

ACTIONS & ACHIEVEMENTS 2020

The Voice. The Standard. The Resource.

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A message from AMTA President Chris Nash



2020. What a year. It was a year in which the resiliency and camaraderie of the commercial transportation industry has been in the spotlight like never before. The AMTA is fundamentally based upon continuously improving health and safety. From the start of the outbreak, it was important we reassure our membership and industry stakeholders our entire team was doing everything possible to support industry and ensure essential needs remained on the move throughout the pandemic. The association, our board and our membership was consistently making adjustments. For the association that meant day-to-day requirements resulting from social isolation such as moving our classes to a distance learning format to online, shifting to a work from home scenario, changing/canceling events and more. For the AMTA, the pandemic strengthened the bonds of the association, commercial transportation, government, other associations and stakeholders in working collaboratively to navigate any roadblocks COVID put in our path. I would like to make special mention of our colleagues in government, the Canadian Trucking Alliance and trucking associations across Canada for banding together to ensure the needs of fleets, and the public, were being met. Those relationships we strengthened and forged throughout the pandemic have increased our member value as a stronger industry presence and influence within an essential industry. We saw amazing initiatives such as the Thank A Trucker campaign, and saw commercial drivers recognized in the news and by government leaders for their efforts. The pandemic could not even diminish the spirit of volunteerism as we were flooded with offers of help for our #PPE4Trucker and Driver Appreciation events (conducted in safe and socially distanced ways, of course). While 2020 was a year of hardship and resilience, we could not have accomplished what we did without the great staff here at AMTA, well done! No one could have seen the COVID-19 pandemic coming and my thoughts remain with all the families and fleets who may have been affected. I wish you all the best in 2021 and look forward to the day I can see you again. As always, stay healthy. Stay distant. Stay safe.



Q&A with AMTA Chair Jude Groves



What were some challenges during your term? Our priority throughout the last year has been focused on ensuring the health and safety of the AMTA team and enabling the necessary services for industry – this was especially important as we entered into the pandemic. We had to learn a lot very quickly and be nimble in how we adapted to new work restrictions. Like others, the pandemic was something we’d never dealt with, but we were prepared to move fast, to support the administration in every way possible. We were challenged to ensure AMTA continued to build its presence as the voice of commercial transportation in Alberta. We were also challenged to execute an ambitious agenda during the pandemic. We refreshed our strategic planning process, reviewed our structure to ensure we’re positioned for success, and revised our board governance to ensure the appropriate relationship between the board, staff, our membership, and key stakeholders. The last year also showed us how important it is to have strong, professional relationships with government. We worked very hard on that front to show value and expertise to policy makers. I’ve been humbled by the resilience shown by the association staff, board members and our industry overall. We are so proud of their collaborative and positive approach, and we greatly appreciate the trust they’ve put in our association to prepare for a bright future.

How does research and innovation play into industry safety? There is no aspect of our industry that shouldn’t be influenced by research and innovation. That includes safety, but also efficiency, driver-assisted technology, zero-emission fuels, and countless other areas of our business. We are experiencing an exciting disruption within transportation – one where the AMTA and our member companies have the opportunity to lead that space within the industry in Alberta. At our AGM this year we will be unveiling our five year strategic plan, some preliminary direction with our governance refresh and dialogue with key stakeholders that interact with industry and our members on a daily basis.

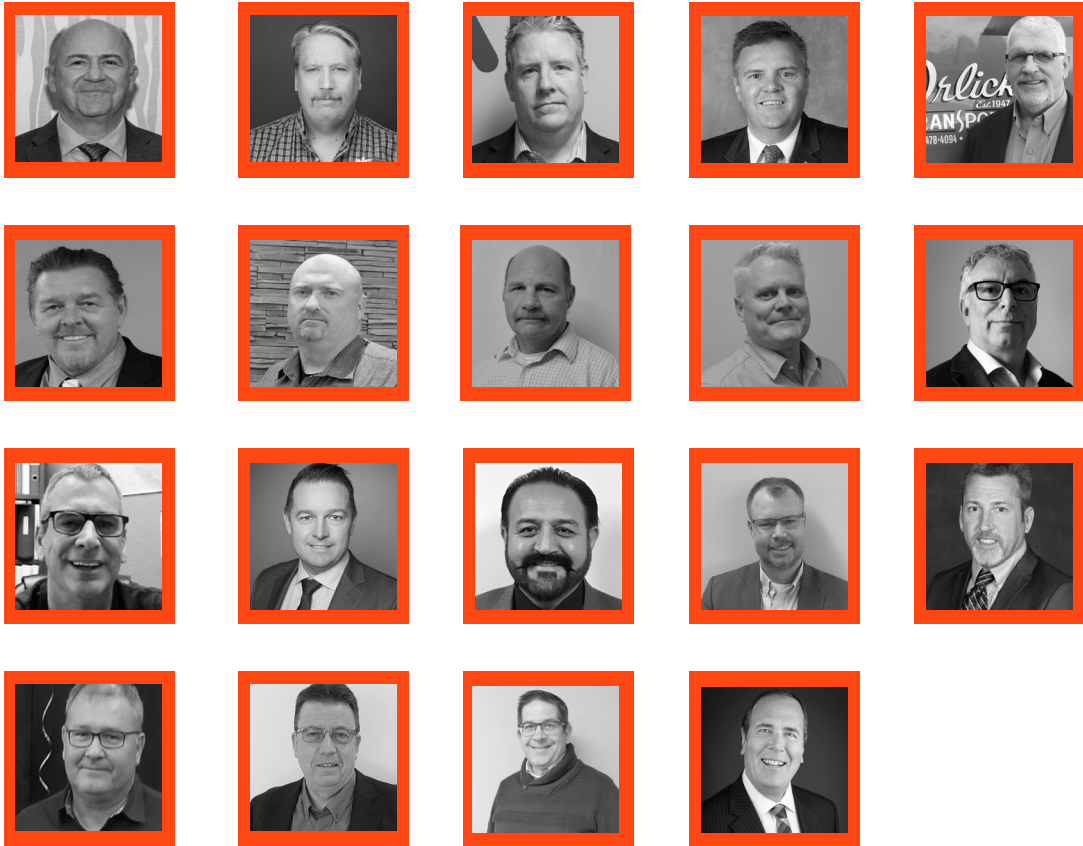
What do you see for the future of the transportation industry? Data and safety metrics will continue to drive better operations. Environmental, social and governance metrics in the insurance and financial industry will drive a more critical approach to operations. AMTA is taking the lead on the development of an ESG Framework - which will be the first of its kind for our industry in Canada. It’s an exciting time to be part of this industry and supporting an ambitious strategic direction for the association.





