

*10:30 A.M. to Noon EST, Tuesday, November 4th, 2025
Delta Hotel by Marriott, Waterloo ON*

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Jonathan Paton (abs)	Warner
Roger Leger	Armtec	Mitchell Swisher (abs)	CC
Matt Field	Atlantic	Todd Gray	ACI
Amanda Coutts (abs)	E. S. Hubbell	Mike Mounts	Valgroup
Bruce Matheson	Frontier	Richard Northcutt	MarMac
Kamran Derayeh	AMD	P.C. Drouin (abs)	SDI
Derek Niezen (abs)	Ironside	Cameron Hock (abs)	Island Culvert
Byron Nelson	Leland	Diana Brooks (abs)	NCSPA
Mike Green (abs)	Leland	Ray Wilcock	CSPI

Members in Attendance

Marcia Stinson	AMD	Terry Dunn	Atlantic
Jina Robertshaw	AMD	Pat Mayne	Atlantic
Sarodha Rajkumar	AMD	Oliver Kearns	Atlantic
Jason Johnston	Armtec	Ian Kalverda	E.S. Hubbell
Scott MacRae	Armtec	Mike Williamson	E.S. Hubbell
David Soanes	Armtec		

1. Welcome & Opening Remarks - Liz

Liz opened the meeting at 10:30 am and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of September 16th, 2025, and Approve

Minutes were sent to all committee members. A motion for approval was made by **Richard Northcutt**, second by **Roger Leger** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. Consulting Engineers Association Alberta – March 8th to 10th 2026

Submitted 4 abstracts in August.

2. Canadian Society for Civil Engineering Quebec City – June 3rd to 5th 2026

Submitted 3 abstracts in September.

3. Ontario Good Roads Association Toronto March 29th to April 1st 2026

Submitted 4 abstracts in August.

4. NWOWWC Conference Thunder Bay ON - October 16th to 17th 2025

Abstract on SWM - Rodrigo Silva from Armtec presented on my behalf on Oct 16th as I was double booked.

5. SMSB (Short Medium Span Bridge) Vancouver - August 4th to 7th 2026

Submitted 3 abstracts in August.

b) Social Media Committee Update

Members

Liz Bouchard	Armtec	Vacant	Frontier
Matt Field	Atlantic	Cameron Hock	Island Culvert
Mike Williamson	E.S. Hubbell	Ray Wilcock	CSPI

- LinkedIn 1,261 followers, up 39 over last meeting
- Average of 4 postings per week.
- Next meeting December 18th (WEBEX)
- Analytics reviewed at each meeting

- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 1,150 in 4.83 years

Analytics from September 12th to November 1st.

- 24,342 impressions, up 49%
- 733 reactions, up 4%
- 11 comments, up 267%
- 2 reposts, even
- 120 page views, up 3% (75 desktop, 45 mobile)
- 52 unique visitors, up 18%
- Top visitor demographics (Bus Dev 18%, Sales 13%, Operations 7%)
- Top post *"This will make you feel small" in British Columbia* **50 likes**
- 2nd top post *"Polymer Coated Corrugated Structural Plate" at Caplin Cove in NL* **43 likes**
- 3rd top post *"If only walls could talk!" under Hwy 22 Pincher Creek Alberta* **37 likes**

Future postings:

- Technical Bulletins with reference to website
- Promote EPD's / carbon calculator
- CSA G401-24 Amendments
- Photos from the contest
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest
- Social Media slider to be posted every 6 months



Top Post



2nd Post



3rd Post

It was suggested to click on likes to determine visitor graphics and start to keep track. Review with Social Committee.

c) Marketing ideas / Promotion discussion

1. AMD “Stelligence of Steel”

- Case Studies
- Comparing RCP to CSP (cost, sustainability, installation)
- Where to target the market
- From last meeting:
- Set up a meeting in January 2026 – Kamran will lead.
- Volunteers?
- Storm sewers market – case study
- Email the PPC committee in December to determine interest and involvement. Include a case study from AMD – Kamran to provide.
- Makes for a great marketing tool.

2. YouTube Channel

- Deferred

3. Contest – University Students

- Contest for university students – design projects
- Scholarship application – open to all students
- Mentoring students – offering guidance on their projects
- Platform – for university professors to follow giving a class presentation on the use of steel
- Add a chapter in the handbook for conducting lectures for professors
- Reach out to each professor and determine what is covered in their curriculum – survey (4 or 5 questions)
- Reach out to Lei Xu (member of CSA G401 committee) a Waterloo University professor for advice
- Added to email guest lecture offer
- At each lecture it has been announced along with the initial email to all professors. Time will tell.

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to October 31st.



Active users* by Country ID

COUNTRY	ACTIVE USERS
Canada	1.6K ↑18.7%
United States	1.6K ↑235...
China	534 ↑381...
Germany	374 ↑679...
Singapore	180 ↑4,40...
India	41 ↓6.8%
Ireland	26 ↓3.7%

This year (Jan - Today)

View countries →

Views by Page title and screen...

