AMTA ACTIONS & ACHIEVEMENTS

(September 2022 - April 2023)

Alberta Motor Transport Association



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Land Acknowledgement

AMTA's Edmonton-Area facilities are located on the traditional Treaty 6 territory of the Creek, 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's Rocky View facilities are located on the traditional Treaty 7 lands of the Blackfoot Confederacy, the Tsuu-Tina and Nakoda Nations, and the Métis Nation Region 3.

2023

MESSAGE FROM THE BOARD CHAIR



Doug Paisley

Since 1938, AMTA – through collaboration with government, business partners, members, and other stakeholders – has advanced the industry through dynamic safety training and programs, advocacy, research and innovation, progressive policies, and strategic partnerships.

In 2023, AMTA will reach a significant milestone in its history, celebrating 85 years of promoting, preserving, and advancing the safety and well-being of the commercial transportation industry and all Albertans.

In response to input from students we have improved safety training opportunities for our members. By offering both in-person and virtual programs, expanding course offerings, and collaborating with its partners, AMTA has developed and executed academic and practical training that best serves industry and promotes best safety practices.

In response to members' business concerns regarding health and safety, our Quality Assurance department has introduced the new AuditSoft tool, developed two new *COR Action Plans*, established Certified Partner working groups and the COR/SECOR Audit Revision Sub-Committee, and made several administrative improvements to enhance efficiencies that advance COR/SECOR.

Working with its partners, AMTA has improved and expanded the tools and resources it offers to members. These include new micro-learns; meetings, webinars, and events; e-bulletins; and additional resources, such as the new *WCB Toolkit* – which supports employers with return-to-work and modified work programs for injured workers – and a new comprehensive guide for small-and medium-sized carriers to promote and improve psychosocial safety. As well – and as noted in this report – AMTA's advocacy efforts in 2022 resulted in several key successes for our industry.

We have shifted to a more strategic approach to marketing and communications to better facilitate twoway dialogue and engagement with members and stakeholders. In 2022, AMTA provided critical information and supports during the COVID-19 pandemic and the BC floods; developed new relationships and partnerships; planned and executed industry events; and created and implemented various awareness campaigns.



INTRODUCTION

AMTA is a not-for-profit, advocacy and safety training association functioning as The Voice, The Standard and The Resource for commercial transportation in Alberta. For more than 85 years, our work has encompassed a broad range of environmental, psychosocial, socioeconomic, safety and compliance and regulatory matters that impact provincial highways. Projects in research and innovation bring key stakeholders together to lead and develop innovative technologies that will significantly enhance the industry while reducing adverse human and environmental impacts.



Willie Hamel Interim President



Brittany James Executive Assistant to the President



Karen Chow Corporate Secretary, Board Secretariat

Executive



Doug Paisley Chair LTT Logistics and RK Trailer



Gene Orlick Past Chair Orlicks Inc.



Brad Beerling Director Meridian Manufacturing Inc.



Dan Columbus Director RTL-Westcan Group of Companies



Sunny Punian Director Syndicate Transport



Board of Directors (2022-2023)

Tim Bennett Sr. Vice Chair NCSG Crane and Heavy Haul



Carl Rosenau

Past Chair Rosenau Transport Ltd.



Ashish Gill Director Light Speed Logistics Inc.



Terry Siemens Director Docktor Freight Solutions



Rod Shopland Director Night Hawk Truck Lines Inc.



Real Durand Vice Chair Bison Transport



Greg Sokil Past Chair Sokil Transportation Edmonton Transfer Ltd/



Grant Heer Director



Don Achtemichuk Director ATS Healthcare



Grant Mitchell Emeritus The Kenan Advantage Group



Jude Groves Immediate Past Chair The Kenan Advantage Group



Ken Rosenau

Director Rosenau Transport Ltd.



David Schmidt Director Lafarge Canada



Kevin Ramsay Director Manitoulin Transport



85 YEARS SUPPORTING INDUSTRY

AMTA has driven safety, growth growth, collaboration, and innovation in Alberta's Commercial Transportation Industry for more than 85 years.

