

Alberta Motor Transport Association MOU

GENERAL DESCRIPTION WORK PLAN:

The Alberta Greenhouse Gas Coordinating Committee (AGCC) was founded through an MOU between Alberta Environment (AENV), the Alberta Motor Transport Association, and Alberta Transportation (AT). The AGCC began collecting data regarding current fuel efficiency practices among Alberta transport truck carriers, and barriers to further actions. Analysis of this data determined that future actions coordinated by the AGCC be focused in three main areas: (1) rebate program; (2) driver education; and (3) best practices – award/recognition program.

The Work Involves:

- Identify and categorize current, transport truck, industry-proven fuel efficiency practices (technologies and programs) with attractive payback periods in the Alberta context.
- Through available industry sources, identify specific Alberta-based trucking companies that are not currently using these proven fuel efficiency practices and technologies, focusing on large to mid-sized carriers.
- Provide leadership regarding the development and implementation of an Alberta-based rebate program through consideration of alternative programs (other jurisdictions), and soliciting input from key industry representatives.
- Carry-out promotion and communication when a rebate program is established – direct contact with potential program participants; promotion of program through other communications (web-based, newsletters, conferences, signage, etc.).
- Provide written record of all contact with industry officials, related duties, in order to provide detailed reporting and invoicing.
- Time permitting - additional research and program proposal work will be conducted toward consideration of: comprehensive fuel efficiency component in Alberta driver education programs; and best practices – award/recognition program.

KEY DELIVERABLES

1. Identify current, transport truck, industry-proven fuel efficiency practices (technologies and programs) with attractive payback periods.
 - Conduct required research and analyze specific practices or technologies in light of Alberta context. (target completion: February, 2009).
 - Provide a written report categorizing and evaluating various practices. (target completion: February, 2009).

2. Identify Alberta-based trucking companies not currently using these proven fuel efficiency practices and technologies.
 - Conduct research, collecting carrier specific data through direct industry contact (phone calls, meetings, email) focusing on large to mid-sized companies. (target completion: April 2009).
 - Provide a written report with relevant contact information and analysis. (target completion: May 2009).
3. Lead in the development and design of a rebate program for the Alberta commercial trucking industry with consideration of programs in other jurisdictions, and through consultation with the AMTA and Alberta industry (AGCC).
 - Provide evaluative analysis of rebate programs in other jurisdictions. (target completion – May 2009).
 - Provide a written methodology of a proposed Alberta rebate program toward implementation of fuel efficiency practices and technologies, with required steps and relevant time-lines. (target completion – June 2009).
4. Lead in the development, design and implementation of a communications strategy for the proposed rebate program, utilizing web-based resources, newsletters, conferences (AMTA AGM), etc. (target completion – July 2009).
5. Administrative initiation and ongoing implementation and management of Alberta rebate program (contingent upon adequate program funding). (target completion – September 2010).
6. Additional research, program proposal and implementation of new programs for a comprehensive fuel efficiency component in Alberta driver education programs; and a new best practices, award/recognition program for the Alberta trucking industry. (target completion – March 2011).
7. Provide ongoing written monthly reports with required invoicing. (target completion – March 2011).

FUNDING

The total funding is \$200,000 allotted over 3 fiscal years, concluding on March 31, 2011.