

2023 Actions Achievements &



Alberta Motor
Transport Association

TABLE OF CONTENTS



03 Message from the Chair

08 Education

04 AMTA Board

10 Quality Assurance

05 Strategic Plan

12 Industry Advancement

06 Member Services

14 Marketing & Communications

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.

MESSAGE FROM THE CHAIR



DOUG PAISLEY

Lethbridge Truck Terminals

The Alberta Motor Transport Association (AMTA) is Alberta's foremost organization devoted to advancing the commercial transportation industry through its safety programs, policy advocacy, training, and collaborative partnerships in the ever-changing ecosystem in which it operates.

The Association celebrated its landmark 85th anniversary in 2023, a year in which AMTA focused on ambitious strategic goals set by the Board in 2022. These Actions and Achievements serve to outline the efforts made by AMTA's departments in the 2023 calendar year in aiding the commercial transportation industry to lead the way in the provision of qualified drivers across this province and beyond while increasing member value and exploring innovation in industry.

While respecting the past, our present innovators are cognizant of the challenges and opportunities that lay before our industry and the vital role AMTA and its membership will play in garnering a global competitive edge into the future.



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STRATEGIC PLAN

A REAL OPPORTUNITY TO DRIVE CHANGE

In 2021, AMTA's Board of Directors (BoD) modernized its governance framework followed by renewed bylaws and continues to focus on building infrastructure that will deliver far-reaching value to AMTA's membership and industry.

The Board has set ambitious strategic goals for the Association. Established in 2022, these goals articulated a five-year plan capturing the direction of the Board while enabling AMTA's management to execute the advancement of industry health and safety outcomes.

The BoD understands AMTA has a real opportunity to drive change and lead the commercial transportation industry into the future via innovation, digitization, and through tackling the critical issue of professional driver shortages.



MEMBER SERVICES



Member Services is at the heart of AMTA, representing the voice of membership through the Association's vision, strategic plan, services provided, committees struck, partnerships entered, and conversations had.

The Member Services team functions as a vital connector; with experienced advisors and specialists engaging membership, and industry employers and partners to better understand industry challenges, improve safety, advocate and promote compliance, provide collaborative solutions that enhance members' business operations, and provide access to critical resources.

7K

Member Services made more than 7,000 in-person and virtual industry touchpoints in 2023

20

AMTA held 20 Regional Meetings in 2023, covering matters impacting Alberta fleets

Commercial transportation is a necessary foundation to Alberta’s economy and the Member Services team recognizes the importance of diversifying AMTA’s membership. As AMTA’s external participation encompasses a variety of topics, the Member Services team is broadening its outreach and representation focusing on safety as it engages industry stakeholders through initiatives, committees, working groups, events, and projects.

Initiatives:

- Government of Alberta (GoA)
 - Various projects and partnerships with Alberta Jobs, Economy and Northern Development, Advanced Education and Transportation and Economic Corridors (TEC) focused on developing standardized safety education and addressing the commercial driver shortage
- Women Building Futures
 - Collaborative initiatives focused on diversifying and professionalizing industry
- Trucking Human Resources Canada
 - Collaborative initiatives focused on awareness of essential human resource tools and industry solutions

CVARP

Edmonton Police Service (EPS), in partnership with AMTA, and the Alberta Construction Safety Association (ACSA), introduced a new, optional education pilot program, CVARP, in November 2023. The program, targeting commercial drivers ticketed for a Traffic Safety Act or CVSR violation, offers first-time offenders the voluntary opportunity to have the ticket withdrawn if they attend and successfully complete an education session, hosted by EPS

CDI

In March 2023, AMTA, in partnership with GoA’s Advanced Education, struck the Commercial Driving Industry working group, comprised of 15 members, to explore opportunities to establish a best-in-class, standardized and industry-specific education program or designated trade under the Skilled Trades and Apprenticeship Education Act



EDUCATION



AMTA's members continue to inform and guide the future of its training programs by identifying opportunities to both strengthen existing courses, and to expand upon new course offerings that address their needs. Over the past year, primary methods used to gain insights were:

- Enhanced course evaluation surveys
- Feedback touchpoints with Certified Transportation Safety Coordinator (CTSC) and Certified Transportation Safety Professional (CTSP) designation graduates
- Feedback touchpoints with AMTA's Consultant Auditors
- AMTA's Annual Health & Safety Membership Satisfaction Survey

72%

72% of employer respondents felt their employee(s) apply the skills and knowledge acquired from AMTA courses in the execution of their job responsibilities

In response to learner feedback, AMTA is customizing the delivery of its training to enable students to choose the format that works best for them. Instructor-led, virtual delivery continues to predominantly elicit interest. In 2023, AMTA made in-person, classroom training available through waitlists; scheduling courses gaining interest from eight or more registrants. Demand has been increasing for in-person courses, and the team will remain nimble and responsive to this interest.

