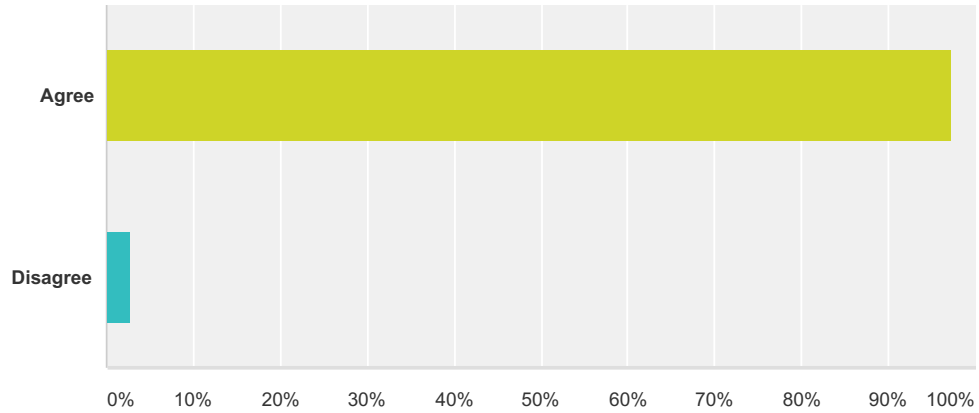


Q1 ELECTRONIC CONSENT: Please select your choice below. Clicking on the "agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

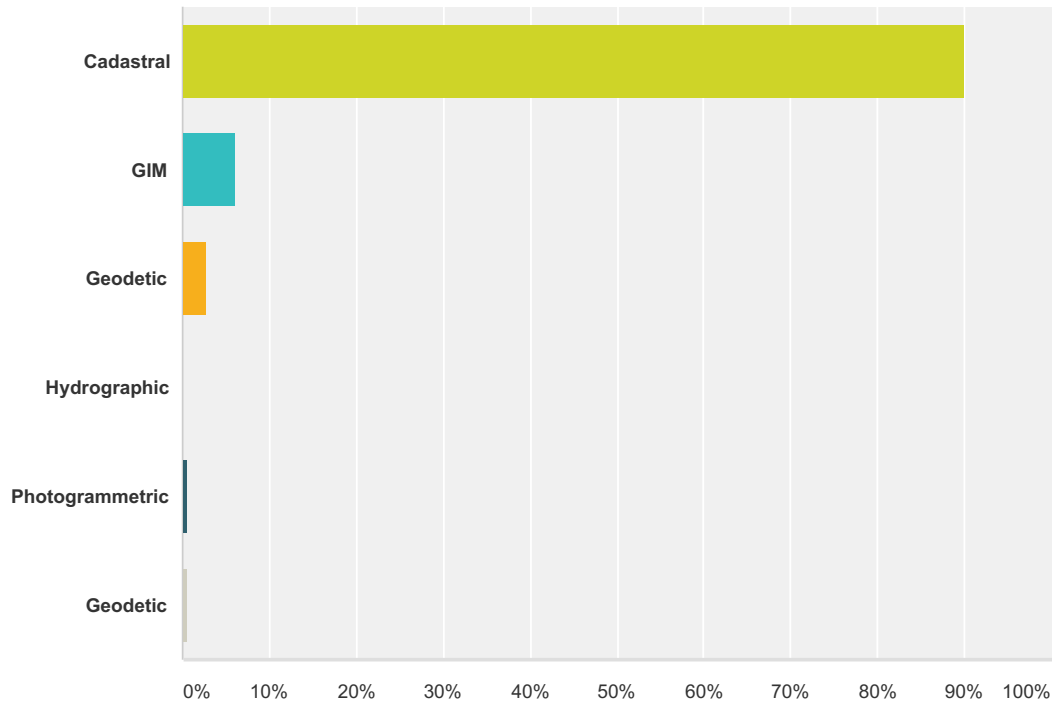
Answered: 147 Skipped: 8



Answer Choices	Responses	
Agree	97.28%	143
Disagree	2.72%	4
Total		147

Q2 What type of OLS are you?

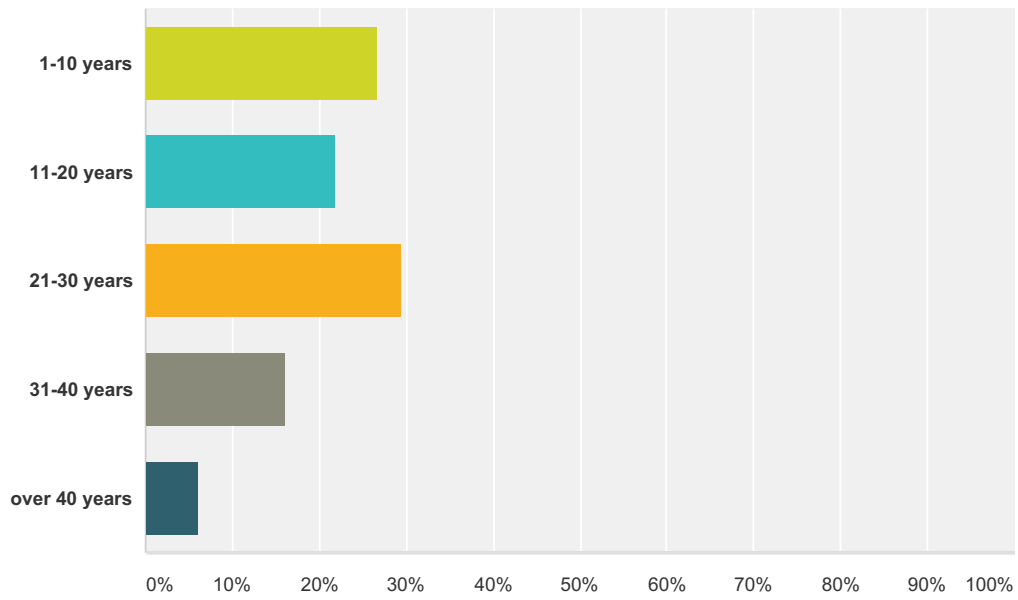
Answered: 151 Skipped: 4



Answer Choices	Responses	
Cadastral	90.07%	136
GIM	5.96%	9
Geodetic	2.65%	4
Hydrographic	0.00%	0
Photogrammetric	0.66%	1
Geodetic	0.66%	1
Total		151

Q3 How long have you been a licensed or registered OLS?

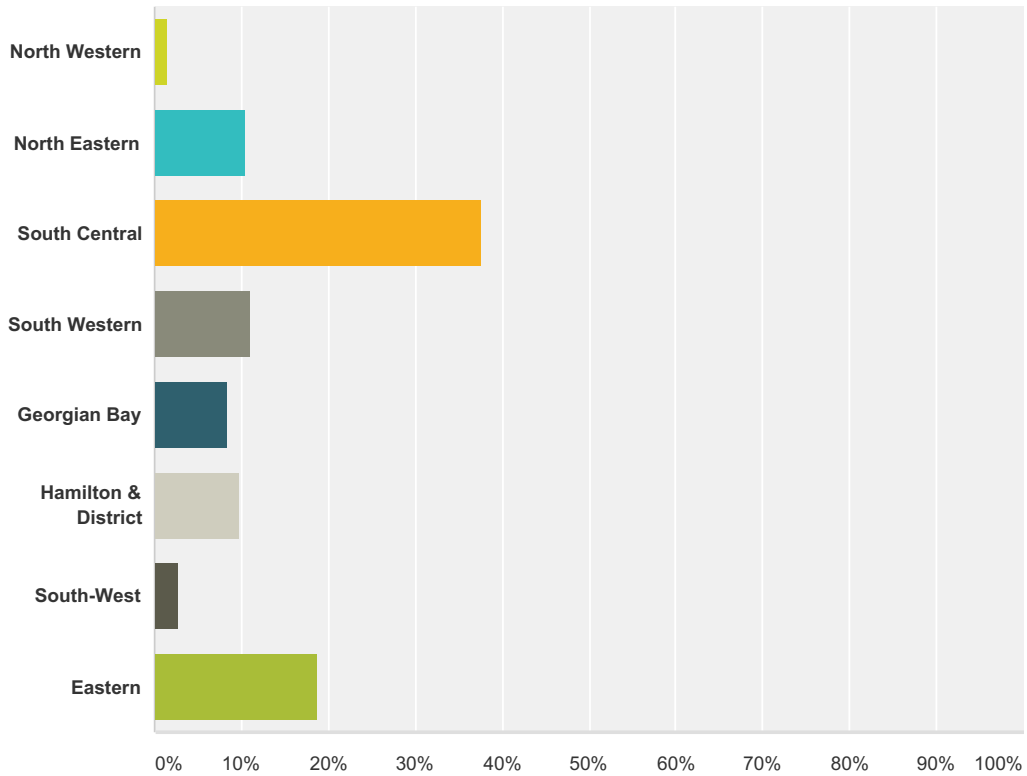
Answered: 150 Skipped: 5



Answer Choices	Responses
1-10 years	26.67% 40
11-20 years	22.00% 33
21-30 years	29.33% 44
31-40 years	16.00% 24
over 40 years	6.00% 9
Total	150

Q4 What regional group do you belong to?

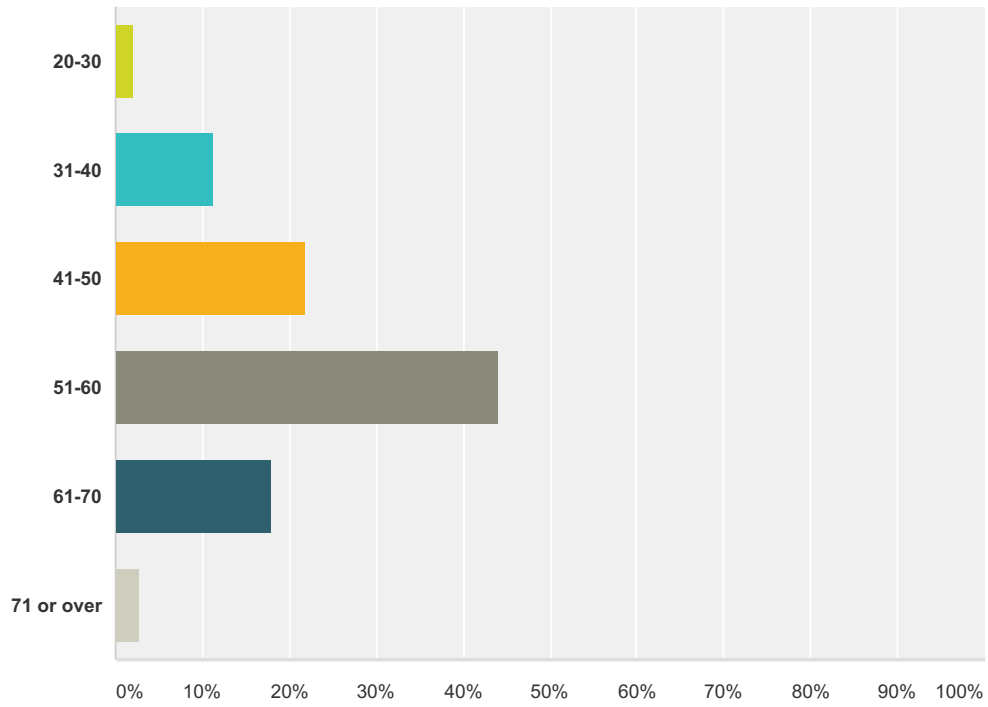
Answered: 144 Skipped: 11



Answer Choices	Responses
North Western	1.39% 2
North Eastern	10.42% 15
South Central	37.50% 54
South Western	11.11% 16
Georgian Bay	8.33% 12
Hamilton & District	9.72% 14
South-West	2.78% 4
Eastern	18.75% 27
Total	144

Q5 What is your age group?