AMTA Board of Directors

As a province-wide, not-for-profit association, we are governed by an annually elected Board of Directors and look forward to working together to further commercial transportation. The Board Executive is comprised of the Chair, Sr. Vice Chair, Vice Chair and Immediate Past Chair. These are joined by seven Regional Directors and seven Directors at Large. Available board positions are voted on yearly at the AMTA Leadership Conference & AGM.



FROM L-R: SR VICE CHAIR REAL DURAND, VICE CHAIR TIM BENNETT, IMMEDIATE PAST CHAIR DOUG PAISLEY, PAST CHAIR GRANT MITCHELL, PAST CHAIR GENE ORLICK, PAST CHAIR CARL ROSENAUS, REGIONAL DIRECTOR BRAD BEERLING, REGIONAL DIRECTOR BRIAN BAUMANN, REGIONAL DIRECTOR DAVID SCHMIDT, REGIONAL DIRECTOR CAM JESSE, REGIONAL DIRECTOR GARY HEAVEN, DIRECTOR AT LARGE KEN ROSENAU, DIRECTOR AT LARGE SUNNY PUNIAN, DIRECTOR DAVE HEWLETT, DIRECTOR AT LARGE DAN COLUMBUS, DIRECTOR AT LARGE TERRY SIEMENS, DIRECTOR AT LARGE DON ACHTEMICHUK, DIRECTOR AT LARGE KEVIN RAMSAY, MENTOR MARCEL POULIOT. NOT PICTURED, PAST CHAIR GREG SOKIL AND REGIONAL DIRECTOR ROD SHOPLAND



A message from Executive Director Kimberley Burfoot



When the COVID-19 pandemic reached Canada, it was of the utmost importance we provide the resources and information our membership needed in order to stay safe while providing essential services to Albertans and the world.

Our first move was to build a COVID-19 Resources page on amta.ca. This resource hub included workplace resources, rest area updates, PPE procurement and more. The rest area update page in particular was of importance as there were reports drivers, as essential workers, were unable to access amenities such as meals and washrooms. Our team reached out to truck stops, restaurants, gas stations and more across the province to provide updates on just what amenities were available for drivers. We were blown away by the outpouring of support not only from commercial businesses, but small family-owned cafes, caterers and faith-based communities who came together to ensure, wherever they were, drivers had hot, home-cooked meals.

With a pandemic of this scope, the need for accessible PPE soon became apparent. As well as providing a database of available PPE on our resource hub, we also worked with amazing sponsors including BMO to package 15,000 PPE kits in a socially distanced volunteer event dubbed #PPE4Truckers. The 15,000 kits – comprised of sanitizer, masks, gloves and COVID-19 safety tips – were distributed to Vehicle Inspection Stations, UFA Cardlocks, Ocean Trailer and Gear Centre locations across Alberta. We were also able to distribute PPE to drivers via Driver Appreciation Week in September- sharing goodie bags with PPE, sanitizer, snacks and more – from a safe distance - from six VIS locations in the province.

One of the biggest ways we were able to support membership was through information. The association shared safety bulletins concerning mental health, and how to properly sanitize your vehicle to name a few. We also continue to keep membership apprised of changes in federal and provincial government legislation.

While Albertans are working hard to flatten the curve in the province, we continue to work hard on ensuring membership, and drivers across Canada, have what they need to travel safely keeping goods on the move. 2020 was a year of hardship but also one that exemplified the adversity of this industry we all know and love.



Kimberley Burfoot

Answering

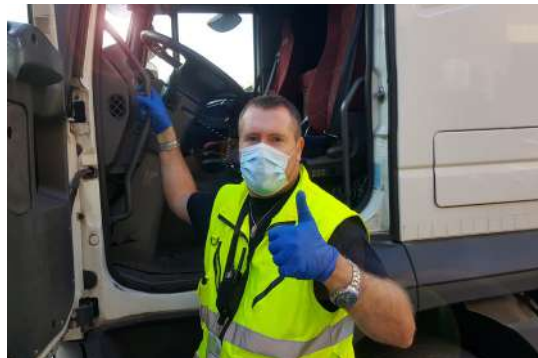
the Call

COVID-19

“Corbella: Gratitude to truckers long overdue”

Licia Corbella, Calgary Herald, April 11, 2020

When the COVID-19 pandemic struck North America in March, it meant challenging times for the commercial transportation industry. Industry, which has always had a map to follow, found itself in uncharted territory, but answered the call ensuring goods remained on the go and Albertans had the food, medical supplies and goods they needed.



Via Canadian Trucking Alliance

Rest area database

It was soon clear drivers weren't finding access to their usual amenities. AMTA, and later the CTA, Alberta Government and other associations put together rest area databases so drivers could find out what amenities were available where and when to ensure drivers had what they needed on the road.

“While many of us are working from home, there are others who aren't able to do that - like the truck drivers who are working day and night to make sure our shelves are stocked. So when you can, please #ThankATrucker for everything they're doing and help them however you can.”

