PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Report to Membership October 2018

Throughout Canada the leaves have changed colours, the temperatures have dropped and in some places snow is already falling. And while there is a noticeable chill in the air, things have been heating up across the board for Professional Surveyors Canada.

Fall Public Awareness Campaign

Over the course of the spring and summer the Public Relations Committee was busy preparing for the roll out of our fall public awareness campaign. The goal of the campaign was to raise public awareness of the importance of obtaining a current survey by a professional land surveyor when purchasing a property, building a home, laying out a fence line, building a deck, or undertaking major landscaping changes.

The campaign was launched on September 17 with our messaging being displayed on Facebook, LinkedIn, Google, Yahoo and other digital media platforms. The marketing campaign was purely digital in order to maximize our reach and ensure a low cost per visit to our website. These messages were displayed in 20 cities throughout the country and were specifically targeted to home owners and home buyers within certain demographics, with the intent of focusing on the segment of the population most likely to purchase a home or undertake a renovation project.

The ads promoting the use of a surveyor when purchasing a home or planning major renovations are available in various sizes and formats to our members for use on their own sites. Please send an email to info@psc-gpc.ca to request copies to be sent to you.

In addition to the public awareness campaign, PSC have been working with our communications consultant ACART Communications to develop a series of videos. These videos are intended to provide the general public with a better understanding of the role a professional surveyor plays and the importance of their role within society. We expect to launch them early in the new year.

Underground Infrastructure

PSC Board Members met with Parliamentarians in Ottawa this October regarding Bill C-69, *An Act to enact the Impact Assessment Act and the Canadian Energy Regulator Act, to amend the Navigable Protection Act and to make consequential amendments to other Acts*. Our two recommended amendments to the act both affect the proposed Canadian Energy Regulator act.

In summary, they are:

> **1)** Simplify the definition of the term "ground disturbance" – the current definition in the Bill is unwieldy and will lead to errors.
>
> **2)** Expand the notice and registration provisions for pipelines to cover all lands affected by pipeline construction and maintenance, in particular, the prescribed area surrounding the pipeline.

These amendments will add clarity and consistency to the act and also ensure that current and subsequent landowners are properly consulted and compensated for the effect of any new pipeline on their land. For more explanation and the exact wording of the proposed amendments, please see the PSC website by following this link for the full paper or for a quick read follow this link for the one page brief.

To support our conversations with Members of Parliament, Senators, and industry representatives, PSC has begun work on a series of short videos explaining the importance of underground infrastructure mapping and registration systems.

National Surveyors Conference 2019

Professional Surveyors Canada is excited to be a partner with the Association of Canada Land Surveyors for the National Surveyors Conference being held in Halifax from May 1st to 3rd, 2019. Our focus during the conference will the facilitation of a full day summit on the status and future of cadastral systems in Canada, titled Managing the Cadastre 2019. The summit will feature speakers from across the country, with representatives from the land registration, planning, technical and land surveying communities.

In addition to the Managing the Cadastre summit, PSC will be hosting our first face-to-face Annual General Meeting. This AGM, along with a presentation/Q & A on current and future PSC initiatives, will enable members to learn more about our initiatives, how they may participate in PSC activities and to provide direction on the future of PSC.

Working toward a Harmonized National Brand

We are very close to resolving the last few concerns of the Saskatchewan Land Surveyors Association regarding the use of the P.Surv trademark across the country and are looking forward to ratifying a final agreement. Once the agreement is ratified, an application for copyright of the P.Surv designation will be filed with *The Canadian Intellectual Copyright Office.*

National Geomatics Competition

PSC's Board of Directors have decided to sponsor the National Geomatics Competition 2019. This allows us to partake in a grassroots initiative which in turn fosters the development of the Canadian geomatics industry and helps inspire the next generation of geomatics professionals. PSC will be involved in judging the participating entries and will have the option of holding an information session and participating in industry panels representing the surveying profession. We look forward to participating in this initiative in Calgary in 2019.

Advertise with Professional Surveyors Canada

Last year PSC took over the production of the Horizon Newsletter and this has been quite successful. Past issues of Horizon are available on our website under the tag "Member's Area".

There are advertising spots available in our newsletter to help raise revenue. Horizon is distributed to over 2500 readers. 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.

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Questions, comments and suggestions are always welcome and can be sent to info@psc-gpc.ca.