The association was established in 1938 to look after industry challenges and problems. At the time, diesel engines had only been in Canada a few years, and The Duff Commission had (only six years prior) released a report recommending a general regulation of motor transportation in Canada.

In the '70s, the AMTA asked the Alberta Government for single and tandem axles to 20,000 and 35,000 pounds respectively, and 110,000 pounds gross combination weight. And in the 90s, the AMTA and Alberta Government co-formed the Partners in Compliance (PIC) Program to highlight carriers of excellence.



What will always drive AMTA is our membership, members who move every aspect of Alberta's economy; there is no question they are vital to the success of the province. From essential driver training tools and cutting edge safety resources to exclusive advocacy updates and tailored legislative advice, the AMTA keeps industry current and connected.











STRATEGIC PLAN

Since our beginnings in 1938, AMTA hasfueled growth, safety, collaboration and innovation in Alberta's Commercial Transportation Industry.

The association was designed to look after common problems in the transportation industry. At the time, diesel engines had only been in Canada a few years and The Duff Commission had (only six years prior) released a report recommending a general regulation of motor transportation in Canada.

In the 70s, the ATMA requested the Alberta Government increase weight limits to 20,000 pounds for single axle, 35,000 pounds for tandem and 110,000 pounds gross combination weight. And in the 90s, the AMTA and Alberta Government formed a partnership in which a permanent program was established to highlight carriers of excellence, one that is still going strong - the Partners in Compliance (PIC) program.

Our work encompasses a broad range of environmental, social, economic, safety and compliance matters that impact provincial highways.

EDUCATION





Camille Sojer Manager, Education In Fall 2022, AMTA's Education team revised its course evaluation surveys to gain deeper insights and identify opportunities for improvement along the full training continuum (course content, instructor evaluation, accessibility, preferred delivery methods and training dates/times, supplementary training needs, employer support, and costs).

The survey data – along with other feedback from the *Designations Sub-committee (DSC), AMTA's Annual*

Health & Safety Membership Satisfaction Survey, the International Network of Safety and Health Practitioner Organizations (INSHPO) framework mapping, and membership inquiries informs and shapes the future of AMTA's training.



Instructor-led training courses save us a tremendous amount of money by eliminating travel, hotel, and meal costs for our employees. As well, our [staff] are more comfortable with virtual courses, compared to classroom courses."

- Survey Respondent



Erica Cormack, Team Lead, Educational Programming



Yang Mei Instructional Designer



Senior Instructor,

Driver Development

Wenda White

Education

Administrator

Cavan Da Ponte, Jr. e-Learning Developer



Jamie Benjamin, Graphic Designer & Course Developer



Micro-Learns

AMTA's micro-learn series' on Slips, Trips, and Falls (developed in partnership with Canada Cartage), Musculoskeletal Injuries (developed in collaboration with Rosenau Transport), and Psychosocial Hazards have been published on AMTA's website and official YouTube channel. Corresponding bulletins have been developed created for employers to share as safety moments or general knowledge. In 2023, the Association will complete the development of a new micro-learn series on Certificate of Recognition (COR).

Certified Transportation Safety Professional (CTSP) & Certified Transportation Safety Coordinator (CTSC)

AMTA's Education department continues to focus its efforts to offer and/or develop courses that incorporate best practices to improve the health and safety of the industry. This is achieved, in part, through collaboration with the Western Canadian Health and Safety Associations (Alberta, BC, Saskatchewan, and Manitoba). AMTA has shared its CTSP and CTSC Designations' course content with the goal of promoting standardization and broader industry recognition.



