



# Kevin W. Burch

**Vice President, Government Affairs, M.T.S.**  
**Past Chairman, American Trucking Associations**  
**Past Chairman, Truckload Carriers Association**

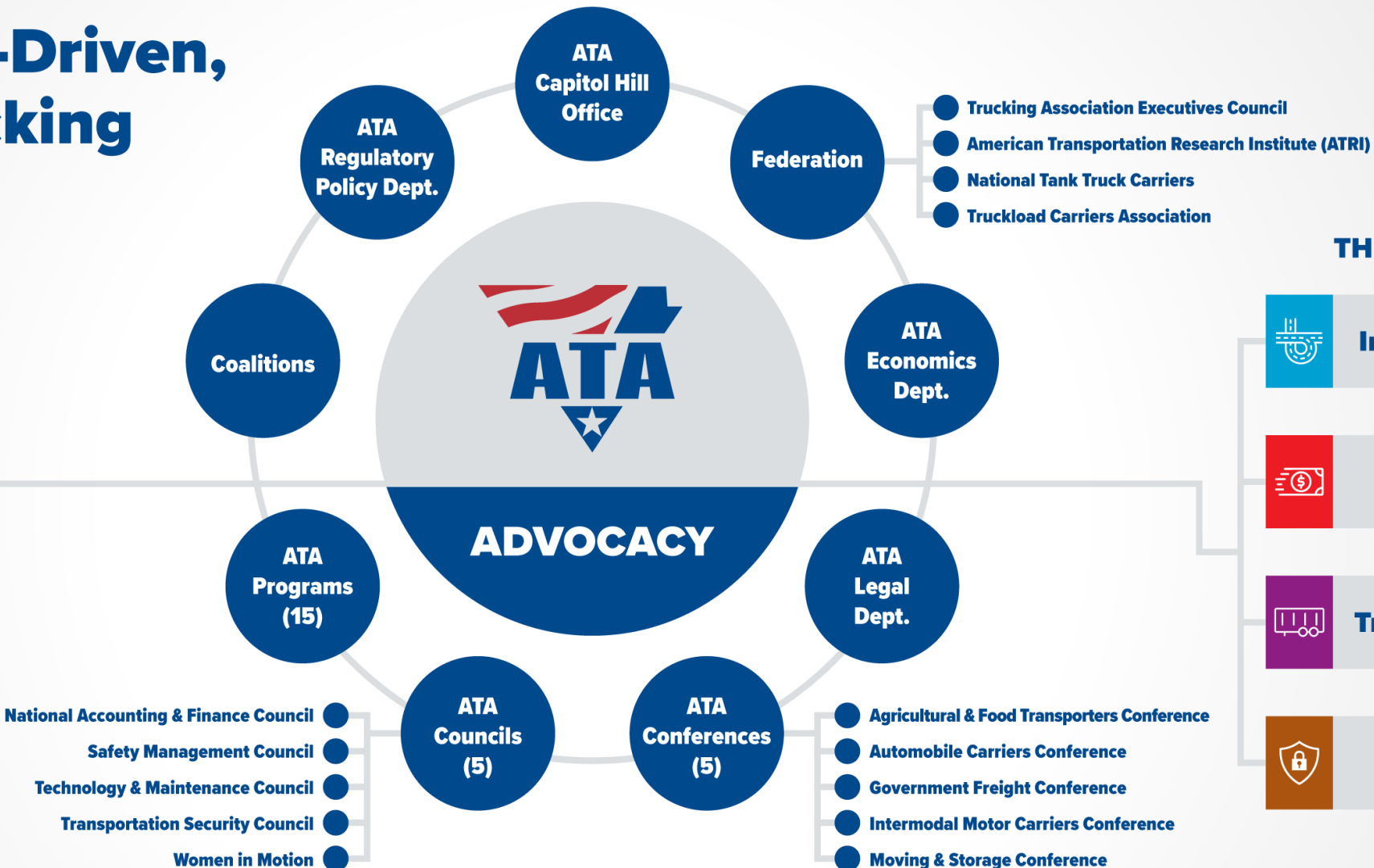
# The Member-Driven, Voice of Trucking

## THE ISSUES:

- Energy + Environment
- Workforce
- Lawsuit Abuse
- Safety

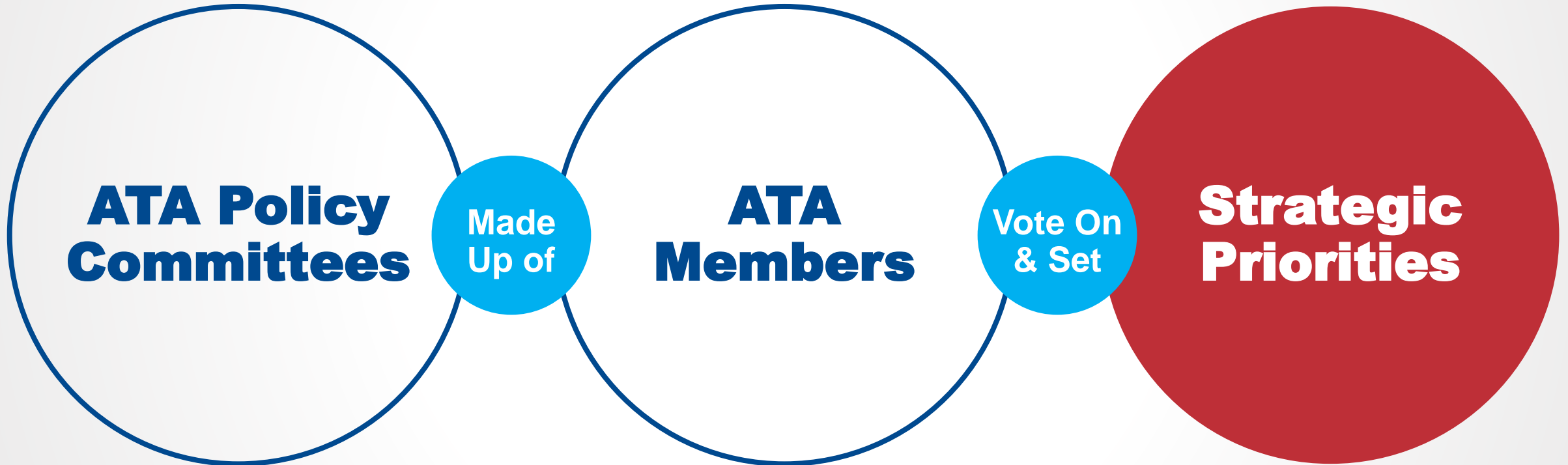
## THE ISSUES:

- Infrastructure
- Tax
- Trade + Border
- Security



# ATA Strategic Priorities

# How Are Strategic Priorities Determined?





# ATA Strategic Priorities **TIER 1**

- Energy & Environment
- F4A – Partnering with California Trucking
- Federal Tax Reform
- Protecting the Independent Contractor
- Labor Issues
- Addressing Workforce Development
- Lawsuit Abuse
- Safety Policies & Emerging Technologies
- Trade
- Truck Parking



# ATA Strategic Priorities **TIER 2 & 3**

## **TIER 2:**

- Autonomous Vehicles
- Key Executive Branch
- Minimal Levels of Financial Responsibility
- Redundant Background Checks
- Towing Abuse Reform
- Transportation Infrastructure Funding

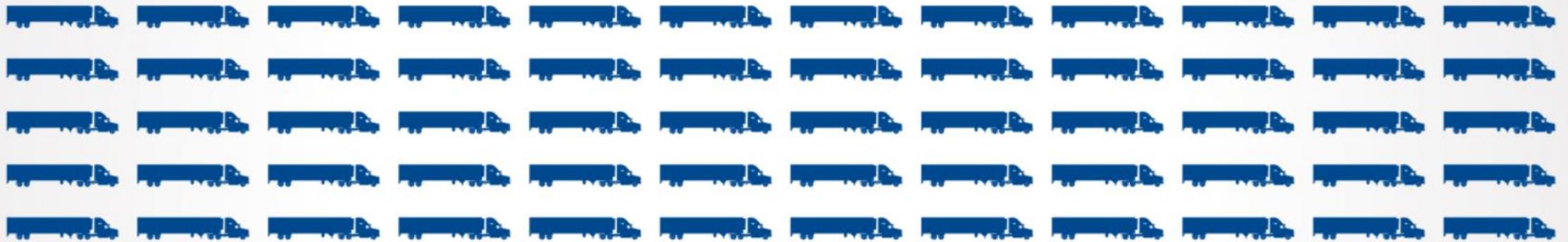
## **TIER 3:**

- CSA Measures
- National Employer Notification
- Technical Improvements to HOS
- Regulatory Reform
- Sleep Apnea



# ATA's Environmental Success Story

**60** of today's trucks



emit less emissions than  
**1 TRUCK** in 1988





**STRATEGIC PRIORITY**

# **Addressing Workforce Development**





## TIER 1

# Addressing Workforce Development

- Safe Driver Apprenticeship Pilot Program (SDAP)
- ATA Registered Apprenticeship Program (RAP)
- Working with federal, state, and local workforce systems to enhance workforce development systems
- Helping new drivers access training and support
- Helping member carriers access local development systems and funds
- Credentialing and licensing
- Advising USDOT on expanded opportunities for women in trucking

## TIER 1

# Addressing Workforce Development

- Using IC Ambassadors to showcase the industry and the importance of the IC model
- Update the *Workforce Innovation and Opportunity Act (WIOA)*
- Legislative changes to enhance workforce development
  - Driver tax credits
  - Enhanced eligibility for driver schools to access workforce systems
  - Reduce red tape
  - Make the SDAP program permanent
  - Enable PELL Grant eligibility for driver training

