

11:00 A.M. Wednesday November 25<sup>th</sup>, 2020 – WEBEX

**Present:**

|                    |          |               |          |
|--------------------|----------|---------------|----------|
| Heba Ahmed (Chair) | Armtec   | Derek Niezen  | Ironside |
| Liz Bouchard       | Armtec   | David Watson  | Leland   |
| Jason Sherwood     | Atlantic | Jim Evans     | AK Steel |
| Dennis Park        | Atlantic | Mike Mounts   | Valfilm  |
| Kamran Derayeh     | AMD      | Mike Hook     | MarMac   |
| Bruce Matheson     | Frontier | Dianna Brooks | NCSPA    |
| Chris Flickinger   | Frontier | Ray Wilcock   | CSPI     |
| Todd Gray          | ACI      |               |          |

**Absent:**

|                  |          |              |        |
|------------------|----------|--------------|--------|
| David Newbigging | AMD      | Byron Nelson | Leland |
| Ian Berry        | Warner   | Bobby Weir   | MarMac |
| Mike Williamson  | Hubb-Cap |              |        |

**Member Guests:**

|            |         |
|------------|---------|
| Lynn Riley | Valfilm |
|------------|---------|

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**1. Welcome & Opening Remarks**

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

**2. Review Minutes of June 16<sup>th</sup>, 2020 Meeting**

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

**3. Strategic PPC Action Items**

**a) DOT update, strategy & discussion**

|                |                                                                                                                                         |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>BCMOT</b>   | Updates accepted from G401 to CSP & SPCS standards.                                                                                     |
| <b>SK DOT</b>  | Accepted material updates (A2 and PL) to standards. First PL project released.                                                          |
| <b>AT</b>      | Bridge Fabrication Inspection Guidelines to include an appendix for diameters >1500mm. AT accepted the majority of our recommendations. |
| <b>MIT</b>     | Recommendations submitted – Danielle Salem now in charge. Future discussions to take place.                                             |
| <b>PEI DOT</b> | Standard specifications are out for review with comments expected back by December 18 <sup>th</sup> . Expect to publish early 2021.     |

**b) Municipalities strategy & discussion**

**Calgary** Recommendations accepted for storm sewer materials and certification.

**Storm sewer market issues**

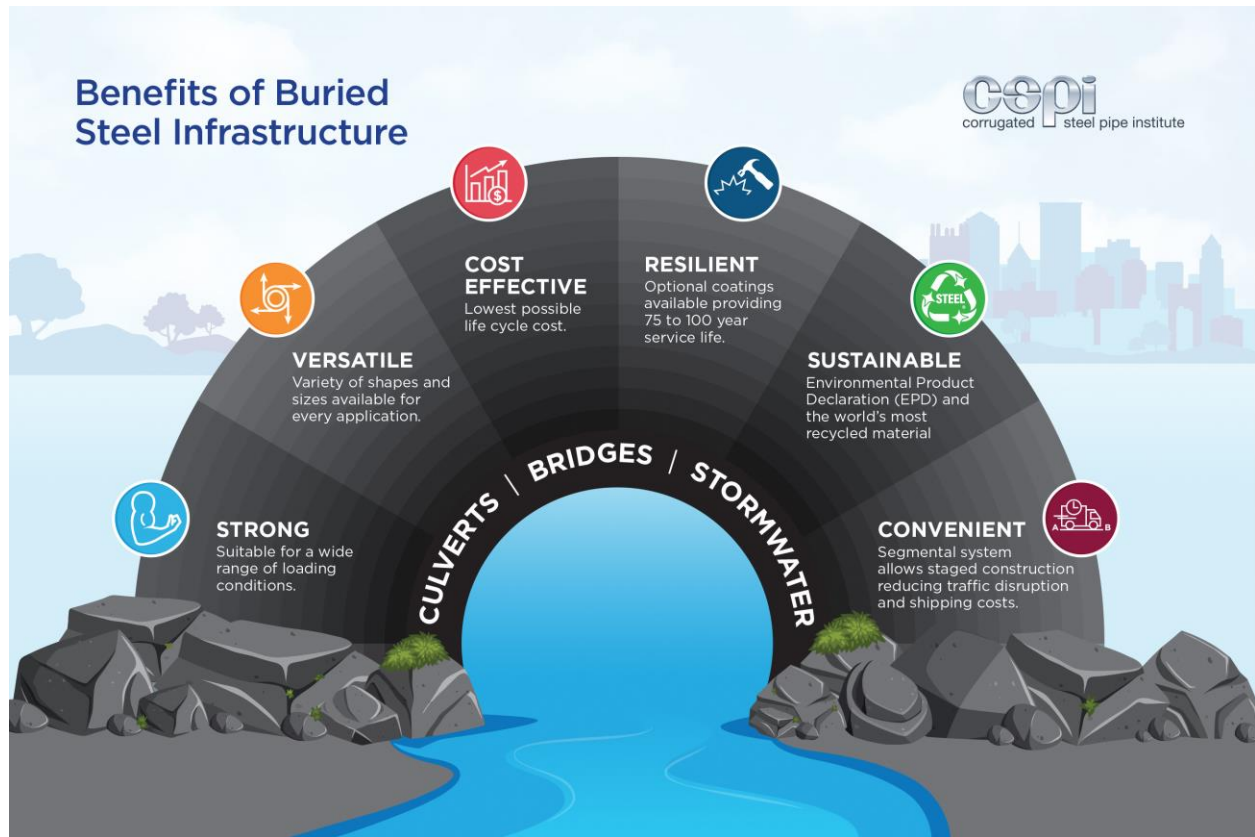
1. There is a distinction between storm sewers (urban) and culverts in the rural areas. CSP is allowed in rural area for culvert crossings, however not in city storm sewers.
2. Concrete is the preferred choice – 95% plus
3. For storm sewers, spiral rib profiles are required to achieve required “Manning’s” flow. Diameters start at 300mm. Spiral Rib starts at 450mm.
4. Issues include durability, joint integrity, hydraulics, structural capacity, installation, maintenance & cleaning
5. Lack of case studies to work with.
6. Spiral Rib savings are in the 30 to 40% range versus RCP and 15 - 20% to HDPE.
7. Follow up required by members with Consultants / Municipalities.
8. Service connections to houses?
9. **Recommend a task force to look at strategy, promotion, technical aspects, etc.**
10. Webinar on *“How Allowing Multiple Pipe Material Choices Will Reduce Costs”*

