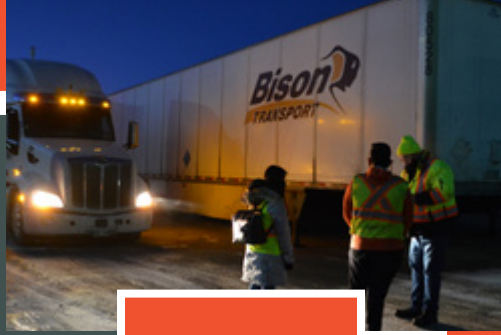
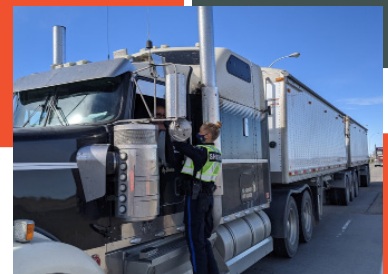


2021/22



ACTIONS & ACHIEVEMENTS



Alberta Motor
Transport Association



Land Acknowledgement

AMTA acknowledges its Edmonton-Area office is located on the traditional Treaty 6 territory of the Cree, Dene, Blackfoot, Saulteaux, and Nakoda Sioux. This is the home of the Métis Settlements and the Métis Nation of Alberta, Regions 2, 3, and 4, within the historical Northwest Métis Homeland.

AMTA also acknowledges its Rocky View office is located on the traditional Treaty 7 lands of the Blackfoot Confederacy, the Tsuu-Tina and Nakoda Nations, and the Métis Nation Region 3.

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Message from the Board Chair

Jude Groves



For more than 84 years, the Alberta Motor Transport Association (AMTA) has served as the Voice, the Standard, and the Resource for commercial transportation in the province.

Our countless successes over the past eight-plus decades are due, in large part, to the collective passion, strength, and commitment of our members and partners, for whom we express our heartfelt gratitude and appreciation. Through ongoing collaboration with stakeholders and members, your Association has advanced our industry – and enhanced value-for-membership – through progressive policy and regulations, safety and wellness, education and training, advocacy and support, research and innovation, and communications and engagement.

The COVID-19 pandemic that persisted through most of 2021-2022 confirmed the essential nature of commercial transportation, a pillar of a thriving economy. When much of the world stopped moving, our industry rolled on; it was the hardworking professionals across our industry who facilitated the safe and efficient transport of people and goods on which all Albertans and Canadians depend. Indeed, businesses, residents, and the local, provincial, national, and global economies were – and are – dependent upon a strong, resilient supply chain. The AMTA and the commercial transportation industry will play a critical role in Alberta’s economic recovery and its long-term sustainability.

The raison d’être of AMTA is the positive changes the association helps navigate for the members it represents. The 2021-2022 Actions and Achievements highlight the successes made over the past year and the progress made on our commitments to membership. The work completed over the past 12 months was guided by the Board’s Strategic Plan and AMTA’s vision of being the global leader for commercial transportation, safety, and data – driving the growth of Alberta’s economy by 2025 and beyond while building and maintaining a strong, healthy, and sustainable organization.

Whether shaping vital legislation, new regulations, or effective business practices, AMTA is steering the future of the commercial transportation industry. As we look ahead to 2022-2023 and beyond, we most certainly face significant challenges, but a plethora of exciting opportunities exist as well. AMTA will continue collaborating with all levels of government, stakeholders, members, and partners across various sectors to identify issues, propose solutions, and implement actions that matter most to industry. The more than 14,000 carrier and supplier members remain at the heart of all AMTA’s activities, and we thank them for the trust they place in us.

It has been my honour to serve as Board Chair for the past three-and-a-half years, a job I could not have done without the support of, and partnerships with, my fellow board members, as well as with AMTA’s president and staff. The Board is responsible for the overall governance and strategic direction of the organization; as such, it has updated its Strategic Plan. This plan will provide clear guidance to our leadership and staff, as they – in concert with our stakeholders, members, and communities – continue the journey to fulfill the vision, mission, strategic goals and objectives, and salient priorities of our association.

Our future is bright!

Sincerely,

J. Jude Groves, Chair
AMTA Board of Directors

Willie Hamel
Amta President



“Against the backdrop of the global COVID-19 pandemic, the events of 2021-2022 brought continued challenges to our industry. Despite these challenges, and as they always have, the hardworking professionals in our industry showed tremendous resilience, ensuring the safe and efficient transport of people and goods for Albertans and Canadians. Throughout the past year, AMTA remained disciplined in its efforts, focusing on what matters most – our members. The proof of our impact is in the pages of this report.”