TIER 1

# Addressing Workforce Development

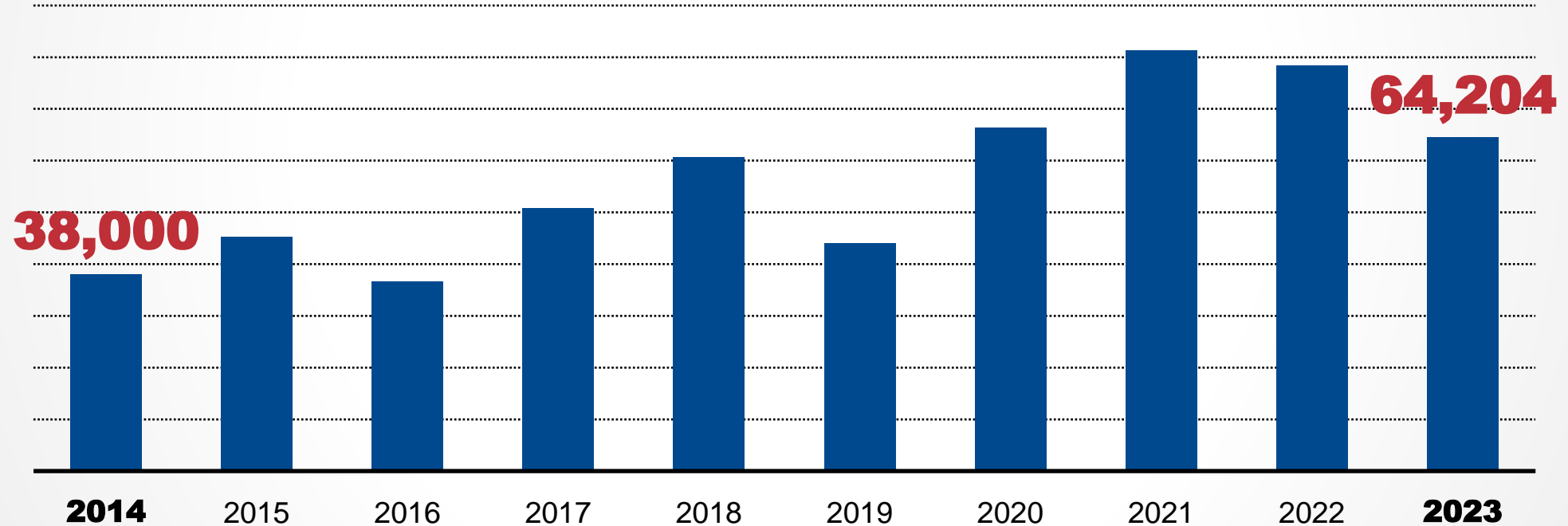
- ATA's Women in Motion program
- Task Force Movement initiative for military
- Coordinating with Guard and Reserve Component organizations
- ATA DEI Change Leader Award and best practices
- Immigration



TIER 1

# Addressing Workforce Development

## Truck Driver Shortage





TIER 1

# Addressing Workforce Development

**The driver shortage is not unique to the U.S.**



**Argentina**

**45k**

Unfilled truck driver jobs



**China**

**1.8m**

Unfilled truck driver jobs



**Mexico**

**54k**

Unfilled truck driver jobs



**Romania**

**71k**

Unfilled truck driver jobs



**Canada**

**26k**

Truck driver job openings

Note: Unfilled jobs will be higher than an actual shortage number. Source: ATA & IRU



