



PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

11:00 A.M. to 12:30 EST, Thursday, September 12th, 2024
WEBEX

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Jonathon Paton (abs)	Warner
Roger Leger(abs)	Armtec	Colin Rojahn	CC
Matt Field (abs)	Atlantic	Mitchell Swisher (abs)	CC
Amanda Coutts (abs)	Hubb-Cap	Todd Gray (abs)	ACI
Bruce Matheson	Frontier	Mike Mounts (abs)	Valgroup
Graham Brett (abs)	Frontier	Chuck Skeen	MarMac
Kamran Derayeh	AMD	Richard Northcutt	MarMac
Derek Niezen (abs)	Ironside	Dianna Brooks	NCSPA
Byron Nelson (abs)	Leland	Ray Wilcock	CSPI
David Watson (abs)	Leland		

1. Welcome & Opening Remarks

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

2. Review Minutes of June 17th, 2024, and Approve

Minutes were reviewed and accepted. A motion for approval was made by **Richard Northcutt**, second by **Kamran Derayeh** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

Jul 11th

Consulting Engineers of Alberta

Submitted the following abstracts for 2025 conference

1. Storm Water Management Systems
2. Storm Sewers – Out of sight, Out of mind
3. Transportation Infrastructure – Getting to Net Zero

Aug 19th

Ontario Good Roads Association in Toronto ON

Submitted the following abstracts for 2025 conference

1. Storm Water Management Systems
2. Storm Sewers – Out of sight, Out of mind
3. Transportation Infrastructure – Getting to Net Zero
4. Buried Bridges – More Resilient & Sustainable

Other Associations:

[SMSB](#), [AORS](#), [ORBA](#), [NWOWWC](#), [AQTR](#), [BCWWA](#) – submit abstracts.

b) Social Media Committee Update

Members

Liz Bouchard	Armtec	Graham Brett	Frontier
Matt Field	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- LinkedIn 1,008 followers, up 37 over last meeting.
- Average of 4 postings per week.
- Met 4 times thus far in 2024, next meeting TBD (WEBEX)
- Analytics reviewed at each meeting
- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 897 in 3.7 years

Analytics since June 17th meeting:

- 1,041 reactions, up 16%
- 8 comments, down 27%
- 4 reposts, down 56%
- Impressions – 24,887 Organic
- 182 page views, down 58% (145 desktop, 37 mobile)
- 78 unique visitors, down 57%
- Top visitor demographics (Sales 19%, Eng 9%, Operations 9%)
- Top post “The 1000 and 1 pipe in east of France” **88 likes**
- 2nd top post “Banff to Lake Louise on Highway 1 AB” **70 likes**
- 3rd top post “Keeping the Landslides Back Tunnel in Bolu Turkey” **53 likes**

Future action:

- CSA G401-24
- Promote EPD’s / carbon calculator
- Continue to invite engineering groups / others / students
- Use European storm water management photos and relay benefits.
- Please send any old photos as these generate a tremendous amount of interest

Discussion:

- [Post a linkage to Technical Bulletins on the website to encourage hits.](#)
- [Liz will find a graphic for the links that can be used repeatedly.](#)

