



PRODUCT PROMOTION COMMITTEE Meeting Minutes

1:00 P.M. to 2:30 P.M. EST, Thursday, March 6th, 2025
WEBEX

Committee Attendance:

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

1. Welcome & Opening Remarks

Liz opened the meeting at 1:00 pm and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of November 6th, 2024, and Approve

Minutes were reviewed and accepted. A motion for approval was made by **Roger Leger**, second by **Mike Mounts** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. Consulting Engineers Association AB - March

Submitted 2 abstracts – not accepted.

2. Source & Stream Conference ON - March

Submitted an abstract for SWM systems – not accepted.

3. Canadian Society for Civil Engineering – Winnipeg May 28th - 30th

Submitted 1 abstracts on sustainability was accepted:

Paper submitted – pending approval.

CSPI was asked to chair a CSCE session - will depend on paper acceptance.

4. Ontario Good Roads Association - Toronto March 30th

Submitted 3 abstracts – not accepted.

Other Associations:

SMSB, AORS, ORBA, NWOWWC, AQTR, BCWWA – submit abstracts when available.

b) Social Media Committee Update

Members

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

- LinkedIn 1,134 followers, up 163 over last meeting
- Average of 4 postings per week.
- Met on February 25th, next meeting April 30th (WEBEX)
- Analytics reviewed at each meeting

- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 1,023 in 4 years

Analytics since November 6th, 2024, meeting:

- 40,324 impressions, up 35%
- 1,520 reactions, up 28%
- 15 comments, up 114%
- 8 reposts, up 167%
- 369 page views, up 41% (270 desktop, 99 mobile)
- 138 unique visitors, up 44%
- Top visitor demographics (Bus Dev 33%, Sales 8%, Eng 6%)
- Top post *“Galvanized Corrugated Structural Underpasses for a copper tubing mine in Arequipa Peru”* **86 likes**
- 2nd top post *“Open for Business - Stony Nakoda Animal Overpass”* **82 likes**
- 3rd top post *“The oldest Buried Bridge in Canada”* **72 likes**

Future postings:

- Photo Contest Reminder
- Promote EPD's / carbon calculator
- CSA G401-24
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest
- Post a linkage to Technical Bulletins on the website to encourage hits.



Top Post



2nd Post



3rd Post

c) Marketing ideas / Promotion discussion

Discussion:

- Run a contest for university and college students like what CSPI did before.
- Design projects based upon the use of CSP / SPCS.
- Present at June meeting and if approved, promote in the fall.
- Create an educational package for civil engineering students that could be taught in class. Run a ½ seminar for students.
- Speak to professors about their curriculum to determine % if any that steel / flexible pipes and structures are covered.
- Babak brought up AMD's "*Stelligence of Steel*" program that Kamran spoke about last meeting. This is a program that conducts case studies on different construction materials and promotes steel construction based on the results. Babak & Kamran will lead and update the committee on details when ready.

d) Buried Metal Bridge Symposium

Presented "Golden Oldies, Seeing is Believing" on November 20th.

Attended all 4 sessions:

October 23rd

November 20th

January 22nd

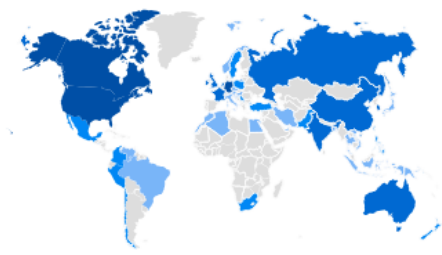
February 26th

4. Website – Google Analytics

The following analytics were displayed for the period November 6th to March 5th:



Active users by Country



COUNTRY	ACTIVE USERS
Canada	667
United States	198
Germany	171
China	71
India	14
Australia	11
Ireland	11

Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS
Home - CSPI	915
Resources - Technical Bullet...	335
1. Resources - CSPI	144
Culverts - CSPI	127
Resources - Textbooks - CSPI	117
Login - CSPI	77
About Us - CSPI	67

Event count by Event name



EVENT NAME	EVENT COUNT
page_view	3K
user_engagement	2.3K
session_start	1.6K
first_visit	1.2K
file_download	612
scroll	311
form_start	166

5. Projects for PPC

a) 2025 TAC Spring Meetings & October Conference

- 1 abstract on sustainability submitted for October conference in Quebec City, October 2nd – 8th.
- Attend as a delegate only.

Spring Meetings (virtual)

Apr 9 th	Structures Committee
Apr 10 th	Environmental Issues Committee
Apr 16 th	Environmental Legislation Committee
Apr 22 nd	Climate Change Integrated Committee
Apr 24 th	Environmental & Climate Change Council

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers – abstract accepted
CEA	Consulting Engineers of Alberta – abstracts not accepted
SPWA	Saskatchewan Public Works Association
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association – abstracts not accepted
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

c) Photo Contest – 2025 program review / ideas / discussion

No discussion.

d) E-Blasts – 2025 results / ideas

Members	243	French & English
Readers	2,652	French & English
University	116	French & English

Readers:

Consultants	709	Supplier	136
Contractors	421	Associations / Agency	101
Municipalities	415	University Students	14
Quebec	353	Owner	6
DOT	354	International	4
Private	139		

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Dec 19 th	Seasons Greetings	1,044 (38%)	76 (31%)
Jan 12 th	2024 Year in Review		82 (34%)
Feb 24 th	Photo Contest Opener	740 (27%)	52 (21%)

Future:

- Photo Contest Reminder
- New Carbon Calculator
- CSA G401-24
- Webinars
- Tanks that are being used in Europe for wildfires
- Advantages of steel in wildfire conditions

Discussion:

- The open rate for emails to members is low, so the team was asked for any ideas to increase engagement.
- To enhance opens, spruce up titles and 2nd line. Run by committee for suggestions.

e) French Translation of documents

No discussion - will be pursued as budget warrants.

f) Education for External Customers

Webinars will be done inhouse using WEBEX or Microsoft Teams for Business.

Future webinars:

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel
- Durability

g) Education for Members

Future Ideas include:

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

h) Non-Member Activities

Bruce commented on two CSP manufacturers in BC whereby one was low on a BCMOT tender, however they did not have CSA certification. They were subsequently

disqualified, and the tender went to a certified CSPI member. CSPI will continue to reinforce the certification qualification when visiting the DOT's.

6. NCSPA Update – Diana

- The NCSPA scholarship program is underway for 3rd year engineering students
- An Education committee has been set up to work alongside the PPC
- Photo contest is underway with a due date of April 30th
- Presently updating manuals, selection guide and design manual that will contain new photos
- AGM is scheduled for April in Hawaii

7. Old / New Business

a) Miami Railway Station Museum Fallout Reporting Post - Manitoba



- Old railway bunker in Manitoba brought to the surface and made for public review.
- Reached out to CSPI to determine interest in the story and we replied positively
- Will follow up

8. Adjourn & Next Meeting at AGM in St. John's NL on June 23rd

The meeting was adjourned at **2:20 PM** motioned by **Roger Leger** and second by **Mike Mounts** and was carried unanimously. Next meeting June 23rd, 2025 (in person) at a time TBD.

Liz Bouchard
Chair

Ray Wilcock
Executive Director