**STRATEGIC PRIORITY**

# **Truck Parking**



TIER 1

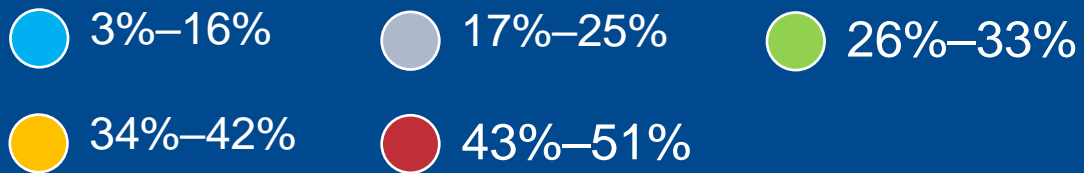
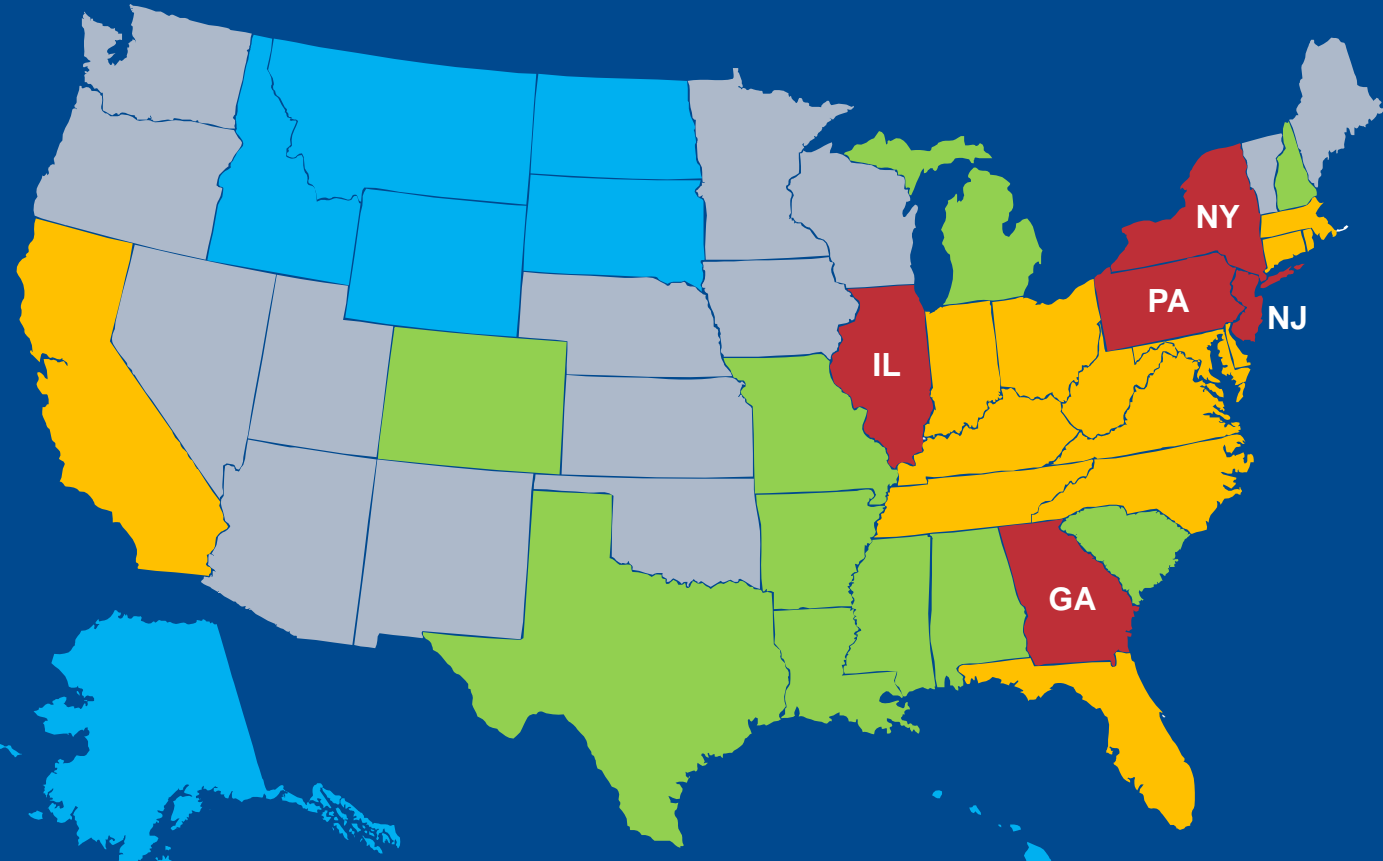
# Truck Parking



## Percent of drivers who reported problems finding safe parking (2019)

- **75%** Regularly (one or more times a week)
- **20%** Occasionally (one or more times a month)
- **3%** Rarely (one or twice a year)
- **2%** Never

# % of Truck Drivers Citing States with Shortages - 2019



## TIER 1 Truck Parking

ATA supports the Truck Parking Safety Improvement Act, which would create a \$755 million federal grant program for truck parking expansion

Map Source: U.S. Department of Transportation  
Federal Highway Administration





# Trucking Industry Data from ATRI

# 2023 Top Industry Issues

## CRITICAL ISSUES IN THE TRUCKING INDUSTRY – 2023



Prepared by  
The American Transportation Research Institute  
October 2023



Atlanta, GA • Minneapolis, MN • Washington, DC • Sacramento, CA

[ATRI@trucking.org](mailto:ATRI@trucking.org)  
[TruckingResearch.org](http://TruckingResearch.org)

