

BCTA

BC TRUCKING ASSOCIATION

YEAR-IN-REVIEW 2024



Your way ahead



TOGETHER, WITH BCTA MEMBERS, WE'RE BUILDING A STRONGER, MORE RESILIENT COMMERCIAL ROAD TRANSPORTATION SECTOR.

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BCTA respectfully acknowledges the unceded traditional territories of Coast Salish peoples, and in particular, the q̓ íc̓ ə́y̓ (Katzie), q̓ ʷɑ:ńł' əń (Kwantlen), Máthkwi (Matsqui) and se'mya'me (Semiahmoo) peoples on which our office resides.



DAVE EARLE

President & CEO

With over six years at the BC Trucking Association, Dave has led impactful advocacy efforts, advanced sustainability initiatives, and strengthened industry partnerships to support the growth of BC's trucking sector.

Dave's focus on collaboration and innovation has positioned BCTA as a trusted voice for the industry and a catalyst for positive change across the province.

DRIVING PROGRESS

As we reflect on 2024, I am proud to share the remarkable progress BCTA has made in advancing the priorities of BC's trucking industry. This year, we continued to focus on advocacy, sustainability, and member support, delivering results that reflect our commitment to driving a stronger, more resilient sector.

The BC Trucking Association's advocacy efforts were instrumental in ensuring the voices of our members were heard on key industry challenges. We engaged directly with government decision-makers, participated in provincial policy discussions, and secured a seat at the table on issues ranging from transportation safety to supply chain infrastructure. Notably, BCTA played a critical role in advocating for the provincial speed limiter mandate, which came into effect in April, enhancing road safety and fuel efficiency across BC.

On the sustainability front, we remain committed to helping our members reduce emissions and adopt cleaner technologies. The CleanBC Heavy-Duty Vehicle Efficiency Program continues to make a measurable impact, with \$3.6 million in incentives issued in year five. These efforts have helped reduce 306.7 million kilograms of carbon dioxide equivalent emissions, which is comparable to removing over 65,000 passenger vehicles from North American roads. Our Clean Carrier Program also saw significant growth, with eight members certified as Clean Carriers in just its first year. BCTA's second *Zeroing in on ZEVs* event exceeded expectations with nearly 800 attendees, 18 zero-emission vehicles from 15 original equipment manufacturers, and presentations from government and industry experts, reaffirming our leadership in supporting the transition to cleaner technologies.

Looking ahead, our focus will remain on addressing the pressing issues facing our sector. Thank you to our members for your ongoing support and collaboration — our work would not be possible without you. Together, we are building a safer, more sustainable, and prosperous future for BC's trucking industry.

DID YOU KNOW



BCTA represents **over 1,200 truck and motor coach fleets**, along with more than **250 suppliers** to the industry, and that number continues to grow.



Our members operate approximately **13,000 to 14,000 vehicles**, employ **over 26,000 people** and generate approximately **\$2 billion annually in revenues** in British Columbia.

WHAT WE DO

ADVOCACY

Representing our members is the most important service the BC Trucking Association provides. With their input, we deal with federal, provincial and municipal government representatives to promote regulations and policies that are necessary, effective, fair, enforced consistently, and do not impose unreasonable financial or administrative burdens on motor carriers.

EDUCATION & TRAINING

For today's road transportation professional, continuing education is an important element of maintaining a competitive edge. BCTA and our partners offer training courses, workshops and seminars that keep you and your staff informed and current on regulations that affect your businesses, increase your business value through leadership and HR training, and boost your safety programs. Visit our training webpage to see available dates of all of the training that we offer.

INDUSTRY NEWS & INFORMATION

Our members receive the latest news and information about the industry, including regulatory updates and access to resources to help them make informed decisions about their operations.

EVENTS

As a benefit of being a member, BCTA offers various networking events where you can meet and connect with likeminded individuals in the industry. These events provide an opportunity to expand professional networks, collaborate with others, and learn about the latest trends and advancements in our sector. Whether it is a networking dinner, golf tournament, or conference, our events are designed to bring people together, foster relationships, and promote professional growth.

MISSION

Through consultation and communication with our industry, government and the public, we will promote a prosperous, safe, efficient and responsible commercial road transportation industry that contributes to the economy of British Columbia.
We will provide value to our members through programs and services.



VISION

Leading a safer, stronger & more sustainable road transportation industry.