Willie Hamel - Interim President



Chris Nash
Vice-President
Industry Relations and Member Solutions



Karen Chow
Corporate Secretary
Board Secretariat



Brittany James
Executive Assistant
to the President

Board of Directors



Jude Groves
Board Chair
Rosenau Transport



Real Durant
Sr. Vice Chair
Bison Transport



Tim Bennett
Vice Chair
NCSG Crane and Heavy Haul



Doug Paisley
Immediate Past Chair
Lethbridge Truck Terminals



Grant Mitchell
Past Chair
The Kenan Advantage Group



Gene Orlick
Past Chair
Orlicks Inc.



Carl Rosenau
Past Chair
Retired



Greg Sokil
Past Chair
Sokil Transportation/Edmonton
Transfer Ltd.



Rod Shopland
Regional Director - Northeast
Night Hawk Truck Lines Inc.



Brad Beerling
Regional Director - South
Meridian Manufacturing Inc.



Cam Jess
Regional Director - Central
Ferus Inc.



David Schmidt
Regional Director - Edmonton
Lafarge Canada



Ken Rosenau
Director At Large
Rosenau Transport



Terry Siemens
Director At Large
Docktor Freight Solutions



Don Achtemichuk
Director At Large
ATS Healthcare



Kevin Ramsay
Director At Large
Manitoulin Transport



Sunny Punian
Director At Large
Syndicate Transport



Dan Columbus
Regional Director
RTL-Westcan Group
of Companies



Dave Hewlett
Director At Large
Loblaw Companies Ltd.



Marcel Pouliot
Board Mentor
IQ Trucking

Board Strategic Plan

For more than 84 years, AMTA has functioned as the Voice, the Standard and the Resource for commercial transportation in Alberta. The Association's work has encompassed a broad range of environmental, psychosocial, economic, safety and compliance matters impacting provincial high-ways.

2021 was the first year of a five-year strategic plan with a goal to position AMTA as the global leader for commercial transportation safety, innovation, and data, driving the growth of Alberta's economy. This strategic plan is focused on five priorities:

- 1 Build a safety and innovation campus
- 2 Become a leader in the collection, interpretation and publishing of transportation data to drive continuous data-informed decision-making in the Association and the industry, and serve reliable business and market intelligence to members, stakeholders and influencers
- 3 Lead the advancement of industry health and safety outcomes through standardized, industry-recognized education programs and targeted initiatives
- 4 Create membership value and meaningful engagement opportunities
- 5 Advance industry technology and innovation by providing ground for new technology, ensuring it improves the supply chain network and prepares the industry for the adoption of new technology with education and training



Education



“The Education team’s continued focus is on enhancing health and safety training and delivering quality education programs to meet our members’ needs. We look forward to expanding our educational offerings and creating online delivery options for increased accessibility.”

Camille Sojer - Manager, Education

In November 2021, AMTA hired a dedicated Manager of Education Delivery. In April 2022, education development and delivery were amalgamated into one department, providing greater synergy and more efficient services. The Development Team works with AMTA’s and Industry’s subject matter experts to design and develop high quality education programs where the knowledge learned is practical and applicable to job roles within industry. In March 2022, AMTA hired an additional Instructional Designer who can assist with the development of e-learning courses in response to members’ need for more education accessibility.

Enhanced Safety Training

Ongoing development of Creative Sentences:

- Situational Awareness for Material Handling: a Course for Yard Workers and Drivers is in the final stages of content development
- As the project lead, AMTA collaborates with the Manufacturers’ Health and Safety Association (MHSA), the Alberta Construction Safety Association (ACSA), on the development of this course
- Aggregate Hauling – AMTA has collaborated with Alberta Workplace and Essential Skills (AWES) to develop an online course, with a supporting workbook and other materials, for people with low- to intermediate-level English literacy skills and to support newcomers to Canada. The additional course materials are designed to support newcomers to Canada. A pilot delivery of this course is underway



Erica Cormack
Instructional Designer



Cavan Da Ponte
Junior Course Developer



Robert Destree
Sr. Instructor,
Driver Development



Yang Mei
Instructional Designer



Patricia Tiernan
Education Administrator



Wenda White
Education Administrator



Growth and Collaboration: Certified Transportation Safety Professional (CTSP)

Late 2020 saw the development of a committee established to provide opportunities for graduates of AMTA’s CTSP designation to continue training higher levels of education. To achieve this, national recognition of the CTSP designation must occur. One of the first steps to a nationally recognized industry-specific safety designation was to complete a rigorous, nine-month mapping exercise of the required courses within AMTA’s CTSP designation.