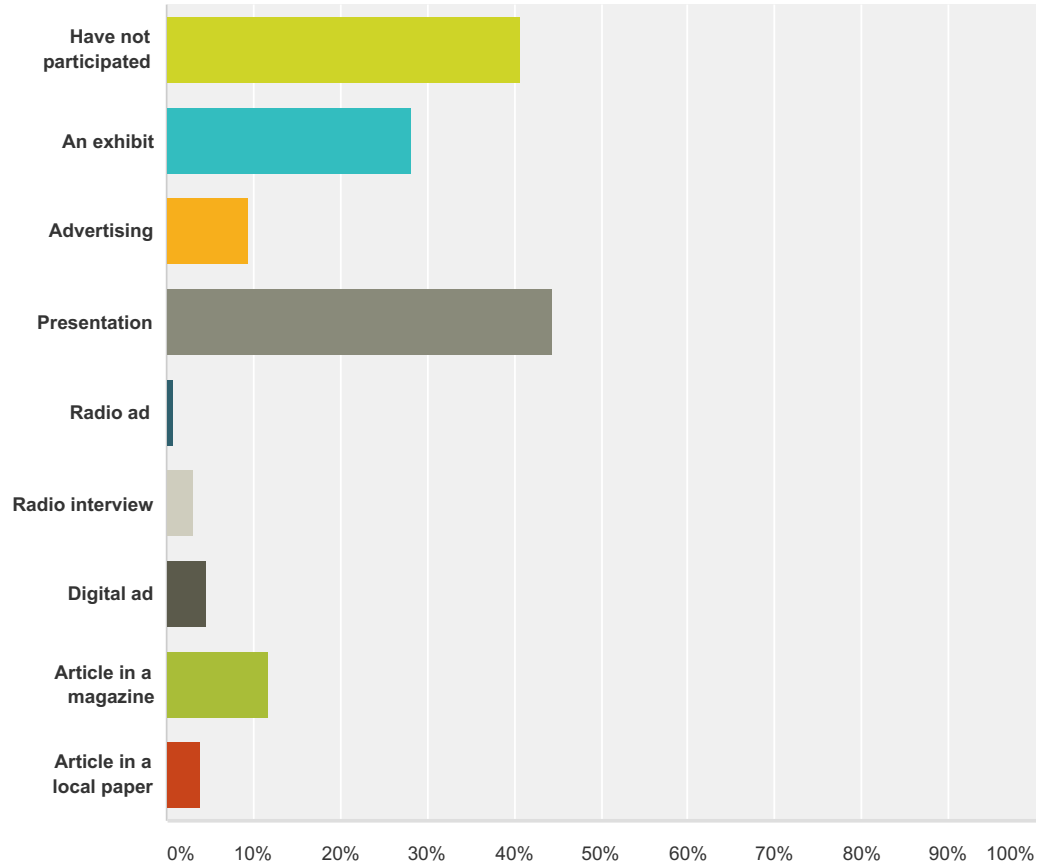
Answered: 150 Skipped: 5



Answer Choices	Responses
20-30	2.00% 3
31-40	11.33% 17
41-50	22.00% 33
51-60	44.00% 66
61-70	18.00% 27
71 or over	2.67% 4
Total	150

Q6 Have you participated in public awareness activities of the AOLS? (check all that apply)

Answered: 128 Skipped: 27



Answer Choices	Responses	
Have not participated	40.63%	52
An exhibit	28.13%	36
Advertising	9.38%	12
Presentation	44.53%	57
Radio ad	0.78%	1
Radio interview	3.13%	4
Digital ad	4.69%	6
Article in a magazine	11.72%	15
Article in a local paper	3.91%	5
Total Respondents: 128		

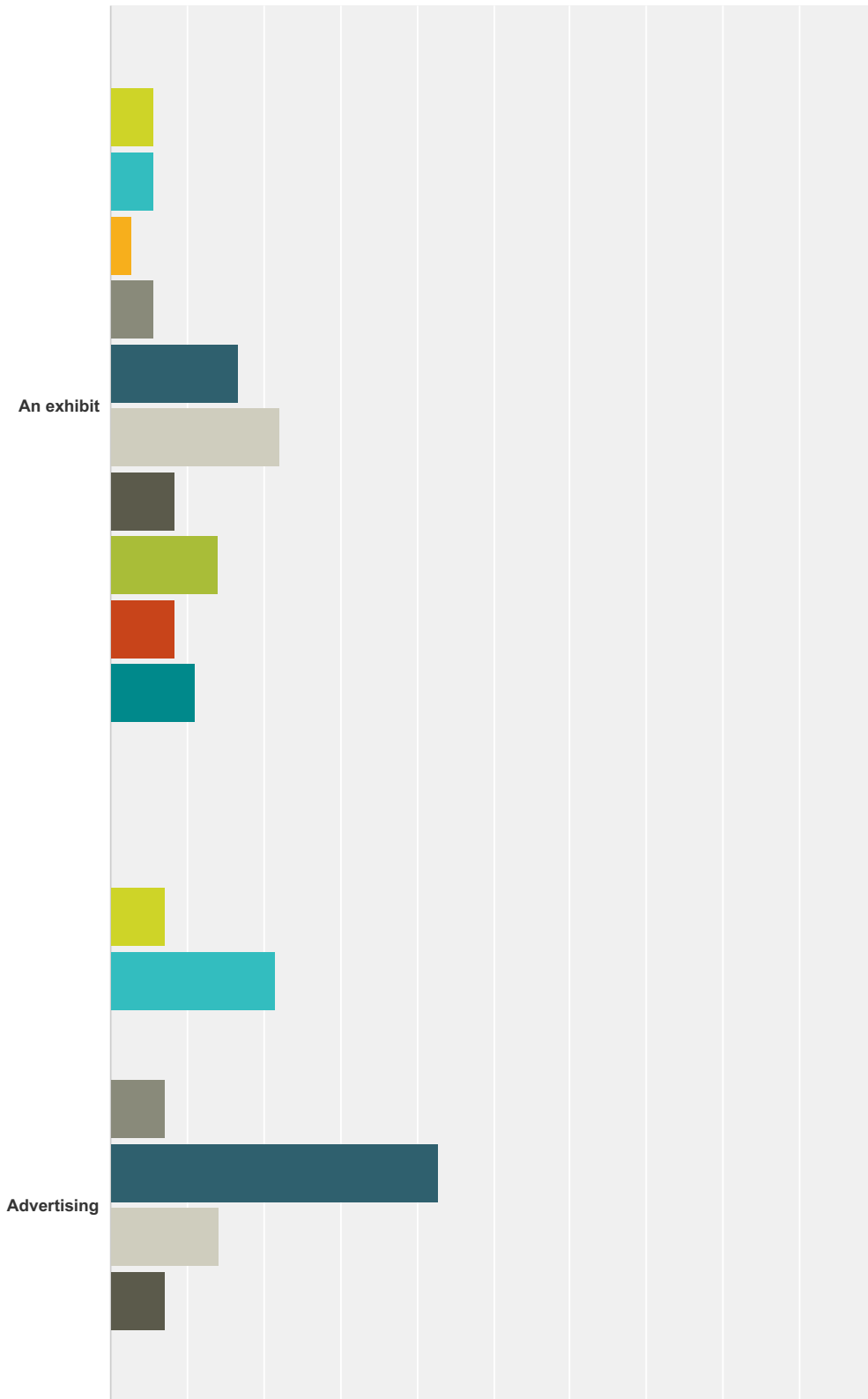
#	Other (please describe)	Date
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Public Awareness Initiatives of AOLS

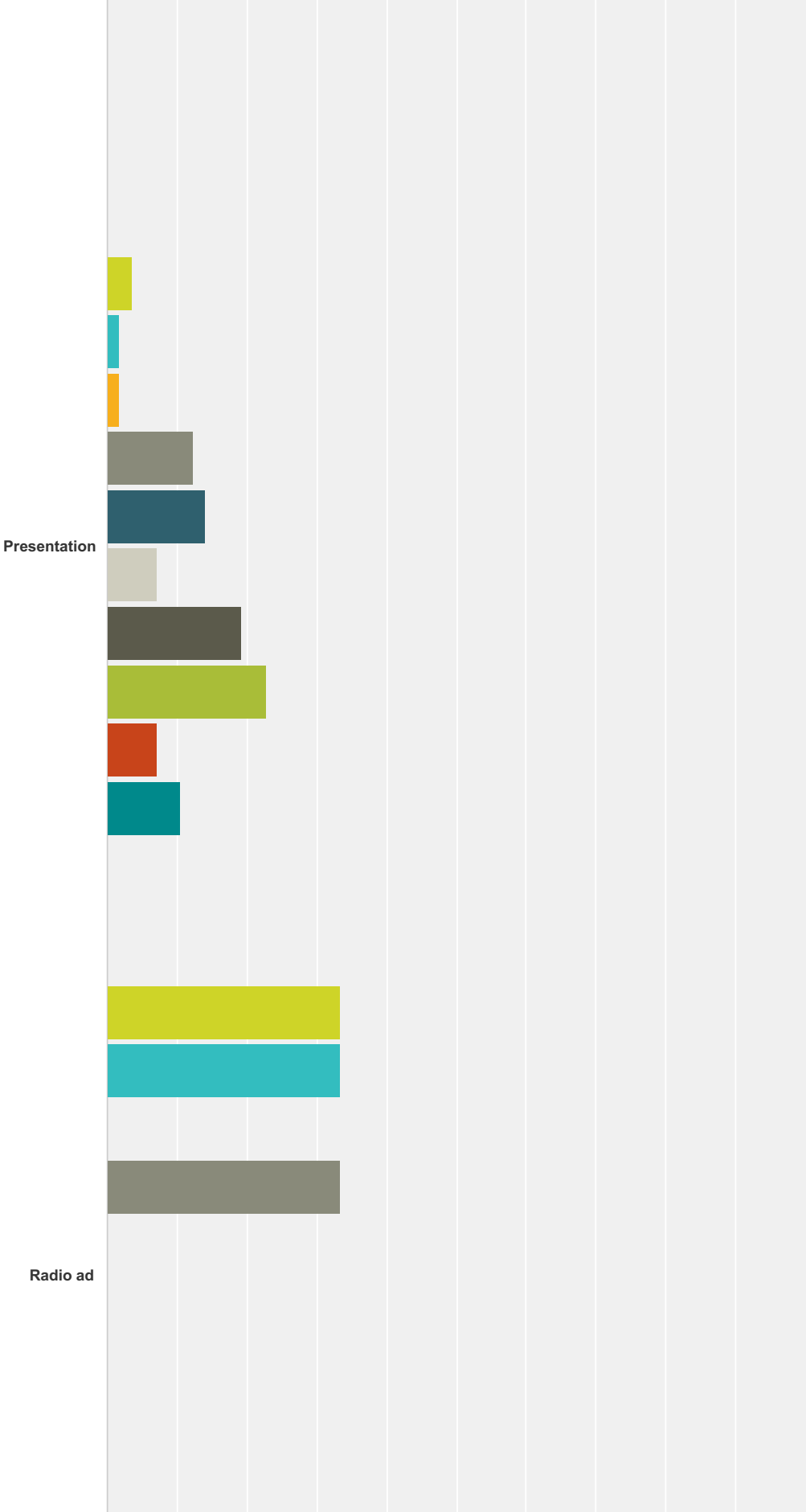
1	The presentations were to local real estate agents, and to a local business exchange group, but, these were not recent (20 years ago)	11/15/2016 9:13 AM
2	distributed door hangers to give notice to the public during a surveys	11/15/2016 7:02 AM
3	ON COMMITTEE	11/14/2016 3:59 PM
4	I have presented our sections business processes to our City council. It mostly centered on the mapping and GIS aspects but also touched on the Cadastral work	11/14/2016 3:50 PM
5	all of them.....past committee member and chair	11/8/2016 11:14 AM
6	Conducted one on one office interviews with potential survey students.	11/4/2016 4:51 PM
7	Kawartha-Haliburton Regional Group presents awards to students from Fleming. You left our Regional Group off the list in Question 4.	11/3/2016 11:34 AM
8	not sure what the question means - activities sanctioned by the AOLS (no), or on my own (yes)	11/3/2016 10:15 AM
9	attended Career days at local school...have been a member of PAC for 5-6 years.	11/3/2016 10:01 AM
10	High school job fair presentation	11/3/2016 8:48 AM
11	Client promotional advertisements.	11/3/2016 8:36 AM
12	Member of the GRLC, so I have participated in the production of some of their material.	11/2/2016 2:10 PM
13	Have participated with ACLS - presentation at AGM, published article, advertising, exhibit	11/2/2016 2:08 PM
14	Presentations at local schools and guest lecture presentation at York University.	11/2/2016 1:56 PM
15	School classroom - led three geography classes for a day to show them about surveying.	11/2/2016 1:52 PM

Q7 For the response(s) above, how effective was the activity? (Scale 1-10, 1 being the least effective)If you have not participated in such activities, please skip this question.