86 *Current participants*

31 Graduates

Course Statistics

Course Name	Method	2020	2021	2022
Aggregate Hauling	Online	775	204	25
Cargo Securement	Online	545	400	425
Daily Pre-Trip Inspection	Online	451	386	493
Defensive Driving (Incl PDIC)	Online	905	929	737
Driver Fatigue	Online	56	36	10
Health & Safety Committees and Representatives	Online	338	197	128
Hours of Service	Online	504	99	462
Micro-learn videos	Online			2,051
Other Online	Online	781	2,551	6,536
Transportations of Dangerous Goods	Online	241	301	630
Weights and Dimensions	Online	277	199	254
WHMIS	Online	119	80	77
COR Auditor	Classroom/Distance	85	69	136
Fundamentals of Auditing	Classroom/Distance	79	56	41
Health and Safety System Building	Classroom/Distance	301	127	84
Instructional Design and Delivery	Classroom/Distance	13	23	9
Investigations (Fundamentals and Collision)	Classroom/Distance	40	50	43
Leadership in Transportation	Classroom/Distance	46	40	30
Legislation, Standards & Policies	Classroom/Distance	71	79	51
Long Combination Vehicle Instructor Re- certification	Classroom/Distance	23	7	4
Long Combination Vehicle Instructor Training	Classroom/Distance	28	23	14
Managing Injuries in the Workplace	Classroom/Distance	19	23	10
NSC Program Administration	Classroom/Distance	48	50	33
NSC Program Management	Classroom/Distance	22	16	29
PDIC-Instructor & Instructor re- certification	Classroom/Distance	16	5	1
Self-Evaluator Certification/ Recertification	Classroom/Distance	103	101	59
	Total	5,886	14,413	12,372

Looking Ahead

- Conduct industry outreach to understand current training needs and guide course development
- Plan and deliver webinars to address identified training needs
- Improve accessibility by translating SECOR and Health and Safety System Building courses into other languages, starting with Hindi and Punjabi



QUALITY ASSURANCE (QA)



Agnes Rozanska Manager, Quality Assurance AMTA's Quality Assurance (QA) department continued its work with Partnerships in Injury Reduction (PIR) to identify members' concerns and develop solutions.

To support COR/SECOR holders, the QA team has enhanced its communications, participated in critical strategic working groups, and adopted/introduced AuditSoft: a tool that provides the ability to export critical audit data for use in continuous improvement – at all levels.

COR Certification/Re-Certification Maintenance Standards

Though the SECOR program incurred no changes to its certification/re-certification standards under PIRs recommendations, AMTA followed the prescribed, minimum standards for COR certification/re-certification:

- External audits conducted by documentation and interviews (remotely) yielded a threeyear COR certificate
 - The minimum required documentation is to provide (any) six months of system documentation within the previous 12-month period
- Maintenance Audits
 - Audits based on documentation and interviews (remotely), by either the employer's internal auditor or an external auditor, are eligible to maintain COR
 - The minimum requirement for documentation is any six months of system documentation in the previous 12-month period





QA Reviewer

Kasia Mrowiec QA Reviewer



Jennifer Esguerra QA Reviewer



Rochelle Hoffos QA Reviewer



Lovepreet Nijjar QA Administrator

Action Plan Maintenance Option

AMTA's COR *Action Plans* offer member companies an alternative way to maintain their certification. Using former audits and providing safety objectives that may be outside of the companies' normal audit scope, AMTA helps participating companies by providing recommendations that will strengthen and improve their existing health and safety programs. In 2022, the QA team, in partnership with AMTA's Member Services department, produced two *Action Plans*, adding to those completed in 2021.

Working Groups

AMTA is proud to be a trusted Certified Partner (CP) and is committed to the growth and development of health and safety evaluation systems. Through continued participation in three CP-led working groups – tasked with developing COR, the program has realized opportunities for harmonization, adjustments to auditor training and certification, and the design of a complexity-based audit. These working groups are engaged to achieve four primary outcomes:

- 1. Improve auditor consistency by establishing a common set of auditor's competencies that will drive improvement in health and safety outcomes
- 2. Design a new provincial audit standard
- 3. Establish a complexity-based, scalable audit instrument that will eventually replace current audit instruments
- 4. Improve the effectiveness and efficiency of the audit process

Administrative Improvements

- A Certificate of Recognition Registry System (CORRS) Digital Project provides paperless CORs and assists with operationalizing COR expiry date extensions
- In pursuit of COR harmonization among provinces, work is underway to develop standard COR metrics for program measurement
- 2022 COR and SECOR Audit Standards and Instruments Update: AuditSoft is a tool used in addition to the SECOR Audit Instrument (hard copy) and e-Audit Tool (electronic)
- The QA team continued to publish quarterly e-newsletters
- AMTA's 2023 budget preserved additional resources towards the procurement of a tool that will increase administrative efficiencies to increase the volume of audits processed

Looking Ahead

In collaboration with the Marketing and Communications Department, execute a COR/SECOR Marketing Strategy.