STRATEGY

Effectively advance the interests of BCTA members
Lead the trucking industry in environmental stewardship
Design & deliver products, services, & programs to meet the needs of BCTA members
Create a collaborative, sustainable organization



YEAR IN REVIEW 2024

BCTA PRIORITY 1

Lead the trucking industry in environmental stewardship

We engage members, government, and non-governmental organizations to actively develop meaningful, effective, and practical opportunities to advance environmental stewardship in the industry.

ENVIRONMENT

DRIVING A GREENER FUTURE

BCTA is committed to leading the industry's transition to a low-carbon future by driving progress toward decarbonization and helping our members seize opportunities to reduce their environmental impact. This commitment continues to deliver meaningful results. We developed the Clean Carrier Program, an eco-certification initiative to recognize fleets leading in sustainability practices, and in just one year, we have already certified seven carriers. Additionally, we have facilitated millions of dollars in funding reimbursements for members through the administration of the CleanBC Heavy-Duty Vehicle Efficiency Program.

BCTA also holds a seat on BC's Zero-Emission Vehicle Council, contributed to the province's Zero-Emission Vehicle Regulations, and has represented the industry on the national stage, including appearances before the Senate Standing Committee on Transportation and ongoing collaboration with Natural Resources Canada and Environment and Climate Change Canada.

On February 21, 2024, BCTA hosted its second Zeroing in on ZEVs event, the largest display of low- and zero-emission commercial vehicles in Canada to date. With an extensive display of state-of-the-art technology, it exceeded expectations with 18 zero-emission vehicles from 15 original equipment manufacturers, and nearly 800 registrants. The event also included insightful presentations from industry leaders, including government

representatives, experts from California, member companies, and specialists in battery-electric and hydrogen fuel cell technologies.

The unveiling of BCTA's **Pathway to Achieving BC's Heavy-Duty Trucking 2030 Climate Targets** during this same time marked a significant step in BCTA's advocacy toward sustainability. This comprehensive white paper provides a strategic roadmap for reducing carbon emissions while acknowledging the significant challenges of transitioning to zero-emission vehicles, including range and payload limitations, vehicle turnover rates, and operating life. Rather than waiting for full electrification to become viable across all applications, the white paper serves as a call to action, offering practical, evidence-based solutions to drive immediate progress. It presents a blueprint not only for lowering emissions but also for shaping a more sustainable and environmentally responsible future for BC's heavy-duty trucking sector.





Premier Eby & Minister Fleming

Featuring:

- BATTLE MOTORS
- DAIMLER TRUCK
- DTI DIESEL TECH INDUSTRIES
- EDISON MOTORS
- HARBOUR
- HYDRA
- KENWORTH
- LION
- MACK
- NIKOLA
- Peterbilt
- RIZON
- TOYOTA
- VOLVO

Zeroing in on ZEV

A BCTA Low & Zero-Emission Commercial Vehicle Summit

Feb 21, 2024
10 am - 4 pm

BCTA
BC TRUCKING ASSOCIATION



Matt Schrap



Wayne Scott & Jason Scultety



Jeff Grant

CLEANBC HEAVY-DUTY VEHICLE EFFICIENCY PROGRAM

Funded by the Government of BC and administered by the BCTA, the **CleanBC Heavy-duty Vehicle Efficiency (HDVE) Program** is decarbonizing the industry, one truck at a time. Over the past five years, the Program has been improving efficiency while drastically reducing environmental impact of BC's trucking industry.

As part of the CleanBC HDVE Program, BCTA offers a Fuel Management Course designed to educate participants on fuel management strategies, driver training, and fleet turnover, including alternative fuels. This free, half day course equips attendees with practical knowledge and strategies tailored to the needs of heavy-duty vehicle operators. Once completed, carriers can apply for up to \$15,000 per vehicle and \$50,000 per fleet to implement fuel-saving technologies and upgrades.

In 2024 the HDVE Program:



TRAINED

115 participants
across
106 companies



APPROVED

205 applications
across
117 companies



DISTRIBUTED

\$3.6 million
in incentive funds

Since 2019, the HDVE Program has reduced BC's trucking sector's fuel burn by approximately 113 million litres of diesel across North America. This translates to a reduction of approximately 306.7 million kilograms of carbon dioxide equivalent emissions continent-wide and over 65,250 passenger vehicles off our roads across North America.