Prime Minister Justin Trudeau, March 31, 2020

“Free personal protective equipment for commercial truckers”

CTV News Edmonton, Evan Klippenstein and Kelsey Dyer, June 5, 2020

PPE for Truckers

On June 3, 2020 - the AMTA, partnering with BMO, Women in Supply Chain, UFA, Calgary Stampede, K-Bro, The Gear Centre, Evolution AV and Alberta Sheriffs utilized the Stampede Grandstand for a socially distanced gathering to package thousands of PPE kits for drivers. The packages were available at VIS, UFA cardlocks, Ocean Trailer and Gear Centre locations. Thank you to everyone involved!



#ThankATrucker

In April, AMTA staff coordinated with their families for a localized #ThankATrucker campaign. Soon after #ThankATrucker went national with campaigns from the Canadian Trucking Alliance and more.

Commercial drivers and their efforts throughout the pandemic were lauded for their frontline work keeping goods on the move. As the old adage goes, if you're wearing it or eating it, it came on a truck.





Compliance and Regulatory Affairs

A message from CRA Director Andrew Barnes



AMTA's Compliance and Regulatory Affairs (CRA) department is the bridge between industry and government. From the municipal to international level, CRA works with government to shape crucial policies and legislation on opportunities and issues impacting membership.

These policies impact the safety and well being of the transportation industry as well as improvements to processes which streamline the commercial transportation industry ensuring a safe, strong, and resilient supply chain.

Throughout its 82-year history, AMTA has been an advocate for improvements to safety legislation. Advocacy is done through the CRA program, which is funded entirely through membership dues, separate from Health & Safety Association operations. However, as with all AMTA activities, safety is the focus.

2020 was a pinnacle year for our advocacy work in safety. With the impacts of COVID-19, the increased communication and support that AMTA was able to provide to government on behalf of the industry was beneficial to all Albertans. Examples of this are bi-weekly calls with both the Alberta Provincial Operations Centre and Alberta Transportation to discuss temporary legislative exemptions and necessary support to maintain a resilient industry. Transportation was quickly recognized as an essential service and the importance of keeping the industry moving to ensure medical supplies were delivered where necessary and food and daily necessities made it to store shelves in a timely fashion. AMTA was there on all fronts.

As we move into 2021, our focus will remain on ensuring our Carriers voices are heard, and that we support and engage with them on any concerns, but particularly the ongoing COVID-19 pandemic.

I look forward to continuing to work with government and stakeholders on our areas of advocacy and we will be putting a lot of effort into upcoming Electronic Logging Device legislation and keeping our membership informed.



Areas of Advocacy



Bonnie Lean,
Coordinator, CRA, PIC

Permitting

CRA works with Carriers to determine how to streamline various permit processes. Recommendations go to the Alberta Government Permitting and Approvals Department, with whom we have an admirable working relationship. An example of our success is the AMTA Oil Field Committee, without whom we would not be able to make efforts with govern-

ment we did in streamlining permits such as overweight, dimensional and allowable weights during the Spring Ban period. Changes like these efficient in cost savings, time, and productivity for our carriers.

Driver training

For years the AMTA advocated strongly for Mandatory Entry Level Training (MELT) for Class 1 and Class 2 drivers, which came to fruition in 2017. In 2020, the Alberta Government announced a Driving Back to Work grant program to make MELT more affordable. It will cover up to 90 per cent of the cost of the MELT program for 300 unemployed Albertans. As well, the AMTA worked with the Canadian Trucking Alliance (CTA) to lobby the Canadian Council of Motor Transport Administrators

for a National Standard NSC 16 for a national entry level training standard for drivers across Canada.

On-road safety performance improvements

CRA worked with government for an NSC renewal process in which a carrier's safety performance is reviewed every three years. This also allowed for stronger NSC entry requirements to keep Alberta highways safe for both fleets and the motoring public.

COVID response

From the beginning it was important industry remain an essential service to keep goods on the move. AMTA worked with government on regulatory extensions and exceptions (HOS, licensing etc.) And AMTA worked with CTA on orders like increased meal allowances

for commercial drivers.

Fatigue management/HOS

Along with the CTA, AMTA advocated for electronic logging devices (ELDs) to be written into legislation. Full ELD enforcement will come into place June 2021. Mandatory ELDs must be certified as per Transport Canada.

Transportation career pathways

AMTA continues to work with government on the Temporary Foreign Worker Program and agencies such as Women Building Futures and Trucking HR Canada to ensure career pathways are available to youth, women and underrepresented groups. Diversity in industry can only make it stronger.

Mapping out 2020

Cross-Canada parity for wide-base single tires



March 2020: Drivers moving essential freight COVID-19 relief exempted from hours-of-service (HOS) requirements providing carriers give advance notice, according to a directive from the Canadian government.



November 2020: Province announces snowplow operators on Alberta's highways will be allowed to use flashing white strobe lights to increase their visibility. New signage installed along Alberta highways to remind Albertans to drive to conditions and be cautious near roadside workers.



CRA worked with government for an NSC renewal process in which a carriers safety performance is reviewed every three years



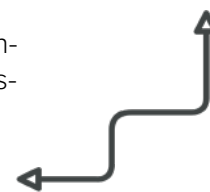
November 2020: Province announces Driving Back to Work grant program to make MELT more affordable. The new program will reduce the time it takes for Class 3 drivers to upgrade to a Class 1 licence.



Province announces elimination of outdated carrier permits to streamline processes and reduce costs



August 2020: Trucking HR Canada introduces Career Express-Way program to prepare and integrate Canadians into the trucking and logistics sector.



Canada Revenue Agency increases the rate at which commercial drivers can claim meal expenses



ELD FYI

Electronic Logging Device (ELD) Federal enforcement comes into place in Canada June 2021, and the AMTA is stressing the importance of fleets being prepared.

“Along with the Canadian Trucking Alliance (CTA), the AMTA has been advocating ELDs be written into legislation for quite some time,” said AMTA Compliance and Regulatory Affairs Director Andrew Barnes. “This legislation will help the commercial transportation industry become even safer and will identify areas of improvement for drivers. We want fleets to know we are here for them, and it is important to be prepared for June.”