**Discussion:**

- Jim stated that we need to put forth polymer laminated as material of choice and add testimonials from Windsor / Sarnia.
- Jason asked for a case study to be prepared on spiral rib for a 2020 project.
- Jason & Heba agreed that a task force is a good idea for the municipal market
- Dennis stated that each member company in the task force should be a task force within their own company.
- Jason asked what cities and municipalities do we want to target
- Jason suggested we focus on smaller municipalities to the north and have the SWAT team drum up cases that exist
- Investigate CETA program

**Action: Reach out to members for participants (sales force) covering all provinces 6-10 people. Include two technical people on the sub-committee. Mike Mounts from Valfilm will participate. Start monthly meetings in December. Hold webinar in January 2021.**

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



**Discussion / Action:**

- Heba suggested posting to the website with capability of hovering over the 6 symbols and accessing relevant information on the website
- Post the entire picture to Linked in and Instagram and then do one individually (bring this up to the social media team)
- Link to website if one is not able to see the entire one pager on social media
- Use icons for cases / pictures / photo contest / , etc.
- Develop two or three case studies per item and post to the website
- Use photo contest pictures to generate case studies
- Reach out to members for potential case studies by benefit
- Include case studies in future webinars offering PD credits to attendees
- Topics for Universities / College?
- Jim – a checklist of the site from the NCSPA which includes water chemistries / photos, etc.

**Action:**

- **Put together a template for case studies to members / 1 page / short and sweet**
- **Change 'Cost Effective' symbol arrow going down (Liz)**

**d) Environmental Footprint - Steel versus Concrete -next steps**

1) Sustainable Minds subscription and posting

Discussion:

- Who are the subscribers and what demographics are covered on their website?
- Follow up and present at the next meeting

**e) Marketing / Promotion discussion**

Discussion / ideas:

- Rehabilitation paper, EPD Comparison, Infographic
  - Online webinars / education topics /
  - Convert projects to presentations for webinars, new based upon each topic (Storm sewer, EPD, Rehab)
  - Dianna (NCSPA) working on presentations (primary focus on polymer coated specs) for DOT's, 1<sup>st</sup> one is mid-December – will report back
  - Heba mentioned that Linked in feed sends to people who may be interested in a particular topic (obtain a quote from Linked In to promote)
  - Dennis – open up webinars to many different regions rather than a specific municipality – will depend upon the topics, some specific, some broad
  - Manage registration list per webinar, seats are limited
  - Utilize the technologies that exist to target specific audiences – refer to Social Media Group
  - Diana – uses some advertising with FB (cheaper than Linked In – cost per click)
  - Diana – set up a pixel on their website as to who is visiting
  - Heba – look at CSCE or OGRA to facilitate a webinar
  - Jason – include a consultant, the owner, the contractor to co present on a specific project
  - Heba – use Inversa as a co-presenter on rehabilitation
  - Heba – using a co-presenter to defray costs
  - Liz – Linked in and Instagram are the preferred choices in Canada
  - Liz – will look into costs with Linked In
  - Heba – before we approach the audience, get PPC to sign off of the presentation
  - Dennis – 30 minutes and use chat windows for questions and answers
  - Heba – record the presentations and post to the website
  - Dennis – Ray to reach out to OGRA to see the course content to ensure that we are represented
  - Jason – maybe send Ray on the course \$1,525 to see entire course?
1. EPD
  2. Rehabilitation
  3. Benefits of Steel
  4. Storm sewers

Move into online webinars / presentations for the foreseeable future. All agreed.