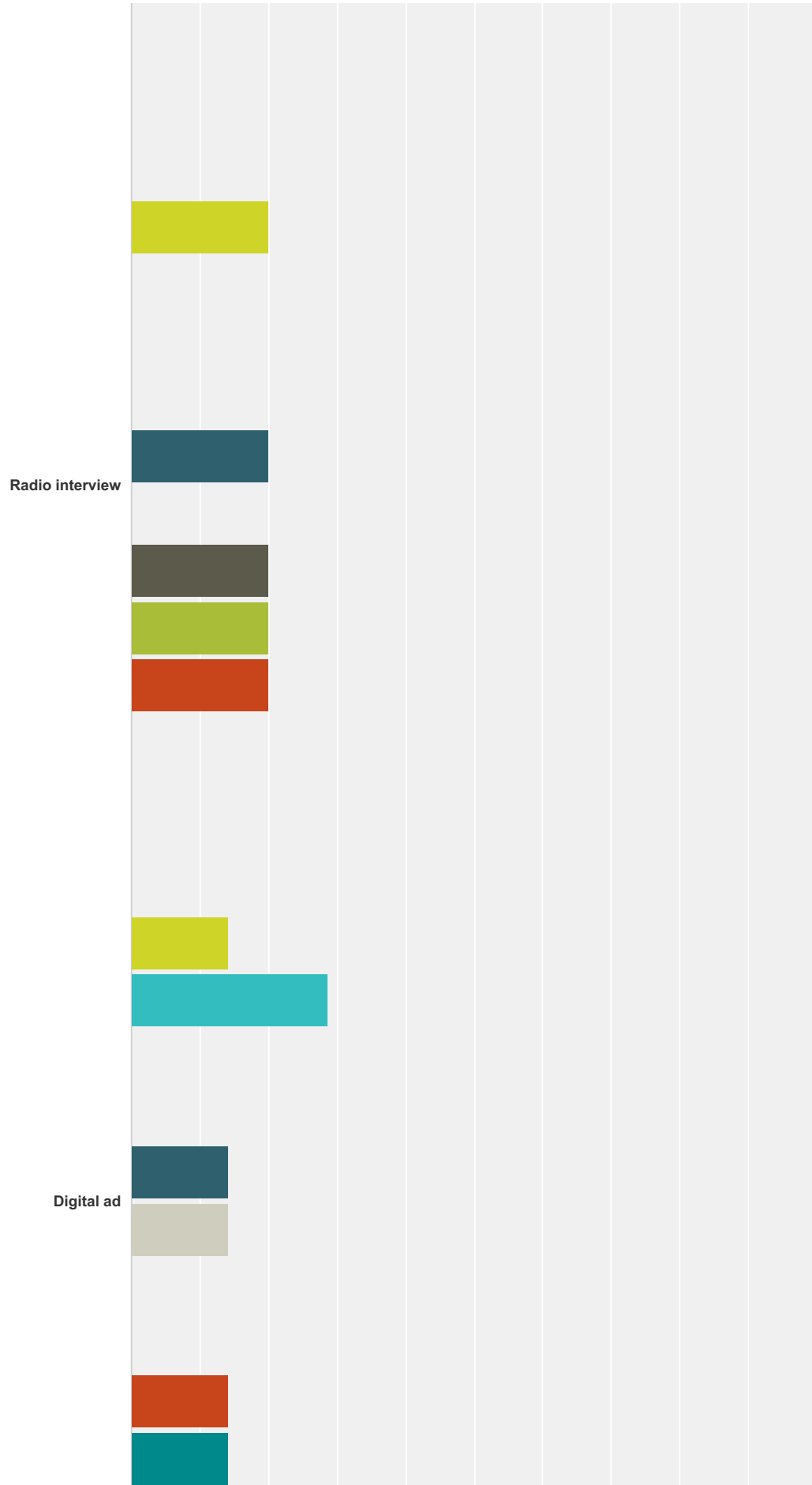
Answered: 76 Skipped: 79



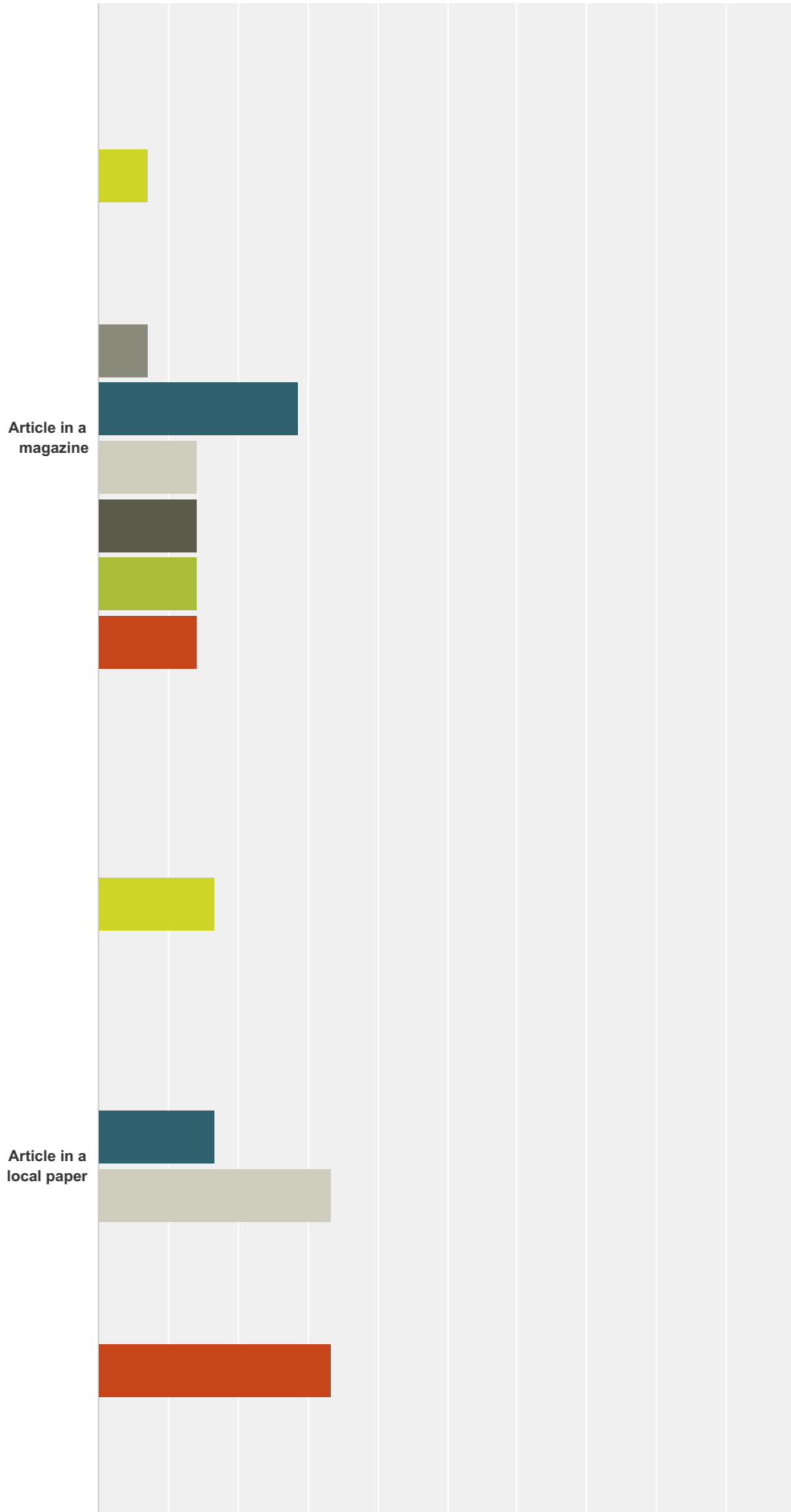
Public Awareness Initiatives of AOLS



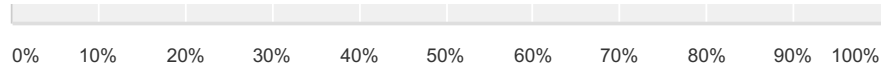
Public Awareness Initiatives of AOLS



Public Awareness Initiatives of AOLS



Public Awareness Initiatives of AOLS

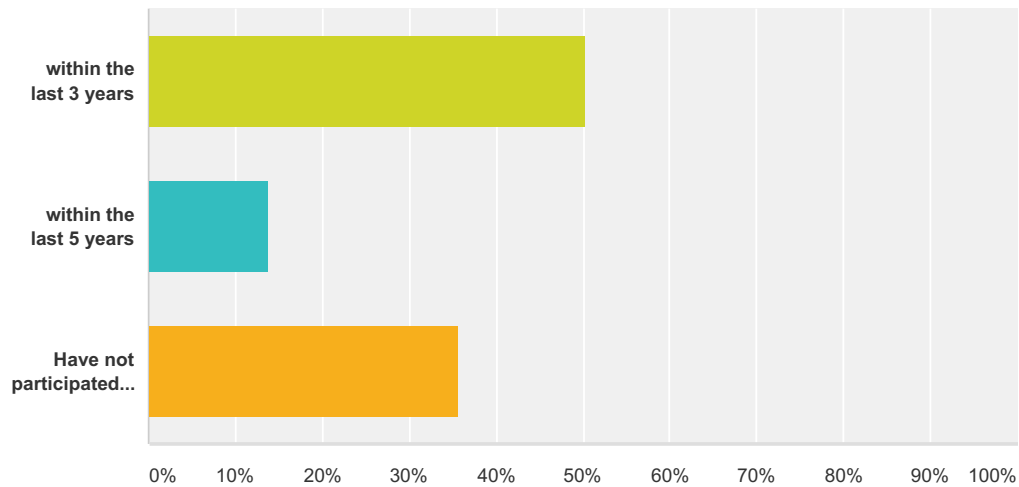


	1	2	3	4	5	6	7	8	9	10	Total
An exhibit	5.56% 2	5.56% 2	2.78% 1	5.56% 2	16.67% 6	22.22% 8	8.33% 3	13.89% 5	8.33% 3	11.11% 4	36
Advertising	7.14% 1	21.43% 3	0.00% 0	7.14% 1	42.86% 6	14.29% 2	7.14% 1	0.00% 0	0.00% 0	0.00% 0	14
Presentation	3.51% 2	1.75% 1	1.75% 1	12.28% 7	14.04% 8	7.02% 4	19.30% 11	22.81% 13	7.02% 4	10.53% 6	57
Radio ad	33.33% 1	33.33% 1	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3
Radio interview	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	20.00% 1	20.00% 1	20.00% 1	0.00% 0	5
Digital ad	14.29% 1	28.57% 2	0.00% 0	0.00% 0	14.29% 1	14.29% 1	0.00% 0	0.00% 0	14.29% 1	14.29% 1	7
Article in a magazine	7.14% 1	0.00% 0	0.00% 0	7.14% 1	28.57% 4	14.29% 2	14.29% 2	14.29% 2	14.29% 2	0.00% 0	14
Article in a local paper	16.67% 1	0.00% 0	0.00% 0	0.00% 0	16.67% 1	33.33% 2	0.00% 0	0.00% 0	33.33% 2	0.00% 0	6

#	Other (please specify and rate its effectiveness)	Date
1	Did not participate	11/15/2016 10:29 AM
2	I did these with the aim of increasing business	11/15/2016 9:13 AM
3	magazine was the quarterly. Does it really count?	11/14/2016 4:05 PM
4	5	11/14/2016 3:59 PM
5	1	11/4/2016 4:51 PM
6	very well recieved at Fleming	11/3/2016 11:34 AM
7	To my knowledge, none of the kids were very excited about surveying.	11/3/2016 8:48 AM
8	It was a presentation to a ReMax brokerage. They learned a lot. But none of them have ever called about getting a survey done. Only to get free information.	11/2/2016 2:13 PM
9	It is hard to guage the success of advertising through sponsorships of local events and charities	11/2/2016 2:05 PM
10	York Presenation - 15+ hires from the class in the past 8 years.	11/2/2016 1:56 PM

Q8 When did you last participate in a public awareness initiative?

