PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Report to Membership January 2018

New Year

PSC board members were active across the country in 2017 and this year will be no different. It is important to let your representative know of issues that are important locally so that collaboration can be done to find solutions to common problems. On the other side of things, active participation regionally is key to communicate PSC activities to our members and to receive input regarding member concerns.

We continue our efforts toward broadening the public's understanding of the professional surveyor's role as an agent, advisor, and advocate for the public's interest both on the home front, and on issues and policies of national scope. Below is a brief summary of some of our accomplishments and priorities as we enter into the New Year.

Underground Infrastructure

Bill S-229

It is very likely Bill S-299, the Underground Infrastructure Safety Enhancement Act will be introduced into the House of Commons for debate this spring. Our position paper on the legislation has been sent to legislators and our position has been made clear. In the fall many of our Directors approached and spoke directly with their members of parliament to espouse our position and explain our three main points. It is likely that Professional Surveyors Canada will make representation to the parliamentarian committee during the review process. Some legislators have agreed with our concerns and have committed to advocate for these points in parliament.

Members of Parliament suggested that we engage a lawyer to review our position and help us revise our position paper to the government. On this advice we have engaged Mr. Estabrooks, an experienced legislation lawyer from the Gowlings WLG firm. In the coming month there will be more activities surrounding this proposed legislation, so please stay tuned.

CSA Standard Z-663: Land Use Planning in the Vicinity of Pipeline Systems.

The CSA Standard Z663 is open to review and comment till March 12. This Standard is for Land Use Planning in the Vicinity of Pipeline Systems. The "Here' link below takes you to the main draft of the standard page. You will be required to register, which is simple and has no cost associated with it.

One of the CCGA's objectives over the past 18 months has been to participate on the CSA Z663 Technical Committee for the development of a CSA Z663 - Land Use Planning in the Vicinity of Pipeline Systems. This

Standard's history dates back to a document first published by the Major Industrial Accidents Council of Canada (MIACC), which was later revised and published by CEPA as a CSA Plus document (CSA Plus 663).

The public review period end date is **March 12, 2018**. You can access the Standard HERE. Please ensure all comments go through the public review system and we encourage you to share this with your respective associations, companies and networks.

Underground Infrastructure Mapping

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.

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.

Building Public Awareness

We have a new marketing committee and they have been working hard to fine tune our message and identify and strategize our next steps. Three key audiences have been identified as the target for our messaging; the public, various levels of government and the media. All groups – public, media and government – require a different approach and messaging although the topics remain the same.

Advertising:

We are currently working on a new advertising campaign which will include short videos that are informative and fun to watch. These will be shown on our website and on You Tube and will give the public something to sink their teeth into. Staying on message is important, but so is the need to get and hold the public's attention. In this particular day and age, video is the way to go. Expect to see these in the spring of 2018.

A new round of advertising will take place to draw attention and link the viewer to this content. This advertising will be displayed across the jurisdictions in various media outlets and will build upon what we have already done to promote the surveying profession.

PSC Website:

Our website has been greatly improved but still needs work. We want visitors to our site to really see and understand the impact professional surveyors have on our society and the need to involve them in decision making at the planning stages. Currently we are creating a News and Current Issues section for our homepage to bring to the forefront issues that are currently on the public's radar and to show how surveyors can help solve these issues. The recent spate of articles concerning people who did not own what they thought they did when they purchased their properties is a prime example of this.

PSC Corporate Office / Bureau principal :
101B – 900 chemin Dynes Road
Ottawa, ON K2C 3L6
45° 22' 10.45" N 75° 42' 16.50" W 82m elev.
Phone / Tél : 613-695-8333 Toll free/Sans frais 1-800-241-7200

Media Kits:

In each jurisdiction the Media need to know what industry expert or representative to seek out for professional comment when a story breaks. We are taking a two pronged approach to this. First we want the media to understand that they should contact Professional Surveying Associations for expertise on stories dealing with boundary and encroachment issues, and we want to equip the Associations with clear and organized messaging to make this simple while keeping it consistent across the country.

To perfect and formalize all of these messages and to maximize their impact we will continue to partner with the marketing team at Acart Communications.

Working toward a Harmonized National Brand; P. Surv

We continue to believe that having a harmonized designation for surveyors across Canada is the way to go. This would allow for simplified communication and would benefit both the practitioners and the public. PSC in conjunction with its legal counsel has prepared a final draft document for review by the jurisdictions. The document has now been sent to the Saskatchewan Land Surveyors Association's Council for review by them and their lawyer. Once we receive their recommendations as to the final edits we will be in a position to send the document out to the Associations for finalizing.

This is an ongoing process and we continue to work towards a mutual understanding and for the benefit of all. We are confident that P. Surv will become a recognized national brand in the very near future.

PLIC

The Professional Liability Insurance Committee will continue to provide members with resources regarding insurance and loss prevention. The Committee will be working with the PSC board in the coming year to ensure that the program remains first-rate and continues to meet our members' needs.

Advertise With Professional Surveyors Canada

This year 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.

*****

PSC Corporate Office / Bureau principal :
101B – 900 chemin Dynes Road
Ottawa, ON K2C 3L6
45° 22' 10.45" N 75° 42' 16.50" W 82m elev.
Phone / Tél : 613-695-8333 Toll free/Sans frais 1-800-241-7200