

*11:00 A.M. to 12:30 P.M. EST, Tuesday, April 7th, 2026
WEBEX*

Committee Attendance:

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

1. Welcome & Opening Remarks - Liz

Liz opened the meeting at 11:00 am and welcomed all members. Attendance was taken and is recorded above.

Liz announced that she was retiring from Armtec on June 12th. She expressed her gratitude to all members for their support and highlighted her enjoyment in working with CSPI throughout her tenure on the committee.

On behalf of CSPI, thank you Liz for your dedication and leadership. Liz has been a huge contributor to PPC over the years. Liz will be thanked formally at the AGM in Kelowna BC in June and a new chair will be announced.

2. Review Minutes of November 4th, 2025, and Approve

Minutes were sent to all committee members. A motion for approval was made by **Matt Field**, second by **Kamran Derayeh** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

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

Presented on the 9th – Sustainability of CSP.

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

3 abstracts & papers accepted for their 2026 conference.

Buried Bridges, Rehabilitation, & Sustainability.

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

Submitted 4 abstracts – none accepted.

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

3 abstracts accepted for their 2026 conference.

3 papers submitted – currently being reviewed.

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 1,366 followers, up 105 over last meeting.
- Average of 4 postings per week.
- Next meeting April 23rd (WEBEX).
- Analytics reviewed at each meeting.

- Social Committee was formed in January 2021.
- LinkedIn was at 111, thus up 1,255 in 5.25 years

Analytics from November 4th to April 4th.

- 54,498 impressions, up 7%
- 1,704 reactions, down 12%
- 27 comments, up 59%
- 3 reposts, down 25%
- 428 page views, up 23% (273 desktop, 155 mobile)
- 166 unique visitors, up 16%
- Top visitor demographics (Bus Dev 19%, Engineering 12%, Sales 7%)
- Top post "*Guest Lecture at UBC Okanagan Campus*". **59 likes**
- 2nd top post "*Night Shift*" in Radium Hot Springs British Columbia. **58 likes**
- 3rd top post "*Mountain Sheep Crossing*" in Radium Hot Springs BC. **49 likes**

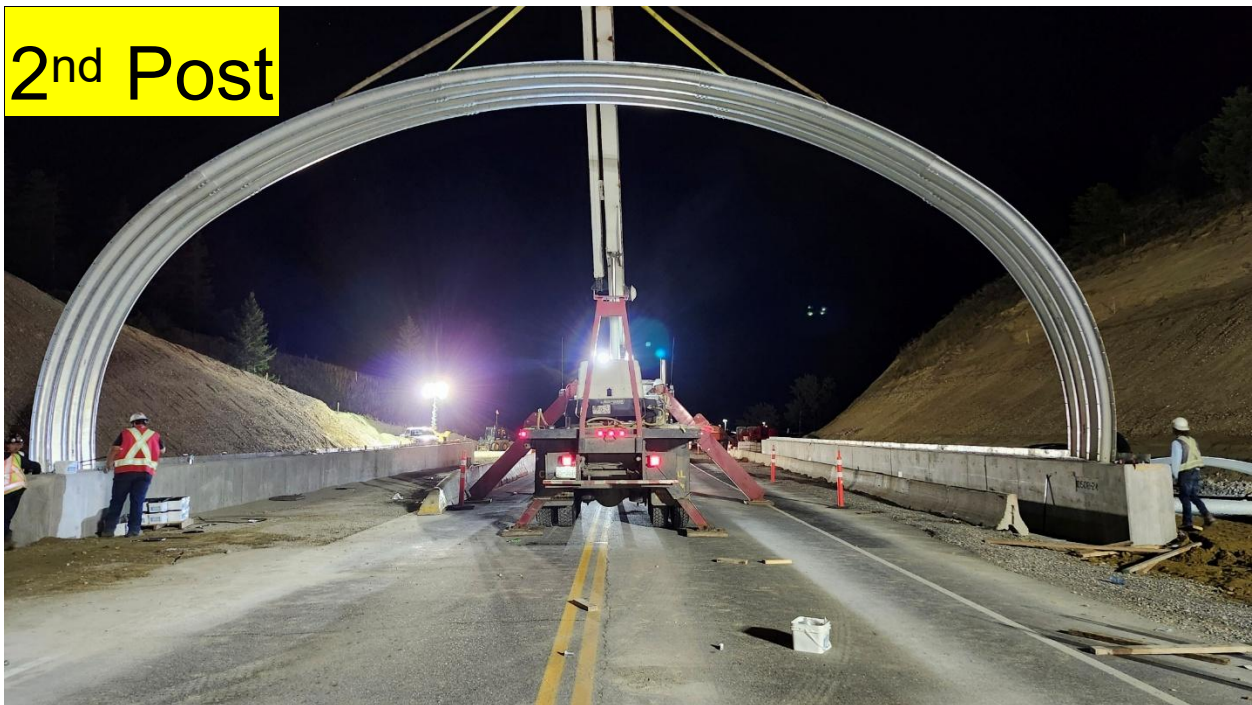
Future postings:

- Technical Bulletins with reference to website
- Promote EPD's / carbon calculator
- CSA G401-26
- 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





- Going forward Amanda Coutts will take Mike Williamson's place and Greg Stubbs will take Liz Bouchard's place on the committee.
- Technical Bulletins – create graphic that goes with topic to link to website.