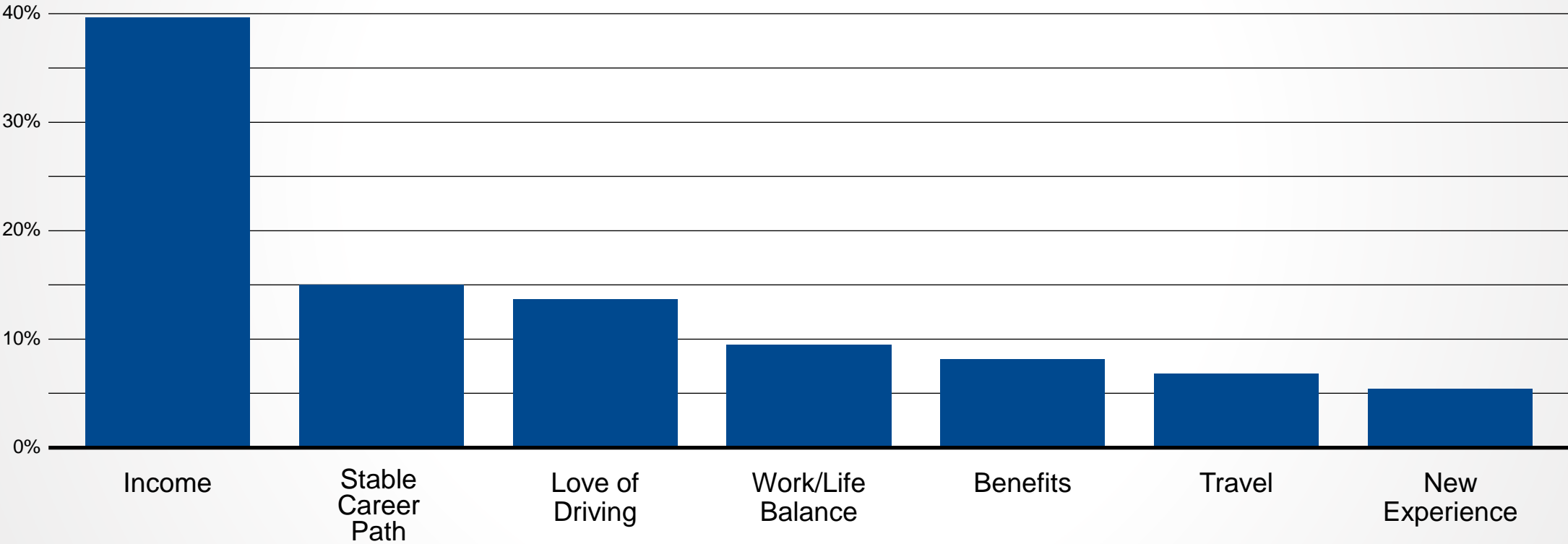
## Results

- 1 Economy
- 2 Truck Parking
- 3 Fuel Price
- 4 Driver Shortage
- 5 Driver Compensation
- 6 Lawsuit Abuse Reform
- 7 Driver Distraction
- 8 Driver Retention
- 9 Detention/ Delay at Customer Facilities
- 10 Zero-Emission Vehicles



# Younger Employee Recruitment

## Top Factors Motivating Younger Drivers to Choose Trucking



# Female Drivers: More Likely Safer

## Male Drivers: More Violations & Convictions

Improper lane conviction

**221%**

Medical certificate violation

**91%**

Seat belt violation

**76%**

Driving too fast for conditions conviction

**57%**

Failure to obey traffic sign conviction

**51%**





# Join An Association for Safety



## ATRI Research Documents Critical Role of Association Membership in Motor Carrier Safety

The American Transportation Research Institute (ATRI) recently released new research that statistically proves that motor carriers who are active in state and national membership associations are safer than carriers who have either been former association members or who have never been association members.



# ATA Victories





# R.I. Truck Only Tolling Legal Battle

## Saving the Trucking Industry from Paying Unfair Tolls

- This ruling vindicates ATA's contention that the Constitution prohibits states from tolling schemes targeted at the trucking industry, at the expense of interstate commerce





We told Rhode Island's leaders from the start that their crazy scheme was not only discriminatory, but illegal. We're pleased the court agreed. To any state looking to target our industry, you better bring you're a-game ... because **we're not rolling over.**