Transport Canada is requiring third party certification of devices. According to the Canadian Council of Motor Transport Administrators (CCMTA), fleets who may currently be utilizing US approved ELDs will not necessarily be able to use those same devices under the incoming Canadian legislation.

NOTE: For Federal Carriers the ELD mandate will move ahead on June as planned. At this point, AMTA has not heard of any required changes for provincially mandated carriers. The current Alberta HOS Regulation 317/2002 is still in effect and we do not expect the province to adopt the federal hours of service legislation any time soon.



Injury Reduction & Training

A message from IRT Director Erik Sherman



I've mentioned before, those who build a house know doing it right means taking time to learn, being forgiving of mistakes, and celebrating accomplishments. Measure twice, cut once. The results are worth the hard work and persistence. Ultimately strong foundations are formed under pressure and as we know, 2020 had plenty of that. So much work has gone into the past year it is important to stop and remember where we came from before appreciating where we are going.

AMTA began 2020 with a list of commitments in increasing opportunities and training availability for safety professionals. What began as a challenge became a passion as the IRT department engaged with key stakeholders and contributors to deliver the largest education initiative ever undertaken by AMTA. While the pandemic was a curveball, the IRT team seamlessly pivoted as we moved all our classroom courses to distance learning.

Most courses designed and developed by AMTA are instructor-led, synchronous learning experiences. While most courses include extensive groupwork and application exercises intended to permit learning and practice, AMTA's move to instructor-led distance learning has necessitated some modifications to our approaches. This can include "virtual groups" as well as competency assessments that have been recorded and submitted within an established timeframe.

The AMTA's driver development program is in the process of being fully redeveloped to support a broad range of equipment specific skills development coursework and career advancement training intended to aid drivers in career growth or transition. With the first course completed and frameworks ready for use, this program has been mapped out to a high level of resolution and will permit additional partnership between the association and its funded peers such as ESC and ACSA, as well as education partners such as GPRC, SAIT and NAIT.

2020 was a tumultuous year for the Certificate of Recognition (COR) program. As of March 21, the Certifying Partner (CP) group began meeting weekly to discuss challenges and concerns relating to auditing. AMTA moved in lockstep with its peers to implement decisions made by Partnerships as quickly as possible.



Training Participation



Brittany James
Team Lead,
Program Administration

AMTA membership has access to association-developed courses crossing several areas of importance to industry. Whether learning about defensive driving or management systems, AMTA has training to meet all our members' needs. Courses are only a part of the story. AMTA also offers two designations and a micro-credential to its members.

Certified Transportation Safety Professional (CTSP) is a program designed to address the needs of a safety practitioner working in the transportation industry. It requires individuals possessing prior experience to participate in mandatory training prior to being invited to complete a general knowledge exam.

Those who do not meet the prior experience requirement are eligible for the Certified Transportation Safety Coordinator (CTSC).

AMTA completed the exam blueprints and exam bank in November of 2019, just in time for the first writing of the CTSP and CTSC exams on December 20. Of the seven candidates who wrote the exam, three candidates were successful.

Moving Online

AMTA recognized the necessity of eliminating classroom participation early in 2020 as the emerging threat of COVID-19 became apparent. The association's education team began evaluating distance learning on March 9, determined the technical requirements and order of migration as of March 12, and made the decision to move fully online on March 13, 2020.

Ultimately, AMTA was able to avoid any course cancellations resulting from the move to distance learning.

Courses

Classroom/Distance Learning

Legislation, Standards, and Policies
NSC Program Administration
NSC Program Management
Health and Safety System Building
Fundamentals of Auditing
COR Auditor
Self Evaluator (SECOR)
Fundamentals of Investigation
Collision Investigation
Leadership in Transportation
Managing Injuries in the Workplace
Instructional Design and Delivery
Long Combination Vehicle (LCV) – Instructor
Professional Driver Improvement Course (PDIC) – Instructor

Online

Aggregate Hauling
Joint Worksite Health and Safety Committee



Education



Michelle Spacil,
Manager,
Education



Robert Destree,
Senior Instructor,
Driver Development



Michael Mooney,
Senior Instructor,
General Curriculum



Cavan Da Ponte,
Driver Developer,
Level One



Erica Cormack,
Instructional
Designer

At the AMTA we hear loud and clear from industry there is a lack of standardized, recognized, competency based and widely available education in transportation. Essentially there is very little for transferrable skills to be recognized on a resume to ensure workers will be able to safely fulfill their employers' requirements. This results in a great deal of redundant inconsistent unrecognized training in the industry.

AMTA is working on ways to promote the commercial road transportation industry as compliant

and viable through driving growth in recruitment and retention of a safer, more competent workforce. Typically, when people think of transportation they think "drivers".

Drivers are a large and important part of the industry, however there are many more career opportunities in industry. From warehouse, to yard, to office, to executive, to safety, there are many areas that AMTA can work with to ensure the safety of the industry by developing and delivering industry recognized quality education.

AMTA also realizes as the world is being disrupted with new technol-

ogies in education development and delivery on a continuous basis.

Moreover COVID-19 has accelerated changes within education and challenges all our previously held assumptions. AMTA intends to lead the charge on these behalf of our industry. This involves embracing change, developing new and innovative approaches to workforce education, harnessing the experience of generations of professionals as we encourage the growth of those within industry.

*Not pictured: Maria Thomas, Program Administrator and Patricia Tiernan, Program Administrator



CTSP/C

AMTA took a first step in the direction of advanced safety education when it embraced the challenge of developing industry specific programming for health and safety practitioners.