Answered: 123 Skipped: 32



Answer Choices	Responses
within the last 3 years	50.41% 62
within the last 5 years	13.82% 17
Have not participated in public awareness activities (Please explain the reason(s) why not in order for PAC to understand and address them if possible):	35.77% 44
Total	123

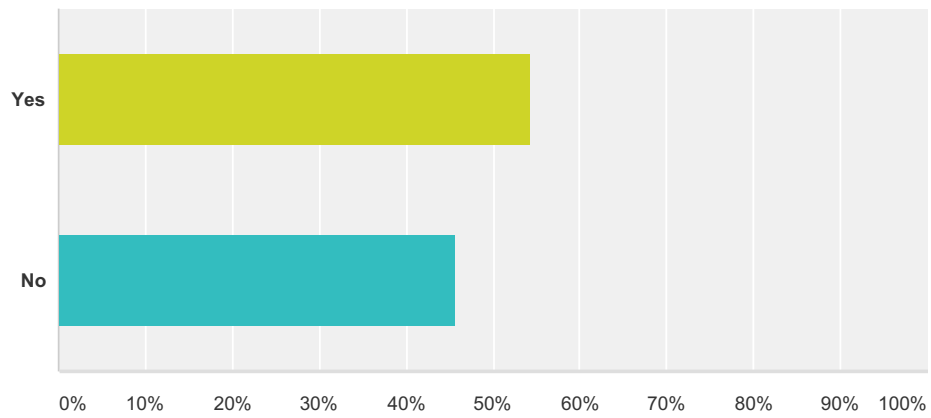
#	Have not participated in public awareness activities (Please explain the reason(s) why not in order for PAC to understand and address them if possible):	Date
1	more then 10 years ago	11/21/2016 6:19 AM
2	lack of interest	11/17/2016 9:04 PM
3	Have not had the opportunity	11/16/2016 6:31 PM
4	No time	11/15/2016 8:43 PM
5	Did not participate	11/15/2016 10:29 AM
6	Not good at these type of things	11/15/2016 9:16 AM
7	have not done anything recently, as my firm is small and there are barely enough hours in the day to keep on top of things. Having said that, I always to try to be thorough in the explanation and description of our work to all prospective clients (e.g. for estimates etc.)	11/15/2016 9:13 AM
8	I've not participated in a formal activity of PAC, but continue to inform stakeholders of the value of the survey profession.	11/15/2016 9:08 AM
9	Am not involved in cadastral surveying on a day to day basis.	11/15/2016 8:54 AM
10	too busy	11/15/2016 8:31 AM
11	have not found a "fit" to participate in	11/15/2016 8:29 AM
12	Lack of time available for extra curricular events like these	11/14/2016 9:00 PM

Public Awareness Initiatives of AOLS

13	Have very little time outside of profession	11/14/2016 7:53 PM
14	have not, yet.	11/14/2016 6:38 PM
15	I was not aware of such initiatives Much of the activity is geared towards Cadastral. The other branches are poorly represented	11/14/2016 4:00 PM
16	did not make the time	11/14/2016 3:48 PM
17	no time	11/9/2016 11:19 AM
18	Within the last 3 years haven't been able to participate very much due to health considerations	11/8/2016 11:14 AM
19	not a public speaker	11/3/2016 7:42 PM
20	Lack of structure possible activities to participate in	11/3/2016 2:09 PM
21	I just want to perform the job of a professional surveyor. I am not interested in Public Awareness activities, I am interested in surveying.	11/3/2016 10:33 AM
22	cannot find the time given my work load and not enough staff	11/3/2016 10:26 AM
23	I have, but not AOLS activities directly	11/3/2016 10:15 AM
24	Other than promoting the idea that having a survey undertaken for various different reasons is in the best interest of clients and the general public at large I don't necessarily agree that promoting the AOLS is my personal responsibility. We have a committee for that.	11/3/2016 9:06 AM
25	More than five years ago.	11/3/2016 8:48 AM
26	2015	11/3/2016 8:12 AM
27	Not aware of pac activities	11/2/2016 8:26 PM
28	Not directly OLS related, more GIS and it has been longer than 5 yrs.	11/2/2016 4:28 PM
29	Lack of time	11/2/2016 3:56 PM
30	x	11/2/2016 3:30 PM
31	not required.	11/2/2016 3:25 PM
32	-No opportunity for public awareness.....	11/2/2016 3:09 PM
33	No opportunity to do so	11/2/2016 3:02 PM
34	Too busy.	11/2/2016 2:51 PM
35	Lack of interest and time, this is mainly handled by our head office.	11/2/2016 2:43 PM
36	new to the company	11/2/2016 2:41 PM
37	We've always been too busy working and people always find us and we've never been asked to do anything other than speak to real estate agents	11/2/2016 2:30 PM
38	I was not invited to participate.	11/2/2016 2:18 PM
39	Not aware of campaign	11/2/2016 2:13 PM
40	Am not aware of any effective strategies for public awareness	11/2/2016 2:11 PM
41	Current job takes up a lot of time.	11/2/2016 1:57 PM
42	Hard enough to bill time in the day without also trying to do non billable activities as a single OLS in a firm. If the profession was able to bill rates like lawyers or real estate commissions that maybe I would feel better at taking time away from earning an income to do non billable work. If the AOLS wished to pay my charge out rate to do public awareness then I would be glad to do so. Ultimately I feel that it is up to the AOLS (executive director, president, registrar, deputy registrar) to undertake this task	11/2/2016 1:56 PM
43	not for the AOLS. Done many on my own	11/2/2016 1:54 PM
44	Wouldn't know where to start.	11/2/2016 1:53 PM

Q9 Has the firm you work for or manage participated in public awareness initiatives?

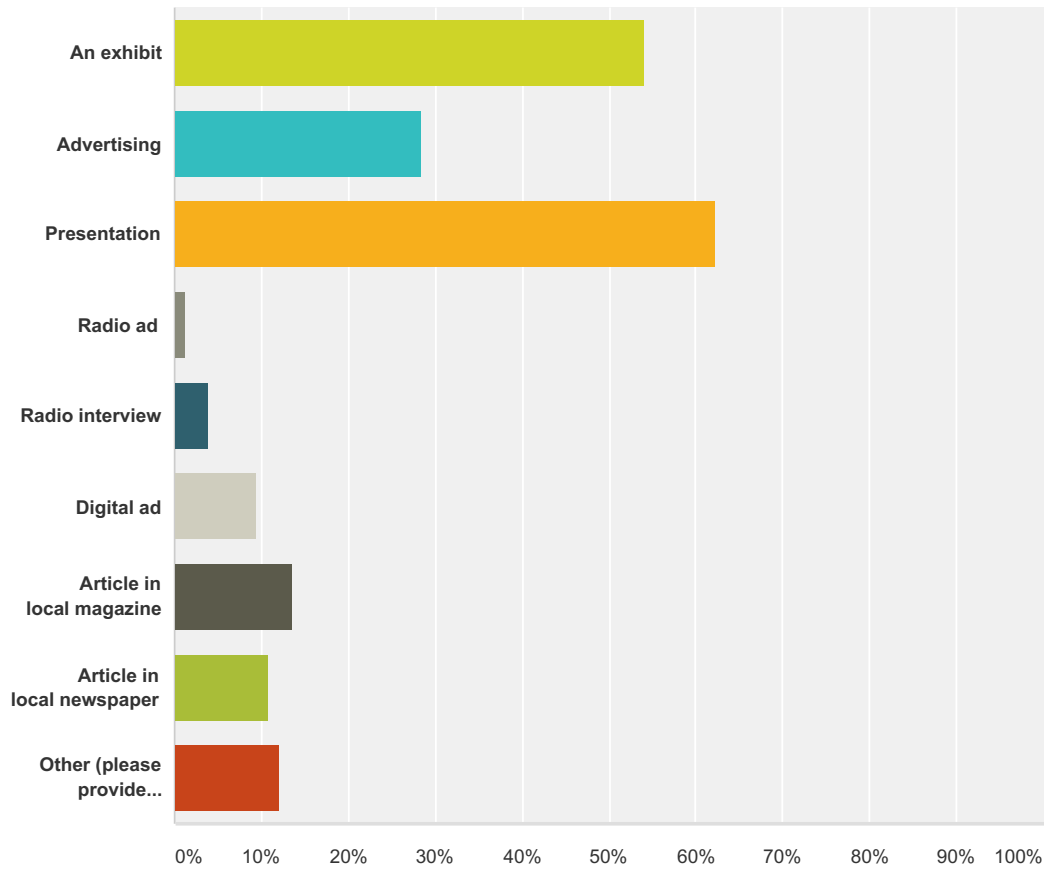
Answered: 131 Skipped: 24



Answer Choices	Responses	
Yes	54.20%	71
No	45.80%	60
Total		131

**Q10 If you answered YES to the previous question, please check off which one(s).
(Otherwise, skip this question)**

Answered: 74 Skipped: 81



Answer Choices	Responses
An exhibit	54.05% 40
Advertising	28.38% 21
Presentation	62.16% 46
Radio ad	1.35% 1
Radio interview	4.05% 3
Digital ad	9.46% 7
Article in local magazine	13.51% 10
Article in local newspaper	10.81% 8
Other (please provide details)	12.16% 9
Total Respondents: 74	

