

11:00 A.M. Wednesday June 16th, 2021 – WEBEX

Members Attending:

Liz Bouchard (Chair)	Armtec	Mike Mounts	Valfilm
Scott MacRae	Armtec	Lynn Riley	Valfilm
Roger Leger	Armtec	Ian Berry (abs)	Warner
Jason Sherwood	Atlantic	Derek Niezen (abs)	Ironside
Dennis Park	Atlantic	David Watson	Leland
Terry Dunn	Atlantic	Byron Nelson (abs)	Leland
Mike Williamson	Hubb-Cap	Mike Hook (abs)	MarMac
David Newbigging	AMD	Todd Gray	ACI
Kamran Derayeh	AMD	Dianna Brooks	NCSPA
Bruce Matheson	Frontier	Mike McGough	NCSPA
Chris Flickinger (abs)	Frontier	Ray Wilcock	CSPI
Jim Evans (abs)	CC		

1. Welcome & Opening Remarks

Ray opened the meeting and welcomed all members. Attendance was taken and is recorded above. Appreciation was extended to Heba Ahmed former Chair of PPC and Board member, for her dedication and support to CSPI. Heba recently left Armtec to pursue other endeavors.

2. Chair succession, nomination and vote – Ray

Ray put forth Liz Bouchard of Armtec who accepted the nomination as the new chair effective with this meeting. Ray called for discussion and subsequent vote. There was no discussion and Ray asked for a motion. Motion was made to approve Liz's appointment as chair by **Jason Sherwood**, second by **Scott MacRae** and all voted in favour. Motion passed. The meeting was turned over to Liz.

3. Review Minutes of March 10th, 2021 Meeting

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

4. Strategic PPC Action Items

a) DOT / Municipality update

- NF** New Chief Engineer appointed. Provided input on standards in March. Updates included polymer and NZF3000 bolts. Until published materials will be included in the addendums on future tenders.
- PEI DOT** Standard proposals sent in 2020. Accepted Galvanized S.P. in bridge standards and Aluminized Type II in culverts. Polymer laminated and coated will be in next update.
- NB** Serge Gagnon has requested polymer laminated / coated projects within NB. Have reached out to members for projects.
- NS** Latest standards published include polymer coated plate.
- MTQ** Drafted recommendations for Tome III – polymer 75 years-service life. Working with a flexible pipe consortium group (CSPI, ADS & Soleno). Translation of bolt test report into English.
- MTO** Introduced a new website to coordinate with all partners which CSPI participated in Beta trials.
- MIT** Recommendations submitted – Danielle Salem now in charge. Future discussions to take place.
- Kawartha Lakes ON** Presented storm sewer on March 17th with 10 regional staff attending.
- Hamilton ON** Responded to city's refusal to allow SRP in standards. Work with AMD.
- Calgary** City confirmed that CETA has had no impact on product approvals at this time. (Canadian / European Trade Agreement)

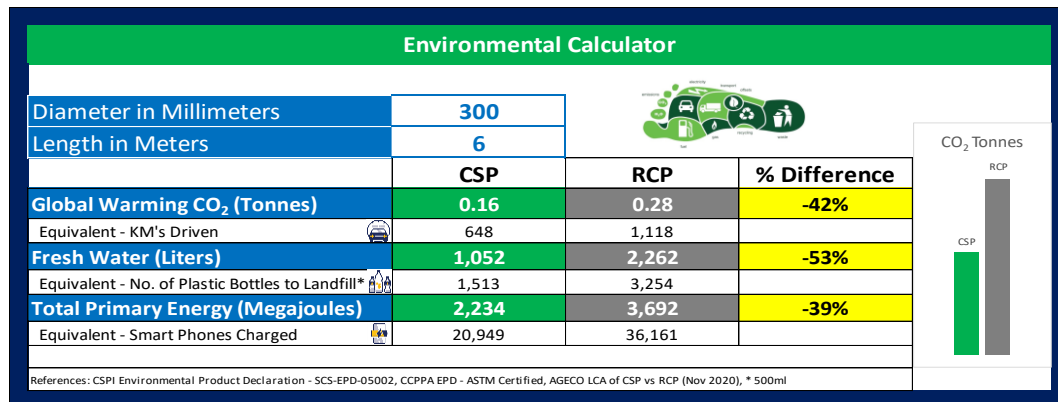
b) Municipalities – SWAT Team ideas

- **Objective: Develop a strategy to penetrate municipal storm sewer market.**
- **16 Members on the Team**
- **3 Meetings held thus far in 2021**

Ideas under discussion:

1. Target municipal associations and educate.
2. Significant campaign which includes elected officials. Political campaign targeted to cost savings and carbon footprint.
3. Using 3/8" neoprene gaskets to improve water tight joints.
4. Case studies – one-page snapshots of polymer projects. (CSP, SRP & SPCS)
5. Focus on municipalities where installations have taken place.
6. Reinforce time savings of installation and transportation versus RCP
7. Urban – polymer laminated only.

c) **Environmental Footprint / Calculator Promotion**



Discussion:

- Both NCSPA and AIL have used this to create their own versions

d) **Promotion of Rehab Paper**

Discussion / ideas:

- Eblast 6 months from now
- Post YouTube links on website along with presentation in PDF

e) **Presentation template for municipalities – feedback from committee**

- No feedback prior to meeting
- Send to Liz, Dennis & Roger for review
- Have “Matt Lloyd Design” review and refresh/improve on presentation

f) **Marketing / Promotion discussion – webinars**

- Use OGRA again & any other provincial association to host future webinars

5. Website Update – WordPress Launch

- Website was launched on June 1st. Currently each page is being reviewed with feedback to be provided to Rebel (Host) by June month end.
- Suggestion was made to use Google analytics to determine # of hits, pages visited, etc.
- Reach out to Diana for help in tracking statistics (what & how)