SECOR as of March 2023

340

COR as of March 2023

MEMBER SERVICES



Michelle Spacil Manager, Member Services

As a connector between AMTA and its membership, Member Services provides access to critical resources, expertise, and services - to enhance safety awareness, improve engagement, facilitate and maintain membership growth, and strengthen operations.

- The Workplace Support Services (WSS) team employs Human Resources and Safety and Compliance advisors, coordinates the rental of facilities and equipment to members, and engages with membership through meetings, committees, and events
- The Member Solutions team engages industry to understand its needs and concerns, while introducing and promoting the value and benefits of AMTA membership. This team focuses on providing a seamless experience for all existing members and expanding opportunities for member connection



Cliff Litke Senior Advisor Workplace Support Services



Dave Elniski Industry Advisor Safety & Compliance



Rob Dombowsky Industry Advisor Human Resources & Labour



Laurie Tod Coordinator Member Services



Andrew Barnes Senior Advisor Compliance & Regulatory Affairs



Josh Hannaberry Advisor. Member Solutions



Helen Taylor Coordinator Member Services



OH&S System Priorities

AMTA has created and distributed e-bulletins, eNews, and educational resources, such as '*Psychosocial Hazard Control in Alberta's Trucking Industry: A Guide to Improving Psychological Safety for Small- and Medium-Sized Carriers.*' AMTA partners with Energy Safety Canada (ESC), the Alberta Municipal Health and Safety Association (AMHSA), the Transportation Research Board (TRC), the University of Lethbridge, the Alberta Construction Safety Association (ACSA), Industry Task Force (ITF), the Alberta Health and Safety Conference Society (HSCSA), and others.

AMTA Regional Meetings

AMTA hosted monthly Regional Meetings throughout the year - both virtually and in person (in Edmonton, Calgary, Grande Prairie, and Lethbridge). These meetings addressed a diverse range of relevant topics presented by industry experts.

Presentations included:

- Human Trafficking Awareness. Commercial Transportation Initiative with Sergeant Bob Tell, Calgary Police Service/CVE
- SleepSmart- a Sleep Health & Wellness Program with Daphne Montgomery, Director of Sales
- Sheriff Highway Patrol 2022 Operational Stats & ELD Enforcement Review with Sergeant Darren Thompson, Calgary South, District 5, Sheriff Highway Patrol





Workplace Support Services (WSS)

AMTA's WSS interacted with more than 1,200 new and existing members via phone calls, site visits, meetings, and committees. WSS actively listened to questions and concerns to identify ways to support industry.

- Development of relevant tools and resources
- Provided one-on-one guidance on WCB Occupational Injury Services (OIS) clinics, cost relief, and general guidance navigating the WCB system
- Produced more than 25 e-bulletins on safety, human resources, and road compliance
- Collaborated with WCB on AMTA's *WCB Tool Kit*. This *Tool Kit* provides employers with information and resources for return-to-work and modified work programs for injured workers and advises employers on the topic of re-employment opportunities

1,529

WSS interacted with more than 1,529 new and existing members since September 2022

25

More than 25 e-bulletins on safety, and more went out in 2022

Compliance and Regulatory Affairs (CRA)

AMTA's advocacy efforts include compliance and regulatory matters within the industry and represents the voices of its members. Nationally, the AMTA works in tandem with the Canadian Trucking Alliance (CTA) to represent all provincial trucking associations. AMTA's member-led committee, comprised of Carrier Members and AMTA staff, develops and recommends policies.