This work was completed in collaboration with the Board of Canadian Registered Safety Professionals’ (BCRSP) in 2021. The curriculum is mapped against the International Network of Safety and Health Practitioner Organizations’ (INSPHO) competency and skills framework to ensure its objectivity, that it adequately instructs both theoretically and practically, and examines an individual’s ability to proficiently perform their work in the field.

Inter-Provincial Collaboration

AMTA is actively collaborating with BC, Saskatchewan, and Manitoba health and safety organizations to deploy existing training offerings in a harmonized manner (accounting for varying provincial legislation), in support of efforts to achieve standardized and recognized training for the commercial transportation industry.

The training is to be inclusive of the courses required to obtain both a CTSP and Certified Transportation Safety Coordinator (CTSC) designation, as developed by AMTA. CTSC (160 hours) and CTSP (190 hours) are comprised of safety-focused courses providing instruction on prevention, reduction and management of Slips, Trips, and Falls, Musculoskeletal Injuries, and Psychosocial Injuries.

The Education team is supporting our Industry Advancement team by creating a new on-line course to introduce industry to hydrogen by creating technology that will help Canada reduce its carbon emissions.

AMTA is a member of the Western Canada Health and Safety Association (BC, AB, SK, MB) which meets quarterly to discuss opportunities for standardized industry training, and to share and exchange materials and information. AMTA supported the Saskatchewan Trucking Association (STA) by providing the full CTSP curriculum for delivery to its members.

Education Delivery

Education continued instructor-led distance-learning in 2020-2021, with 5,815 students over the 12-month period. Simulator training and instructor monitoring were safely provided during the COVID-19 pandemic. Response to instructor-led distance training has been positive, inspiring us to offer both in-person classroom and instructor-led virtual going forward.

Course Name	Method	2020 Completions	2021 Completions	Variance
Defensive Driving (Incl PDIC)	Online	905	9291	926.63%
Other Online	Online	781	2551	226.63%
Cargo Securement	Online	545	400	-26.61%
Daily Pre-Trip Inspection	Online	451	386	-14.41%
Transportations of Dangerous Goods	Online	241	301	24.90%
Aggregate Hauling	Online	775	204	-73.68%
Weights and Dimensions	Online	277	199	-28.16%
Health & Safety Committees and Representatives	Online	338	197	-41.72%
Health and Safety System Building	Classroom/Distance	301	127	-57.81%
Self-Evaluator Certification/Recertification	Classroom/Distance	103	101	-1.94%
Hours of Service	Online	504	99	-80.36%
WHMIS	Online	119	80	-32.77%
Legislation, Standards & Policies	Classroom/Distance	71	79	11.27%
COR Auditor	Classroom/Distance	85	69	-18.82%
Fundamentals of Auditing	Classroom/Distance	79	56	-29.11%
Investigations (Fundamentals and Collision)	Classroom/Distance	40	50	25.00%
NSC Program Administration	Classroom/Distance	48	50	4.17%
Leadership in Transportation	Classroom/Distance	46	40	-13.04%
Driver Fatigue	Online	56	36	-35.71%
Instructional Design and Delivery	Classroom/Distance	13	23	76.92%
Long Combination Vehicle Instructor Training	Classroom/Distance	28	23	-17.86%
Managing Injuries in the Workplace	Classroom/Distance	19	23	21.05%
NSC Program Management	Classroom/Distance	22	16	-27.27%
Long Combination Vehicle Instructor Re-certification	Classroom/Distance	23	7	-69.57%
PDIC-Instructor Re-certification	Classroom/Distance	5	3	-40.00%
PDIC-Instructor	Classroom/Distance	11	2	-81.82%

AMTA's Learning Management System (LMS) offers 800+ online courses, authorized by third-party organizations.

Quality Assurance



“*In 2021, AMTA's Quality Assurance (QA) continued working with Partnerships In Injury Reduction to ensure any concerns were highlighted and solutions developed to assist members. The team continued to focus on enhancing communications to meet COR members' priorities. As well QA offered AuditSoft: a tool allowing for the export of critical audit data for use in continuous improvement at all levels.*

Agnes Rozanska - Supervisor, Quality Assurance

AMTA's QA team continually offers quality services to its members. In 2021, the QA team expanded its repertoire to include the Partners in Compliance (PIC) program, which supports participating carrier fleets in their endeavours to achieve excellence in safety and compliance. Both Certificate of Recognition (COR) and PIC audit services provide superior member/client support, data analytics, compliance and standards-driven oversight that directly contributes to the advancement of safety within Alberta's commercial transportation industry.