The Certified Transportation Safety Professional (CTSP) and Certified Transportation Safety Coordinator (CTSC) designations are gaining the attention

of historical market leaders such as the Board of Canadian Registered Safety Professionals (BCRSP) and the University of Alberta. Through collaborations with these two institutions, AMTA is demonstrating that the leadership role can start in Alberta and move across the country, setting the stage for new accreditation models that in-

corporate existing stakeholders working alongside recognized influencers. This is the model of leadership that AMTA is pursuing. From the warehouse to the truck to the front office, AMTA is leading the conversation on industry safety and education. Our work will pave the way for a safer, stronger, more resilient industry well into the future.

Congratulations CTSP/C grads!



2019

Carl Cave
Murray Weisgerber
John Bickford

2020

Nelson Howe
Sandra Popovich
Tony Evans



2019

Heather Townsend

2020

Tony Evans



Injury Reduction Initiatives

AMTA is an active participant in multiple working groups and committees of Alberta Labour, OHS, and Partnerships in Injury Reduction.

These are a few examples of how the work and learnings from these groups influences the association.

Priority Areas:
Slips, Trips, and Falls

Participation in this working group was an inspiration for AMTA's first microlearning initiative.

This series of 17 videos provide essential information relating to

hazards, controls, and the development of an intervention receptive workforce. AMTA has made a number of these videos available at no cost as work begins on the next micro-learning project relating to musculo-skeletal injuries.

In total, the association has 20 distinct projects or resources that are aligned against the priority areas and priority workforces.

This includes training, safety moments, standards, resources, and committees.

Prevention Data Advisory Committee (PDAC)

AMTA has participated in PDAC

since its organization in 2019.

As one of two safety associations (since increased by one) we were heavily influenced by the learnings from this committee when we introduced our own strategic priority of creating a data analytics team within AMTA itself.

Our desire is to continue working closely with Alberta Labour and our safety association peers to increase access to usable data for prevention purposes.



Training on the Job (TOJ) Success

In January 2020, AMTA announced partnering with WCB for the Training on the Job (TOJ) program with the release of the "Helping get workers back on the road" video. The video was shared on our website and social media channels in order to shed light on the effectiveness of the program and what it could mean for connecting those seeking work with those seeking employers.

Having initially becoming involved with the TOJ program as an industry stakeholder and communication collaborator, the AMTA leadership team worked closely with WCB and its affiliate, the Millard Treatment Centre – which provides assessment, treatment and prevention services – learning about TOJ and building a strategy to support it. In building out occupational profiles specific to their backgrounds, the AMTA met some candidates. The exercise was designed to identify those competencies which would be

beneficial to employers in transportation and identify a professional development strategy that would allow them to integrate quickly and efficiently into their new role.

While the association had not planned on making a hire, through this exercise, AMTA met one candidate, with an extensive background and diverse competencies of which the association felt it could benefit. Hiring this candidate allowed the association to experience the TOJ program firsthand and has been a great success. The candidate started a career with the AMTA as a driver developer in the associations IRT department and with excellent writing skills, is also working on program development.

A feature piece written on the TOJ program, the AMTA and WCB partnership, and the resulting hire of a candidate was featured on amta.ca, AMTA eNews, AMTA Industry Chronical and in the Western Canada Highway News. In October of this year,

WCB Worksight featured a piece on AMTA member Westcan Bulk Transport and their participation in the TOJ program.

"Thanks to AMTA's leadership and the industry's ability to leverage workers' expertise, the transportation sector saw their lowest permanent disability wage loss volumes since 2015," read the piece. "This is great news for employers like Westcan who gain valuable team members and expertise..."

Those transportation sector numbers saved more than \$10 million in claim costs, an achievement AMTA is beyond proud of and an impact of which is echoed by WCB Director, Operations, Pieter Lambooy: "What an impact!!!," he wrote AMTA President Chris Nash. "Thanks to your leadership and effort, we generated more TOJ programs than we have in over 20 years...."





Workplace Support Services



Cliff Litke,
Manager,
Workplace Support
Services



Kristin Picken,
Customer Service
Representative



Oriana Kolonsky,
Industry Workforce
Advisor

AMTA was excited to add a new team to the organization in the latter half of 2020: Workplace Support Services (WSS). This team is tasked with facilitating engagement with and from membership.

The team is currently comprised of a Manager, Industry Advisor, and Customer Service Representative. The team works closely with all departments of

the association, leading projects like *The Industry Chronicle* and our various consultations and member-directed services. WSS continues to explore new and innovative opportunities to support member needs including:

- Baseline Auditing
- Gap Analysis
- Action Plan Assistance
- Consultations
- Regional Meetings
- Off-Site Training etc.

Most importantly, WSS is charged with continuously improving the experience and reach of the association within the Alberta. Accomplishing this requires innovative approaches to relationship management and collaboration, influenced through channels not previously employed.



Attendees engage in an industry activity at a Calgary Regional Meeting (Photo taken pre-COVID).



Industry Workforce Advisory Committee

2020 was an unprecedented year for employers and employees alike. With a projected labour shortage and heightened demand for skilled workers, the association began looking closer at ways AMTA could collaborate with members to uncover specific needs relating to employability skills, worker competency, and labour sourcing opportunities that benefitted from prior knowledge or experience.

Industry Workforce is dedicated to promoting opportunities within the Alberta transportation industry and works to enhance workplace development. We also provide labour adjustment strategies, supports, tools and resources for industry. Working with employers, community organizations, schools, employment programs and persons seeking to enter transportation careers, allows us to foster new partnerships and encourage people to explore various roles within commercial transportation.

AMTA Road Knights

The AMTA Road Knights program is a group of professional transport drivers with superior driving skills, impeccable driving records and a strong desire to promote highway safety and careers in the transportation industry. These drivers have acquired unparalleled expertise and are able to educate the public on matters relating to sharing the road safely.

