

## PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

10:00 A.M. Thursday February 28<sup>th</sup>, 2019 – Cambridge, Ontario

### **Present:**

Heba Ahmed (Chair)	Armtec CC	Kamran Derayeh	AMD
Liz Bouchard	Armtec CC	Mike Mounts	Valfilm
Bruce Matheson	Frontier	Ray Wilcock	CSPI

### **Absent:**

Jason Sherwood	Atlantic	David Watson	Leland
Todd Gray	ACI	Ian Berry	Warner
Byron Nelson	Leland	Dave Newbigging	AMD
Derek Niezen	Ironside	Jim Evans	AK Steel
Marc Warden	Hubbell		

## **1. Welcome & Opening Remarks**

Heba opened the meeting and welcomed all members. Go-to-meeting was used. Attendance was taken and is recorded above.

## **2. Review Minutes of November 29<sup>th</sup>, 2018 Meeting**

Minutes were reviewed and accepted. A motion for approval was made by **Bruce Matheson**, second by **Kamran Derayeh**.

## **3. Strategic PPC Action Items**

### **a) DOT's / Regional MTO visits**

Ray gave an update on 2019 activities thus far:

#### **February**

11 <sup>th</sup>	MTO Kingston	Polymer laminated site – Highway 62 Bancroft
27 <sup>th</sup>	Saskatchewan DOT	Standards – polymer inclusion, update

#### **YTD – 2 visits**

Future Schedule:

#### **March**

12 <sup>th</sup>	NB DOT	Road & bridge standards, Fredericton NB
20 <sup>th</sup>	NF DOT	Road & bridge standards, St. John's NF
25 <sup>th</sup>	AB DOT	Standards & projects update, Edmonton AB
27 <sup>th</sup>	BC DOT	Bridge presentation & LCA project, Kamloops BC
28 <sup>th</sup>	BC DOT	Bridge presentation & LCA project, Victoria BC

29 <sup>th</sup>	BC DOT	Bridge presentation & LCA project, Coquitlam BC
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**April**

6 <sup>th</sup>	TAC	Standing Structures Committee, Ottawa ON
16 <sup>th</sup>	NS DOT	Road & bridge standards, Halifax
23 <sup>rd</sup>	MB DOT	Tentative, Winnipeg MB
24 <sup>th</sup>	SK DOT	Bridge presentation / standards, Saskatoon SK

**May**

May	MTO	Tentative, St. Catharines ON
May	MTQ	Tentative, Quebec City

**June**

7 <sup>th</sup>	PEI DOT	Road & bridge standards, Charlottetown PEI
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**b) Lobbyist in Quebec**

There is no cost to becoming a lobbyist, which is required for meetings / visits with MTQ and cities in Quebec.

**Action: Decision was made to proceed thus, Ray will apply in April.**

**c) Municipalities / MEA AGM in November**

Ray gave an update on 2019 activities thus far:

**February**

6 <sup>th</sup>	City of Thunder Bay	Storm sewer standards
13 <sup>th</sup>	City of Kingston	Storm sewer standards & relining techniques

**YTD – 2 visits**

Future Schedule:

**March**

11 <sup>th</sup>	City of Fredericton	Storm sewer & culvert standards
19 <sup>th</sup>	City of St. John's	Storm sewer & culvert standards NF
26 <sup>th</sup>	City of Calgary	Road standards, Calgary AB
26 <sup>th</sup>	City of Calgary	Bridge presentation & update, Calgary AB
29 <sup>th</sup>	City of Vancouver	Storm sewer standards and underpass rehabs

**May**

TBD	City of Windsor	Culvert standards
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In 2018, 10 municipalities were sent applications for storm sewer and culvert standards as follows:

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|----------------------|--------------------------|
| 1. St. John's NF     | Meeting planned in March |
| 2. Halifax NS        |                          |
| 3. St. Catharines ON |                          |

- |                          |   |
|--------------------------|---|
| 4. Windsor ON            | Followed up in February, meeting tentative for May        |
| 5. London ON             |   |
| 6. Hamilton ON           | Followed up in February, additional product info required |
| 7. Region of Waterloo ON |   |
| 8. Thunder Bay ON        | Followed up in February, next step fall presentation      |
| 9. Winnipeg MB           |   |
| 10. Calgary AB           | Meeting planned in March                                  |

**Action: Ray to follow up with remaining municipalities and continue to move the process to the next step.**

Heba discussed the possibility of CSPI attending and or presenting to the Ontario Municipal Engineering Association's annual meeting in November.

**Action: Ray to research the MEA's AGM and submit registration and abstract if required for presentation by the end of April.**

**d) Sub-Committee (target outside engineering depts)**

The sub committee met on February 27<sup>th</sup> via go-to-meeting. The objective was to identify and scope those parties outside of the engineering departments, which can positively influence standard decisions and inclusion. Liz gave an overview of what could be prepared using a high-level graphic design to capture interest to parties such as CFO's, Commissioners, Conservation Authorities, etc. Minutes attached.

**e) Municipal Presentation information & discussion**

To save time it was agreed to forego the presentation and send the slides to the committee for review and comment at the next PPC meeting.