Top Post



2nd Post



3rd Post



c) Marketing ideas / Promotion discussion

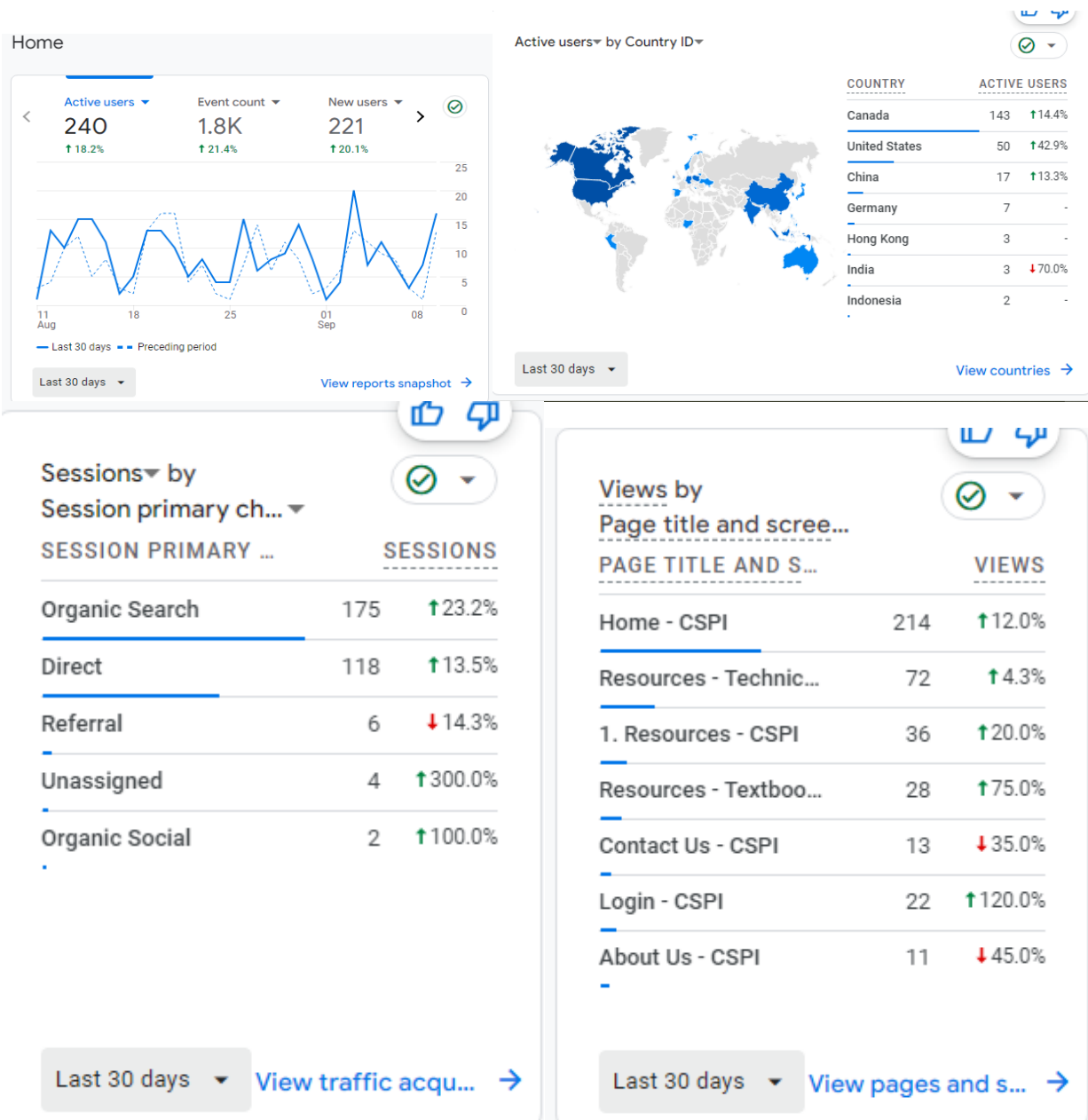
- Include “Short Median Span Bridge” conference

d) Buried Metal Bridge Symposium

- The presentation is titled “*Golden Oldies, Seeing is Believing*” and will be aired on November 20th (they are pre-recording).
- Met with the International Scientific Committee on August 13th.
- Have reviewed 3 presentations and provided comments.
- Will E-Blast Symposium by September month end.

4. Website – Google Analytics

The following analytics were displayed:



Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	175 ↑ 23.2%
Direct	118 ↑ 13.5%
Referral	6 ↓ 14.3%
Unassigned	4 ↑ 300.0%
Organic Social	2 ↑ 100.0%

Last 30 days

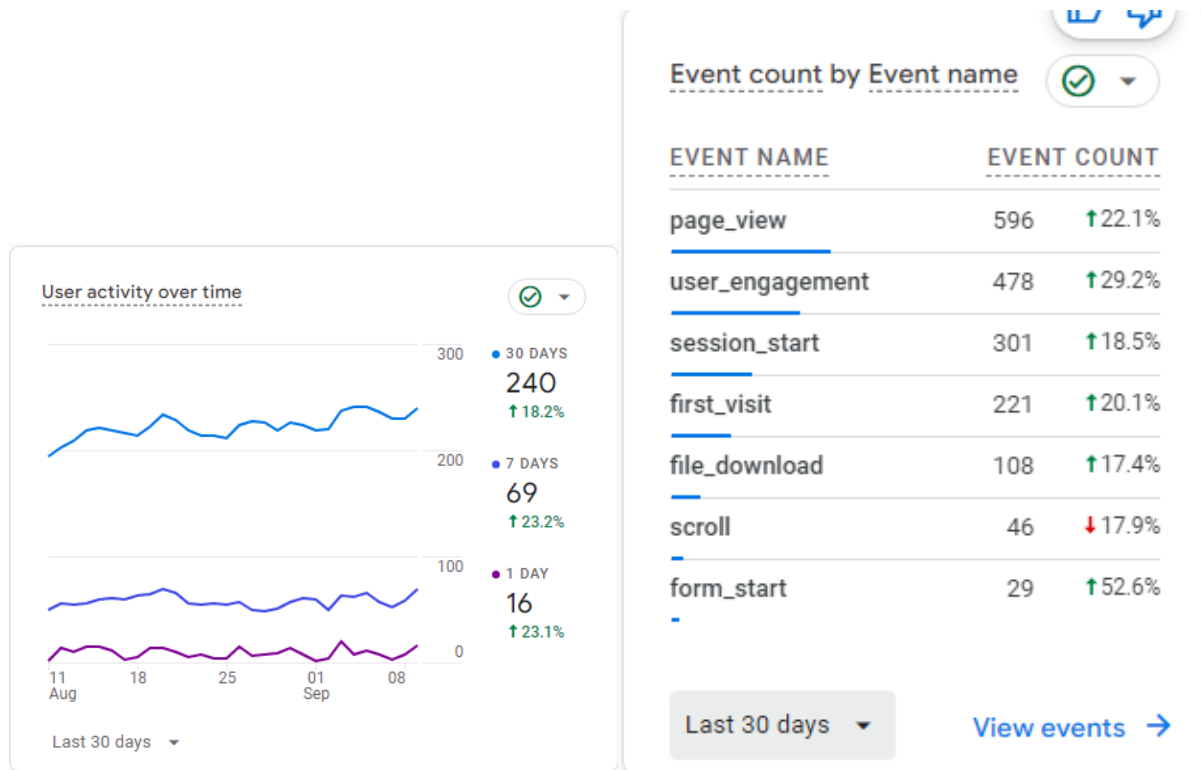
View traffic acqu...