Working Groups

AMTA is proud to be a trusted Certifying Partner (CP) for those who enlist its services within the commercial transportation industry, but it is more than that. AMTA engages and participates in three working groups tasked with the COR program thorough the identification of opportunities for harmonization, auditor training and certification, and the design of a complexity-based audit.



Kasia Mrowiec
QA Reviewer



Jamie Benjamin
QA Administrator



Deborah MacDonald
QA Reviewer



Action Plans for COR Maintenance

Since the inception of *Action Plans* in 2020, a plan was created to provide COR holders an additional means to maintain their COR. The QA, in partnership with AMTA's Member Services, has produced eight action plans for COR holders, two of which were completed in 2021. *Action Plans* support AMTA's COR holders by providing an in-depth review of the health and safety programs and offering suggestions for improvement. Recommendations include, but are not limited to, specific recommended practices that will improve their audit scores, policies and process development, and out-of-scope safety objectives.

What's New?

- A new CORRS Digital Project to implement Paperless CORs (essentially a digital COR), and to operationalize COR Expiry Date Extensions
- 2022 COR COVID Audit Plan
- Safe Auditing Guidelines for Auditors and Employers
- Continuous improvement of Alberta's COR program
- Three CP-led working groups are focused on redeveloping and establishing new standardized requirements for auditor qualifications, training and certification among all CPs. This will:
 - Improve auditor consistency by establishing a common set of auditor competencies that will drive improvement in health and safety outcomes
 - Design a new provincial audit standard
 - Establish a complexity-based, scalable audit instrument that will eventually replace current audit instruments
 - Improve the effectiveness and efficiency of the audit process
- Developing standard COR metrics for program measurement, and looking beyond Alberta's borders to work towards COR harmonization among the provinces
- 2022 COR and SECOR Audit Standards and Instruments Update. Finalized and approved documents that came into effect January 1, 2022

Member Services



“In 2021, Member Services engaged with more than 1,000 carriers regarding safety leadership, WCB information, COR/SECOR analysis and publication of Industry Best Practice white papers. Our Business Development team has been working with AMTA's Marketing and Communications and Finance departments to establish the association's new AMTA+. The AMTA+ program offers members exclusive discounts, offers, and opportunities from partnering organizations. Our prime goal is delivering value to you, our members and partners.”

Michelle Spacil - Manager, Member Services

Member Services was created mid-year to enhance how AMTA's member experience. The department is a consolidation of Partners in Compliance (PIC), Workplace Support Services (WSS) and Business Development (BD). Member Services' priority is to engage with Alberta's 23,000 NSC-regulated organizations - along with suppliers and compliance, regulatory and enforcement agencies to ensure members' needs are being addressed and issues identified and actioned.

The department onboards new AMTA members, providing information about departments, programs and services, and activities. After meeting with the BD team to learn about ATMA's services, new members are provided opportunities to meet with other departments, participate in meetings and on committees, and receive access to health and safety resources and training and education courses.

10 NEW COR IN 2021

23 NEW SECOR IN 2021



Andrew Barnes
Business Development



Josh Hannaberry
Business Development



Helen Taylor
Coordinator,
Member Services




Moving forward, the Association will host both virtual and in-person meetings.


Achievements

- WCB toolkit: an industry-specific resource. In partnership with WCB, AMTA created an industry-specific resource to assist employers with injured workers and return-to-work
- Collaborated with Energy Safety Canada to provide industry webinars: CVSA
- Out-of-Service, Winter Driving and Fatigue Management, and OH&S Updates
- Created *Psychosocial Hazard Control in Alberta's Commercial Transportation Industry: A Guide to Improving Psychological Safety for Small- and Medium-Sized Carriers*
- Partnered with members to complete the AMTA Micro-Learn Series': Slips, Trips, and Falls (co-produced with Canada Cartage) and Musculoskeletal Injury (co-produced with Rosenau Transport)
- WSS team created and published more than 25 articles for AMTA members
- The Psychosocial Working Group developed white papers for stakeholders, including a WCB Presentation at monthly regional meetings and on AMTA's YouTube channel


As psychosocial issues have been identified as a priority for 2021-22, the department has built advisory and mentoring services that will be offered to all interested members.



