

PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

1:00 P.M. Thursday February 24th, 2022 - WEBEX

Committee Attendance:

Armtec	Byron Nelson (abs)	Leland
Armtec	David Watson (abs)	Leland
Atlantic	Ian Berry (abs)	Warner
Atlantic	Jim Evans (abs)	CC
Hubb-Cap	Todd Gray	ACI
Frontier	Mike Mounts (abs)	Valfilm
Frontier	Mike Hook	MarMac
AMD	Dianna Brooks	NCSPA
AMD	Ray Wilcock	CSPI
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	Armtec Atlantic Atlantic Hubb-Cap Frontier Frontier AMD AMD	Armtec David Watson (abs) Atlantic Ian Berry (abs) Atlantic Jim Evans (abs) Hubb-Cap Todd Gray Frontier Mike Mounts (abs) Frontier Mike Hook AMD Dianna Brooks AMD Ray Wilcock

1. Welcome & Opening Remarks

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

2. Review Minutes of November 18th, 2021, and Approve

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

3. Strategic PPC Action Items

a) DOT update

- Alberta accepted CSPI recommendation on section 18 "Minimum Invert Length of Sloped End Section". Members will be able to use the email from AT for clarification until the standard gets updated in 2025.
- NF/LB Interested in Technical Bulletins on Fasteners (NZF3000) and Geomembranes over buried structures for project specifications. TB's will be posted to website in February.
- PEI recommendations sent for section 1338 Corrugated Metal Structures. Inclusion of polymer coated plate, NZF3000 bolts and a few edits on acceptable standards and installation.

b) <u>Municipalities – SWAT Team update – MITACS project</u>

- SWAT Team met on January 31st, new ideas:
 - 1. Put together an E-Blast for committee review dispel CCPA media on Canadian content
 - 2. Focus on carbon footprint AMD decarbonizing 60% by 2027, EAF, recycling, etc.
- Municipal Engineers Association of Ontario (MEA) updated related standards to CSP (CSA, ASTM, etc.)
- ISL Engineering AB discussed invert repair methods / full relines for Hwy 19 deep ravine culvert repair. Interested in polymer coated structural plate invert method.
- Storm sewer MITACs project met with U of T and Memorial in January.
- In March will be targeting Ottawa, Barrie, etc. Put a slant on "Federal Grant on Emission Reduction."

c) <u>Environmental Footprint / Calculator Promotion / discussion</u>

Environmental Calculator					
		discrete	Immgort Officials		
Diameter in Millimeters	300		Pa di		
Length in Meters	6		recycling week	CO ₂ Tonnes	
	CSP	RCP	% Difference	RCP	
Global Warming CO ₂ (Tonnes)	0.16	0.28	-42%		
Equivalent - KM's Driven	648	1,118		CSP	
Fresh Water (Liters)	1,052	2,262	-53%	Gr	
Equivalent - No. of Plastic Bottles to Landfill*	1,513	3,254			
Total Primary Energy (Megajoules)	2,234	3,692	-39%		
Equivalent - Smart Phones Charged	20,949	36,161			

Discussion:

- Add a data label to the graph that shows the % difference
- Track the number of times downloaded from the website reach out to Liz for help
- Send an updated version to all committee members

d) Marketing ideas / Promotion discussion

No discussion

e) Review top 10 reasons - Why steel?

No discussion

f) <u>"Steligence department" at AMD - Kamran</u>

- Project being considered for 2022 by AMD
- AMD would need drawings / complete project documents
- · Members to consider applicable projects.
- To be tabled at the next TAC committee meeting
- More discussion required at the annual meeting in June

5. Website Update - Status / Ideas

- New photo contest form revamped and updated, complete with email confirmation
- Member section sign up facilitated for obtaining ID & PW. Notify all members in next E-Blast.
- Tagline updated removal of "Just another WordPress site"
- T.B.'s to be updated before February month end
- French updates for photo contest, TB's, etc.

Future:

- Change "Read More" to technical bulletins and make the pictures larger
- Ensure the photos reflect a safety environment
- French site to be completed
- Remove obsolete documents

6. Projects for PPC

a) <u>2022 TAC – abstract submissions</u>

3 abstracts submitted in January

- Rehabilitation of Buried Bridges, Culverts & Storm Sewers
- Environmental Impact of the Steel Industry Quest for Neutrality
- Buried Bridges, More Resilient & Sustainable

Spring Meetings

•	Apr 6 th	Road Safety Committee
•	Apr 7 th	Small Municipalities Integrated Committee
•	Apr 11 th	Environmental Issues Committee
•	Apr 12 th	Environmental Legislation Committee
•	Apr 13 th	Climate Change Integrated Committee
•	Apr 14 th	Climate Change Council
•	Apr 28 th	Structures Committee

b) Other Conferences - paper submissions

<u>Date</u>	Location	<u>Abstract</u>	<u>Paper</u>
Mar 2022	Red Deer AB	Storm Sewers	
l)		Carbon Footp	rint
		Buried Bridges	
May 2022	Whistler BC	Rehabilitation	Submitted
		Carbon Footprint	Submitted
		Buried Bridges	Submitted
Jul 2022	Toronto ON	Buried Bridges	Submitted
	Mar 2022 I) May 2022	Mar 2022 Red Deer AB I) May 2022 Whistler BC	Mar 2022 Red Deer AB Storm Sewers I) Carbon Footp Buried Bridges May 2022 Whistler BC Rehabilitation Carbon Footprint Buried Bridges