The CleanBC HDVE Program has been a significant driver of environmental progress within the trucking industry. By combining education and financial incentives, the program has empowered carriers to adopt cleaner, more efficient technology that reduces their environmental impact.

The HDVE Program is the **most effective** government-funded initiative for reducing carbon dioxide emissions in medium- and heavy-duty vehicles, based on dollars spent.

HDVE Program Impact Since 2019:



113
MILLION LITRES

Equivalent to



65,000+
LESS PASSENGER
VEHICLES



307
MILLION KGS
REDUCED CO₂E EMISSIONS PER YEAR

*In North America

*United States Environmental Protection Agency (n.d.).
Greenhouse Gas Equivalencies Calculator

CLEAN CARRIER PROGRAM

Obtaining eco-certification through the [Clean Carrier Program](#) is a strategic decision that not only aligns a motor carrier with environmentally sustainable practices, but also brings about tangible benefits in terms of cost efficiency, market competitiveness, and positive interest holder relationships.



As we approached the first anniversary of our Clean Carrier Program, we were proud to announce substantial progress in lowering fuel consumption and greenhouse gas (GHG) emissions among trucking companies that have taken part in the initiative. Data collected from the first year of the program shows an impressive **35% - 41% reduction** in fuel consumption and corresponding emissions for companies that adopt a comprehensive suite of fuel-saving technologies compared to those using minimal technology.

Clean Carrier Certified vehicles consistently outperform the industry benchmark of 5.7 miles per gallon (MPG) or 2.42 km/L, achieving fuel efficiencies of 2.6 - 2.8 km/L. Read our [2024 Progress Report](#) for more key findings.

CERTIFIED CARRIERS



TRANSPORT
LOGISTICS
DISTRIBUTION





The Clean Carrier Program evaluates carriers based on key factors, including the implementation of fuel-efficient and idle management equipment, the use of alternative fuels, and the average age of the vehicle fleet. This comprehensive assessment ensures that certified carriers are making strides in environmental sustainability, and our team will work with you to help you succeed— every step of the way! Visit [CleanCarrier.ca](https://www.CleanCarrier.ca) to learn more about the certification journey.

THE PROCESS



Step 1: Pre-application

BCTA members begin the process by completing the [pre-application form](#) available on our website. This initial step provides us with essential information about your fleet and your interest in the Clean Carrier Program.



Step 2: Information Outreach

Once we receive your pre-application, our team will reach out to you. We will provide detailed information about the Clean Carrier Program and the certification process, as well as the data and documentation we require.



Step 3: Data Collection & Submission

Collect the necessary information and documentation as outlined in Step 2. This includes data related to your fleet's average vehicle age, aerodynamic devices used, your driver training program, and more. Submit this information to our team.



Step 4: Review & Certification Assessment

We will review the data and documentation you have provided. We will assess your fleet's current environmental performance and carbon footprint based on the information submitted.



Step 5: Clean Carrier Certification or Emissions Reduction

Depending on the assessment results, you will receive one of two outcomes: Certification or Emissions Reduction Plan.

BCTA PRIORITY 2

Effectively advance the interests of BCTA members

We will identify areas of change that improve road safety outcomes, improve our members' economic health and engage all elements of the industry. We will be the voice of all sectors of the on-road transportation industry in British Columbia.

HUMAN RESOURCES

In 2024, BCTA continued to support and advocate for the trucking and transportation industry through significant human resources initiatives and stakeholder engagement.

This year, we completed our 5th Annual Compensation Survey, providing valuable long-term comparative data for the industry. This resource enables members to benchmark salaries, wages, and benefits, helping businesses attract and retain top talent in an increasingly competitive market.

We also strengthened our engagement with third-party organizations, actively participating in key groups to ensure the interests of the industry are well-represented. These include:

- The Commercial Vehicle Working Group and Transportation 2050 Stakeholder Advisory Group, both critical to shaping the future of transportation in British Columbia.

- Membership in Clean Energy Canada's Steering Committee and Metro Vancouver's Ecosystems Coordination Group on sustainable development, demonstrating our commitment to sustainability and innovation.
- Engagement with the Western Canadian Shippers Coalition, Port of Vancouver's Port Forward group, and the Cascadia Innovation Corridor, focusing on improving supply chain efficiencies and regional collaboration.

Regular discussions with Motor Coach Canada, addressing shared challenges and opportunities in passenger transportation.

