

10:00 A.M. Tuesday June 16th, 2020 – WEBEX

Present:

Heba Ahmed (Chair)	Armtec	Derek Niezen	Ironside
Liz Bouchard	Armtec	Byron Nelson	Leland
Jason Sherwood	Atlantic	David Watson	Leland
Dennis Park	Atlantic	Marc Warden	Hubb-Cap
Kamran Derayeh	AMD	Jim Evans	AK Steel
David Newbigging	AMD	Mike Mounts	Valfilm
Bruce Matheson	Frontier	Ray Wilcock	CSPI
Todd Gray	ACI		

Absent:

Ian Berry Warner

Member Guests:

Jason Johnston	Armtec	Lynn Riley	Valfilm
Phil Carroll	Atlantic		

1. Welcome & Opening Remarks

Heba opened the meeting and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of March 6th, 2020 Meeting

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

3. Strategic PPC Action Items

a) DOT strategy & discussion

YTD - 4 visits / presentations and 1 conference call

Outstanding Issues:

- AT – storing and shipping of plate for safety reasons / Inspection guidelines
- MTO Kingston – culverts under Hwy 417 showing corrosion on side walls of the lockseam. Markings indicate culverts were made in the USA, despite certification requirements of OGPDG
- Obtain letters / commitments from NL, NB & PEI on standard changes
- F/U with NS on 2019 presentation

- Submit changes for Manitoba standards by August month end
- Submit changes for BCMOT standards by Friday June 19th

b) Municipalities strategy & discussion

YTD - 3 visits / presentations

Issues raised from presentations / product applications:

- 1) Market is 300mm – 600mm. Spiral rib starts at 450mm
- 2) Steel connections to concrete & plastic
- 3) Joints – water tightness required
- 4) Case studies required showing residential projects (many municipalities have asked for these)
- 5) Specifying alternates to concrete where savings are substantial (need member sales reps to target consultants, municipal projects)

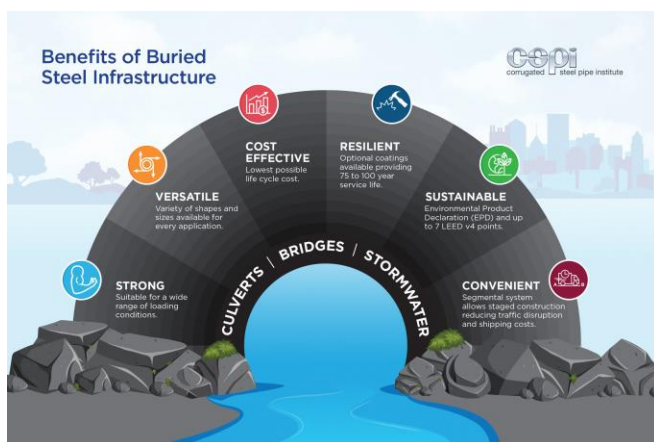
From the strategic session yesterday:

- Use letters from DOT's confirming acceptance to others
- Focus on northern / smaller municipalities rather than larger cities
- Idea – spiral rib pipe task group by province to determine targets and strategy
- Portfolio of storm sewer and SWM projects per province - 1 page per project (3 photos)
- Confirmed continuation of strategy

Discussion / Action:

- Heba suggested using “Seeing is Believing Map” – portfolio of projects per province
- Put together a team to address this strategy
- Bruce asked about the profile and could we make 300mm diameter. Derek stated that it was difficult given the present tooling and bending required – Refer to TAC committee
- NCSPA / Contech using bell and gasket – TAC committee to investigate

c) One pager - "Benefits of Buried Steel Infrastructure" review



Discussion / Action:

- Liz gave an overview of the changes made from the last meeting
- Heba suggested posting to the website with capability of hovering over the 6 symbols and accessing relevant information on the website
- CSPI presently uses “Matt Lloyd Design” (very \$ reasonable) to post and put together the links required to access documents
- Bruce suggested adding recyclability to Sustainability. Dave N added that steel was the most recycled material in the world. After much discussion, it was agreed to add the following: “Steel - most recycled material on the planet, Environmentally friendly (EPD” or something to that nature. **Liz will update and send to committee for sign off.**
- Liz suggested we highlight one benefit per week and emphasize on Linked / E-Blast (Liz to help with post) and add a different message each time
- Jason S suggested adding the recyclable logo
- Dennis suggested using the recyclable logo in place of the existing one
- **Ray to email Liz the logos in English & French**



d) Environmental Footprint - Steel versus Concrete & HDPE, strategy

Members

Stan Lipkowski AMD Ray Wilcock CSPI

- Kick off meeting held on April 1st
- 2-month review by AGECO
- Met on June 8th – report issued
- Next step is critical review by LCA committee (signed off by Stan)
- Chair
- Steel expert
- Concrete expert
- 1.5 months of critical review
- Final report due end of July

PPI website containing a graph and statement that HDPE has a smaller environmental footprint than concrete and CSP based upon a paper from “Bath University” in the UK (2012) has been removed from their website. CSPI / NCSPA coordinated this effort.

Discussion:

- Feedback from DOT / Municipal presentations – major item is durability of materials being compared. AGECO is doing a sensitivity analysis on life cycle
- Dennis suggested doing an EPD Calculator for materials – to be discussed further
- Cost comparison of materials - Bruce & Ray are partnering on this project

e) **Marketing / Promotion discussion**

Discussion / ideas:

- Dennis suggested weekly E-Blast / crisp / relevant / pointed
- Heba asked about other strategies / webinar presence on a regular basis / monthly
- Jason asked about strategy towards DOT's and municipalities – move to conference calls / meetings / coordinate with members
- All agreed to move DOT / Municipality meetings to on-line for the time being
- Webinars / platform / how often – to be discussed below

4. Website Update

Recent updates included:

- E-Blasts
- Member's Map info
- Contact information for committee members

- Reviewed the process of changing over to friendly software such as "WordPress", so that non programmers (Ray) can make updates. Project to start in the fall / winter period.