**Download the presentation at the following link:**

<https://www.dropbox.com/s/jcrmgy2h8u2a3g6/Municipalities%202019.pptx?dl=0>

**f) Identify and scope promotion strategy for Rehabilitation, EPD comparison & Polymer laminate Bancroft site.**

Committee discussed a number of strategies for the above noted projects. Heba outlined the four pillars that we need to cover (cost, performance, sustainability & convenience). Next steps are as follows:

- 1) Rehabilitation white paper – still with TAC committee. Expect final report by 1<sup>st</sup> Q end.
- 2) EPD Comparison – initial consultant proposals are in the range of \$50,000 US, which is well above our budget. Give AISI the number and determine if there is any room left in their budget. Also, contact NCSPA to gauge interest.
- 3) EPD promotion – promote key points such as recycle content, carbon footprint, CO2 emissions. Work with Stan Lipkowski to produce a one pager.

- 4) Polymer laminate Bancroft site – Ray to put together a one pager with highlights (Perception versus Reality) and send to the committee for review for next meeting.
- 5) Ray to work with Bruce to scope out a cost comparison of installing CSP versus concrete.
- 6) Heba & Liz to scope out a one pager on “Convenience” once the rehabilitation paper is complete.

#### **4. Website Update – DOT / Municipal Standards**

**Action: Ray to work with Glassroot to update all available DOT & Municipality standards to the member’s section of the website. Target date for completion is May month end.**

#### **5. Projects for PPC**

##### **a) 2019 TAC Conference – exhibitor**

Registration for the September conference has been submitted. CSPI will be an exhibitor and platinum sponsor. Booth #64 has been confirmed. This year, CSPI will display a flat screen TV (draw at the end of the conference) and display photos from the 2019 contest along with Viacon’s three-minute video on the largest span SPCS structure in the world.

##### **b) Other Trade Shows – 2019**

CSPI will target the Ontario MEA annual meeting as discussed above. Attendance at any other trade show will be at the request of a member.

##### **c) Education Outreach Update**

Guest lectures given and schedule thus far is as follows:

##### **February**

4 <sup>th</sup>	University of BC	150 Students
4 <sup>th</sup>	University of BC	Dr. Yahya Nazhat (Coquihalla LCA)
6 <sup>th</sup>	Lakehead, Thunder Bay	40
11 <sup>th</sup>	St. Lawrence College, Kingston	40
11 <sup>th</sup>	Queen’s University	Dr. Ian Moore (rehabilitation project)
13 <sup>th</sup>	RMC University, Kingston	20
21 <sup>st</sup>	St. Clair College, Windsor	34
25 <sup>th</sup>	Sask Polytechnic, Moose Jaw	32
25 <sup>th</sup>	University of Regina	40
27 <sup>th</sup>	University of Saskatchewan	80

**YTD 8 Lectures 436 Students**

##### **March**

1 <sup>st</sup>	University of Toronto ON
7 <sup>th</sup>	Ryerson University, Toronto ON

11 <sup>th</sup>	University of New Brunswick, Fredericton NB
14 <sup>th</sup>	University of Guelph ON
19 <sup>th</sup>	North Atlantic College, St. John's NF
20 <sup>th</sup>	Memorial University, St. John's NF
21 <sup>st</sup>	Universite de Moncton NB
25 <sup>th</sup>	Northern Alberta Institute of Technology College, Edmonton AB
26 <sup>th</sup>	Southern Alberta Institute of Technology College, Calgary AB
27 <sup>th</sup>	Okanagan College, Kelowna BC
27 <sup>th</sup>	OGRA Storm Sewer Course (Heba to give presentation)
29 <sup>th</sup>	University of BC – LCA project follow up, Vancouver BC

**May**

17<sup>th</sup> University of Windsor, ON

**d) Photo Contest –2019**

E-Blast to be sent out by the end of March, announcing the photo contest to both members and external contacts in the data base. Submissions via the website is open all year round.

**e) E-Blast Strategy**

- Minimum of 4 per year
- Suggestion made to use Viacon case study for 1Q E-blast
- NCSPA offer of \$50 per hour, if required
- Liz to use Greg Stubbs talent to promote photo contest

**f) French Translation of Bulletins**

Obtain quote and present at the next PPC meeting. Liz suggested CSPI contact Technitrad from Montreal. Liz will supply Ray with a contact.

**g) Education Webinars for external & members**

Plan is to hold two webinars in April on the CSPI website for all new members. For the greater external group, topics will be discussed at the next TAC meeting.

**h) Reporting Tonnage in 2019**

Board to address at the June annual meeting.

**i) Social Media – Linked in / NCSPA help**

Linked in – Heba to assist Ray in setting up the account.

j) **Non-Member Activities**

Committee agreed that once per year CSPI should approach Soleno & Prairie Steel for membership. Discussion also included Worthington, Algoma, Court Galvanizing, Pure Galvanizing, etc. Scope out for next meeting.

**6. Discussion & New Business**

No new business.

**7. Adjournment & Next Meeting**

The meeting was adjourned at **11:03a.m.** Next meeting at the call of the chair.

Ray Wilcock  
Secretary