#### **4. Website Update**

Updates included:

- E-Blasts
- Member's site – committee members, minutes, meetings, board reports, working tech documents
- Resources (FP Innovations, rehabilitation paper)
- Technical Bulletins 18 & 19 (certification protocols) updated

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

##### **a) 2020 TAC Fall Meetings update**

- Attended the en<sup>v</sup> and standing structures committee meetings in October via WEBEX
- CSPI's paper "*Climate Change - Everyone's Business - Impact of Construction Products*" was presented in September to 48 delegates.

##### **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
- Members to send any ideas to Ray for paper / speaking opportunities
- Dennis – Trieca.com conference <https://trieca.com/call-for-abstracts/> - investigate

##### **c) Photo Contest – 2021 Program**

- **Members need to encourage all employees to participate.**
- **Send out bi-monthly E-Blasts**

##### **d) Education Outreach – 2021 program -student papers contest?**

YTD    15 Lectures

620 Students

**Future schedule:**

Nov 27<sup>th</sup>        SAIT College – Calgary AB

Dec 3<sup>rd</sup>         University of Western – London ON

Student papers contest would cost approximately \$5,000. Board to determine surplus funds.

e) **E-Blasts – 2021 ideas**

| <b><u>2020 E-Blasts</u></b> |                                  | <b><u>External</u></b> | <b><u>Members</u></b> |
|-----------------------------|----------------------------------|------------------------|-----------------------|
| Jan                         | Webinar – Website Navigation     |                        | 96                    |
| Mar                         | COVID 19 Impact                  | 1,170                  | 86                    |
| Mar                         | 2020 Photo Contest               |                        | 106                   |
| May                         | ACI Announcement / Photo Contest |                        | 110                   |
| Jun                         | 2020 Photo Contest Results       |                        | 122                   |
| Jul                         | Sustainability                   | 1,108                  | 73                    |
| Jul                         | Storm sewers                     | 890                    | 66                    |
| Aug                         | Handbook                         | 1,134                  | 108                   |
| Aug                         | 2021 Photo Contest               | 749                    | 76                    |
| Sep                         | TAC Climate Presentation         | 715                    | 83                    |
| Oct                         | Wildlife Crossing                | 806                    | 102                   |

- Customer data base clean up still in progress, assigning targets for specific audiences.

Ideas for future E-Blasts include:

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

Heba – put some focus on what we need to state as an industry. Bring up at the annual meeting next June.

f) **French Translation of documents**

- Savings in budget could be put towards this initiative.
- Board to review decisions with regards to surplus funds.

g) **Education Webinars for external & members – update / discussion**

| <b><u>Webinar</u></b>                          | <b><u>Timing</u></b> | <b><u>Members Attending</u></b> |
|------------------------------------------------|----------------------|---------------------------------|
| CSPI Website Navigation                        | Feb 19 <sup>th</sup> | 11                              |
| Replay                                         | Mar 5 <sup>th</sup>  | 8                               |
| Sustainability / Environmental<br>(with NCSPA) | Jul 9 <sup>th</sup>  | 90                              |
| Climate Change CSP CF                          | Sep 29 <sup>th</sup> | 48                              |

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 January 2021**
- **Reach out to members to speak (Heba, Dennis & Bruce) to review**

#### **h) Social Media sub-committee update**

##### **Members**

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

- Meets monthly
- CSPI issues on average 1 E-Blast per month
- Linked-In, 4 posts per week, 103 followers, adding about 10 per month
- Instagram set up in September, 10 posts thus far, 25 followers

##### **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
- Frequency of linked-in posts; 2 to 3 times per week (includes shares / new posts)
- 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 month

Comments:

- **Add social media buttons to the web page – top banner**
- **Add members to the admin of the website so they can post**
- **Jason – good use of swat team**

#### **i) Non-Member Activities**

Three companies approached CSPI about membership in 2020. MarMac joined in October. The other two Hamco GMBH from Germany and Bridge Creek from Alberta did not proceed at present. There are three manufacturers in Canada who are not CSPI members. Soleno QC, Prairie Steel SK, and Bridge Creek AB.

#### **6. NCSPA Update**

Diana - started a new initiative of podcasts to their subscribers. Two or three have been completed and they seem well attended. Diana will update at next meeting.

## **7. Discussion / New Business**

Heba – ORBA (Ontario Road Builders Association) - new movement that affects municipalities driven by CETA (Canada European Trade Agreement). City of Toronto & Hamilton are opposing. Some have adopted like the Region of Halton. Region of Durham have put their product committee approval on hold.

### **Action items:**

- **Heba to send the link for CETA**
- **Ray to reach out to municipalities to gauge what progress / opposition exists and report back to PPC Committee.**

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

The meeting was adjourned at **12:56pm** motioned by **Jason Sherwood** and second by **Kamran Derayeh**. Next meeting is at the call of the chair, most likely in March.

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Heba Ahmed  
Chair

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Ray Wilcock  
Executive Director