The following lobbies were successfully initiated and/or realized:

1. August 2022 – Alberta, Saskatchewan and Manitoba, with the help of their transportation associations, have both agreed to allow full weights on tandem steer tri-drive mixer trucks under permit.

2. September 2022 - Highway 40 twinning moves to next stage. The tender to twin 10 kilometres of the highway from Grande Prairie to south of Township Road 700.

3. November 2022 - Alberta's government is moving forward with plans to twin the remaining 215 km of Highway 3 economic corridor between Sask. and BC. The province is committed to exploring options for twinning the remaining 215 km of Highway 3 in Budget 2023. The province is proceeding with a request for proposals for the first of eight sections along this stretch of highway. The remaining seven sections are at various stages of project readiness.

\$5M

CRA advocated for an additional \$5 million to help train Class 1 drivers



Partners in Compliance (PIC)

As Alberta's esteemed and highest-ranking roadway safety program, Partners in Compliance (PIC) continues to unite, recognize, and reward commercial transportation professionals.

For the past 28 years, PIC members have worked together to advance roadway safety culture by empowering companies and their fleets to embrace greater proficiency. In turn, the safety of all who use Alberta highways is enhanced. PIC members receive the tools, information, and support required to sustain dedicated safety cultures, while gaining many competitive advantages for their businesses – such as an 'excellent' safety rating on their carrier profile, waived driver abstract fees, and scale bypasses.



PIC Partners in Compliance

Looking Ahead - (2023-2024)

- In collaboration with the Marketing and Communications department, grow and expand membership
- In February, the province announced the Skilled Trades and Apprenticeship Education Act (STAEA). In response, AMTA has established the Commercial Driver Industry (CDI) working group, which will represent and the industry in its support of the development of a STAEA proposal, provide industry expertise and context, and more



MARKETING AND COMMUNICATIONS (MARCOM)



Rudy Zacharias Manager, MARCOM

AMTA's Marketing and Communications (MARCOM) department has transitioned to a highly strategic function, through its use of leading best practices and relationship management.

The team provides research-based strategic and tactical support and services that help AMTA meet its strategic objectives.



Carla Stevens, Supervisor, Events & Sponsorship



Erica Veresh Events Specialist



Kelsey Hipkin Marketing & Communications Specialist



Vacant Marketing & Communications Specialist





Events

The COVID-19 pandemic created a disruption that required AMTA to relearn and rethink its events – from its business models and sponsorships to event technology and content delivery. With COVID-19 restrictions now lifted, AMTA is hosting in-person events again.

In-person events in 2022:

- Meet-and-Greet with Alberta's Minister of Transportation
- Edmonton and Calgary Golf Tournaments
- Driver Appreciation Days
- Annual General Meeting (AGM)

Engagement

The Marketing and Communications Department collaborates with internal and external stakeholders to increase engagement opportunities by:

- increasing AMTA's digital presence, including using enotifications to provide information, encouraging calls-toaction, interactive social media, and AMTA eNews
- enhancing understanding of members' and stakeholders' needs through research, data, and statistics
- completing and sharing Summary Reports after engagement opportunities to demonstrate how feedback has been considered and used to influence decision-making or actions

Issues Management

In 2023, the department launched a new *Issues Management System* - to proactively and efficiently identify and address challenges that may occur in a project or within the association. This will improve the service AMTA offers to its members.

Looking Ahead - (2023-2024)

- Continue executing 2023-2025 Integrated Marketing, Communications, and Engagement Strategy
- Design and develop a new corporate website
- Conduct a comprehensive brand audit
- Develop/execute a marketing campaign to increase membership recruitment and retention
- Implement COR/SECOR and Education Marketing strategies to drive enrollment
- Create/execute Sponsorships & Events Strategy to increase engagement and participation





INDUSTRY ADVANCEMENT (IA)



ZERO EMISSIONS

Alberta

amta.ca



Trevor Van Egmond Sr. Manager, Industry Advancement AMTA is embracing change within the commercial transportation industry through its investigation and trials of new and emerging technologies. The department oversees several projects that pilot alternative fuels within the industry.

AMTA launched a new website – transformingtransportation.ca – that provides updates and information about these projects.