c) **Marketing ideas / Promotion discussion**

1. **AMD "Stelligence"**

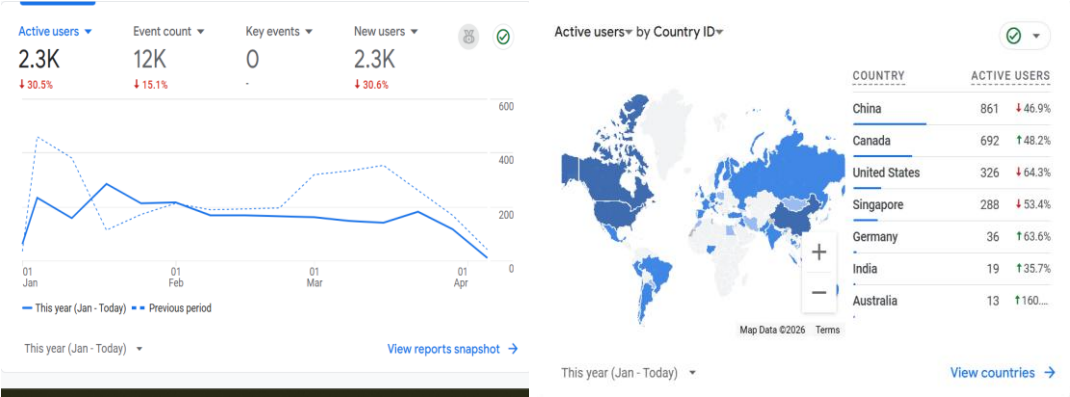
- Case Studies
- Comparing RCP to CSP (cost, sustainability, installation)
- Where to target the market
- From November 2025 meeting:
- Storm sewers market – case study
- Determine interest and involvement. Include a case study from AMD – Kamran to provide.
- Makes for a great marketing tool.
- Will be reviewed at the June meeting.

d) **Top 10 Advantages of Steel - review**

- Advantage 4 – research water consumption versus RCP to ensure point is valid. Reach out to TUBAO who suggested the point in June 2025.

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to April 4th.



Views by Page title and screen

PAGE TITLE AND SCREEN	VIEWS
Home - CSPI	1.6K ↓ 4.8%
Resources - Technical...	188 ↓ 16.1%
Photo Contest Submi...	207 ↑ 209.0%
Underground Shelter...	156 ↑ 43.1%
1. Resources - CSPI	114 ↑ 14.0%
Culverts - CSPI	105 ↑ 12.9%
Contact Us - CSPI	98 ↑ 24.1%

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	3.9K ↓ 10.3%
session_start	2.7K ↓ 25.0%
first_visit	2.3K ↓ 30.6%
user_engagement	2K ↑ 8.4%
scroll	552 ↓ 37.0%
file_download	437 ↑ 26.7%
form_start	245 ↑ 116.8%

Reports snapshot

Active users	New users	Average engagement time...	Event count
2.3K	2.3K	22s	12K

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - CSPI	1.6K	1.3K	5.3K	67.7%
Photo Contest Submission Form 1 - ...	208	56	773	47.9%
Resources - Technical Bulletins - CS...	188	122	543	26.6%
Underground Shelters - CSPI	157	142	626	40.9%
1. Resources - CSPI	114	90	269	13.1%
Culverts - CSPI	105	89	387	27.4%
Contact Us - CSPI	98	64	256	24.7%

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 – will follow up for June meeting.

5. Projects for PPC

a) **2026 TAC Spring Meetings & October Conference in Winnipeg**

Spring Meetings (virtual)

- Apr 8th Climate Change Integrated Committee
- Apr 13th Environmental Issues Committee
- Apr 14th Structures Committee
- Apr 15th Environmental Legislation Committee

Conference:

- Abstract on "*Buried Bridges*" accepted

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**

Committee agreed to post on LinkedIn top 3 photos and let our followers pick the best overall.

d) **E-Blasts – 2026 results / ideas**

Members	257	French & English
Readers	2,594	French & English
University	111	French & English

Readers:

Consultants	693	Supplier	126
Municipalities	428	Agency	83
Contractors	401	Associations	16
DOT	359	University Students	11
Quebec	333	Owner	6
Private	135	International	3

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Dec 17 th	Happy Holidays	1,466 (55%)	47 (19%)
Jan 7 th	Webinar CSPI Website Resources		80 (33%)
Jan 7 th	Member Update for 2025		66 (25%)
Mar 26 th	Photo Contest Opener	785 (29%)	64 (25%)

Future: Carbon Calculator
CSA G401-26
Advantages of steel in wildfire conditions

Opens were reviewed to determine if previews contribute to the count, however unable to certify assumption. Will review again for next E-Blast.

[Breakdown Quebec list by category \(DOT, Municipality, etc.\) for June meeting.](#)

e) **French Translation of documents update**

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 in 4th Q 2026):

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel

- Durability

Include recordings of webinars to be posted to YouTube.

g) Education for Members

Webinars held in 2026:

Jan 21 st	CSPI Resources on the Website	7 members
Feb 5 th	Same	27 members

Future ideas include:

1. Water testing / results / choice of coatings
2. Designing for durability
3. Economics – comparison of steel to RCP (include environment)

h) Non-Member Activities

No discussion.

6. NCSPA Update

No report.

7. Old / New Business

- a) Handbook link for member websites

<https://cspi.ca/1-resources-textbooks/>

8. Adjourn & Next Meeting on June 15th at the AGM in Kelowna BC

The meeting was adjourned at **12:10 PM**, motioned by **Roger Leger** and second by **Matt Field** and was carried unanimously.

Liz Bouchard
Chair

Ray Wilcock
Executive Director