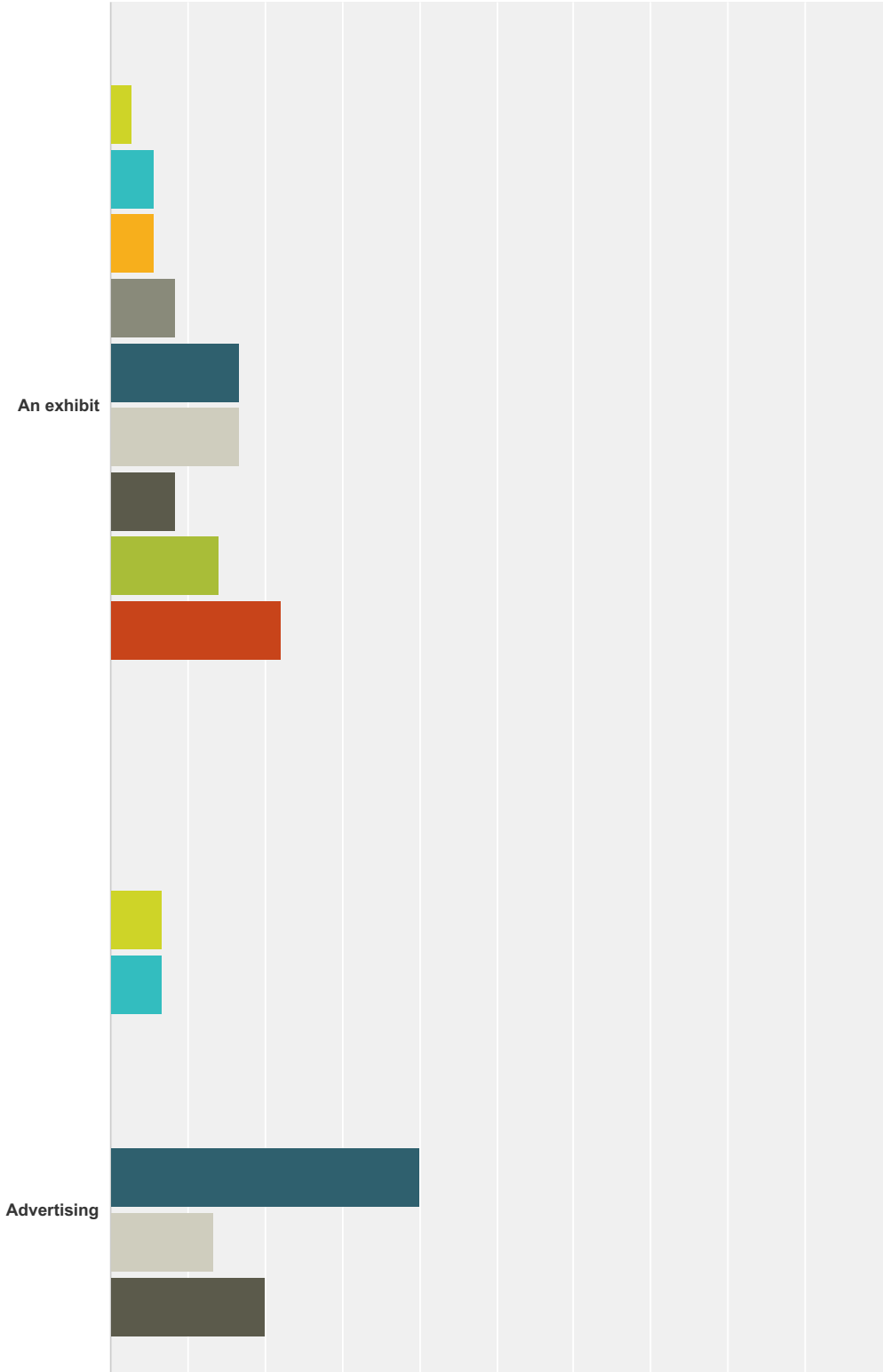
#	Other (please provide details)	Date
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Public Awareness Initiatives of AOLS

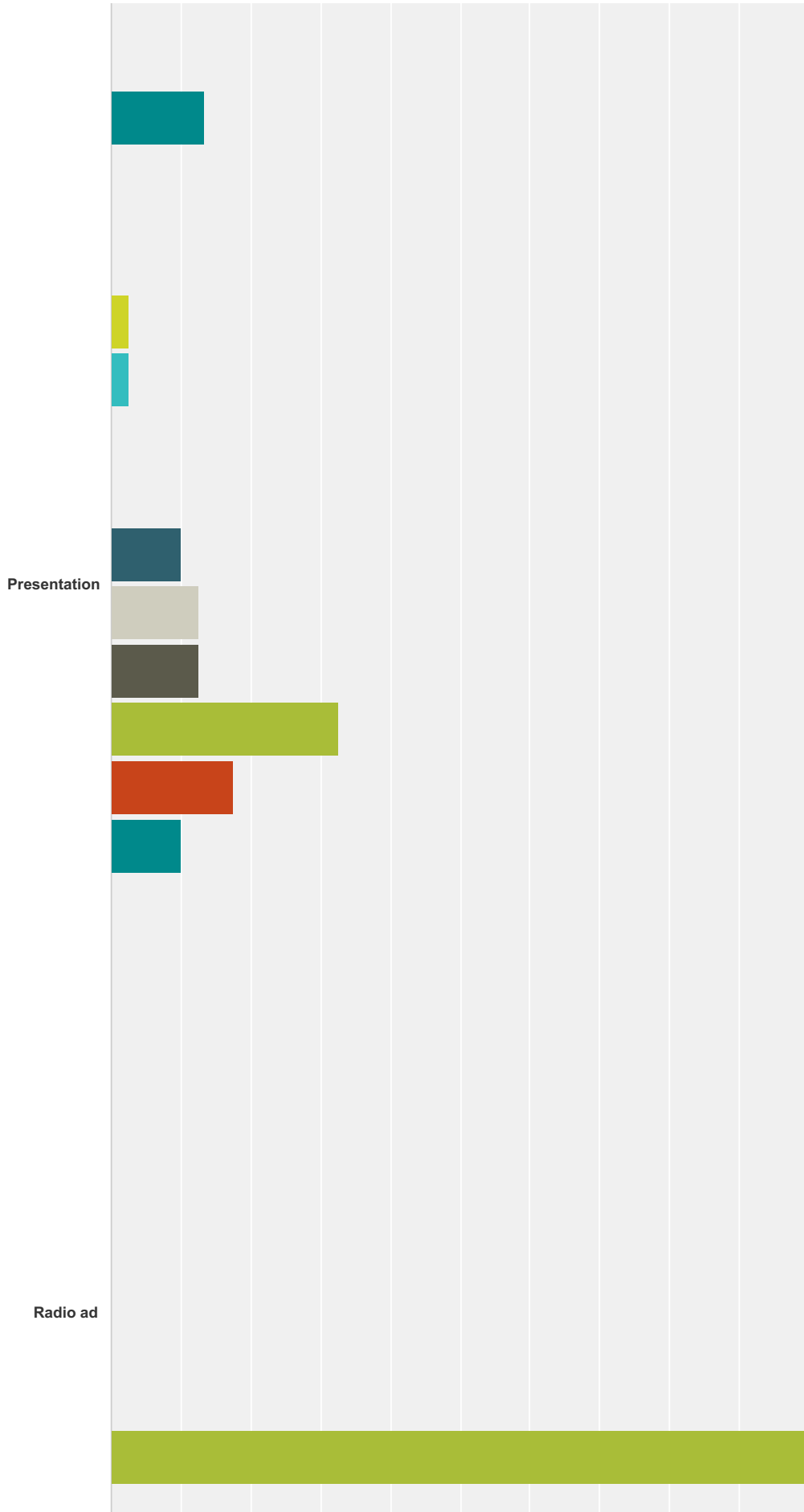
1	sponsorship in local fundraising events	11/21/2016 6:19 AM
2	High school demonstrations	11/14/2016 9:00 PM
3	We are a local government and have numerous out reach programs.	11/14/2016 3:50 PM
4	We host "showcase" mornings to inform staff from other business areas of what we do and services we provide in Geomatics. We take part in Orientations for new staff and "Bring your Kid to Work Days". We partner with local municipalities and Universities to showcase what we do on GIS day.	11/3/2016 10:01 AM
5	Visit school	11/2/2016 8:26 PM
6	Conferences	11/2/2016 5:31 PM
7	High School intro course	11/2/2016 2:10 PM
8	question is confusing. e.g. how would a meber do radio ads for the AOLS	11/2/2016 1:54 PM
9	Classroom	11/2/2016 1:52 PM

Q11 For the response(s) above, how effective was the activity? (Scale 1-10, 1 being the least effective)If you have not participated in such activities, please skip this question.

Answered: 63 Skipped: 92



Public Awareness Initiatives of AOLS

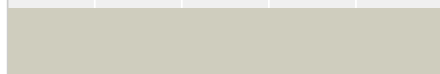


Public Awareness Initiatives of AOLS

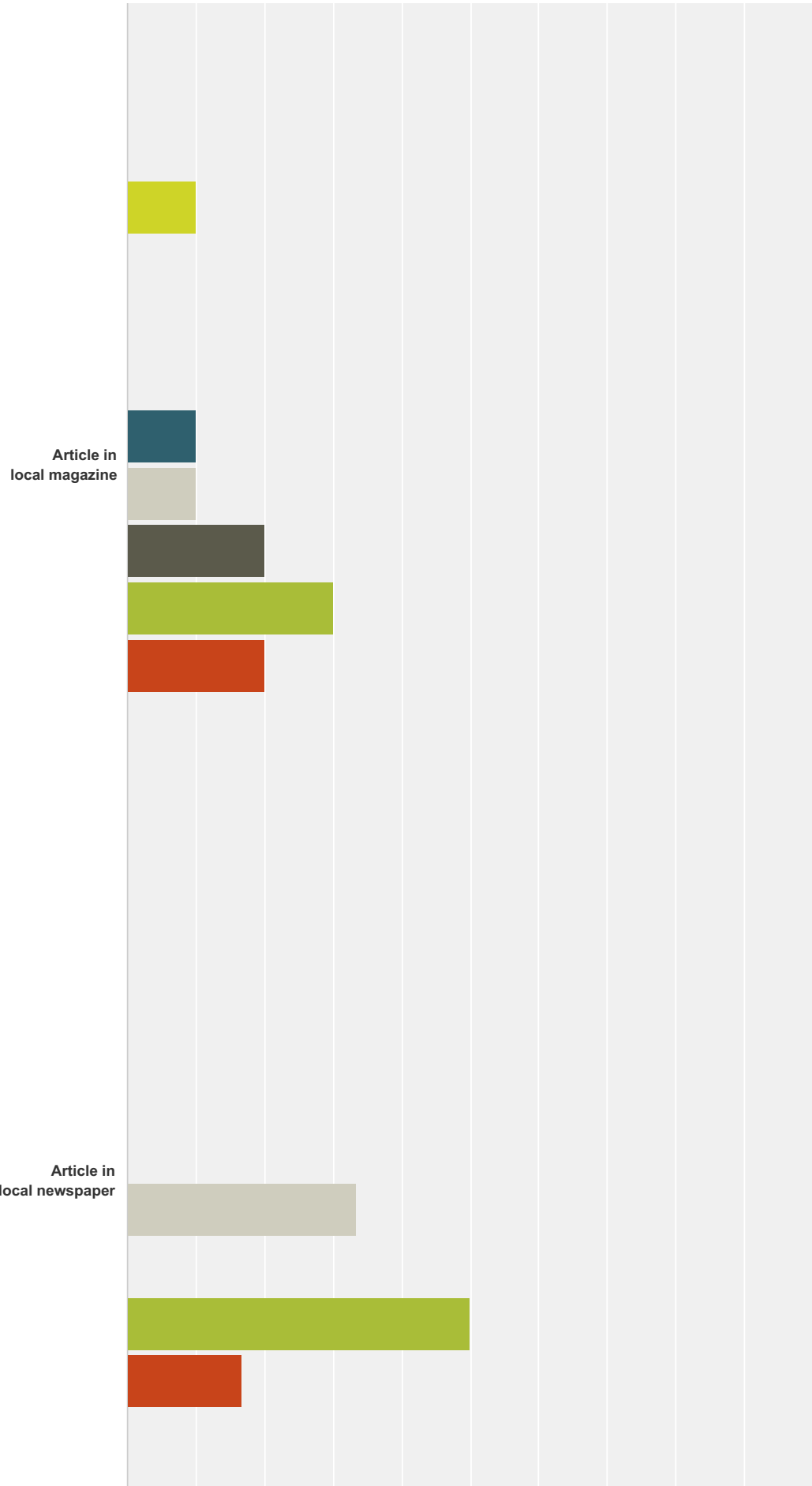
Radio interview



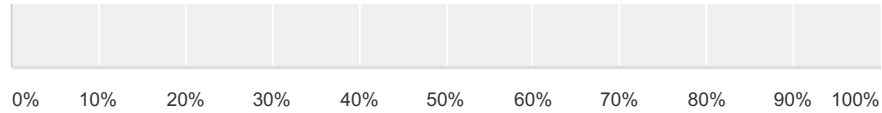
Digital ad



Public Awareness Initiatives of AOLS



Public Awareness Initiatives of AOLS



	1	2	3	4	5	6	7	8	9	10	Total
An exhibit	2.78% 1	5.56% 2	5.56% 2	8.33% 3	16.67% 6	16.67% 6	8.33% 3	13.89% 5	22.22% 8	0.00% 0	36
Advertising	6.67% 1	6.67% 1	0.00% 0	0.00% 0	40.00% 6	13.33% 2	20.00% 3	0.00% 0	0.00% 0	13.33% 2	15
Presentation	2.50% 1	2.50% 1	0.00% 0	0.00% 0	10.00% 4	12.50% 5	12.50% 5	32.50% 13	17.50% 7	10.00% 4	40
Radio ad	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	1
Radio interview	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	66.67% 2	0.00% 0	33.33% 1	0.00% 0	3
Digital ad	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	50.00% 3	0.00% 0	0.00% 0	33.33% 2	0.00% 0	6
Article in local magazine	10.00% 1	0.00% 0	0.00% 0	0.00% 0	10.00% 1	10.00% 1	20.00% 2	30.00% 3	20.00% 2	0.00% 0	10
Article in local newspaper	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 2	0.00% 0	50.00% 3	16.67% 1	0.00% 0	6

