	Preferred	No	Accepted	No	Accepted	Accepted	No
PEI								No
NS	Accepted	Preferred	No	Accepted	No	Accepted	Preferred	No
NB	Accepted	Preferred	No	Accepted	No	Accepted	Preferred	No
PQ	Accepted	Preferred	Preferred	Accepted	Accepted	Preferred	Preferred	Yes for CSP
ON	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	Yes
MB								No
SK								No
AT	Accepted	Accepted	No	Accepted	No	Accepted	Preferred	Submitted
BC	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	Preferred	Yes

<i>Owner</i>	<i>Gal. CSP</i>	<i>AL2 CSP</i>	<i>PL CSP</i>	<i>Gal. SP</i>	<i>TP SP</i>	<i>HDPE</i>	<i>Precast</i>
Calgary	Accepted	Accepted	No	Accepted	No	Accepted	Preferred

% No: 10/40 = 25%

% Accepted: 25/40 = 62%

% Preferred: 5/40 = 13%

Specifications

Ontario – MTO: Ontario Gravity Pipe Design Guidelines for CSP, HDPE & Precast
Design Build Structural Culverts for SP, CIP, & Precast

BC – MOT: 2016 Standard Specifications for Highway Construction – July 1, 2016
Covers CSP, HDPE & Precast

Actions:

- **Update tables to yes/no for DOT and Municipalities. If no, indicate if there is a value engineering policy.**
- **Focus on turning Municipality 'no' to 'yes'**

3) % and Number Key Clients visited per annum

Discussion as follows:

- PPC has submitted key client targets for 2017 (indicate how many DOT and Municipalities there are). CSPI to track % of these key clients visited and report on progress.

4) # of Students Presented to

18 guest lectures, 700 students in 2016

Discussion as follows:

- Reach out to members for guest lectures when CSPI is not available
- Dave Penny is to be considered for guest lectures. Summer and fall presentations would suit Dave well.

3. Activities: 2017 and beyond

1) Buried Bridges & SWM Presentation

Goal = get product approvals by selling the value of steel

Presentation Theme: Answer the question 'Why Steel?'

- Economics – value engineered solutions. Buy Canada.
- Flexible Structure Benefits & Performance
- Environmental aspects
- Durability – steel has a long history
- Schedule – shorter road closures, faster to construction

Penetrating Concrete

- Marketing

Actions:

- Member sales reps to use municipal contacts to set up presentation meetings
- Combine buried bridge and SWM presentation into one for municipalities

2) Education

Scholarship award review

Call for Papers submitted to PPC:

- Sustainable and Resilient Corrugated Steel Solutions
- Alternative Corrugated Steel Pipe Culvert Joints

Actions:

- CSPI to identify a research project for a grad student to complete. CSPI to apply for NSERC funding (school will help with identifying project funding opportunities).
- Members to send CSPI ideas for research projects
- AMD to give a presentation on LEEDS at TAC meeting in 2017 (ideally the summer meeting).
- Ray submitted \$7,000 in the 2017 budget – subsequently approved at the board meeting

3) Sustainability

- Further develop sustainability knowledge. Understand the value and threat to steel flexible structures sustainability presents.
 - Opportunities: steel may have a lower environmental footprint, which may be valued by customers (LEED points for stormwater, recycled content, carbon footprint, etc.).
 - Threats: heavy metal content in coatings. Collect environmental hazard information from steel and coating suppliers.

Discussion as follows:

- At the NCSPA meetings, there was talk of the concrete industry taking the offense with claims of CSP causing leeching of heavy metals in the waters
- CSPI experienced this in 2014 in BC with HDPE claim
- Ray will send Mike McGough refuted information used as supplied by AMD

4) Product Feature Sheets

- CSPI to develop product feature sheets outlining advantages and disadvantages for each box. NCSPA has some good references.

Product	300 – 600 mm	600 mm – 1200 mm	1200 mm – 3000 mm
Concrete			
Steel			
Plastic			

Ray Wilcock
Secretary