



Quality – Fall Conference Update Report

Prepared by Quality Steering Committee
Chair: Vik Kohli

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1. Work Group

1.1. MEMBERS

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1.2. FOUNDATION CONTACT

- Kim McCaig, Executive Director

2. Project Report

The CEPA Foundation is on a cultural **journey**.

Our quality maturation journey began in 2014 with a theme of **Awareness**. The goal of 2014 was to educate the CEPA Foundation on the problems with the status quo of quality within our industry and provide education on how to shift the current paradigm. We were successful at building momentum, now we have to sustain it.

2015 is all about **Action**. In order to build lasting momentum, results must be shown at an accelerated pace. The 2015 Quality summit which occurs on Oct 14th in Calgary, will challenge the Foundation membership to commit to take action to improve quality and quality culture within our industry. Looking ahead to 2016, our focus will shift to **Accountability**, to ensure we follow through on the actions we committed to in 2015.

The 2014 Summit was highlighted by a sold out and highly engaged audience. The price to exit survey results provided value feedback on our direction, as well as highlighted the high quality of the event. 99% of attendees said they would return in 2015 to the 2nd Annual CEPA Foundation Quality Summit and 8/10 respondents stated the summit provided high value. From the 2014 Summit, 3 key thrusts were identified: the need to define Quality, the need to measure Quality and the need to systematically change the culture in every CEPA Foundation company. All 3 of these key thrusts are on track for 2015.

At the beginning of 2015, the CEPA Foundation Quality steering committee developed a 3 year strategic plan to guide our journey in maturing quality within the Canadian energy pipeline industry. We approached the quality initiative via a 3 yr. plan in order to ensure sustainability and keep the foundation focused on solving the quality challenge, which is bigger than any one person or company within the industry.

As part of the plan, the committee developed a Big Hairy Audacious Goal (BHAG), culminating with this statement: We are the epitome of quality excellence across all industries by October 2020, coinciding with the 2020 CEPA Foundation Quality Summit. To say it another way, our BHAG is that in 5 years the rest of world looks to Canadian energy pipelines for quality done right.

In addition to developing a strategic plan, a number of sub-projects have been executed.

First, a common language for quality has been developed to guide us on the journey to maturing our quality culture. The definition is in final draft and will be released later this year with a 3 year goal of having the definition in widespread use and guiding continuous quality improvement.

Second, in addition to a common definition, common performance measures are required in order to drive the right behaviors when it comes to quality. The quality performance measures are in final draft and will be released later this year with a 3 year goal of a performance measurement dashboard established and results published.

Third, we are tapping into the energy and passion within the CEPA foundation by developing a network of quality culture change agents – one agent for every CEPA Foundation company. The 3 year goal is to establish a network of culture change agents to drive the quality changes forward within the foundation.

Fourth and final, is to build on the sold out and successful 2014 Quality Summit, with the 2nd annual Summit on Oct 14th in Calgary to increase collaboration. The 3 year goal is to establish and position the CEPA Foundation Quality Summit as a global community of collaboration.

3. Activity Completed

Strategic plan developed and implemented.

Sub projects launched in 2015 based on CEPA Foundation direction:

- Quality Summit planning around Call to Action theme
- Quality Definition development
- Quality Performance Measures development
- Communication/Culture Change agent initiative development.

Quality Definition and Performance Measures roundtable held – Aug. 18, 2015

4. Activity Outstanding/Action

Summit – Oct 14, 2015. Please sign up to attend.

Release Quality Definition to the CEPA Foundation for consumption. Please utilize this definition.

Finalize quality performance measures and launch pilots in 2016. Please sign up for the pilot.

Launch the Quality Culture Change Agent Network throughout the Foundation in 2016. Please sign up to join the network.

5. Issues / Concerns

None as this time

6. Next Meeting Date

Quality steering committee meeting - Oct 7, 2015

Quality - Summit – Oct 14, 2015