

## Report to Membership

April 2017

### **New Year, New challenges.**

Professional Surveyors Canada (PSC) continues to work diligently on behalf of Professional Surveyors across Canada promoting the profession and getting involved with issues important to surveyors by authoring position papers, briefing notes for legislators, and meeting with Government and other stakeholders.

### **Continuing to Build Public Awareness**

Last year PSC made significant progress with the advertising campaign aiming to broaden the public's understanding of the Professional Surveyors role. In total, the two, six week campaigns generated over twenty million viewings of the three ads, and over thirty-five thousand click-throughs to the PSC website. This was just the start. This year the goal is to produce short videos, info-text, and info-graphs that highlight matters of public interest, always stressing the benefits of professional surveyors and their expertise. This material will be available on the PSC website and can be linked through each association's website if desired.

At recent presidents' forums, some of the discussions centered around provincial advertising initiatives and a shared cost and messaging strategy. To this end PSC will continue to reach out to each association to explore ways to reduce cost and strengthen messaging to the public and legislators.

### **Working Toward a Harmonized National Brand**

On March 23<sup>rd</sup>, PSC held a webinar from Regina regarding the P. Surv trademark initiative. The two hour meeting enabled Saskatchewan members to attend in person, ask questions and express their concerns. This meeting was also available by teleconference to allow all PSC members to join from anywhere in the country. There was a record number of attendees indicating the importance of this subject to surveyors in all parts of Canada. A good discussion occurred and it was expressed, that although the initiative may be good, the communication was not as expected. Subsequently there have been multiple discussions at presidents' forums at the last two AGM's around this topic. The chair of PSC is in the process of compiling more information for the presidents on the use of the term 'professional surveyor' and 'professional surveying' amongst others in Canada. Each provincial association has been asked to provide information as to how they would like to have the term used and standardized as well as what the current problems and opportunities are.

Please contact our office, your provincial representative or your council to provide written opinions as to the direction regarding this initiative. Once compiled by the end of May, the information will be presented in a report to the associations and members, likely in the form of a presentation and webinar.

## Underground Infrastructure

Bill S-229 Underground Infrastructure Safety Enhancement Act has now passed the second reading in the Senate and once it has passed the third it will be put before a House Committee.

Wilson Phillips, Chair of PSC and Manitoba Director, and Gabriel Arancibia, Director for Quebec, met with the sponsor of the Bill, Senator Grant Mitchell and were teleconferenced with Mike Sullivan of the Canadian Common Ground Alliance (CCGA). PSC has communicated several times with CCGA about possible changes to the bill that would address concerns and how things could be improved to better protect the public's interest.

PSC supports the bill; however, wants it to include a burial standard that would increase the proposed ground disturbance depth standard currently proposed. A two page summation of the work completed by the committee last year regarding the same bill is available on the PSC website by following this link: [Underground Infrastructure Safety Enhancement Act, Bill S-229](#) .

## Mapping for Underground Infrastructures

PSC is leading innovation by collaborating with industry groups, universities and professional surveyors across Canada to create innovative mapping systems for underground infrastructure. Innovation in this sector will enhance safety of underground infrastructure installation and operation. Innovation will also reduce cost for asset management for Canadian companies and all levels of government giving Canada a competitive advantage. Innovation in this sector will increase productivity and enhance the lives of Canadians in all regions of Canada.

Professional Surveyors Canada wants the federal and provincial government to support our efforts with guidance and regulatory renewal initiatives. The beginning of our work has focused on mapping underground infrastructure on First Nations lands and this will expand from there.

In this regard Wilson Phillips, Chair of PSC, and Gabriel Arancibia, Director for Quebec, attended two separate meetings in Ottawa with Members of Parliament. The purpose of these meetings is to seek government guidance and support for this important initiative. In the coming months regional meetings will take place to set the groundwork for harmonization of standards.

## New Members on our Board of Directors

PSC appreciates all the work done by the entire Board of Directors who volunteer their time and expertise to help advance the surveying profession. Two of the board members have stepped down due to time constraints and other obligations. PSC wishes both Shelley Leighton and Marissa Moore all the best in their future endeavours and thanks them for their tremendous contributions.

Their positions were promptly filled and PSC would like to introduce two new board members:

- Michael Thompson, ALS, CLS, P.Eng, Director and Liaison for Canada Lands, and
- Jordan Litke, BCLS, Director and Liaison for British Columbia.

## PSC's Current Board of Directors:

- Wilson Phillips, **Chair**, Manitoba
- Hal Janes, **Vice-Chair**, Alberta
- Fred Hutchinson, **Treasurer**, Nova Scotia
- Brandon MacDonald, New Brunswick
- Darren Patkau, Saskatchewan
- Derek French, Prince Edward Island
- Gabriel Arancibia, Quebec
- Jordan Litke, British Columbia
- Michael Thompson, Canada Lands
- Ray Guy, Newfoundland and Labrador
- Tom Jones, Ontario

Please feel free to contact your provincial liaison should you have any questions or should you wish to assist with any of our projects and initiatives. PSC is always seeking to expand its volunteer base.

### **Advertise With Professional Surveyors Canada**

PSC has taken over the production of the Horizon Newsletter which has a distribution of over 2500 surveyors and surveying firms in Canada. There are advertising spots on the newsletter to help raise revenue. Advertising is accepted in French, English or bilingual formats.

Should you know anyone who may be interested in marketing their products or services with PSC, please contact [info@psc-gpc.ca](mailto:info@psc-gpc.ca) for the ad specifications and pricing information.

### **PSC Annual General Meeting**

Please watch for an announcement regarding the AGM. It is scheduled for Wednesday June 14<sup>th</sup> and will be held via teleconference.

Individual emails will be sent to every current member with the registration instructions. If you are not sure that PSC has your correct email address or if it has recently changed, please send us an email with your updated information.

Please note that you must be a registered PSC member to attend the meeting.

All questions, queries and suggestions can be sent to [info@psc-gpc.ca](mailto:info@psc-gpc.ca).

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