For employer advocacy, BCTA maintained active roles in key groups, including the Vancouver Board of Trade's Transportation Committee and the BC Business Council's Employer Caucus, ensuring that industry voices are heard on critical labor and policy issues. We also participated in the Employers Forum and the IMTC Steering Committee, advocating for industry-friendly policies and initiatives.

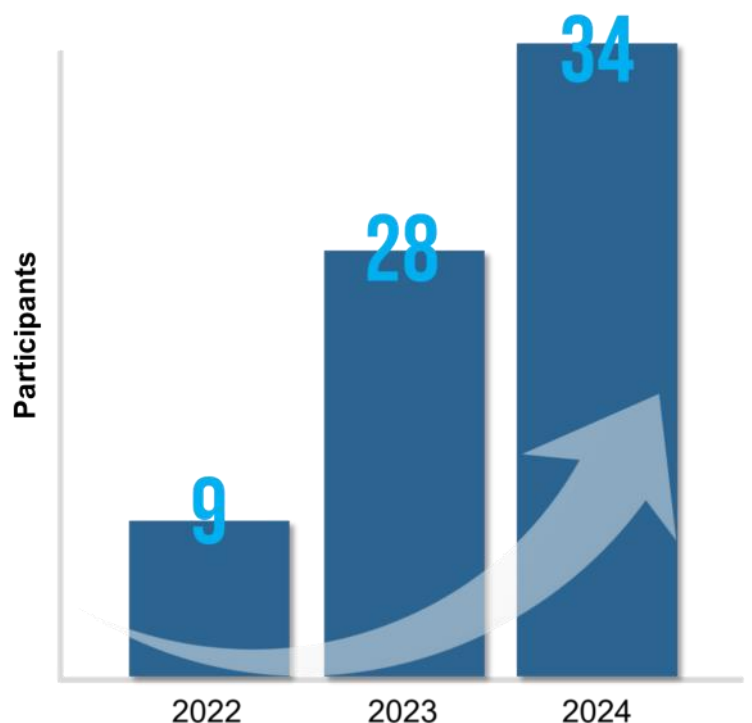
MELT GRANT PROGRAM

In 2024, BCTA continued to administer the Mandatory Entry-Level Training (MELT) grant program, helping to address the ongoing demand for skilled and qualified drivers in British Columbia. This year, the program expanded significantly, with 34 participants taking advantage of the grant to participate in MELT and embark on rewarding careers in the industry.

Recognizing the importance of making these opportunities accessible across the province, BCTA also hosted MELT grant information sessions in Northern BC. These sessions provided crucial insights to prospective participants and employers, ensuring that communities across the province centers can benefit from this vital program.

The MELT grants play a critical role in strengthening the industry by lowering financial barriers to entry for aspiring professional commercial drivers. By providing this support, the program not only fosters workforce development but also enhances safety and compliance standards across BC's roads. Initiatives like the MELT grant program remain essential to ensuring the long-term sustainability of the trucking industry, and shaping the next generation of professional drivers.

MELT GRANT PROGRAM PARTICIPATION



SAFETY

Safety remained a key priority for BCTA in 2024, as we advocated for improvements and initiatives to enhance the safety and efficiency of British Columbia's transportation network.

- **Winter Maintenance Enhancements:** Recognizing the critical role of winter maintenance, we worked closely with interest holders to advocate for improvements for the 2024/25 winter season. This included advancing efforts with Yellowhead Road & Bridge (YRB) to improve snowplow visibility, ensuring safer highways for commercial drivers and all road users. BCTA members can now monitor the live GPS locations of snow removal vehicles operating on the Coquihalla within Service Area 14 – Nicola.
- **Addressing Bridge Strikes:** In March 2024, Bill 10 was introduced, increasing penalties for bridge strikes. This legislation marks an important step in addressing the safety and financial impacts of these incidents. BCTA continues to support measures that encourage compliance and accountability to protect infrastructure and improve road safety.
- **Transparency in Carrier Safety Data:** BCTA advocated for greater transparency to help suppliers

make informed decisions when choosing carriers for goods movement. In response, the government began publicizing National Safety Code (NSC) data monthly, providing essential insights to the industry and ensuring accountability across the supply chain.

- **Rest Area Improvements:** Significant progress was made under the Rest Area Improvement Program, announced in 2023. Key projects include:
 - Port Mann Securement Improvements
 - Redevelopment of the Bradner Rest Area
 - Highway 1 Corridor Rest Area Upgrades

These initiatives aim to provide safer, more functional rest areas to support the needs of commercial drivers.