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## **Chris Spear**

ATA President & CEO

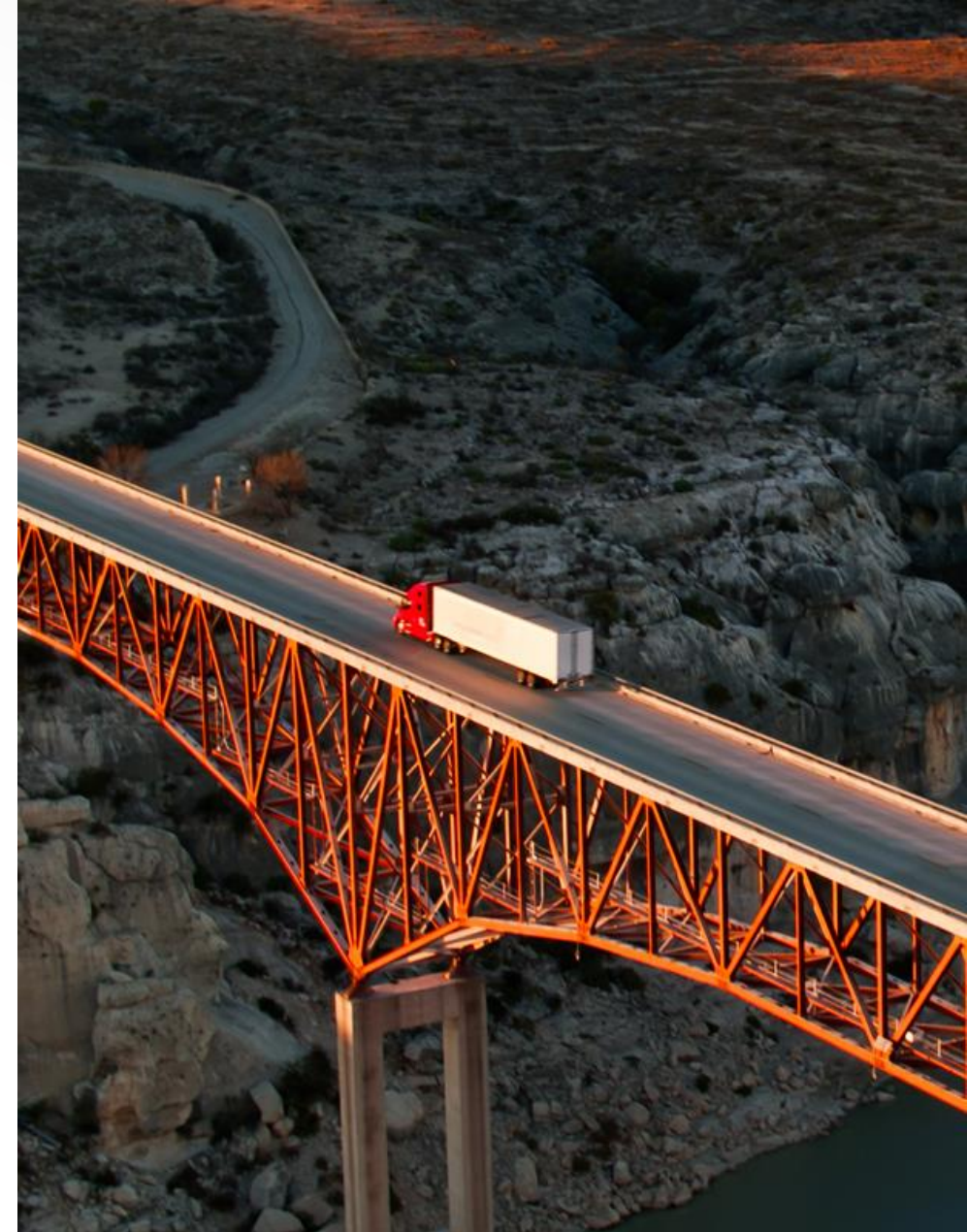


What's in the Infrastructure?

# There's a Lot to Celebrate

Authorizes nearly **\$973 billion** between FY 2022 and FY 2026, including \$550 billion in new federal money for infrastructure projects and existing programs that were set to expire in September

- **\$110 billion** for roads, bridges, and other major projects
- **\$11 billion** for transportation safety projects





# Safety Improvements Through the Infrastructure Law

## INCLUDED

- Drive Safe Pilot Program
- Underride Protection
- Automatic Emergency Braking
- Marijuana Impairment Research
- Crash Causation Study
- Distracted Driving Enforcement/Education

## NOT INCLUDED

- Returning CSA scores to public view
- Rollback of CA meal and rest break preemption
- Side underride guard mandate
- Hours-of-service rollbacks
- Minimum Insurance increases
- Speed limiters