Terri Johnson Program Manager, Research & Innovation



Paul Pasco Manager, Innovation, Transportation & Technology



Nikko Wang Manager, Projects



Ryan Swift Coordinator, Data, Research & Policy



Jamie King Coordinator, Research & Innovation

Alberta Zero Emission Truck Electrification Collaboration (AZETEC)

AZETEC is an industry-led initiative dedicated to reducing emissions from Canada's heavyduty transport sector. AMTA proudly collaborates with Ballard, Dana, Freightliner, Almon, HTEC, the University of Calgary, The Transition Accelerator, Suncor Energy, and other leading companies – for the design and construction of two, hydrogen FCEV Class-8 trucks. The FCEVs will have a range of 600 km, support Canadian weights of 63,500 kilograms, and provide 18-months of on-road data on Alberta's QEII Highway, between Edmonton and Calgary. These on-road demonstrations will help identify industry barriers and strategies (including revised training to ensure safety) that will play an integral role in advancing Canada's 2050 net-zero emissions goals.

Electric Vehicle Infrastructure Demonstration (EVID)

Alberta is a major producer of hydrogen, the most promising lowcarbon intensity and zero-emission fuel. The EVID project will develop one of six hydrogen fueling stations in Canada and provide efficient, safe hydrogen refueling for the AZETEC trucks, two transit buses, hydrogen diesel dual-fuel trucks, and fuel cell electric trucks.

Cooperative Truck Platooning Systems (CTPS)

The first of their kind in Canada, the Cooperative Truck Platooning System (CTPS) trials consisted of two or more electronically hitched heavyduty vehicles that formed a road train. The CTPS project implemented an automated driving system that provided both steering (lane-centering) and acceleration and braking (adaptive cruise control). This driver-assisted technology provides insights into fuel and operational efficiencies. Workload, stress, and passive fatigue are primary factors that were evaluated through these dynamic on-road trials. In March 2023, AMTA released the results of these trials in a written report shared with its members and stakeholders. The report is published at transformingtransportation.ca and amta.ca.

Zero Emissions Vehicle Awareness Initiative (ZEVAI)

ZEVAI is a collaborative project partner that provides the commercial transportation industry with opportunities to test hydrogen vehicle technology on Alberta's roads. This project includes developing and executing educational tools and safe operating procedures for drivers and first responders and increasing hydrogen awareness. The goals are to derisk market entry and facilitate early market adoption of hydrogen as a clean energy alternative. Data concerning vehicle performance, driver behaviours, and maintenance will be collected during the hydrogen commercial vehicle demonstrations.

Hydrogen Commercial Vehicle Demonstrations

In February 2023, AMTA – together with its project partners – officially launched its Hydrogen Commercial Vehicle Demonstrations. The first of its kind in Canada, the project provides opportunities for Alberta-based carriers to test commercial vehicles that operate with alternative, energy-efficient fuels within their regular business operations. An extension of the ZEVIA project, these demonstrations support the research and advancement of hydrogen combustion technology with the University of Alberta and Cummins, Inc. Government funding supports the attainment of modular and mobile fueling stations to introduce hydrogen technology to outlying communities and forges the development of equipment and infrastructure to advance Alberta's hydrogen economy.









CORPORATE SHARED SERVICES (CSS)



Robert Harper Controller

The Corporate Shared Services (CSS) team provides its skillsets to all facets of the AMTA. These functions includes: finance and administrative supports; payroll and benefits; contract, inventory, and facility management; purchasing, and information technology; and customer service.



Angie Parent Finance Supervisor



Sheila Kuchala Finance Administrator



Svjetlana Blagojevic Customer Service Specialist

The AMTA Finance Department is responsible for accounts payables and receivables, as well as collections of outstanding accounts, cash, and inventory management. The Finance Department leads the day to day accounting functions, reconciling accounts, preparing the monthly reporting packages for the Board.

In early-2023, to protect AMTA and its members, the Department introduced a new cyber-security training program that all AMTA staff are required to complete.

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Alberta Motor Transport Association

