



PRODUCT PROMOTION COMMITTEE
Memorandum of Meeting

10:00 A.M. Wednesday October 11th, 2017 – Cambridge, Ontario

Present:

Janine Yetke (Chair)	Armtec	Bruce Matheson	Frontier
Kamran Derayah	AMD	Rob Budohoski	ES Hubbell
Jason Sherwood	Atlantic	Jim Evans	AK Steel
Heba Ahmed	Armtec	Ray Wilcock	CSPI
Marc Warden	ES Hubbell		

Absent:

Mike Mounts	Valfilm	Ian Berry	Warner
Byron Nelson	Leland	Robert Rohr	ACI
Shane Setter	Ironside	David Newbigging	AMD
David Watson	Leland	John Buckner	Tee Group

1. Welcome & Opening Remarks

Janine opened the meeting and welcomed all members. Attendance was taken and is recorded above. Go-To-Meeting was used.

2. Review Minutes of June 5th, 2017 Meeting

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

3. Strategy – PPC Action Items

a) CSP Tonnage 2017 Results

2nd Q Tonnage:

CSP Steel Shipments	2017	2016
Galvanized	13,533	13,843
Aluminized	2,031	2,306
Polymer Laminated	465	439
Total	16,029	16,588

- 2nd quarter reported results show a 3.4% decrease from 2016

b) DOT / Municipality Presentations Update

Buried Bridge & SWM Presentations Year to Date:

12 DOT Presentations

11 City Presentations / Meetings

1 Association Presentation

Oct 5 MEGA Event – City of Hamilton

Nov TBD City of Halifax, Moncton and Guest Lectures at UNB & Lakehead

4. Website Update – Changes / E Blast / Google Analytics

Ray gave an overview of the many changes made:

- E Blast to 11,000 in data base focused on doing business with a member (over 20% open rate)
- Handbook – full E Reader download available
- Product comparison brochures completed
- Find a member map completed
- French Translation required for some bulletins (cost estimate required)
- Members section redesigned to facilitate finding minutes, etc.
- Manning's N Calculator to be uploaded - Inputs include diameter, roughness, slope and % of flow.

Discussion and suggestions included the following:

- Jason suggested replacing the Handbook CD's with partitioned thumb drives (one side for the handbook and bulletins and the other for free storage / use)
- Heba suggested a sign-up sheet on the website for webinar ideas

Both ideas were approved by the committee.

5. E-Blast Strategy Discussion

- **Quarterly projects from each member (once per year)?**

Ray suggested that each member submit a story once per year – similar to NCSPA strategy. This would involve 1 to 2 paragraphs with pictures and a link to the complete story on the website.

Discussion ensued as follows:

Jim suggested a teaser line to a story that solves a problem, a solution or demonstrates what we are good at. It does not have to be new to be relevant. It can be based upon a success that has been in the ground for years.

Jason suggested that the story could relate to rehabilitation, solutions, or new coatings that address durability.

Marc cautioned all that the objective was to promote the entire industry and not specific members as there was discussion surrounding links back to member websites. All agreed that the stories should reside on the CSPI website, however the E Blast should recognize the contributing member / writer.

Janine suggested a 2018 schedule with results as follows:

- 1st Q Armtec
- 2nd Q Atlantic
- 3rd Q ES Hubbell
- 4th Q Frontier

Action: Discussion at the December meeting to finalize this initiative.

6. Prioritizing stormwater / buried bridge requests for information from TAC

Feedback from DOTS and Municipalities:

- 1) Municipalities do not allow steel in Storm Sewers / SWM within the city)
- 2) Municipalities allow steel in culverts and bridges (Provincial Specs / CHBDC)
- 3) Obtained city specifications, will review this fall and update Product acceptance list
 - List will be updated by December meeting
 - Future – post on members section of website all latest specifications / standards
- 4) Municipalities knew very little of coatings for durability
 - Education has started during meetings / presentation
- 5) Many municipalities are open to new technology and have asked CSPI back to present
 - In progress – meetings / presentations to be scheduled
- 6) PEI – backfill has to be brought in from NB, thus a bias to concrete structures (analysis required)
- 7) Many referred to past experiences of CSP rusting at the inverts and having short life
 - Education – in progress
- 8) Many concerned with proper installation and manufacturing issues (polymer)
- 9) LEEDS / Environmental Product Declaration not on the radar (Vancouver thinking of it)
 - Have started the EPD Project
- 10) Alberta - Polymer Plate, hole in the valley being damaged by torqueing of bolts
 - Initiate technical bulletin
- 11) Alberta Trans – drafted specification changes for plant certification and manufacturing outside of Canada clause
 - Completed in July. Remove from list.
- 12) Alberta asked CSPI to post certified Provinces on our website.
 - PPC Committee approval required.
- 13) Alberta would look at request to move Polymer Laminated to approved material list – Kleskun Hills report (follow up with Joe Filice)
 - Completed in July. Remove from list.
- 14) Edmonton concerned with the ultimate responsibility (Engineer / Designer of record) as nobody wants to take responsibility
- 15) Sask DOT would like a CSPI guideline on optimal equipment (size of compactors) as job sites as per span / size of project
- 16) Sask DOT – what material can they use in environments with resistivity < 200 ohm cm