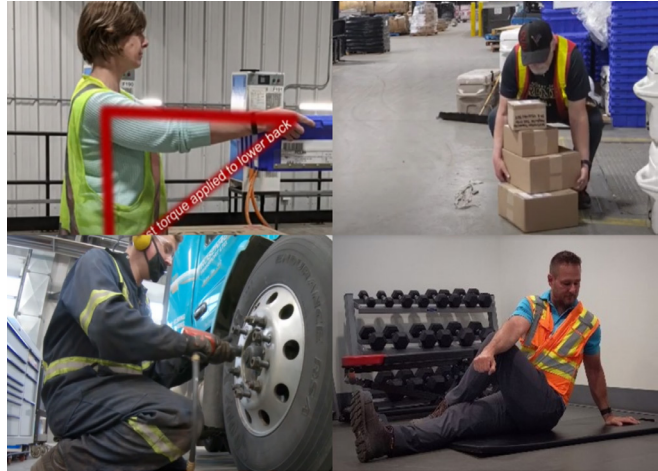
Cliff Litke
Senior Advisor, WSS



Rob Dombowsky
Industry Advisor, Human Resources & Safety



Dave Einiski
Industry Advisor, Safety and Compliance



The Slips, Trips, and Falls Micro-Learn series garnered more than 1,000 views on AMTA's YouTube channel.

Partners in Compliance (PIC)

As Alberta's esteemed and highest roadway safety ranking, the Partners in Compliance (PIC) program unites, recognizes, and rewards transportation professionals. Across the province, and any road travelled, A PIC Carrier logo symbolizes that carrier's commitment to - and implementation of - superior safety practices. For the past 27 years, PIC members have worked together to further roadway safety culture by empowering companies and their fleets to embrace greater proficiency. PIC members receive the tools, information, and support required to grow dedicated safety cultures, while gaining many competitive advantages for their business such as an 'excellent' status rating on their carrier profiles, waived driver abstract fees, and scale bypasses to name a few.




- Safety Matrix Measurement Portal (SMMP) is currently being upgraded to self-populate from the Carrier profile report, and automatically handle suspension
- Letters are being updated to reflect staffing changes to the program
- A third-party consultant has been contracted to determine the path forward for the program

Regional Meetings


AMTA Regional Meetings continued in a virtual format throughout 2021-22, due to ongoing COVID-19 gathering restrictions. Virtual events were well-attended, and the post-meeting 'tailgate' networking chats were particularly popular. Moving forward, the Association will host both virtual and in-person meetings.

AMTA Road Knights


The AMTA Road Knights are a group of professional transport drivers with superior skills behind the wheel, impeccable driving records and a strong desire to promote highway safety and careers in the commercial transportation industry. The 2021-2022 term was served by Sergio Hernandez (Trimac Transportation), David Horst (Ledcor Group), and Myles McNabb (Westcan Bulk Transport). The COVID-19 pandemic put a hold on many appearances but Knights attended certain events, such as Driver Appreciation Days.



David Horst
Ledcor Group



Myles McNabb
Westcan Bulk Transport

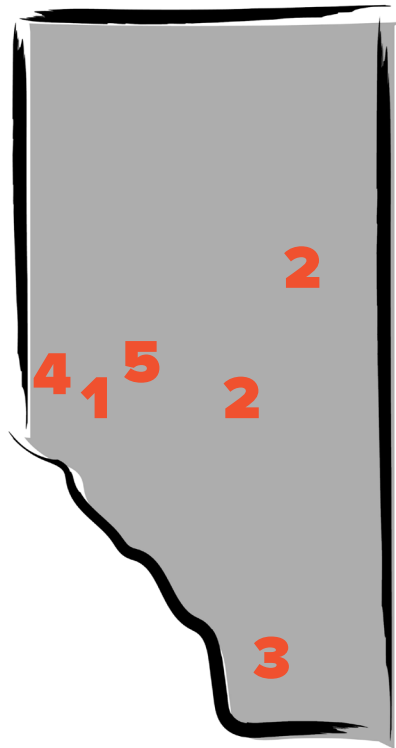


Sergio Hernandez
Trimac Transportation



David Horst, right, at the Leduc Driver Appreciation event, 2021.

Government Advocacy



Highway infrastructure Improvements

The AMTA Board of Directors has approved the top five infrastructure concerns in Alberta. It is critical to identify and implement solutions to these issues to enhance safety on Alberta's highways - for both commercial fleet operators and the motoring public.

1. Highway 40 South Grande Prairie Twinning - Twinning Highway 40 and Wapiti Bridge in Grande Prairie remains a priority and supports a funding commitment made by the former, in-power provincial NDP government. AMTA's recommendation is based on increasing concerns from carriers and operators who transport softwood lumber, and oil and gas products into the North South Trade Corridor.