Serving the 2020/2021 term is Sergio Hernandez (Trimac Transportation), David Horst (Ledcor Group), Myles McNabb (Westcan Bulk Transport) and Henry Wolf (Canada Cartage). The 2020/2021 Road Knight team has a combined 57 years of driving experience and has traveled more than 4.5 million kilometres. The COVID-19 pandemic halted most Road Knight appearances but Knight's were able to attend a number of high-school job fairs and trade shows before public gatherings were cancelled.





Quality Assurance



Agnes Rozanska,
COR Supervisor



Jamie Benjamin,
Program Admin
Quality Assurance



Kasia Mrowiec,
Quality Assurance
Reviewer



Deborah MacDonald,
Quality Assurance
Reviewer



Kristi Phinney,
Quality Assurance
Reviewer

2020 was a tumultuous year for the Certificate of Recognition program. As of March 21, the Certifying Partner (CP) group began meeting weekly to discuss challenges and concerns relating to auditing. AMTA moved in lockstep with its peers to implement decisions made by Partnerships as quickly as possible. While it is still impossible to determine certificate attrition relating to COVID-19's impact on employers, the association has leveraged tools such as Action Plans in an effort to ensure certificate holders have the ability to remain in good standing with the COR program while responding to operational needs of the day.

As of this writing, the association is working to advance a project that will see the biggest leap forward since the move to an electronic audit instrument. A CP-level auditing application that will allow for a coherent registration, completion, submission, and review of audits, while

allowing the CP to export critical audit data for use in continuous improvement at all levels. Put simply, this means the following capabilities are being prioritized:

1. Audits will be created within a single software application, capable of capturing and advancing the audit to the Quality Assurance (QA) review phase without exporting or converting files.
2. QA functionality will be coded into the application, permitting QA Reviewers to identify deficiencies, score, and return the audit to an auditor for edits.
3. All iterations of an audit will exist, permitting the CP to compare against prior audits with ease.
4. All data will be accessible and exportable to a CP-level fit for purpose database and used in analysis against WCB and OHS experience data for reporting and prevention planning activities.

These capabilities are critical to the long-term success of the

COR program and AMTA strongly believes these efforts will benefit all funded CPs as we continue to seek collaboration from our peers ensuring their needs are met throughout this work.



AMTA has placed a significant priority on the growth of the COR program within the commercial road transportation industry. AMTA is using the data supplied by WCB to target employers not participating in COR.

The associations newly formed Workplace Support Services team is contacting these employers to offer information and assistance wherever possible. While modest, AMTA holds a significant number of certificates with room to grow by orders of magnitude if means can be applied through outreach and engagement.



COR Working Groups

AMTA maintains a seat on all three working groups tasked with reviewing the current COR program and making recommendations to enhancing harmonization, auditor training and certification, as well as the design of a risk-based audit.

This work is something AMTA deeply supports as it has worked very closely with CP's here in Alberta to align our certification program and with the STA to

harmonize all of our training and practices between our two organizations. As of today, STA is delivering a COR program in Saskatchewan mirroring our own in Alberta. This represents a significant step for both associations and our members.

The commercial road transportation industry has been identified as largely comprised of Federal employers. This is due to the interprovincial nature of so many of these operations.

Considering that, AMTA began

working closely with the Western Canadian trucking focused Health and Safety Associations to further the goal of harmonization between our organizations. The benefits of the committee are anticipated to include streamlined services, collaboration on the development of training materials, standards, and employer resources, as well as functioning as a knowledge transfer to those smaller associations which do not benefit from the same opportunities presented to AMTA.



Partners in Compliance



The Partners in Compliance (PIC) program had a significantly busy year in 2020 with many successes. Accomplishments included a complete review of all carriers in the program (which entailed a detailed audit to ensure carriers were following all aspects of the program). The audit review produced an overall health check of the program which then led to an improvement plan executed by PIC staff.

In January, the PIC business plan was delivered to the Advisory Council. The business plan, which focused around a tiered PIC program, including a method of attracting carriers, did not have all of the re-requests and did not meet the level of excellence required to join or remain in the program.

In addition, a carrier assistance program was contemplated and suggested to Alberta Transportation. In Alberta there are approximately 26,000 carriers with National Safety Code (NSC) records and approximately 1,300 of those are under some level of scrutiny within Alberta Transportation. This led to a conversation on how PIC could work with those carriers to make a positive change, which in turn can increase road safety for all Albertans.

During the course of the summer the review of the entire program continued. Work began with carriers to improve their National Safety Code ratings in the hopes of seeing less suspensions than identified in the audit. In addition to this work the PIC Policy Manual was re-developed. Work continued aggressively and on October 27 another executive meeting was held during which a review of the program was completed. As well, this meeting included recommendations for our factor benchmarks and approved by the executive.

Although 2020 was a year of ups and downs the program can keep its head high as we now have a true program of excellence and all carriers have been evaluated against the benchmarks and requirements of the program accurately.



Sue Fowler,
PIC Coordinator

A Program of Excellence

As Alberta's highest roadway safety ranking for carriers, the PIC program unites, recognizes and rewards proven safe carriers by way of meeting the standards of the PIC reporting program. 2020 saw PIC celebrating 25 years as a program of excellence in the commercial transportation industry.

In 1994, Alberta Motor Transport Association (then known as the Alberta Trucking Association (ATA), started a series of meetings with Alberta Transportation discussing the potential benefit of a program of excellence for provincial carriers. Early notes marked benefits of the program as minimizing audits and better utilizing resources to accomplish overall improvement in safety and infrastructure.

A letter was penned to then Premier Ralph Klein suggesting a partnership between government and industry to not only meet but exceed industry compliance in Alberta. After some back and forth between the Transportation Ministry and the ATA Board, Partners in Compliance (PIC) was born in 1995.

The PIC executive now consists of representation from industry, Alberta Justice and Solicitor General, Sheriffs Highway Patrol department (formerly Commercial Vehicle Enforcement) and Alberta Transportation Carrier and Vehicle Services. PIC membership receives the tools, information and support required to grow dedicated safety cultures, while gaining many competitive advantages for their businesses.