#	Other (please specify and rate its effectiveness)	Date
1	sponsorship initiatives have huge positive responses, 10+	11/21/2016 6:19 AM
2	Unknown	11/16/2016 6:31 PM
3	Aols needs to prep a range of media content that its membership could present as on AOLS message	11/15/2016 2:22 PM
4	Don't Know	11/15/2016 10:29 AM
5	It is difficult to judge effectiveness. Does this question pertain to business effectiveness or awareness for the AOLS?	11/14/2016 4:05 PM
6	I have no idea what is meant by effectiveness in this case nor how it could possibly be ranked.	11/3/2016 10:33 AM
7	Ratings for: GIS day - 7 Orientation day - 7 Bring your Kid to work day -7	11/3/2016 10:01 AM
8	Results are unknown.	11/3/2016 8:48 AM
9	Very effective.	11/2/2016 2:10 PM

Q12 What are your suggestions to engage the Ontario Land Surveyor/Land Information Professional in public awareness initiatives?

Answered: 62 Skipped: 93

#	Responses	Date
1	Stress that one can earn CPD points	11/21/2016 10:08 AM
2	province wide radio ad to emphasize why hiring an OLS is to your benefit, not relying on others for boundary, etc. opinions	11/21/2016 6:21 AM
3	the pac cmte is doing good work - just continue on	11/18/2016 8:57 AM
4	media package prep,,, various kinds on aols	11/15/2016 2:25 PM
5	Salary potential given industry demographics. Value of the cadastral survey and property right risks since title insurance came to Ontario.	11/15/2016 12:32 PM
6	more media exposures	11/15/2016 11:15 AM
7	Continue with engaging high school students	11/15/2016 9:20 AM
8	Some are not well suited to sell the value and can do more harm than good.	11/15/2016 9:10 AM
9	Speak to the engineers as they are often the ones governing surveys	11/15/2016 8:55 AM
10	don't rely on individuals to do this - put a package in place TV - Radio etc for public awareness	11/15/2016 8:35 AM
11	get involved	11/15/2016 8:34 AM
12	Give credits to participants. May be PDU credits.	11/15/2016 7:52 AM
13	Mandatory part of CPD, with remuneration in CPD hours monetary remuneration	11/15/2016 7:43 AM
14	explain the benefits	11/15/2016 7:08 AM
15	Success stories	11/14/2016 9:01 PM
16	Provide many professional development points.	11/14/2016 6:52 PM
17	LESS TALK MORE ACTION	11/14/2016 4:45 PM
18	The only branch where a license is required is Cadastral. All other branches have little to no visibility.	11/14/2016 4:15 PM
19	I think most small to medium municipalities are unaware of what an OLS does and who can provide these types of services. I think they should be a target for more awareness.	11/14/2016 4:11 PM
20	More write-ups in major newspapers and high school presentations.	11/14/2016 4:06 PM
21	CPD Credit(s) have a coordinated packaged campaigns and presentations to industry groups. So maybe come the start of the spring landscaping/construction season have an "advertorial" prepared when the member could take to his local papers and newsletters and then they could put their name on it so it looks and feels more local rather than an external industry group trying to drum up revenues. Go after industry groups and various levels of provincial and municipal governments and not waste the committees time and limited resources individual members of the public (too much like trying to nail jello to the wall). If you could get mandatory SRPR's with new construction and additions as part of the building permit process would go a long way. Same with Site Plans by having the boundaries on a site plan either come from a current land survey attached as part of the application or have the boundaries signed off on the plans in similar fashion to a draft plan of subdivision/condominium prepared under the Planning Act. After the site plan process and having wrangled and designed a project down to every blade of grass and leaves on the trees wouldn't I be a good idea for the municipality to require an as-built drawing to show that anything has been actually build in accordance with the site plans?	11/8/2016 11:29 AM
22	Have you seen the QLS brochure used in Quebec. It is young in feel with very attractive graphics. We should have something similar. I use their brochure.	11/4/2016 4:59 PM

Public Awareness Initiatives of AOLS

23	make it known what you are looking for and make all types of work available (being in the foreground and behind the scenes)	11/3/2016 7:47 PM
24	Ask them for input on how they would like to promote the profession.	11/3/2016 4:12 PM
25	Provide list of possible activities, timing and location	11/3/2016 2:11 PM
26	unsure	11/3/2016 10:27 AM
27	give CPD points	11/3/2016 10:18 AM
28	Get more members involved and seek out opportunities to showcase and discuss what we do in our profession. How many members are part of the local Building chapters. How many members have a contact at local high schools to give students a chance to work for a surveyor for a summer to see if they like it.	11/3/2016 10:08 AM
29	Again, what makes you think that public awareness is the responsibility of each AOLS member. It certainly isn't in the Code of Ethics or the like. To me this is why PAC exists . . . PAC members promote the AOLS.	11/3/2016 9:14 AM
30	Have committee members reach out to individual surveyors asking for assistance regarding local initiatives/interest groups.	11/3/2016 8:58 AM
31	Presentations to high school students.	11/3/2016 8:37 AM
32	There is pretty good engagement now. How much more do you want?	11/3/2016 7:50 AM
33	Need to have national recognition	11/3/2016 6:42 AM
34	Have a member of PAC give a short talk at the regional meetings and offer concrete opportunities - types of work, locations, dates, contacts, etc.	11/2/2016 10:05 PM
35	Use symbols or logos that are easily understood and recognized (like an instrument on a tripod).	11/2/2016 9:50 PM
36	Participate more in public speaking at events for non-surveyors in order to explain what we do.	11/2/2016 8:52 PM
37	Participate in GIS Conferences - participate in GIS Day events - Include content in public school education curriculum.	11/2/2016 5:42 PM
38	engage twitter for recruitment activities	11/2/2016 5:19 PM
39	reach out to high school students	11/2/2016 5:01 PM
40	Tools that they can draw on to address certain clients or other professionals - clear examples to demonstrate and educate	11/2/2016 4:39 PM
41	contact with adjacent professional like builders or agent of real estate or municipal officers. Do presentations at middle school career fairs. Use billboards or radio ads to interest the public (did you know this . . . survey fact) (did you know this great person was a surveyor)	11/2/2016 4:07 PM
42	Make land ownership and/or property renting part of Public and Secondary School curriculum to introduce and develop concepts as appropriate	11/2/2016 3:47 PM
43	Attend at local high schools	11/2/2016 3:38 PM
44	Some media ads similar to the ads by the accountants.	11/2/2016 3:14 PM
45	- lobby government agencies	11/2/2016 3:10 PM
46	Have packages available at AOLS for individual members to use in school and community presentations. Package to outline exactly what member to say	11/2/2016 3:08 PM
47	advertise your firm get involved with your community talk up your profession	11/2/2016 2:53 PM
48	Tell us where, how and what the objective is. Is it to attract new surveyors, educate the public, uplift the image of the AOLS?	11/2/2016 2:43 PM
49	Public awareness initiatives can fall into 2 categories. Firstly, to make the general public aware of the services that we provide. I am not convinced that we can do much about this (see my comment on question 13). Secondly, to convince young people to pursue surveying as a career (see my comment re: question 14). Perhaps offer some bonus Professional Development hours for making high school presentations.	11/2/2016 2:40 PM
50	Use members or their significant others who are from a PR background	11/2/2016 2:36 PM
51	Bring more awareness to members regarding the importance of this, most people bury their heads in the sand and go to work everyday to do their job, without thought about anything other than meeting deadlines and solving boundaries.	11/2/2016 2:28 PM

Public Awareness Initiatives of AOLS

52	I see this as a tough sell as word of mouth (first person) efforts are time consuming for the results achieved and given the new information age and younger demographic of purchasers of survey services, I think we need a major rethink of what we are capable of achieving and what is the best means to go about our activities in an increasingly digital age.	11/2/2016 2:26 PM
53	- concentrate on high schools - benefit of obtaining OLS/OLIP to other post secondary institutions beside geomatics engineering - regional groups encourage non-cadastral professionals to attend/participate	11/2/2016 2:18 PM
54	Direct support Available promotional materials	11/2/2016 2:16 PM
55	Invite OLS/OLIP in attending advertising events that help to promote public awareness	11/2/2016 2:15 PM
56	Provide easy to use templates for members to use for presentations or informative talks.	11/2/2016 2:13 PM
57	If you ask for specific help on a specific task, it might be more successful than just a blanket call for participation.	11/2/2016 2:10 PM
58	Outline all the available resources	11/2/2016 2:06 PM
59	Have the AOLS set fee guidelines so that all firms can earn a respectable living without always undercutting each other. Set a range for type of work. This would allow the OLS to have more freedom to act in these public awareness initiatives.	11/2/2016 2:00 PM
60	We have a great product. We just need to get the word out there. Maybe a pamphlet to distribute to High School Guidance Counselors?	11/2/2016 1:56 PM
61	I think we all need to find our own ways to promote ourselves. We all need to teach our clients a bit about our backgrounds and our expertise.	11/2/2016 1:55 PM
62	Not all OLS/OLIPs are good presenters however each should be comfortable promoting his own business and profession. Make generic presentation template and materials available to all. Perhaps even some coaching...	11/2/2016 1:50 PM

Public Awareness Initiatives of AOLS

Q13 What do you consider as issues affecting the public's awareness of the Ontario Land Surveyor?