6. Projects for PPC

a) 2021 TAC – paper submission ideas

Ideas discussed as follows:

- Liz suggested “Qualifications of 75-year material service life”. Include water tight joints.
- Todd suggested we coordinate with Mike M, NCSPA have been working on this with state presentations. They have determined an add on life to galvanized material.
- Mike W suggested another paper on the “Green Initiative” – impact of using steel in the storm sewer market

b) Other Trade Shows – ideas

- Look at other associations such as BC Engineers, MEGA, submit abstracts for any and all provinces.

c) Photo Contest – 2021 Program

- Judging to take place on June 23rd, with results planned for E-Blast release on June 25th
- Monetary awards will E-Transferred, International transfers, etc. by July month end

d) Education Outreach – 2021 program

<u>Date</u>	<u>University / College</u>	<u># of Students</u>
Nov 10th	OGRA Storm Sewer School	20
Nov 27th	SAIT College in Calgary	10
Dec 3rd	Western University ON	40
Jan 25th	University of BC	100
Feb 1st	BCIT BC	10
Feb 3rd	Lakehead University T.B.	12
Feb 3rd	York University ON	80
Feb 4th	University of BC (Forestry)	16
Feb 8th	Niagara College ON	14
Feb 8th	Sask Polytech SK	33
Feb 23rd	University of Waterloo ON	105
Feb 25th	Ryerson University ON	65
Mar 1st	St. Clair College ON	30
Mar 2nd	RMC University ON	10
Apr 6th	University of Guelph ON	23
May 21st	University of Windsor ON	60

16 Guest Lectures 628 Students

Future schedule:

Jul/ Aug SAIT AB
Fall Windsor University ON

e) **E-Blasts – 2021 ideas**

<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 5 th Allowing Multiple Pipes Lowers Costs	954	81
Jan 7 th Photo Contest		90
Jan 25 th CSPI Website – Webinars		69
Feb 18 th Annual meeting dates & Photo Contest		82
Mar 17 th Navigating the Website		73
Mar 18 th Webinar Rehab Announcement	849	79
Mar 22 nd Webinar Env Footprint Announcement	741	77
Mar 24 th Carbon Footprint Calculator	704	75
Mar 31 st Photo Contest Reminder		76
Apr 7 th Reminder – Rehab Webinar	724	64
Apr 12 th TAC Climate Presentation	645	64
May 17 th Photo Contest Reminder		72

Ideas for remainder of 2021:

- 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
- Storm Sewers
- Rehabilitation
- CSPI member commitment to reducing environmental footprint
- Mike W recommended we continue to focus on Climate Change messages, even if it means we regurgitate previous Eblasts, as this is a dominant theme.
- Continue to copy all Eblasts to Linked in

f) **French Translation of documents**

Following is a list of documents requiring translation:

Price per word

0.22

TB#	Document	No of 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

- After much discussion, all agreed that this project should be put to a vote.

A motion for approval was made by **Roger Leger**, second by **Jason Sherwood**. Vote was carried unanimously.

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

<u>Webinar</u>		<u>External</u>	<u>Members</u>
Feb 24 th	CSPI Tools / Website Navigation		8
Mar 24 th	Replay		10
Apr 8 th	Rehabilitation	382	34
Apr 12 th	Carbon Footprint	195	57

Future Ideas include:

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

- Liz asked the committee what priority should these ideas have
- 1, 3 & 4 were considered high
- Discussion on when to target these messages took place. There was agreement that Dec 1st to March 31st was the optimal time to draw in the largest audience.
- Target 4 webinars, one per month, starting December 2021

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

Members

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

- Meets bi-monthly
- CSPI issues on average 1 E-Blast per month
- Linked-In, 4 posts per week, 139 followers, adding about 10 per month
- Instagram set up in September, 16 posts thus far, 73 followers

i) **Non-Member Activities**

Nothing to report.

6. NCSPA Update - Diana

- “Women of Steel” series underway, highlighting one woman per month
- App version of the EPD calculator nearing completion and launch date
- Podcast series progressing well with followers
- Growing social media list with 5,850 Eblast followers, advertising in FB has reaped benefits with over 7,000 followers and Linked in with 750 followers
- Working on consumer survey to gauge one’s thoughts on steel. Examples of questions:
 - Primary material used for drainage
 - Opinion of CSP
 - Opinion of small diameter versus large diameter
 - Awareness of coatings
 - Sustainability – is it being considered in decision making
- Sending to Eblast list
- Offering rewards – 2 \$50 Amazon gift cards

7. Discussion / New Business

a) **PPI / ADS Environmental Promotion – should we respond?**

On the Plastic Pipe Institute website in the sustainability section, they show a comparison on HDPE to RCP, CSP and PVC. They claim based upon a study by Franklin Associates in 2020. They show CSP with the same carbon footprint as RCP with HDPE in a very favourable light. Ray is currently reviewing the Franklin report.

- Once review is complete and if it indicates that data is not correct, will respond to PPI with the help of the NCSPA

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

The meeting was adjourned at **12:30pm** motioned by **Kamran Derayeh** and second by **Dave Watson**. Next meeting is at the call of the chair or November 2021.

Liz Bouchard
Chair

Ray Wilcock
Executive Director