BCTA remains steadfast in its commitment to advocating for policies and programs that prioritize safety, transparency, and infrastructure improvements. By addressing these critical issues, we continue to support a safer, more efficient transportation industry for everyone on BC's roads.

OVERSIZE/OVERWEIGHT

BCTA continues to prioritize advocacy for the oversize and overweight (OS/OW) sector, recognizing its critical role in supporting BC's economy and infrastructure development.

- **Permitting Centre Operations:** We remain committed to advocating for operational improvements at the permitting centre to ensure more efficient and streamlined processes for oversize and overweight loads. Our efforts focus on reducing wait times, improving communication, and addressing bottlenecks that impact industry productivity.
- **Regional Permit Policies:** BCTA is actively supporting the development of TransLink's Regional Permit

Policies and Procedures Manual for Metro Vancouver. This initiative aims to streamline permitting processes, improve consistency across jurisdictions, and enhance regional alignment for OS/OW operations. By simplifying the process and fostering collaboration, these efforts will reduce operational barriers for carriers and improve the movement of goods throughout the region.

Through these initiatives, BCTA continues to support improvements that help carriers navigate complex requirements more effectively while ensuring safe and efficient transportation of oversize and overweight loads.

Design and deliver products, services, and programs to meet the needs of BCTA members

We will continue to design and refine products, services, and programs that assist members in improving safety outcomes, improving their economic health and creating competitive advantage in the marketplace.

TRAINING

BCTA remains committed to providing high-quality training and educational opportunities to support our members' success in an ever-evolving industry. In 2024, we delivered a range of regularly scheduled and specialized training programs to ensure our members are equipped with the knowledge and tools to operate safely, efficiently, and in compliance with industry regulations.

- **National Safety Code (NSC) Courses:** BCTA continues to offer regularly scheduled NSC training sessions, helping carriers meet compliance standards and maintain a strong safety culture. These courses provide a solid foundation for understanding regulatory requirements and best practices in fleet management.
- **Specialized Information Sessions:** To address emerging industry issues and regulatory changes, BCTA hosted focused information sessions on topics such as:
 - **Out-of-Service Criteria:** Providing guidance on compliance and inspection requirements to avoid costly disruptions.
 - **CBSA's CARM Program:** Preparing members for the Canada Border Services Agency's Assessment and Revenue Management program by offering insights on how to navigate its phased implementation effectively.

- **Lunch & Learns:** These interactive sessions provided members with valuable insights on topics shaping the industry, including:
 - **Fleet Risk Profiling:** Understanding how safety data impacts your fleet's risk profile and strategies to mitigate risks.
 - **Upcoming Engine Oil Specification Changes:** Preparing members for critical updates to industry standards and how they may affect operations.
 - **Fuel Cell Technology:** Exploring innovations in hydrogen-powered transportation and their potential applications in the commercial trucking sector.

CarriersEdge Online Training: BCTA also leverages the CarriersEdge platform to offer accessible, self-paced online training for drivers and fleets. Covering topics such as driver safety, compliance, and operational best practices, this platform enables members to provide consistent, high-quality training for their teams, no matter their location.

Through these diverse training offerings, BCTA empowers members to stay informed, adapt to industry changes, and build the knowledge and skills needed to succeed. By providing flexible and relevant learning opportunities, we ensure our members are prepared for today's challenges and tomorrow's innovations.

EVENTS

In 2024, BCTA continued to host our annual events that bring our members and industry partners together to network, celebrate, and learn. With strong registration numbers across all events, we also introduced enhanced sponsorship opportunities, allowing partners to gain more visibility and connect meaningfully with attendees.

Spring Members Banquet (April): A highlight of the year, the Spring Members Banquet provided an evening of camaraderie and celebration as we recognized the achievements of our members and the industry. The event featured excellent dining, engaging presentations, and valuable networking opportunities, kicking off the year's events in style.

Annual General Meeting & Conference (May/June): Our AGM and conference brought together industry leaders, members, and interest holders for important discussions on the future of the trucking sector. Attendees participated in keynote presentations that focused on current challenges and opportunities. This year's event was a standout, with increased participation and a renewed focus on collaboration and innovation.

Golf Tournament (September): Held in early fall, the annual golf tournament provides a perfect mix of competition, fun, and networking. Members and sponsors took to the greens to enjoy the beautiful course, build relationships, and strengthen ties across the industry.