PIC has also been the testing ground for benefits of new technology in the industry rewarding carriers for compliance.

Today PIC is comprised of 71 members focused on improving Alberta's roadways through their progressive and connected culture of safety. The program is, and will remain, Alberta's Roadway Safety Alliance and the only known voluntary compliance program in Canada.

PIC members create and reach proactive safety benchmarks advancing the transportation industry while rising to protect drivers and communities. PIC has been continually reviewed since its inception; with an accelerated push in 2017 to meet and exceed Alberta Transportation's expectations of PIC carriers.



The PIC 25 Anniversary and AGM were held March 2020.



Research and Innovation



Terri Johnson,
Research and Grant Coordinator

Research and Innovation had an exciting year in 2020.

The Alberta Zero Emission Truck Electrification Collaboration (AZE-TEC) is an industry-led initiative harnessing the benefits of hydrogen fuel cell electric (HFCE) powered drive trains. This project is the first step in developing a made-in-Alberta hydrogen energy economy.

Freight transport accounts for almost 70% of diesel fuel demand in Alberta and contributes about 12 million tonnes of greenhouse gas (GHG) emissions per year. AZETEC will test hydrogen as a zero-emission alternative to diesel for freight transportation. The successful completion of this project will inform the next steps for Alberta to become a global leader in the transition to a low-carbon economy.

It will develop and pilot of the world's first heavy-duty, long-range,

HFCE vehicles capable of hauling heavy payloads year-around in Canada's extreme climate. Two HFCE Class 8 trucks will be designed, built, and trialed in Alberta by commercial carriers Bison Transport and Trimac Transportation.

The vehicle range is targeted to be 700km with each truck capable of 63.5 tonnes gross vehicle weight (GVW) and B-train configuration using PEM (Proton Exchange Membrane) Ballard hydrogen fuel cells to generate electricity and approximately 100 kg of hydrogen at 350 bar per vehicle. Batteries for peak power and regenerative braking will be incorporated along with electric drive E-Drivetrains, provided by Dana and integrated into Freightliners Cascadia glider.

The vehicles will be trialed between Edmonton and Calgary in all weather conditions over 80 weeks, during which time vehicle and hydrogen infrastructure operation, maintenance, challenges, issues, and support requirements will be logged, tracked, studied, and assessed by CESAR. Zen will manage the overall project and provide support for tracking and reporting.

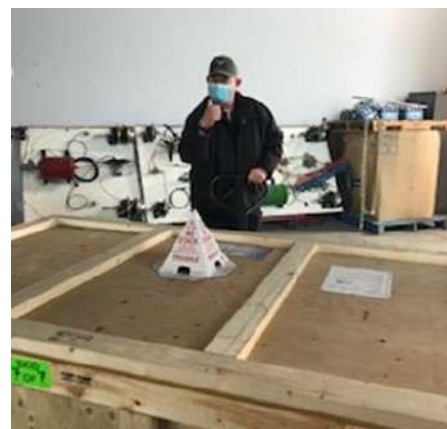
Non-recurring engineering from Ballard and Dana related to the commercialization of the fuel cell module and E-Drivetrains will have a focus on cost reduction, power density, system reliability, and other commercial attributes.

The \$16.5 million project is funded in part by Emissions Reduction

Alberta with engineering for both the vehicle and fueling station completed.

The Hydrogen Storage System, or HREX, will be located behind the Freightliner. This storage system will cradle Ballard Power System's fuel cell storage system and the FCmove - HD Fuel cell modules.

The Electric Vehicle Infrastructure Demonstration (EVID) grant was awarded to AMTA and project partners for \$2.3 million by Natural Resources Canada. This two-year project will support the development and real-world demonstration of the 100kg per tractor high flow fueling at 99.99% purity or SAE J3016 at 350 bar. This fueling station will be a first of its kind in Canada integrating HTEC's purification and compression module with the HTEC PowerCube storage systems to the custom gas transfer module.



CRA Director Andrew Barnes with fuel cells arriving at the AMTA Edmonton location December 2020.

AMTA is also investigating leading edge opportunities to advance commercial vehicle training through Virtual Reality (VR) Simulations. Known as the classrooms of the future, simulations provide consistent and unbiased training and evaluations that expose new drivers to real world driving situations. These immersive experiences will also expose drivers to inclement weather, construction zones,

tire blow-outs, animal strikes and numerous other dangerous or hard to reproduce scenarios to prepare them for real world on-road encounters.

Connected and automated technology is now available in passenger vehicles. AMTA is eager to validate this technology for industry, providing safety studies on passive driver fatigue as well as reviewing the operational and environmental

benefits that these technologies provide to our communities and the transportation industry.

Designed as a problem centric program, AMTA collaborates with industry, government, academia, entrepreneurs, original equipment manufacturers (OEMs), businesses, and regulators to advance projects that support the commercial transportation industry.

AMTA Campus Project



As disruption becomes more prevalent in the world today, the critical need for a strong and resilient supply chain has never been higher.

With disruption from technology safety advancements for vehicle safety to autonomous vehicles - all combined with a pandemic - our industry needs to be informed and at the forefront of that disruption. To meet these needs, the association has worked towards a collaborative approach to be front line not only for Alberta but for the transportation industry overall. This is where the idea of a Safety and Innovation Campus began.



Bringing industry, education, emerging and new technology to one location will showcase Alberta as a leader in transportation safety and efficiency. To make this facility world class, a collaborative approach is key to maximize a variety of leading-edge facility needs and maximize utilization by partner groups to meet the financial sustainability needs for a campus of this magnitude.

The AMTA Campus concept imagines a state-of-the-art driver education, driver training, and technological testing facility that will revolutionize the field of motor transportation in Alberta.