New Courses:

- Introduction to Hydrogen & Hydrogen Applications in Heavy Duty Trucking
 - As the use of alternative fuels, specifically hydrogen, gain traction across industry, the need for education that both further details the properties of hydrogen and teaches safe/best utilization practices, is critical. This course's development was completed in November 2022, and has had 106 student registrations as of November 2023
- Situational Awareness for Material Handling
 - Developed under a creative sentence in response to a workplace fatality, this course was made accessible to industry via AMTA's website, at no cost, in the third quarter of 2023

4,840

AMTA Micro-Learn videos were viewed 4,840 times in 2023. Continuing from September 2022, the Education team concluded the last of its Micro-Learn episodes on OHS system priority Psychosocial Hazards and is in the midst of releasing a new series on Certificate of Recognition (COR)

12,746

There were 12,746 AMTA course registrations in 2023 compared to 12,372 in 2022



QUALITY ASSURANCE



Throughout 2023, the Quality Assurance (QA) team has continued its hard work in support of the Association's members and certifying auditors, assisting in their adoption of legislative changes, working with new COR audit tools, and continuing to develop and enhance their understanding of existing COR/ SECOR programs. Acting as a resource to members, the team provides health and safety program guidance and solutions in pursuit of elevated safety standards across industry in Alberta.

In response to changes in Alberta's OHS Act, as a certifying partner under the guidance of GoA's Partnerships in Injury Reduction (PIR), AMTA has been an active participant in shaping the direction of COR/SECOR standards, instruments, and validation methods.

93.8%

93.8% of employer respondents using AMTA services indicate their health and safety needs are being met

In collaboration with AMTA's Education and WSS teams, the QA team worked to prioritize and extract critical COR health and safety management system concepts which inform and guide its membership on best practices by developing a new Micro-Learn series. The series will provide 15 Micro-Learns specifically designed to enhance understanding and promote engagement and growth of AMTA's COR program:

1. What is a COR?
2. Steps to COR
3. Management Commitment
4. Hazard Assessment
5. Hazard Control
6. Health and Safety Representatives and Committees
7. Qualifications, Orientation and Training
8. Other Parties
9. Inspections
10. Emergency Response
11. Incident Investigation
12. System Administration
13. How to be Effective During the Interview Process
14. Auditor Notes
15. How to Write Effective Strengths and Suggestions
16. Scoring Formal Hazard Assessments

THREE

For three-year certification, a minimum of 12 months of health and safety system documentation is required. Employers with less than 12 months of documentation may be eligible for a one-year certificate

1/3

The audit process for owner/operators has been streamlined, eliminating roughly one-third of the audit questions



INDUSTRY ADVANCEMENT



AMTA's Industry Advancement (IA) team is leading the way as the proving ground to introduce new technology to Alberta's commercial transportation sector. Over the past year, AMTA has interacted with emerging technology and gained insight into potential health and safety risks for industry. With workplace safety front of mind, AMTA and collaborating partners have been identifying and developing processes to mitigate safety concerns before they are experienced by industry.

AMTA is demonstrating a variety of zero emissions vehicles and technologies that reduce emissions and support Canada's greenhouse gas (GHG) emission mandates. Through the Alberta Zero Emissions Truck Electrification Collaboration (AZETEC) project, fuel cell grade hydrogen is being produced and two, built in Canada, heavy duty fuel cell electric vehicles (FCEV) that support Canadian weights, are being piloted.

50

AMTA engaged with more than 50 carriers for its Hydrogen Vehicle Demonstrations

The Hydrogen Vehicle Demonstrations is another project that has provided AMTA members with the opportunity to trial the Hyzon and Nikola Fuel Cell Electric Vehicle (FCEVs) as well as Hydra and Diesel Tech Industries (DTI) hydrogen diesel dual fuel vehicles. Vehicle demonstrations provide AMTA members with the opportunity to trail emerging technology and provide critical feedback on vehicle design and technology readiness. Trails also provide AMTA with the opportunity to collect operational data, support the development of industry training, and identify processes that are needed to support injury reduction and improved safety as new technologies are introduced and adopted by industry.

Through the vehicle trials, AMTA is also coordinating with industry stakeholders to support hydrogen fueling and battery electric charging. In 2023, the first battery electric charging station for heavy duty vehicles was installed in Calgary. Through the Electric Vehicle Infrastructure Development (EVID) project, hydrogen storage and dispensing of 350 bar hydrogen is being piloted at Suncor in Edmonton. In March 2024, a second hydrogen station supporting 700 bar hydrogen fueling will be piloted in Nisku at Blackjacks Roadhouse. A third hydrogen station is in the development phase to provide hydrogen fueling in Calgary for the fall of 2024.

Technology trials have provided AMTA with the opportunity to collect, analysis, and share a variety of industry data sets. Raw data from inter-related projects is being translated into dashboards, histograms, descriptive statistical images, experimental design images and industry reports. Data will be used to advance industry intelligence, increase operational efficiencies, foster environmental benefits, and increase road safety for the commercial transportation industry.