Jingle & Mingle Christmas Party (December): Closing out the year with holiday cheer, the Jingle & Mingle Christmas Party is a festive celebration for our members and guests. The event featured exceptional food, entertainment, and opportunities to connect with colleagues and friends.

Each of these events serve as a platform for education, connection, and celebration, reflecting BCTA's commitment to supporting our members and the industry as a whole. By offering enhanced sponsorship opportunities in 2024, we provided our partners with new ways to engage with attendees, strengthening their presence in the trucking and transportation community.

We are proud of the success of this year's events and look forward to building on this momentum in 2025.



2024 AGM & Management Conference

BCTA PRIORITY 4

Create a collaborative, sustainable organization

We will identify opportunities to partner within and outside the organization, and externally to refine and focus our work.

BCTA recognizes the importance of collaboration in advancing the interests of our members and the broader trucking industry. In 2024, we continued to work closely with a wide range of third-party organizations, fostering partnerships that bring diverse expertise, perspectives, and opportunities to the table. Collaboration with these groups allows BCTA to address complex issues more effectively while leveraging shared expertise and resources to find innovative solutions. These partnerships directly benefit our members by driving positive change in areas like policy advocacy, sustainability, infrastructure development, and operational efficiency.

INDUSTRY ENGAGEMENT



- Commercial Vehicle Working Group
- Transportation 2050 Stakeholder Advisory Group
- Metro Vancouver's Ecosystems Coordination Group
- Clean Energy Canada Steering Committee
- Motor Coach Canada

ADVOCACY & COLLABORATION



- Vancouver Board of Trade Transportation Committee
- BC Business Council Employer Caucus
- Employers Forum
- IMTC Steering Committee

REGIONAL & SUPPLY CHAIN



- Western Canadian Shippers Coalition
- Port of Vancouver Port Forward
- Cascadia Innovation Corridor

COMMITTEES

BCTA's numerous committees are dedicated to addressing the challenges and opportunities facing the industry, and we're committed to finding innovative solutions that benefit our members. By providing diverse perspectives and expertise, our committee members help lead to more informed and effective decision-making that shape the direction of the Association.

CROSS BORDER

Responsible for obtaining input for CTA on national discussions with US Customs and Border Protection, Canada Border Services Agency and more.

HUMAN RESOURCES

Develops and recommends policy positions in order to advance BCTA's human resources goals as first defined in our Industry Human Resources Strategic Plan.

INSURANCE

Represents the insurance interests of the motor carrier industry. Members discuss matters of industry coverage, product development and premiums for commercial vehicles, and more.

INTERMODAL

Responsible for strategy, recommending intermodal policies for the BCTA Board of Director's consideration, and to provide a forum for comment on the regulatory scheme for the container sector.

LOWER MAINLAND TRANSPORTATION

Discusses Lower Mainland transportation issues such as infrastructure development, transportation planning and demand management, mobility pricing, truck routes, HOV usage policy, and more.

MARINE TRANSPORTATION

Responsible for promoting the efficient movement of commercial vehicles transporting goods and people to BC communities via marine transportation.



BC TRUCKING

WOMEN IN TRUCKING

Develops BCTA policy recommendations to encourage diversity in employment and support women in our industry with issues such as training, safety, compensation, and professional development.

SUSTAINABILITY

Establishes policy recommendations in support of promoting a greener, heavy duty commercial transportation sector.

SPILL RESPONSE

Develops and recommends road transportation spill response policies, processes, and strategies for regulated products, provincially and federally for the BCTA Board's consideration.

SAFETY

Responsible for dealing with policy issues related to safety and loss prevention, including driver, vehicle, and rules of the road safety regulations, the National Safety Code and more.

OVERSIZE-OVERWEIGHT

Discusses all matter of policy related to the movement of oversize/over dimensional and non-reducible loads including permitting requirements, hours of operation, and vehicle configurations and routing.

MOTOR COACH

Deals with all issues related to the motor coach industry, including passenger transportation regulations and policies, the Passenger Transportation Board and more.

