PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Report to Membership October 2017

All together

Professional Surveyors Canada staff and committees continue to represent you on multiple issues affecting your profession and the public across Canada. Pending legislation of S-229, legislative briefings, media matters, underground infrastructure mapping initiatives, are just some of issues we have been working on.

Underground Infrastructure

Bill S-299, the Underground Infrastructure Safety Enhancement Act is being introduced into the House of Commons for debate. Our position paper on the legislation has been sent to legislators and our position is clear. It is likely that Professional Surveyors Canada will make representation to committees during the review process. Currently the Canadian Common Ground Alliance (CCGA) does not formally support our three main points, although they understand the merits of the points made. Further, the legislators are aware of our points made and some have expressed understanding of our position. In the coming month there will be more activities surrounding this legislation, so stay tuned.

Underground Infrastructure Mapping standards and systems continue to be a major focus of our work. PSC supports common standards and your profession is leading the development of standards. We have reached out to universities across Canada to collaborate and we continue to promote a common system for the integration of data. In the near future select regional group work will be required to formalize discussions to the national level.

Continuing to Build Public Awareness

Professional Surveyors Canada attended the public awareness day in Ontario in July. Representatives from across Canada met to discuss with a leading PR guru the core issues facing our profession. Common themes were discussed, and summarized in a report. Many of the report findings articulate positions that PSC has aligned its efforts to. Going forward the report will be used as a reference.

In the last quarter we have been working with Acart to formalize the key messages that are reflective of each initiative we are working on. For instance, regarding this year's media coverage of three high profile cases where property surveys prior to purchase would have prevented losses by members of the public, clear messaging is required on multiple fronts. Media need to know in each jurisdiction what industry expert or representative to seek out for a professional comment. The public need to know why making better choices can save them money and headaches. Both groups – public and media – require different messaging although the topic is the same.

The need for common messaging in multiple 'tones' and formats is evident. To get to a better model, we are working at creating content that can be accessed in multiple ways, and content that can be used by each

jurisdiction to reduce duplication of effort, cost and prevent 'mixed messages'. As with politics, staying on message is important, especially when trying to communicate with politicians. This strategy has been communicated at recent presidents' forums and it is hoped that more coordination of effort can be made nationally. Once the content is completed and the messaging has been finalized, a new round of advertising will take place to draw attention to the content.

Working Toward a Harmonized National Brand

During the presidents' forum at the SLSA AGM in June, it was agreed to work on a common discussion document for the implementation of the P. Surv initiative. PSC consulted with its legal counsel on the topic and has prepared working documents for review by the jurisdictions. This is an ongoing process and we continue to work towards a mutual understanding. Please contact our office, your provincial representative or your council to provide written opinions as to the direction regarding this initiative. To date there have been no comments sent to PSC or the associations following our last request for comment.

Mapping for Underground Infrastructures

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

Professional Surveyors Canada wants the federal and provincial governments to support its efforts with guidance and regulatory renewal initiatives. The beginning of PSC's 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 the Quebec region, attended two separate meetings in Ottawa with members of Parliament. The purpose of these meetings was 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.

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 for the ad specifications and pricing information.

All questions, queries and suggestions can be sent to info@psc-gpc.ca.

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