2. Highway 881 (Edmonton) and Highway 63 (Fort McMurray) Twinning - Fully twinning these two critically important northeastern Alberta corridors remains an AMTA priority.

3. Highway 3 Twinning - Although sections of Highway 3 are twinned, the remaining approximately 220-km must be divided to enhance the commercial drivers and public safety along this Southern Alberta route.

4. Highway 43X and Highway 43 Interchange - AMTA recommends an interchange be developed, as promised by the previous NDP government, to reduce congestion and improve traffic flow and enhance safety for travellers, commercial transportation, and businesses.

5. 116 Street Grande Prairie Truck Route - The increasing volume of heavy truck traffic traveling the Highway 40 truck route has resulted in serious safety concerns and congestion issues. AMTA continues to promote and advocate for investment in this important project.



Recap: Recent Successes in Compliance and Regulatory Affairs (CRA)

2021-2022 has seen significant, positive regulatory changes in Alberta's commercial transportation industry. It is vital we draw attention to how involved AMTA has been in driving these positive changes through our Compliance and Regulatory Affairs (CRA) activities.

Our work encompasses a broad range of environmental, psychosocial, economic, safety, and compliance matters that impact Alberta's commercial fleets. On trucking issues of a national scope, we work in tandem with the Canadian Trucking Alliance (CTA) - the federation of provincial trucking associations. Likewise, the AMTA works with the Canadian Motor Coach Association to advocate for the motor coach industry.

CRA has, for many years, offered Alberta's commercial trucking industry a constructive pathway to bring concerns to the government on behalf of industry. CRA's collaborative but assertive approach to change has resulted in many specific successes over the past two years.

CRA: Who We Are and What We Do

AMTA develops formal positions and responses to problems, challenges, and opportunities that impact its members. Policies are developed by our member-led committee comprised of carrier members and conjunction with AMTA staff. Our member-led committee, which is comprised of carrier members who work in conjunction with AMTA staff, develop policies that benefit industry and strengthening AMTA's voice.

Provincial Advocacy:

- With members, we develop Provincial Policy Positions and bring them to government.
- We work with the various Provincial Ministries to facilitate member engagement and involvement for the cutting-edge government consultations for regulatory change
- We work with other provincial trucking associations that affect the commercial transportation industry in other provinces

Federal Advocacy

- AMTA works closely with the Canadian Trucking Alliance (CTA), a federation of Provincial Trucking Associations

CRA wins - Red Tape Reduction Activities

CRA's efforts and participation in provincial government Red Tape Reduction activities resulted in several key wins for the commercial transportation industry:

- Heavy-duty bumpers and devices have been removed from overall non-B-train lengths, provided they do not extend beyond 30 cm of the front of trucks or truck-tractors
- The maximum overall load-length for B-trains has increased, from 25.0- to 27.5-metres
- Tridem-drive axle group and tridem-drive truck tractor configurations are now included in provincial regulations, eliminating unnecessary recurring permits

Industry Advancement



“Through Industry Advancement, disruptive technologies are being advanced that will dramatically improve the transportation industry and accelerate transformational change.”
Trevor Van Egmond - Sr. Manager, Industry Advancement

AMTA's Research and Innovation (RI) team is leading a number commercial transportation initiatives that support alternative fuels and transformative change. In alignment with Canada's 2050 net zero emissions goals strategic projects are influencing industry and introducing AMTA members to alternative low emission fuels, which will accelerate greenhouse gas (GHG) emission reductions.

Hydrogen Vehicle Demonstrations

This \$3.3-million-dollar project will introduce hydrogen diesel dual fuel and fuel cell electric vehicles (FCEV) to our membership base. The AZETEC, Hydra, Hyzon, and Nikola heavy duty vehicle technologies will be piloted with AMTA members to inform industry, to reduce emissions, and advance the adoption of zero emissions mobility.

AMTA is also working with project partners to advance Virtual Reality Mandatory Entry Level Training (MELT). This innovative training system will allow non-biased, consistent training to occur in routine and difficult-to-reproduce driving scenarios. Drivers will be able to conduct training through a safe, zero emissions platform that will encourage repeatable practice of driving scenarios until mastery is achieved.



Terri Johnson
Senior Coordinator,
Innovation



Nikko Wang,
Manager, Projects



Ryan Swift,
Coordinator, Data,
Research & Policy



Hon. Rajan Sawhney, Alberta's then-Minister of Transportation,
introduces the Cooperative Truck Platooning System trials on
Sept. 29, 2021.