Have the opportunity to share your expertise and insights, and contribute to the development and growth of the trucking industry. If you are interested in joining a committee, **contact us.**

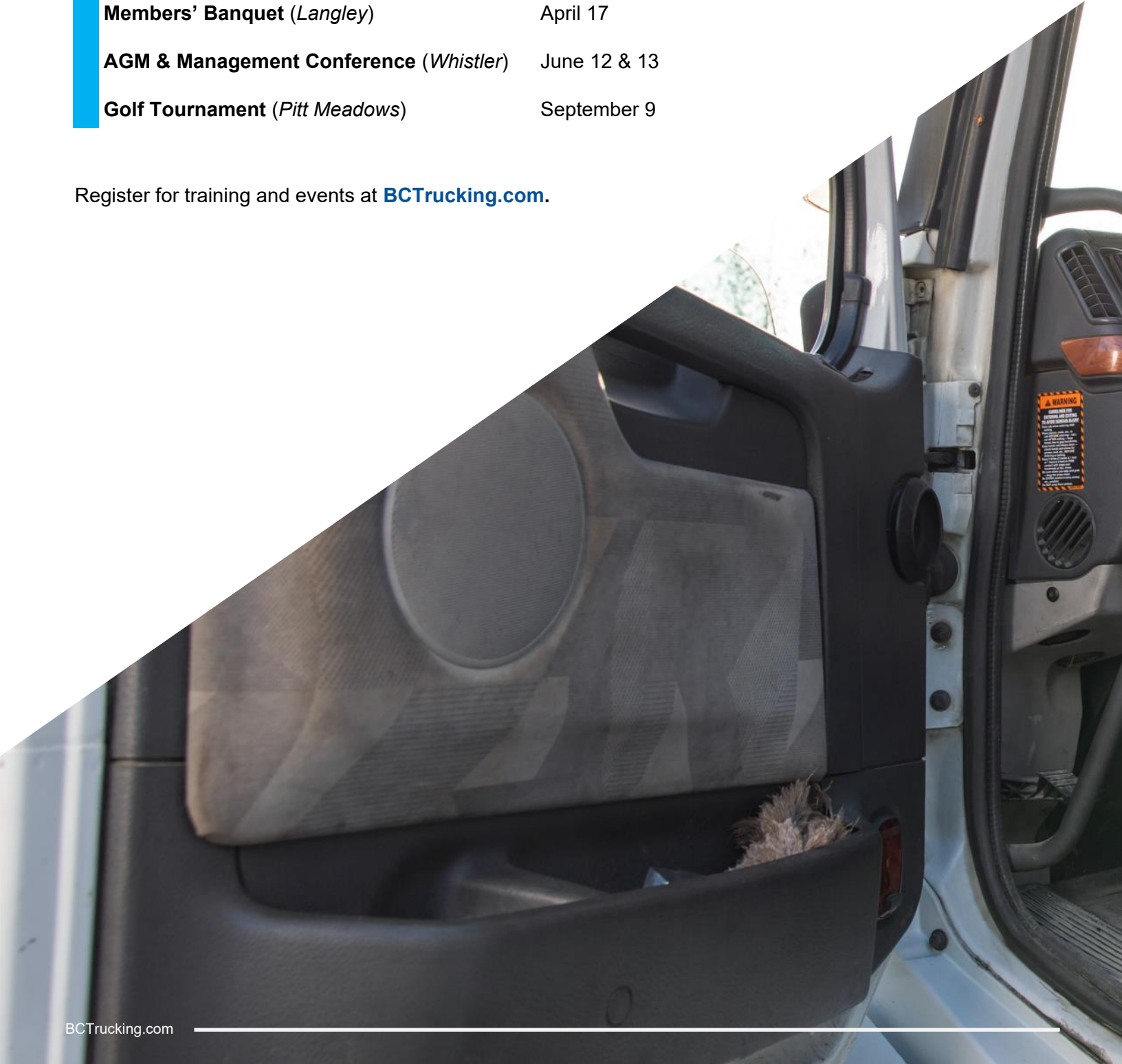
BCTA
ASSOCIATION

SAVE THE DATE 2025

BCTA events are your events— designed to bring the industry together to connect, learn, and grow. Whether you're looking to network with peers, gain valuable insights, or help shape the future of trucking in BC, our events provide the perfect opportunity to get involved. Don't miss out— save the dates and join us!

Members' Banquet (<i>Langley</i>)	April 17
AGM & Management Conference (<i>Whistler</i>)	June 12 & 13
Golf Tournament (<i>Pitt Meadows</i>)	September 9

Register for training and events at [BCTrucking.com](https://www.bctrucking.com).







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