- Liz stated that the change over would run in the \$30,000 range and that it is important that training be included in the package – will be scoped out in the 3rd Q

5. Projects for PPC

a) **2020 TAC September Meetings WEBEX – paper accepted**

- Attended the en^v and standing structures committee meetings in April via WEBEX
- CSPI's paper "*Climate Change - Everyone's Business - Impact of Construction Products*" has been accepted for the TAC virtual online conference in in September.
- Need information from members on progress / plans to lower their footprint
- EPD needs to be reissued in 2022

Discussion:

- Jason S asked about improvements made in one plant such as electric forklifts, change over from carbon heating, etc. may not benefit our results using the one plant that was used in 2017
- Suggestion was made for members to average out all plants to see what benefits have been made
- **[Ray to resend spreadsheet to members in December 2020](#)**

b) Other Trade Shows – ideas

- Heba suggested a case by case basis given that most are cancelled and submit papers for on-line presentations if called for

c) Photo Contest – 2020 Program

- 74 photos were submitted versus over 100 in 2019
- Zero photos submitted for manufacturing or rehabilitation category
- Results to be released after the board meeting on Thursday
- **Members need to encourage all employees to participate.**

d) Education Outreach – 2020 program / call for student papers

YTD 15 Lectures 630 Students

Future schedule:

Fall Seneca College – Toronto ON
Fall University of Western – London ON
Fall Loyalist College – Belleville ON

Action: Reach out in August to professors for on-line lectures

e) E-Blasts – 2020 results / ideas

<u>E-Blast</u>	<u>External</u>	<u>Members</u>
1. Member News Update		112
2. Webinar – Website Navigation		96
3. COVID 19 Impact	1,170	86
4. 2020 Photo Contest		110
5. ACI Announcement / Photo Contest		93
6. Next in the pipe line – Storm Sewers		

- Member data base updated
- Customer data base clean up still in progress

Ideas for future E-Blasts include:

- Storm Sewers
- Environmental Comparison
- Rehabilitation
- CSPI member commitment to reducing environmental footprint

f) **French Translation of documents**

- Savings in budget could be put towards this initiative
- **Put together a list of documents for the board for Thursday's meeting**

g) **Education Webinars for external & members (topics / dates)**

<u>Webinar</u>	<u>Timing</u>	<u>Members Attending</u>
CSPI Website Navigation	Feb 19 th	11
Replay	Mar 5 th	8
Sustainability / Environmental (with NCSPA)	Jul 9th	

Ideas include:

1. Environmental comparison to concrete
2. Rehabilitation
3. Buried structures in the Bridge Code (CHBDC) – highlight changes / timely
4. How to specify a stormwater
5. Use of CSP in trenchless applications
6. Designing for durability
7. Water testing / results / choice of coatings
8. Offer educational credits to those who attend and announce within the E-Blast.

- **Frequency – monthly basis / start in August**
- **Reach out to members to speak**

h) **Social Media sub-committee progress / next steps**

Members

Liz Bouchard	Armtec	Chris Flickinger	Frontier
Jason Johnstone	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- Met three times since April 30th
- CSPI issues one average 4 – 6 E-Blasts per year
- Data base has about 6,500. Opens per E-Blast are in the 1,200 to 1,500 range.
- E-Blasts have consisted of technical bulletins, studies, research, project stories, photo contests, announcements.
- Linked-In page set up in 2019. 50 followers
- Posts to the Linked-In page have been shares from member companies, NCSPA, E-Blasts, etc.
- Special guest Diana Brooks from NCSPA gave an overview of their platforms

Strategy going forward

- We need to post information that is relevant, innovative and interesting
- Videos / photos
- CSP in the 1980's versus the 2020's, like rotary phones to smart phones
- All agreed that CSPI should use Linked-In and set up an Instagram account

- At this time, Facebook and Twitter are not to be used
- Frequency of linked-in posts; 2 to 3 times per week (includes shares / new posts)
- Once Instagram is set up, start posting from the Photo Contest
- E-Blast content ideas included
 - member postings (minimum of 1 per year)
 - government fiscal responsibility as it relates to procurement
 - dispel myths about CSP
 - education on ring compression theory
 - use the infographic speaking about one fact per week / same day / same station / link to infographic

Comments:

- **Add social media buttons to the web page – top banner**
- **Add members to the admin of the website so they can post**
- **Email signature – add linked-in and Instagram – Liz to help**

i) **Non-Member Activities**

No discussion.

6. NCSPA Update

Colour of polymer laminate material (gray versus black)

- Todd stated that gray is available to all members and is being used by some NCSPA members
- Lynn stated there was customer feedback that that has been positive making inspections easier with gray and less repairs
- Mike stated that Valfilm is current doing testing on small diameter pipe using a thinner polymer to reduce cost versus HDPE / RCP – will be discussed at the TAC meeting tomorrow

7. Discussion / New Business

- a) Alterations to promotional strategies due to COVID

Was discussed above – use E-Blasts, webinars, on-line meetings. Travel restrictions to stay in place until further notice.

8. Adjournment & Next Meeting at the call of the chair

The meeting was adjourned at **12:08 p.m.** Next meeting at the call of the chair.

Heba Ahmed
Chair

Ray Wilcock
Executive Director