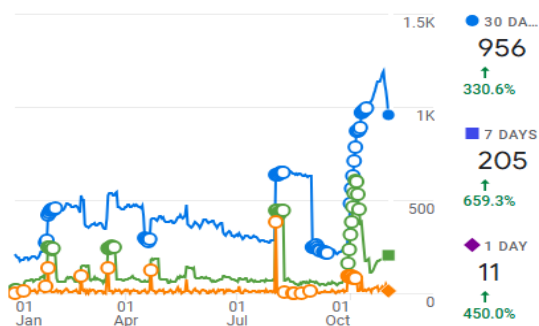
PAGE TITLE AND S...	VIEWS
Home - CSPI	2.6K ↑11.4%
Photo Contest Submi...	877 ↓16.2%
Resources - Technic...	689 ↓0.6%
1. Resources - CSPI	329 ↓17.3%
Resources - Textboo...	233 ↓9.7%
Culverts - CSPI	302 ↑135.9%
About Us - CSPI	235 ↑32.8%

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	9K ↑24.9%
user_engagement	5.9K ↑4.5%
session_start	5.7K ↑80.7%
first_visit	4.5K ↑96.5%
file_download	1.4K ↑21.7%
scroll	1.3K ↑29.5%
form_start	884 ↓11.1%

This year (Jan - Today) [View events →](#)

User activity over time



This year (Jan - Today)

Discussion: [Replace slide #5 with “Who accessed the website”](#)

a) **Key words to drive traffic**

Determine key words to drive traffic:

CSPI

Technical Bulletins on CSP

Photo Contest on CSP

Corrugated Steel Pipe

What is at the top of the list on google when someone types in CSP, steel or metal pipe?
Companies

Look at what technical bulletins are being downloaded – view events

- Currently with web designer to determine key words being used.
- Reach out to Google for a quote to enhance position of website's pecking order.

5. Projects for PPC

a) **2025 TAC Fall Meetings & October Conference in Quebec City**

Fall Meetings attended in person.

- Oct 3rd Environmental Issues Committee
- Oct 3rd Environmental Legislation Committee
- Oct 3rd Climate Change Integrated Committee
- Oct 4th Structures Committee

Conference:

- Abstract on "Underground Infrastructure — Getting to Net Zero" presented on Tuesday October 7th at 4:00 pm.
- Moderated two sessions on October 6th & 7th
- Reach out to TAC to determine if we can post the presentation.

b) **Other Conferences**

CSCE CA	Canadian Society of Civil Engineers
BCWWA	British Columbia Waste Waterworks Association
EGBC	Engineers & Geoscientists BC – member invite only
CEA	Consulting Engineers of Alberta
SPWA	Saskatchewan Public Works Association – member invite only
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association
ORBA	Ontario Road Builders Association – member invite only
SMSB	Short Medium Span Bridge – every two years
AORS	Association of Ontario Road Supervisors – member invite only
AQTR	Association Quebec des Transports – member invite only

CSPI has presented to those associations in blue.

c) **Photo Contest – 2026 program - update / discussion**

- New category – videos, limit size to 30 seconds
- [Committee agreed to post on LinkedIn top 3 photos and let our followers pick the best overall.](#)

d) **E-Blasts – 2025 results / ideas**

Members	248	French & English
Readers	2,614	French & English
University	112	French & English

Readers:

Consultants	700	Supplier	131
Municipalities	428	Agency	83
Contractors	404	Associations	17
DOT	355	University Students	13
Quebec	337	Owner	6
Private	137	International	3

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 9 th	2024 Year in Review		82 (34%)
Feb 24 th	Photo Contest Opener	743 (27%)	53 (21%)
Apr 22 nd	Photo Contest Reminder	755 (27%)	52 (21%)
May 20 th	Photo Contest Final Reminder	860 (32%)	77 (31%)
Jul 3 rd	Photo Contest Results	889 (33%)	86 (35%)

Future:	New EPD's
	CSA G401-25
	Carbon Calculator
	Webinars
	Advantages of steel in wildfire conditions

- To enhance opens, spruce up titles and 2nd line. Run by committee for suggestions.

Discussion:

- [Breakdown Quebec list by category \(DOT, Municipality, etc.\)](#)
- [Opens – review members who have opened to determine if previews contribute to the count \(check Mike Mounts name\).](#)

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.

Topics for future webinars (attempt 2 in 1st Q 2026):

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

[Include recordings of webinars to be posted to YouTube.](#)

g) **Education for Members**

Future Ideas include:

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

h) **Non-Member Activities**

[Todd mentioned that ACI shipped one coil to Soleno. Todd will advise if he learns any information / reason, etc.](#)

6. **NCSPA Update**

No report.

7. **Old / New Business**

None

8. **Adjourn & Next Meeting March / April 2026 (virtual) TBD**

The meeting was adjourned at **11:56 AM**, motioned by **Bruce Matheson** and second by **Kamran Derayeh** and was carried unanimously.

Liz Bouchard
Chair

Ray Wilcock
Executive Director