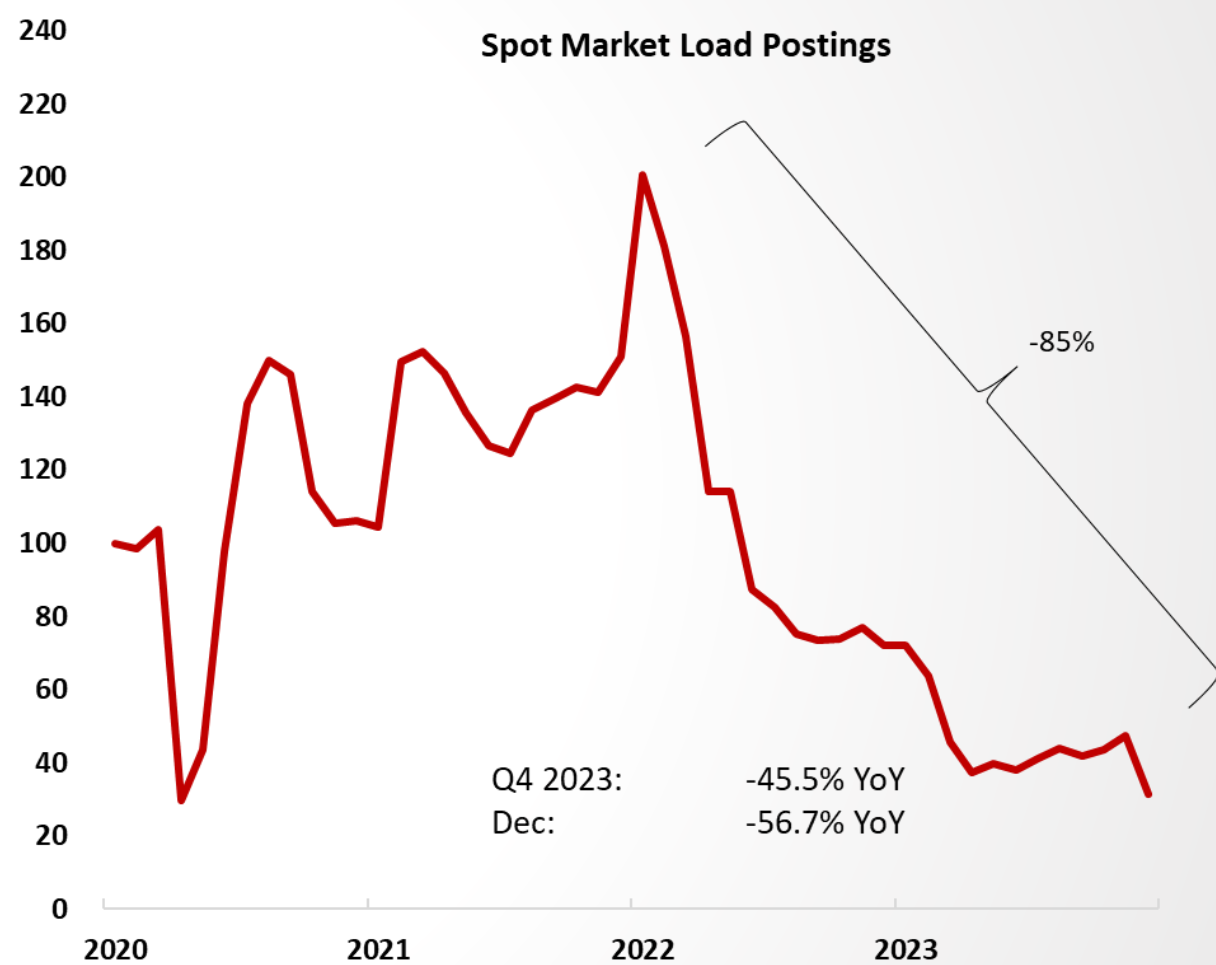
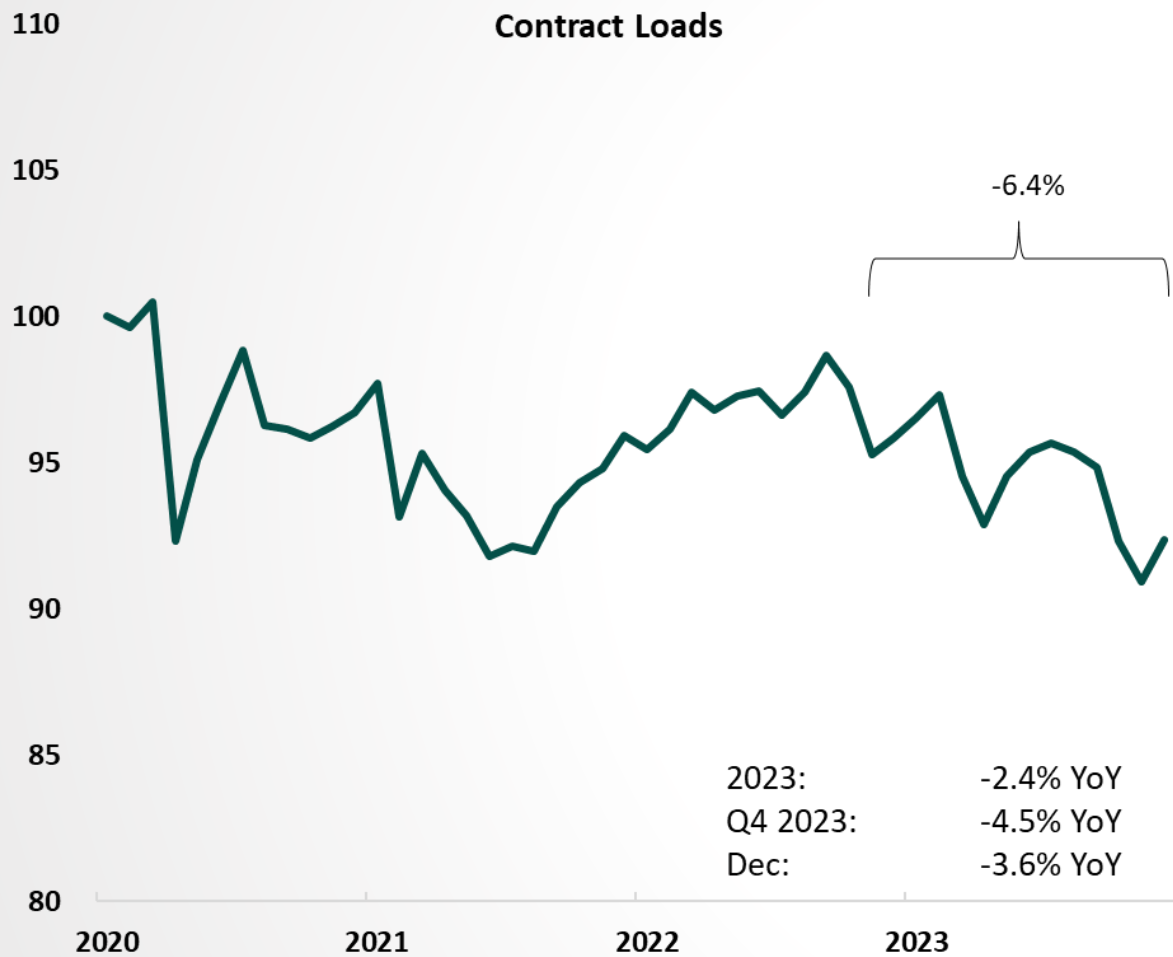


