

Report to Membership

January 2019

2018 was a very busy and productive year. We have made significant progress on several fronts, for our members and the public. Our activities are important first steps toward broadening the public's understanding of the professional surveyor's role as an agent and advisor, and furthering our professional responsibility to advocate in the public's interest on issues and policies of national scope.

Public Awareness Campaign

We ran a fall advertising campaign on digital media platforms and targeted the population most likely to purchase a home or undertake renovation projects. The campaign exceeded the goal that was initially set and reached over 400,000 users and attracted 23,643 website sessions. The goal is of course to attract the public to our website to learn more about surveying and how professional surveyors can help them. Our plan is to run the ad campaign again this coming spring during the busy home buying season.

Also, this year we launched our first whiteboard video "How to make a smarter home buying decision". This is a short video explaining the roles that the surveyor, the lawyer, and the real estate agent have in helping with the purchase of a property. The video is available on You Tube and on our website's home page. We have had great feedback for the video so far and look forward to seeing it distributed more widely.



We currently have a second whiteboard video in production this one dealing with the subdivision of property and it is expected to be complete early in this new year.

The whiteboard video and the ads 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.



Working toward a Harmonized National Brand – P.Surv

We are extremely excited to announce that the Co-Existence Agreement for the P.Surv trademark has been ratified and signed by both the SLSA and PSC. Professional Surveyors Canada applauds the members and council of the SLSA for all the hard work that was done getting the Co-existence Agreement completed. The application for copyright of the P.Surv designation has been filed with *The Canadian Intellectual Property Office* and should take about a year to complete.

Our next goal is to ensure that the necessary agreements with the provincial associations are in place to roll out the P.Surv trademark once we have it. This common brand will go a long way to reducing barriers to the public in recognizing common standards and recognizing the professionals that are there to assist them.

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 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 three short videos explaining the importance of underground infrastructure mapping and registration systems. These should be ready for release within a few months.

National Surveyors Conference 2019

The National Surveyors Conference is being held in Halifax from May 1st to 3rd, 2019 and we are pleased to announce that we have partnered with ACLS for this event. Our focus during the conference will be the facilitation of a full day summit on the status and future of cadastral systems in Canada, titled *Managing the Cadastre 2019*.

This summit will open a national and pan community dialogue towards a next generation cadastre for Canada. This conversation is to go beyond the land and geodetic surveying communities to include legal, land registration, geo-spatial and land-use planning professionals. The objective of the dialogue is to provide all participants with a better understanding of the technical and social dynamics at play in Canada, that will provide the first step in building a more cohesive and effective cadastral community.

It is expected that this work will continue through 2019 and 2020 and culminate with a consensus for a national vision for the future cadastre in Canada that will be presented at the international cadastral conference currently proposed for 2020 in Mount Tremblant Quebec.

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.

Please mark your calendars for these events. We will send out the registration link once it is available.

Advertise with Professional Surveyors Canada

It has now been two full years since 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". If you are not currently receiving the Horizon newsletter, please contact our office to have your name added to the distribution list.

Please note that there are advertising spots available in our newsletter and this helps raise revenue for PSC. 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.

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