Look at all provincial associations for submission.

c) Photo Contest – 2022 Program

E-Blast will be sent in March and monthly thereafter to May 31st.

d) <u>Education Outreach – 2022 program</u>

Jan 19 th	Lakehead University, Thunder Bay ON	14
Jan 26 th	York University, Toronto ON	63
Feb 8 th	Niagara College, NF ON	25
YTD	3 Lectures	102

Next up:

Mar 10 th	RMC Kingston ON
Mar 23 rd	University of Saskatoon SK
Apr 4 th	University of Victoria BC
Apr 5 th	University of Guelph ON
May 20 th	University of Windsor ON

e) <u>E-Blasts – 2022 results / ideas</u>

<u>E-Blasts</u>		<u>External</u>	<u>Members</u>
Jan 19 th	Storm Sewer Webinar	919	79
Feb 11 th	Buried Bridges Webinar	771	93
Feb 22 nd	CSP Industry – Canadian	1,296	65
Next	CSPI Technical Bulletins		

Ideas for future E-Blasts:

- SWAT Municipal Team ideas one page Polymer projects
- New technical Bulletin on joining systems
- Government fiscal responsibility as it relates to procurement
- Dispel myths about CSP
- Education on ring compression theory

- CSPI member commitment to reducing environmental footprint
- SWM maintenance & cleaning, less trucks, social aspect

Discussion:

- Post Canadian E-Blast on social media
- PDAC Mining show in June 13-15 in Toronto target mining projects

f) French Translation of documents

Photo Contest form in progress.

Following is a list of documents approved for translation:

Price per word 0.22

TD#	Description	No of	Amazint
TB#	Document	Words	Amount
#9	Beavers our natural storm water managers	1,560	343.20
#15	Diaphragms of anti-seep collars	638	140.36
#16	Animal Crossings	812	178.64
#17	Polymer Laminated CSP Guidelines	2,799	615.78
#18	CSP Certification Program	5,799	1,275.78
#19	SP Certification Program	5,654	1,243.88
#20	Cold weather construction guidelines	2,008	441.76
#23	Fasteners	912	200.64
#28	Structural Plate & Fasteners – storage	755	166.10
	Product Comparison reports to RCP	1,013	222.86
	Product Comparison reports to HDPE	1,223	269.06
	Product Comparison reports to PPE	827	181.94
	10 Reasons why CSP	433	95.26
	Summary of LCA Comparison	759	166.98
	AGECO Study CSP to RCP	23,954	5,269.88
	Total		10,812.12

g) <u>Education Webinars for external & members – update / discussion</u>

<u>Date</u>	<u>Webinar</u>	External	<u>Members</u>
Feb 2 nd	Spiral Rib Pipe – Storm Sewers	56	31
Feb 23 rd	Buried Bridges	94	55
Mar	TBD		
Apr	TBD		

Future Ideas include:

- 1. Use of CSP in trenchless applications
- 2. Designing for durability
- 3. Water testing / results / choice of coatings
- 4. Offer educational credits to those who attend and announce within the E-Blast.
- 5. Storm Water Management
- 6. Economics comparison of steel to RCP (include environment)

h) <u>Social Media sub-committee update</u>

Members

Liz Bouchard	Armtec	Chris Flickinger	Frontier
Greg Wilkinson	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- Met on Jan 6th
- CSPI issues on average 1 E-Blast per month
- LinkedIn, 4 posts per week, 367 followers, up 113 from November meeting
- Instagram, 105 followers, up 13 from November meeting

Discussion:

Future action:

- Promote carbon calculator
- "CSPI CSPI" LinkedIn site? Look at.
- YouTube channel look at the CSPI site.
- LinkedIn invite engineering groups / others / students focus on LinkedIn which is where our followers are.

i) Non-Member Activities

Nothing to report.

6. NCSPA Update - Diana

- Social Media classes completed good feedback
- Planning on another series using Linked in to help generate sales
- Two new pages on sustainability and resiliency nice resource
- Project of Year announced, and awards will be given at their annual meeting
- Using marketing \$ from Facebook to Linked In
- Targeted directly to one's email account (consultants, municipalities, etc.)

7. Discussion / New Business

<u>a)</u> Sustainable Minds – promotion, webinars of the EPD – review proposal

Committee agreed to not pursue, go with free website (Stan's recommendation).

Mike Hook – coupler testing with Lane in Eugene Oregon
 Testing in house with different couplers
 3rd party testing on hold until MarMac has a coupler that will meet 10.8 psi test

8. Adjournment & next meeting at the call of the Chair or June 20th annual meeting in Victoria B.C.

The meeting	was adjourned at	2:30 pm m	otioned by	Kamran	Derayeh	and second	by 🤇	Chris
	Next meeting sch							

Liz Bouchard	Ray Wilcock
Chair	Executive Director