Answered: 74 Skipped: 81

#	Responses	Date
1	We are invisible	11/21/2016 10:08 AM
2	many have no idea what we really do, all they see is a crew on the side of the road looking through a level and assume that is what a Surveyor is.	11/21/2016 6:21 AM
3	The value added issue of the work/products and the growing importance to commerce/development.	11/15/2016 2:25 PM
4	title insurance/availability of real-time GPS RTK networks to non-professionals	11/15/2016 12:32 PM
5	public didn't aware of	11/15/2016 11:15 AM
6	Lack of understanding what is involved with doing a survey	11/15/2016 9:20 AM
7	The general importance of our work in the operation and development of real estate matters in the province.	11/15/2016 9:17 AM
8	Don't know about us	11/15/2016 9:10 AM
9	Engineers are giving wrong advice. Need to talk to PEO	11/15/2016 8:55 AM
10	ignorance, general lack of need for the service	11/15/2016 8:34 AM
11	Majority of the population besides home owners do not know of our existence.	11/15/2016 7:52 AM
12	don't understand why its needed, often heard "hasn't that already been surveyed?", no reason to get it surveyed if title insurance covers it.	11/15/2016 7:43 AM
13	lack of understanding exactly what we do, lack of respect as a professional	11/15/2016 7:08 AM
14	Lack of understanding about our comprehensive role	11/14/2016 9:01 PM
15	Most people are ignorant as to the duties of a Land Surveyor	11/14/2016 7:55 PM
16	Infrequent need for surveying by public and commensurate low awareness.	11/14/2016 6:52 PM
17	Public not aware of the education required.	11/14/2016 5:23 PM
18	HAVING THE PUBLIC BE AWARE OF THE REQUIREMENTS OF A SURVEY AND NOT HAVING OTHER SURVEYORS MAKE UP THEIR OWN	11/14/2016 4:45 PM
19	Except the Cadastral License no other title is really recognized in the labor market. As a result the members headcount is small and dwindling. Unless young people have an interest in cadastral surveying they won't bother to become members of AOLS, because it's not required by law.	11/14/2016 4:15 PM
20	The vast majority of the public still sees surveyor's as the guys that stand on the side of a road beside a total station or level. I don't know how to get beyond this, but I think it still is an issue.	11/14/2016 4:11 PM
21	Not following the above.	11/14/2016 4:06 PM
22	They consider the profession only when doing a land transaction.	11/14/2016 3:52 PM
23	Small profession, therefore general lack of visibility. Most don't understand the depth and breadth of surveying. Traditional Cadastral survey often considered by they public as an unnecessary requirement.	11/9/2016 4:45 PM
24	no idea what we do	11/9/2016 11:20 AM
25	We don't market ourselves enough we tend to let others do the sales job for us.	11/8/2016 11:29 AM
26	Erosion of the importance of our profession. It seems every one has a GPS receiver and can generate positions. I had people tell me they use their cell phones to locate their boundaries. So why would they need a surveyor?	11/4/2016 4:59 PM
27	We are land information specialists - CLS presentation on awareness or the profession - like the CPA commercial	11/3/2016 7:47 PM
28	We have a small budget and need to reach a big audience. However, the work we are doing at the high school level is very important.	11/3/2016 4:12 PM

Public Awareness Initiatives of AOLS

29	We are under the radar - nobody knows who we are and what we do.	11/3/2016 2:11 PM
30	not aware of what we do, why we do it and why they should use us	11/3/2016 10:27 AM
31	small membership	11/3/2016 10:18 AM
32	1. The public really doesn't understand what we do.....still 2. The term Geomatics isn't helping as the public don't know what it means. We do, but that doesn't help.	11/3/2016 10:08 AM
33	There are 2: Student awareness at the high school level of the opportunities available in a career in surveying. Pushing the usefulness of surveys to the public in relation to property purchases and other survey services offered by firms/surveyors.	11/3/2016 9:28 AM
34	Most members of the general public have no real idea what a surveyor does/can do for them. Many have no real idea that we even exist.	11/3/2016 9:14 AM
35	Public remains oblivious to our existence.	11/3/2016 8:58 AM
36	The issue is the lack of awareness.	11/3/2016 8:37 AM
37	The public does not know or appreciate what we do. They think that all you need to do is know how to use the equipment. Same goes for some municipalities.	11/3/2016 7:53 AM
38	Surveyors believe they are a commodity. They do not charge appropriately for their services. Too afraid (and rightly so) that next surveyor will do job cheaper and they will lose work. As a result, the public does not know or care about the service we provide Money that could be spent on Public Awareness is being spent on Constitutional Challenge and Discipline Public Awareness, for the most part, is not completed by paid AOLS staff. It is downloaded to volunteers who are overworked and completing tasks as a second interest vs. a primary responsibility	11/3/2016 7:50 AM
39	A question that I often receive is why do the parcel GPS coordinates in municipal GIS systems not match the location of survey bars on my property?	11/3/2016 7:26 AM
40	Public has no idea that a surveyor is a professional. They still consider the surveyor to be the person on the side of the road with the camera thingy	11/3/2016 6:42 AM
41	As cadastral surveyors, we are virtually unknown to the public. The biggest issues: the understanding how complicated a cadastral job is, and why the results cannot be obtained instantly, by a click of a button; as well as that not everyone can survey boundaries in Ontario	11/2/2016 10:05 PM
42	The public does not understand how we contribute to the orderly development of society.	11/2/2016 9:50 PM
43	The challenge in reaching GenY is that we have little chance to build awareness of what we do in 144 characters. We are often ignored in preference to the technology and "flash in the pan" stuff.	11/2/2016 8:52 PM
44	Value perception - people seem to under-estimate the value/complexity of survey services - they think surveys cost too much. Law suits about survey plans cause a negative perception in the community.	11/2/2016 5:42 PM
45	knowledge of our profession & its activities to the public	11/2/2016 5:19 PM
46	poor rebranding to "geomatics"	11/2/2016 5:01 PM
47	Lack of general public and other professionals having an understanding of what we do and the importance of it. Many have never had to deal with and OLS or boundary matters. Mis-information by other professionals including lawyers and real estate agents.	11/2/2016 4:39 PM
48	They really don't understand what we do for them and when they find out they are most appreciative and surprised	11/2/2016 4:38 PM
49	The public seems to believe we are waiting beside the phone to answer their problem and cannot believe we can't be there in very short order. We charge too much. We are too modest.	11/2/2016 4:07 PM
50	Misinformation - no information - misconception	11/2/2016 3:47 PM
51	Lack of interest and awareness of students.	11/2/2016 3:38 PM
52	Surveyors engaging in price cutting cheapens the profession in the eyes of the public	11/2/2016 3:16 PM
53	The field crews are also called surveyors and the idea that OLS are always in the field makes our profession not palatable to students seeking a profession.	11/2/2016 3:14 PM
54	no one knows what we do, or why we are needed	11/2/2016 3:10 PM
55	small group low profile	11/2/2016 3:08 PM
56	The Profession does not portray themselves as professional	11/2/2016 2:56 PM
57	surveyors don't talk about their profession to those they know outside of the profession	11/2/2016 2:53 PM

Public Awareness Initiatives of AOLS

58	Value of our products and proper recognition as a professional.	11/2/2016 2:49 PM
59	The word Geomatics. No one knows what it is. Then we say we're OLIP's. Google that like a member of the public would and you won't find anything to do with surveying. We don't have a tv series where the hero is a surveyor and gets people interested in what surveying is and what we do like doctors, cops, and lawyers	11/2/2016 2:43 PM
60	I think that most people are aware of what OLS's do. But nobody really wants to pay to have a survey done unless they have to. As far as SRPR's go, title insurance is much cheaper. And, to be fair, the vast majority of people seem to manage quite nicely without one. It has been my observation that a current survey rarely uncovers a nasty ownership/extent issue. This risk assessment is likely why title insurance is so cheap.	11/2/2016 2:40 PM
61	Lack of 'on message' communications	11/2/2016 2:36 PM
62	structure of many OLS firms still means that the OLS is overseeing everything from client contact to plan checking and signing.	11/2/2016 2:28 PM
63	Lack of awareness, understanding of what we do. Still lack of understanding of how little they get when they pay for title insurance as opposed to getting a survey.	11/2/2016 2:26 PM
64	Generally the public wants things to happen quickly, surveys tend to find problems so unless purchasers or investors realize the importance of understanding a survey our services can get overlooked.	11/2/2016 2:25 PM
65	- public is still not familiar with what geomatics is.	11/2/2016 2:18 PM
66	AOLS more active in the media	11/2/2016 2:16 PM
67	Not enough education for the public	11/2/2016 2:15 PM
68	We are not taking enough time as members to physically engage and interact with the public and educate them on our importance.	11/2/2016 2:13 PM
69	lack of respect from the public. Low fees.	11/2/2016 2:10 PM
70	-time - the time spent preparing Public Awareness materials vs time well spent (hard to estimate Value of presentation). Do you set up a questionnaire as to value after each initiative is completed?	11/2/2016 2:06 PM
71	We are willing to undercut the next guy just to get work. There are only 400 to 500 of us in the province yet we act like children just to get work.	11/2/2016 2:00 PM
72	Our Association punches above our weight but we are still too small.	11/2/2016 1:56 PM
73	the public does not have a high opinion of surveyors.	11/2/2016 1:55 PM
74	Historically we did a lousy job of promoting ourselves. We need to talk to lawyers and developers and landowners as experts in boundary issues.	11/2/2016 1:55 PM

Public Awareness Initiatives of AOLS

Q14 What action would you take to address these issues?

Answered: 70 Skipped: 85

#	Responses	Date
1	co-ordinated nation wide promotion by PSC	11/21/2016 10:08 AM
2	Public education	11/21/2016 6:21 AM
3	Follow up of the Geomatics sector study as to the areas that need attention and a plan to move ahead.	11/15/2016 2:25 PM
4	risks to the public without the support of the OLS	11/15/2016 12:32 PM
5	promote pubic awareness	11/15/2016 11:15 AM
6	Advertising	11/15/2016 9:20 AM
7	There has been talk of some public TV ads. One issue there is that many young people do not watch TV, they watch You Tube and Net Flix. As such, conventional TV will only reach an older demographic.	11/15/2016 9:17 AM
8	Reach out to stakeholders such as construction industry, municipalities, banks, engineers; anyone who is going to shocked that they can't find a surveyor to hire.	11/15/2016 9:10 AM
9	Involve PEO	11/15/2016 8:55 AM
10	news paper radio spots	11/15/2016 8:34 AM
11	Canvassing school kids from Grades 9 and up. These kids will in turn talk about it with their parents.	11/15/2016 7:52 AM
12	Keep working with Municipalities, Financial institutions, and Lawyers getting them to require it	11/15/2016 7:43 AM
13	fully explain all steps taken during the process of surveying a property with estimated costs on the back of door hangers	11/15/2016 7:08 AM
14	Reaching out to other relevant organizations	11/14/2016 9:01 PM
15	Merge administration of Surveyors Act with either APEO or Law Society to leverage their size, efficiencies and public relations resources and synergies that would result	11/14/2016 6:52 PM
16	Go to High Schools	11/14/2016 5:23 PM
17	FOLLOW OUR STANDARDS.	11/14/2016 4:45 PM
18	Find a way to increase membership. Another "grandfathering" event like in 2000 would help. This will also help lowering the fees - they are pretty hefty. I'm not even sure myself if I will continue to pay them.	11/14/2016 4:15 PM
19	I think more education for students in the junior/intermediate group (i.e. grades 6 - 10) is needed to let these kids see our technology and try to explain the variety of work in the Geomatics field.	11/14/2016 4:11 PM
20	As in #12	11/14/2016 4:06 PM
21	Unsure	11/14/2016 3:52 PM
22	Depending on budgets, that is the million dollar question. What type of promotion/intervention/advertising etc. will the public respond to?	11/9/2016 4:45 PM
23	Our public awareness should focus on the delicate balance between science and law behind a boundary.	11/4/2016 4:59 PM
24	promote to those around you, encourage people to be surveyors	11/3/2016 7:47 PM
25	Complete a comprehensive marketing plan and present it to the members. PSC has not been effective so far.	11/3/2016 4:12 PM
26	We need a spokesperson	11/3/2016 2:11 PM
27	advertising media campaign	11/3/2016 10:27 AM
28	give CPD points	11/3/2016 10:18 AM
29	Go back to the traditional term of Surveyor or combined Surveying/Geomatics Professional. Also, partner with other initiatives to leverage resources such as the efforts PSC is currently doing in the way of Public Awareness	11/3/2016 10:08 AM