It will: Be a world-class trans-



portation training hub; Include designated spaces for business administration, class training, and simulation labs; Have spaces to maintain the physical and mental health of students and instructors, who will arrive from across Canada and include test tracks, a mechanical bay, and conference hosting.

The AMTA Campus will become the cornerstone of a concerted effort to advance the reputation of our industry through a renewed commitment to safety, service, and efficiency improvements to supply chain management strategies - driven by data, technology, and innovation.



Corporate Shared Services



Kimberley Burfoot,
Executive Director



Mikee Ames,
Administrative
Assistant



Noella Wanotch,
Administrative
Assistant

Headed by Executive Director Kimberley Burfoot, the Corporate Shared Services team provides their skillsets to all facets of the AMTA. These functions include: **Finance, administration, marketing and communications, event planning and execution, business development, membership onboarding and support, payroll and human resources, inventory management, facilities and maintenance, centralized purchasing and information technology.** The mandate of the team is to remove the burden of administrative tasks from our program delivery teams, while delivering the highest quality services available to support AMTA’s Mission, Vision and Values.

Finance Department



Angie Parent,
Finance Supervisor



Rochelle Hoffos,
Finance Coordinator

The AMTA Finance Department is in charge of, accounts payable and receivable, as well as collections of outstanding accounts. The Finance Coordinator also updates all onboarding and offboarding of members. Finance also tracks monthly inventory counts of all items sold. The Finance Supervisor is in charge of payroll and administration of benefits, reconciling the balance sheet accounts and preparing monthly reports to the Board.



Marketing/Communications (MARCOM)



Heather Ramsay,
Marketing
Communications
Advisor



Dale Howard,
Business
Development



Riz Sama,
Web Developer



Kelsey Hipkin,
Communication
Specialist

From AMTA Board of Directors, to the various AMTA committees, the Association has representation from not only our membership, but from collaborations with other transportation groups as well as a number of industries outside commercial transportation. Other transportation industry groups see where AMTA is going and recognize the safety benefits to their industry from joining the association.

Transportation is a unique industry, one that affects every other industry. With the support and input of a senior marketing and communications advisor, AMTA has honed its communications focus via four key strategies. Given the roles in supporting and

engaging current members as well as expanding membership, and constantly connecting with various industry stakeholders and beyond, it has been important to have an association wide-aligned approach. The four key strategies are:

- 1. Knowledge Leadership** – Creation, sourcing, consolidation and distribution of resources and information to ensure membership has current and credible updates that are readily accessible. This includes articles, advertorials, case studies, bulletins, news posts, website features and e-news.
- 2. Relationship Marketing** – The transportation industry is known for the value of face-to-face interaction and the importance of regular connection. Meetings,

focus groups, networking events, connector meetings, membership follow-up meetings, and other community and social activities and events regularly took place until COVID-19.

- 3. Events** – As stated previously, events have always played a key role in membership engagement and creating opportunities to connect membership and industry stakeholders for the betterment of commercial transportation.
- 4. Public Relations/Media Relations** – Both of these functions serve important roles in how AMTA positions itself and fosters various relationships that are a mutual benefit to those engaged or looking to engage with the association.





Events

2020 Events

February

Three Trucking HR industry workshops
Western Women Hits the Road

April

Edmonton Draw Down Dinner
(cancelled)
Leadership Conference & AGM
(cancelled)

June

#PPE4Truckers
Calgary Golf Tournament (cancelled)
Professional Truck Driving Championship
(cancelled)
Edmonton Golf Tournament (cancelled)

July

Grande Prairie Golf Tournament
(cancelled)

September

Driver Appreciation

October

Special AGM & Leadership Conference
(cancelled)
Western Women with Drive (virtual)
Canadian Trucking Alliance Fall Tour
(virtual)



Connie Grace,
Events Specialist

In March 2020 the Alberta Government declared a State of Emergency restricting in-person gatherings to 250, then 100 and (at publication of this document) zero.

All AMTA events between April 2020 and September 2020 were cancelled and deferred to 2021.

Driver Appreciation events in September were permitted to take place as they were outdoors. In October 2020, the AMTA Board of Directors cancelled the in-person

and virtual voting Special AGM & Conference scheduled for 85 delegates. The Western Women with Drive conference took place on a virtual platform Oct. 29 and was well received.

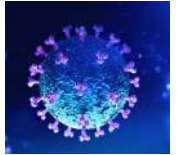
As of March 2020 the Events, Marketing & Communications and Business Development team collectively increased year-over-year sponsorship from \$86,000 to \$234,000. Maintaining sponsorship throughout the pandemic was difficult but many sponsors reallocated to other opportunities for 2021. It became quite clear AMTA would need to include a virtual platform to compliment in-person registration. A significant research effort was enacted to gather options for a single hybrid event platform to replace the existing one.



2020: Year in Review

March 5

In a release from March 5, Alberta's Chief Medical Officer of Health Dr. Deena Hinshaw confirms the province's first presumptive case of novel coronavirus.



March 18

Prime Minister Justin Trudeau says Canada and the U.S. have agreed to temporarily restrict non-essential travel between the two countries. Trucking will not be affected.

May 5

The Government of Alberta announces a number of roadway upgrades for southern Alberta following northern upgrades announced May 4.



June 3

AMTA with partners BMO, UFA, Women in Supply Chain, Calgary Stampede, Alberta Sheriffs, K-Bro Linen, Evolution AV, Ocean Trailer and the Gear Centre for #PPE4Truckers building 15,000 PPE kits distributed at VIS and businesses across Alberta.

August 24

The Alberta Motor Transport Association (AMTA) produces and releases a video celebrating the commercial transportation industry as the connector, mover and carriers of the province's economy.



November 12

AMTA President Chris Nash has pens a letter to membership regarding a full-occupancy leasing agreement of the AMTA Edmonton facility with a third party.

December 22

The Alberta Motor Transport Association announces 2020 Driver of the Year Danny Dyck with Caveman Transport Ltd. out of Lethbridge.





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