10

AMTA is facilitating sending ten mechanics to be certified on battery, fuel cell and hydrogen systems, among the first to be trained in Alberta

75

Over 75 drivers have received operational training and have driven a hydrogen or battery electric vehicle



MARKETING & COMMUNICATIONS



Marketing and Communications plays a critical role in fostering connections between the Association, its membership, industry, key stakeholders, and beyond. It supports AMTA staff by providing tools and resources that cultivate member engagement and aid in driving Alberta's commercial transportation industry forward.

AMTA's website provides access to AMTA's programs and services. In 2023, amta.ca underwent an audit to identify ways to improve member value. The audit revealed AMTA's website has untapped opportunities that the department's Marketing Manager will work to showcase in an updated website to be revealed early mid-2024.

2,279

AMTA LinkedIn followers increased by 2, 279 in 2023

In 2023, the team re-evaluated its practices around the delivery of its largest, primary touchpoint, AMTA's eNews. This electronic newsletter, released to members and stakeholders, has transitioned (from twice weekly) to a bi-weekly release. This approach has yielded an improved newsletter, with concise content and can be released synchronously as industry news unfolds. eNews articles seek to engage industry on safety initiatives such as AMTA's Micro-Learn video series, committee participation, industry news and events, membership announcements, and more.

Events

The introduction of an Events Specialist to the Communications team, combined with the support of member-based event advisory committees, facilitated AMTA's return to a full slate of events in 2023. Events held were identified as high engagement opportunities that would strategically bring together membership, industry, and key partnerships:

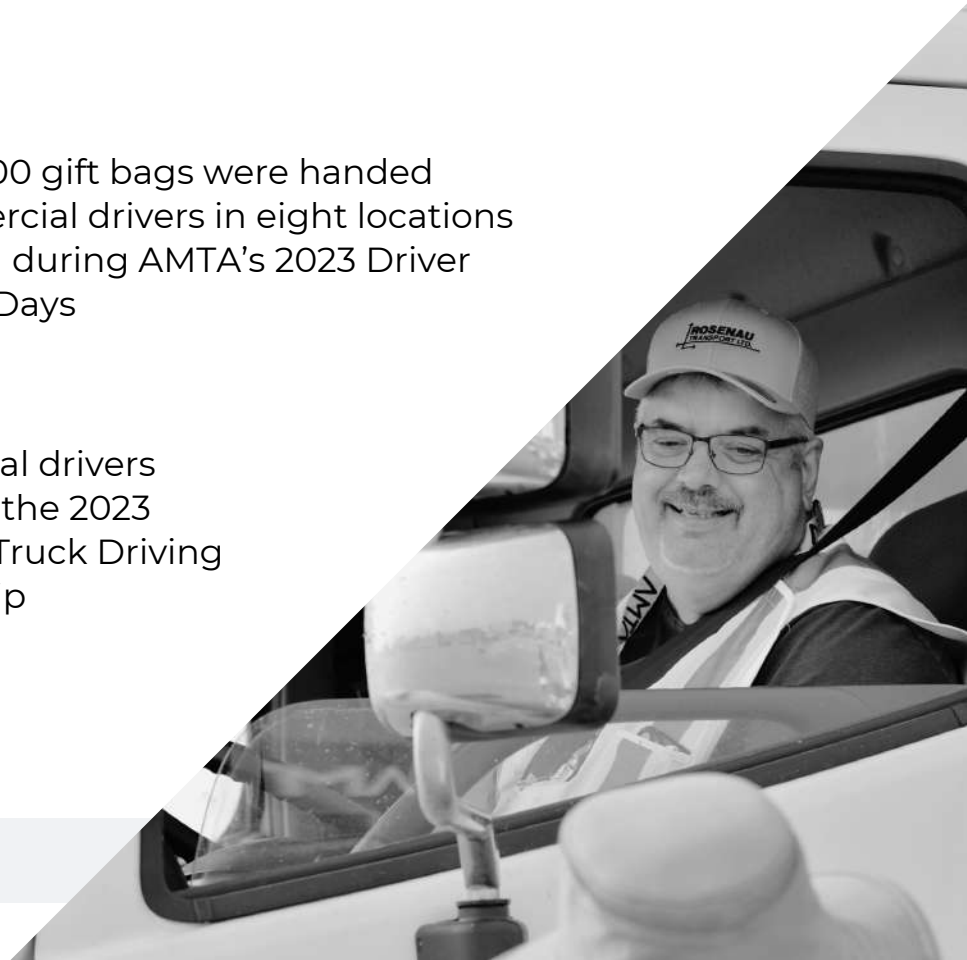
- Professional Truck Driver Championship
- Driver Appreciation Days
- AMTA Annual General Meeting (AGM), Conference & Awards Gala
- Western Women with Drive
- Holiday Networking

1,500

More than 1,500 gift bags were handed out to commercial drivers in eight locations across Alberta during AMTA's 2023 Driver Appreciation Days

30

30 commercial drivers competed in the 2023 Professional Truck Driving Championship





Alberta Motor
Transport Association



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