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
Home - CSPI	214 ↑ 12.0%
Resources - Technic...	72 ↑ 4.3%
1. Resources - CSPI	36 ↑ 20.0%
Resources - Textboo...	28 ↑ 75.0%
Contact Us - CSPI	13 ↓ 35.0%
Login - CSPI	22 ↑ 120.0%
About Us - CSPI	11 ↓ 45.0%

Last 30 days

View pages and s...



Discussion:

- Diana reached out and offered to go through analytics, how to read, what's important, etc. as she does this with the NCSA routinely. Set up a date, all are welcome.

5. Projects for PPC

a) 2024 TAC Fall Meetings & September Conference

- 2 abstracts submitted / not accepted for September conference in Vancouver.
- Will not attend this year due to timing and costs.
- Ideas for abstract 2025 submissions?
- Write in accordance with the theme and pass it to the committee.
- Resiliency of buried structures.
- Flooding, Fires, sizing of structures, headwalls.

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
CEA	<u>Consulting Engineers of Alberta – abstracts submitted</u>
SPWA	Saskatchewan Public Works Association
MEA	Municipal Engineers Association Ontario

NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association – abstracts submitted
ORBA	Ontario Road Builders Association
SMSB	Short & Medium Span Bridges
AQTR	Association Quebec des transports
AORS	Association of Ontario Road Supervisors
BCWWA	British Columbia Waste & Water Association

Suggestions?

c) Photo Contest – 2024 program review / ideas / discussion

229 submissions in 2024

d) E-Blasts – 2024 results / ideas

Members	223	French & English
Readers	2,682	French & English
University	118	French & English

Readers:

Consultants	705	Supplier	144
Contractors	434	Associations / Agency	103
Municipalities	418	University Students	14
Quebec	360	Owner	7
DOT	349	International	4
Private	144		

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jun 19 th	Photo Contest Results	1,725 (63%)	130 (59%)

Future:

- Buried Metal Bridge Symposium
- CSA G401-24
- Website
- Webinars
- SWM
- EPD
- Seeing is Believing Map after updated
- New Carbon Calculator
- Tanks that are being used in Europe for wildfires
- Advantages of steel in wildfire conditions

e) French Translation of documents

- Look at CHAT GP for translation – have Quebec members' vet.
- Next up when time permits:
- TB 18 CSP Certification Program

- TB 19 Structural Plate Certification Program
- Product Comparison reports to RCP
- Product Comparison reports to HDPE
- Product Comparison reports to PPE
- 10 Reasons why CSP
- Many others

f) Education for External Customers

Webinars will be done inhouse using WEBEX.

Future webinars:

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel
- Durability
- Comparison of steel to RCP

g) Education for Members

December – winter months

Future Ideas include:

1. Designing for durability
2. Water testing / results / choice of coatings
3. Economics – comparison of steel to RCP (include environment)
4. New members – introduction to CSPI & website

h) Non-Member Activities

Two CSP manufacturers in BC reached out for information on membership. Nothing more to report currently.

6. NCSPA Update – Diana

- Offers sent out to universities to participate in guest lectures.
 - Offering 2 scholarships to potential students.
 - YouTube videos containing 1-minute clips have seen viewers triple this year.
 - Using LinkedIn messaging that is free for monthly newsletter to invite users to visit YouTube.
- a) Discuss idea of international category in Photo Contest
- [Positive response from both associations. Will be discussed at November meetings.](#)

7. **Discussion / New Business**

a) **Review of Polymer Film Promotional Piece by the NCSPA**

- Comments and photos taken into consideration.
- Final draft under review.

b) **Handbook QR code?**

- Liz can help to set this up.
- Post on website, booths, university lectures, etc.

c) **Canada Mining Review magazine offer**

- Comes with advertising and baggage. Decline.

d) **Miami Railway Station Museum Fallout Reporting Post**

- Old railway bunker in Manitoba has been brought to the surface and made for public review.
- Reached out to CSPI to determine if we are interested in the story.
- Pursue

8. **Adjourn & Next Meeting – November 6th 2024, in Waterloo Ontario**

The meeting was adjourned at **Noon** motioned by **Colin Rojahn** and second by **Bruce Matheson** and was carried unanimously. Next meeting will be on November 6th 2024 in person.

Liz Bouchard
Chair

Ray Wilcock
Executive Director