Public Awareness Initiatives of AOLS

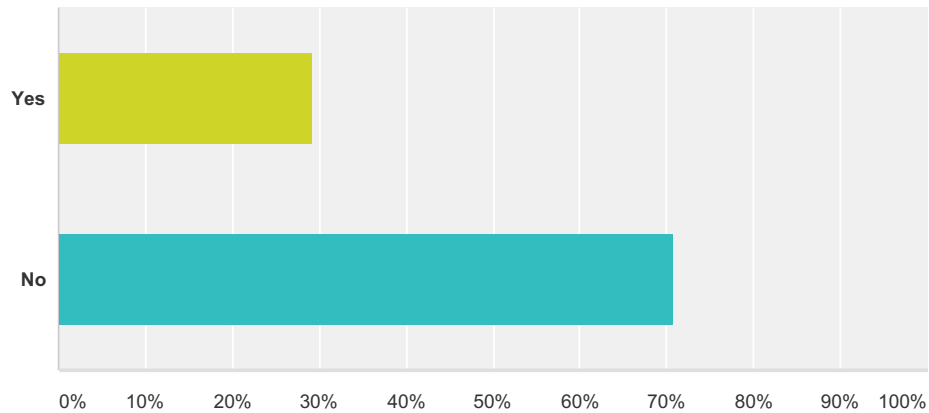
30	For students PAC needs to get to them by Grade 10/11 to allow the students to tailor their later high school education towards what is required to gain entrance into college/university in a survey program. Ontario is seeing a massive influx of foreign investment from China, and housing prices are on the rise as a result.....These Chinese investors have NO concept of property rights and no concept of land ownership...Remember they come from a communist country where the State owns the land that they are tenants upon....This is a HUGE untapped market for property surveying and related survey services in Ontario. Not sure how to address or get a foot hold in this market, but maybe literature in Mandarin could be a starting point.	11/3/2016 9:28 AM
31	Current PAC initiatives seem appropriate.	11/3/2016 9:14 AM
32	Try to drum up more interest in PAC.	11/3/2016 8:58 AM
33	High school students.	11/3/2016 8:37 AM
34	pool together money from provincial associations and have a national campaign of pop up ads and 20 second videos on the internet. Or perhaps even a US/Canada ad campaign with American associations.	11/3/2016 7:53 AM
35	Likely not much to be done. Our fate was determined years ago. We continue to let the Engineers, Planners, technical firms and now the general public, because of technology, complete work that professional surveyors should do. Have government legislate that surveying be completed by professional surveyors similar to some states in the US	11/3/2016 7:50 AM
36	Use the above question to emphasis what in fact Ontario Land Surveyors do? Why they are important to the survey cadastral fabric in Ontario.	11/3/2016 7:26 AM
37	nation campagne	11/3/2016 6:42 AM
38	Would set up series of modern brief presentations or videos that can be easily found on the web	11/2/2016 10:05 PM
39	Some basic content in the high school curriculum about surveying could be helpful.	11/2/2016 5:42 PM
40	online & tv ads to say what & who we are like CAs.	11/2/2016 5:19 PM
41	more and better participation programs	11/2/2016 5:01 PM
42	Education of the pitfalls and problems that can occur (shock factor ?); the cost of a survey compared to other professionals fees; peace of mind knowing what your boundaries, not where they believe they are (examples to scare the general public)	11/2/2016 4:39 PM
43	Talk to students in high school...show them the high tech tools and how we use them to do our work.	11/2/2016 4:38 PM
44	My estimates have a short explanation. We should do more live presentation with a middle school students.	11/2/2016 4:07 PM
45	Radio show - professionals on call - similar to Real Estate people, Employment Lawyers, Renovation contractors	11/2/2016 3:47 PM
46	Attend local high schools	11/2/2016 3:38 PM
47	A.O.L.S. must initiate a fee structure for services	11/2/2016 3:16 PM
48	Not sure	11/2/2016 3:14 PM
49	A complete reform of the AOLS	11/2/2016 3:10 PM
50	as above	11/2/2016 3:08 PM
51	We need to tell the Land Surveyors they need to improve their image.	11/2/2016 2:56 PM
52	help surveyors to see the advantage of talking about their work and how it benefits society	11/2/2016 2:53 PM
53	Educate clientel	11/2/2016 2:49 PM
54	Need to get into tv and radio, not like the accountants tried to do but different. After the accountants spent hundreds of thousand dollars on radio tv and bill boards, a year later, no-one knows any different. New fresh ideas! TV series with different type of land dispute in each episode. LOL	11/2/2016 2:43 PM
55	I do not believe that there is much that we can (re: my comments above). But, in terms of recruiting students, presentations should be made to high schools. None of my kid's guidance councillors new anything about surveying as a career.	11/2/2016 2:40 PM
56	Significant increase of 'on message' communications by those who can use common sense	11/2/2016 2:36 PM
57	No simple answer, but the trend needs to continue where we have bigger and stronger firms that allow for the OLS's/Managers to have the time to adequately deal with business matters, including Public Awareness, because one way or another PA is about business.	11/2/2016 2:28 PM
58	although expensive, I still think a CPA type set of TV ads may be where we have to go couple with a better social media effort.	11/2/2016 2:26 PM

Public Awareness Initiatives of AOLS

59	Explain to my clients as well as people I associate with, the benefits of what we do.	11/2/2016 2:25 PM
60	- possible change the term to a "geographic information engineer" - amalgamate all professional surveying groups under one umbrella, PLS (as with PEng and practice what you are licensed in).	11/2/2016 2:18 PM
61	By-law	11/2/2016 2:16 PM
62	Try to participate events that promote public awareness	11/2/2016 2:15 PM
63	I am a GRLC member and currently the Chair of the National High School Promotion Task Force for Land Surveying/Geomatics.	11/2/2016 2:13 PM
64	Don't only target candidates for Licensed surveyors, include scholars who may consider College or less, collaborate with other Associations	11/2/2016 2:11 PM
65	educate our members so that we engage the public and private sector clients on what we do, why we do it and how valuable it is.	11/2/2016 2:10 PM
66	Committee to out line Professional public awareness initiatives that work and examples of initiatives	11/2/2016 2:06 PM
67	Negotiate a fee guideline like doctors and dentists have in place or be allowed under legislation to charge a commission rate based on the property value of the subject parcel	11/2/2016 2:00 PM
68	We are 125 years old - no better time than now to get the word out.	11/2/2016 1:56 PM
69	the OALS must help increase members fees or it will not be viable or attract ambitious young people to the profession.	11/2/2016 1:55 PM
70	Years of explanations have made people aware that I am a go-to person when it comes to boundary related issues. I talk to people when there are issues and put forward recommendations and solutions.	11/2/2016 1:55 PM

Q15 As an Ontario Land Surveyor or Land Information Professional, does your firm need support from PAC?

Answered: 96 Skipped: 59

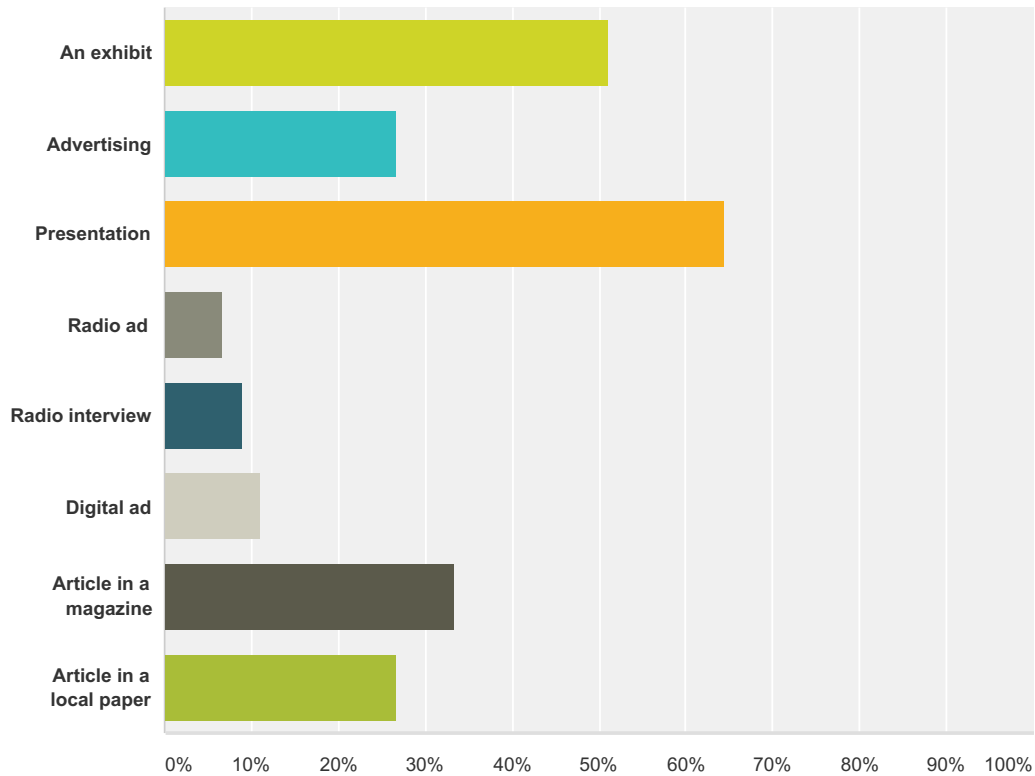


Answer Choices	Responses	
Yes	29.17%	28
No	70.83%	68
Total		96

#	If yes, how can PAC lend support?	Date
1	Not sure	11/21/2016 10:08 AM
2	Educate general public on duties of a Land Surveyor and benefits provided by profession	11/14/2016 7:55 PM
3	We need a good career counselling brochure for high schools similar to the QLS brochure.	11/4/2016 4:59 PM
4	see above	11/3/2016 10:27 AM
5	-continue to support by providing handouts, flyers when needed. -stay current on what's going on throughout Ontario by having a network of contacts that feed into PAC	11/3/2016 10:08 AM
6	Unsure.	11/3/2016 8:58 AM
7	pool resources with other surveying associations	11/3/2016 7:53 AM
8	national strategy	11/3/2016 6:42 AM
9	Not familiar with the PAC acronym.	11/2/2016 9:50 PM
10	Educate municipal staff (development related), planners,	11/2/2016 4:39 PM
11	I am in a little town and need more recent information or proven methods, so I don't have to re-invent the wheel during my presentations.	11/2/2016 4:07 PM
12	as above	11/2/2016 3:08 PM
13	With Municipalities and Government Ministries	11/2/2016 2:51 PM
14	I wouldn't say that I need PAC, but any publicity is better than nothing.	11/2/2016 2:25 PM
15	you can assist us in getting the word out that our products are valuable and necessary. We might start with our own members and then the public.	11/2/2016 2:10 PM
16	Get rates raised province wide Get survey records available at fees other than \$100 per plan	11/2/2016 2:00 PM

Q16 Are you interested in participating in Public Awareness Activities? If so, please indicate what kind of activity:

Answered: 45 Skipped: 110



Answer Choices	Responses
An exhibit	51.11% 23
Advertising	26.67% 12
Presentation	64.44% 29
Radio ad	6.67% 3
Radio interview	8.89% 4
Digital ad	11.11% 5
Article in a magazine	33.33% 15
Article in a local paper	26.67% 12
Total Respondents: 45	

#	Other (please describe)	Date
1	no	11/15/2016 8:34 AM
2	DID IT ALREADY AND NOT EVEN A THANK YOU. SO WHO NEEDS YA.	11/14/2016 4:45 PM
3	Not interested.	11/14/2016 4:06 PM

Public Awareness Initiatives of AOLS

4	I will make presentations to those in my area who request it.	11/6/2016 6:57 AM
5	Because there are so few of us, the lack of time precludes me from participating. The lack of participation contributes to the problem. The problem does not get solved. Its a vicious circle.	11/4/2016 4:59 PM
6	just not enough time	11/3/2016 7:47 PM
7	The most interest seems to be generated from historical groups	11/3/2016 10:18 AM
8	I'm current a PAC member so am doing this already.	11/3/2016 10:08 AM
9	I might do a local high school event	11/3/2016 9:28 AM
10	I would financially contribute to a national campaign	11/3/2016 7:53 AM
11	not interested	11/3/2016 7:50 AM
12	Maybe interested in (16)	11/2/2016 3:08 PM
13	I can star in the tv series . LOL	11/2/2016 2:43 PM
14	Working with willing listener colleagues to provide a professional level of communication	11/2/2016 2:36 PM
15	Not interested	11/2/2016 2:18 PM
16	active already	11/2/2016 2:18 PM
17	Schools demos/show	11/2/2016 2:16 PM
18	I would be agreeable to assisting the PAC, if I am able to.	11/2/2016 2:10 PM