- 17) Sask DOT – clarification of CSA G401 on # of bolts per coupler size (300mm / 600mm) and who makes semi corrugated couplers (in CSA G401)
 - [CSA update in 2019](#)
- 18) MTO – would like copy of MTQ bolt research report
 - [TAC Committee approval required](#)
- 19) MTO – would like a bulletin on pipe rehabilitation covering each issue raised (in ideas for research paper section)
 - [In progress under 3\(b\). Remove from list.](#)
- 20) MTO – would like CSPI to visit to discuss SP Design Manual
 - [Completed in August. Action items under 3 \(b\). Remove from list.](#)
- 21) MTQ – testing of Polymer Coated plate in tidal / brackish waters (send Gerard the west and east coast sites)
 - [Visit BC / NS test sites for updates. Quebec test started in September 2017.](#)
- 22) MTQ – what type of membrane to be used for bridge water tightness
 - [Check with Ten Cate.](#)
- 23) Galvalume test site opportunities discussed in NB or NF
 - [NB still looking for a suitable site. Covered in 4 \(b\). Remove from list.](#)
- 24) MTO Thunder Bay – would like CSPI to visit this summer to visit polymer / aluminized test site with staff and perform water testing / training
 - [Scheduling for early November.](#)
- 25) DOT's are very interested in relining inverts only using polymer coated pipe / plate (Technical Bulletin needed) – Dave suggested to include Fish Baffles
 - [Covered in 4 \(d\). Remove from list.](#)
- 26) Minimum diameter of spiral rib pipe is 450mm – median drains are 300mm
- 27) Education is the key / Lobbying politicians when regions are biased
 - [In progress. Remove from the list.](#)
- 28) Full review of the Supplemental Specifications for Municipal Services (DGSSMS) is required
 - [Winter project](#)
- 29) Many DOT's looking at updating standards (2018 – 2019)
 - [CSPI on the list for review / updates. Remove from the list.](#)
- 30) MAN DOT – moving to certification in 2017 / 2018
 - [CSPI to follow up](#)
- 31) MAN DOT issue – require piles due to soft soil which could compromise cost savings
- 32) Alternatives to granular backfill – technical bulletin

Action: Ray will provide a revised list of items by November 9th to members. Members to prioritize their top 5 by December 1st and email to Ray.

7. Projects for PPC

a) 2017 TAC Conference in NFLD – exhibitor

Attended the conference and Standing Structures Committee meeting from the 22nd to the 27th. The conference was well attended and booth activity was busy on Sunday evening and Monday morning. I have a number of new contacts (60) to follow up on and input into our data base. Dave Penny received his lifetime service award at the Monday luncheon in front of over 700 delegates. This was an outstanding for marketing and publicity event for CSPI.

b) Other Trade Shows

Good Roads – will attend one day in February in support of members

Tri Party – will submit an abstract on durability / sustainability – deadline October 20th at noon. Jason suggested co-presenting the Kleskun Hills project with Joe Filice as an additional subject.

Guelph Drainage Conference – Heba will send information for 2018 conference

Action: Ray will contact Joe Filice to determine interest.

c) Education Outreach Update

To date 18 Guest Lectures and 980 Handbooks have been given to graduating classes.

Oct 24 th	Western, London
Nov 2 nd	Lakehead, Thunder Bay
Nov TBD	UNB

d) Photo / Project Contest – 2018 (Upload capabilities discussion)

The idea to promote the photo contest early (quarterly) and build upload capabilities will depend upon the cost estimate of \$3,000. Decision will be made at the December meeting based upon the budget at that time. The workings of the upload will be discussed at that time.

Action: Ray will obtain a written description of the upload functionality and submit to the committee prior to the December meeting.

e) Find a Member Map

Live in the resources section. A link will be provided on the home page.

f) Product Comparison Sheets - Approval

Action: Resend to committee for review and approval at the December meeting.

g) Why do Business with a CSPI Member? - Approval

Committee approved – will be posted to the website.

h) Update of certification protocols (date & revision)

Bulletins have been updated and posted. Jason mentioned the issue of stenciling versus stickers for 3rd party logos. Would the name alone suffice? Bruce brought up the EPD stickers and would they hold up in the water. Are markings acceptable on either side of the pipe?

Action: Confer with CWB / CSA the acceptable practice with answers for the next meeting.

i) Non-Member Activities

Waiting for Canada Culvert to respond to request to rejoin CSPI.

8. Discussion & New Business

➤ **Ideas from June Meeting – review**

Ideas put forward as follows:

- Heba suggested that CSPI market to Land Development Consultants promoting SWM solutions. She mentioned the “Association of Urban Land Developments”
 - **This is a local conference in Guelph – will submit an abstract for 2018**
- Phil suggested we seek out and learn from Tubao who have demonstrated a great deal of success in SWM. He suggested a Technical Bulletin on CSP SWM and that we need to do an inspection of existing installations to demonstrate the benefits.
- Ray showed the market price of CSP versus HDPE versus CSP. Feedback included focusing on supplying larger diameter pipes (>600mm). The future is going “bigger or supersize” to address higher flows due to climate change – topic for the future. Title suggested was “Decreasing your Uncertainty with regards to Climate Change”.
 - **Product Comparison Brochure – will review**
- Randy suggested downloading a generic document for specification used by Consultants from their website to define the scope for SWM. (TAC item)
- Jason suggested CSPI publish SWM tools and post a word document (generic spec) for SWM
 - **TAC Item – move to TAC Committee**

➤ **Handbook – redesign front & back cover**

All agreed that this was a good idea.

Action: Ray will scope this out with Glassroot and present in December for committee review / vote.

➤ **Storing Plate in the Winter**

Jason suggested a one-page industry guideline (Technical Bulletin) covering the process of storing plate in the winter. All agreed.

Action: Phil Carroll will put together an outline, together with a hand sketch and send it to Ray for editing / formatting.

9. Adjournment & Next Meeting

The meeting was adjourned at **12:23 p.m.** Next meeting will be Thursday, December 7th in Kitchener.

Ray Wilcock
Secretary