Alberta Zero Emission Truck Electrification Collaboration (AZETEC)

AZETEC is an industry led initiative to reduce emissions from Alberta's heavy duty transportation sector. This 7.3-million-dollar consortia will design and assembly of Canada's first two, Class 8 hydrogen-powered commercial transportation trucks. Project partners include Emissions Reduction Alberta (ERA), Ballard Power Systems, Dana, Freightliner, Bison, Trimac, Hydrogen Technology and Energy Corporation (HTEC) and Canadian Energy Systems Analysis Research (CESAR) and Suncor. On-road trials between Edmonton and Calgary will begin the third quarter of 2023.

Electical Vehicle Infrastructure Demonstration Fueling Station (EVID)

AMTA and project partners have designed Alberta's first hydrogen fueling infrastructure. This project is the cornerstone in the transition to a made-in-Canada hydrogen economy that leverages the nation's ability to produce cost-effective low carbon hydrogen. This commercial truck hydrogen fueling station, located in Edmonton, will support the AZETEC project as well as regional municipal hydrogen bus projects and the Hydrogen Vehicle Demonstrations. Project partners include HTEC and Suncor. AMTA's hydrogen fueling station is scheduled to be commissioned November 2022.

Cooperative Truck Platooning System (CTPS)

The Cooperative Truck Platooning System (CTPS) trials will introduce Canadians to the first, Level 2 platooning of automated fleet vehicles in a controlled, real-world environment. Vehicle demonstrations will provide critical data on risk management and safety assessments including braking, system limitations and traffic implications. Project demonstrations will analyze the driver's experience, evaluate driver behavior, and provide authentic data gathered from real-time traffic interactions. On-road demonstrations will also evaluate fuel consumption and validate GHG reductions. AMTA is leading this project in collaboration with Transport Canada, the University of Alberta, Pronto AI, Solaris Fatigue Management and Bison Transport. Platooning trials are scheduled to begin in November 2021 and will run for a six-month period on the QE II between Edmonton and Calgary and on Highway 1 between Calgary and Banff.

9

**CTPS INCLUDED
NINE DRIVERS
AND 10
RESEARCHERS**

13

**THE PROJECT
WILL MONITOR
A COLLECTION
OF 13 DATA
SOURCES**



The CTPS trucks, dubbed Daisy and Lily, fuel-up at an Esso Cardlock during a November trial run on Highway 1.

Marketing & Communications



“AMTA’s Marketing and Communications (MarCom) department advances the vision, mission, and strategic goals and objectives of the association – to develop, protect, strengthen, promote, and accurately reflect its brand and its reputation of excellence.”
Rudy Zacharias - Manager, Marketing and Communications

Through a wide range of strategies, tools, and services, the MarCom team develops and shares the stories of the AMTA and our industry; facilitates two-way dialogue and engagement with members and stakeholders; and supports and advises internal and external clients.

Our commitment

The MarCom team aims to deliver exceptional service and align strategy and implementation with overall business objectives.

What we do

MarCom provides a range of services to meet strategic goals. These include, but are not limited to:

- Strategic planning and execution
 - Consultation and advisory support
 - Issues management and crisis communications
 - Key messaging identification and development
 - Public relations and community engagement
 - Media relations and monitoring
 - Government and stakeholder relations
 - Corporate identity and branding
- MarCom policies and procedures – development and review
 - Data and research
 - Marketing and advertising
 - Concept and campaign development, including brainstorm facilitation
 - Internal/staff communications
 - Creative services, including photography, videography, graphic design, and display applications
 - Writing and editing
- Online and digital communications, including websites, social media, and e-newsletters
 - AMTA publications (print and online)
 - AMTA+
 - Corporate Sponsorships
 - Events (in-person and virtual)
 - Capacity-Building and MarCom training
 - Promotional material and AMTA collateral



Kelsey Hipkin
Staff Writer



Carla Stevens
Supervisor,
Sponsorship & Events



Kevin Virove
Communications Specialist



2021-2022 Highlights

- **COVID-19** - The AMTA MarCom team continued to provide extensive and agile information to members during the evolving needs of the pandemic. Emphasis was placed on staying safe, vaccine promotion, business restrictions, provincial requirements, member/community safety, mental health and wellness, and industry supports.
- **BC Flood** - The team shared regular updates on AMTA’s social channels, and bi-weekly eNews, and a #BCFlood landing page on amta.ca, keeping members apprised of road closures and detour updates on highways leading in and out of BC during the November 2021 floods.
- **Member and community events** - With continued limitations from the COVID-19 pandemic, many normal AMTA events were postponed, canceled, or shifted to a virtual environment. When the association did host or participate in initiatives, we identified innovative ways to engage with membership, always adhering to all pandemic-related restrictions.
 - August 2021 - Calgary Golf Tournament
 - September 2021 - Cooperative Truck Platooning System presser, Rocky View
 - September 2021 - Annual General Meeting (virtual)
 - October 2021 - Western Women with Drive (virtual)
 - March 2022 - Transportation Minister Q&A, Rocky View
- **Leadership** - A new Manager of Marketing and Communications (MarCom) was hired in late 2021 to lead the team, develop and execute strategy, and provide oversight to the MarCom function within the organization
- **Association/Industry image campaign** - MarCom worked with Canadian Strategy Group, developed and executed a province-wide public awareness campaign to build brand awareness of AMTA and the value it brings to members and Albertans
- **Alberta Zero Emissions Truck Electrification Collaboration (AZETEC)** - presser and Hydrogen Commercial Vehicle Demonstrations Project - April ride-along (Nikola Corporation); Canadian Hydrogen Convention (AMTA delivered presentations and hosted an exhibition booth)
- **AMTA+** - worked with Member Services and Finance to develop and enhance the program, which provides exclusive benefits and discounts to members through strategic partnerships between AMTA and select business partners

1,250

1,250 SWAG BAGS WERE DELIVERED TO DRIVERS AT THE 2021 DRIVER APPRECIATION DAYS

2,555

THERE ARE 2,555 AMTA E-NEWS SUBSCRIBERS



Corporate Shared Services



“The mandate of our team is to remove the burden from our program delivery teams and to continuously improve administrative tasks that deliver the highest quality services to support AMTA’s Mission, Vision and Values.”
- Robert Harper, Controller

The Corporate Shared Services (CSS) team provides their skillsets to all facets of the AMTA. These functions include: Finance, administrative support, pay-roll and benefits, inventory management, facilities and maintenance, contract management, centralized purchasing, and information technology.

Finance

The AMTA Finance Department is responsible of accounts payables and receivables, as well as collections of outstanding accounts, cash, and inventory management. The Finance Supervisor leads the day to day accounting functions, reconciling accounts, and prepares the monthly reporting package for to the Board as well as the administration of payroll and administration of benefits functions.



Angie Parent
Finance Supervisor



Rochelle Hoffos
Finance Administrator



Sheila Kuchala
Customer Service Specialist



Laurie Tod
Customer Service Specialist



2021-2022 Year-in-Review

(May 1, 2021 - April 30, 2022)

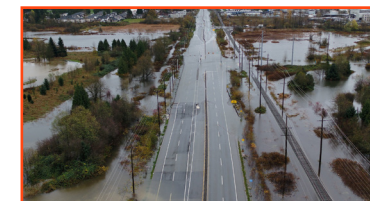


June 22, 2021: Alberta Transportation approves a permit for alternative fuel systems to allow for an extra 1,000 kilograms of weight distribution between the steer and drive axle groups, a significant step in making the business case for new vehicle technologies to reduce greenhouse gas emissions.

August 11, 2021: AMTA holds its Calgary Golf Tournament at Blue Devil Golf Course. It is the Association’s first in-person event outdoor event in over a year.

August 23, 2021: Two dozen Canadian carriers - including AMTA members - helped deliver 150,000 food packages for Food Bank Canada’s After the Bell program.

October 7, 2021: Sheriff Travis House (Lac La Biche District) is named Grand Champion of the 2021 Alberta Inspectors Challenge, held at the Atmore vehicle inspection station.



November 2021: Flooding in British Columbia grinds the supply chain to a halt and trucks headed to and from the western province are rerouted through the United States while crews work diligently to repair washed out highways.

February 2022: The Federal Government invokes the *Emergencies Act* in response to the occupations and border blockades restricting the supply chain.

March 2022: Cooperative Truck Platooning System (CTPS) on-road trials successfully conclude. Through 21 trial runs, in which 23,115 km were traveled, nine Bison Transport drivers and 10 dedicated researchers monitored collection of 13 data sources.

March 31, 2022: U.S. Customs and Border Protection (CBP) announce U.S. Free and Secure Trade (FAST) enrollment centres will be reopen on April 19, 2022.



April 28, 2022: AMTA participates in the Canadian Hydrogen Convention and Chris Nash announces the association’s partnership with Suncor for the Alberta Zero Emission Truck Electrification Collaboration (AZETEC), among other projects.

2021/22



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Alberta Motor Transport Association



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