# Trucking Economics



# Truckload Loads

(Index; January 2020 = 100)



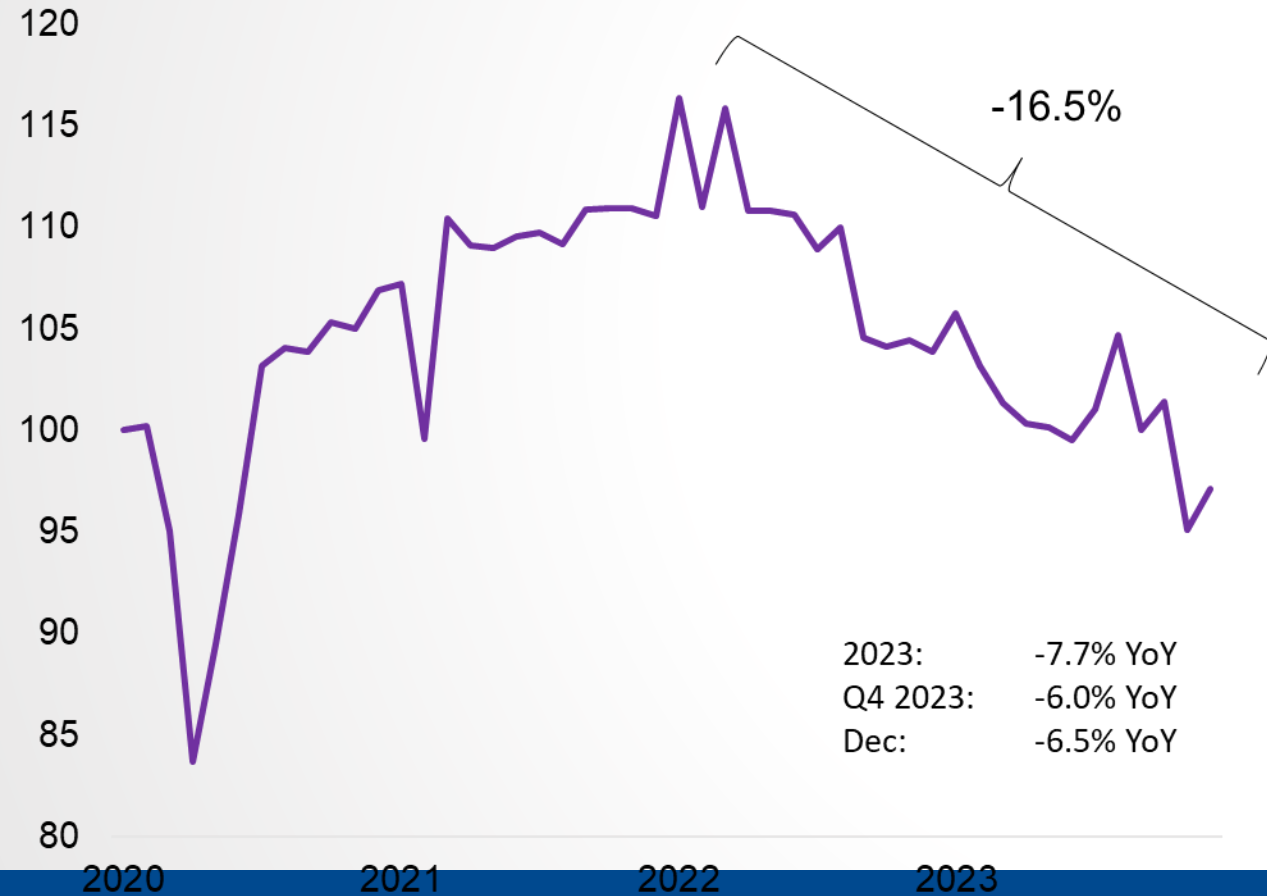
Includes all types of truckload freight.



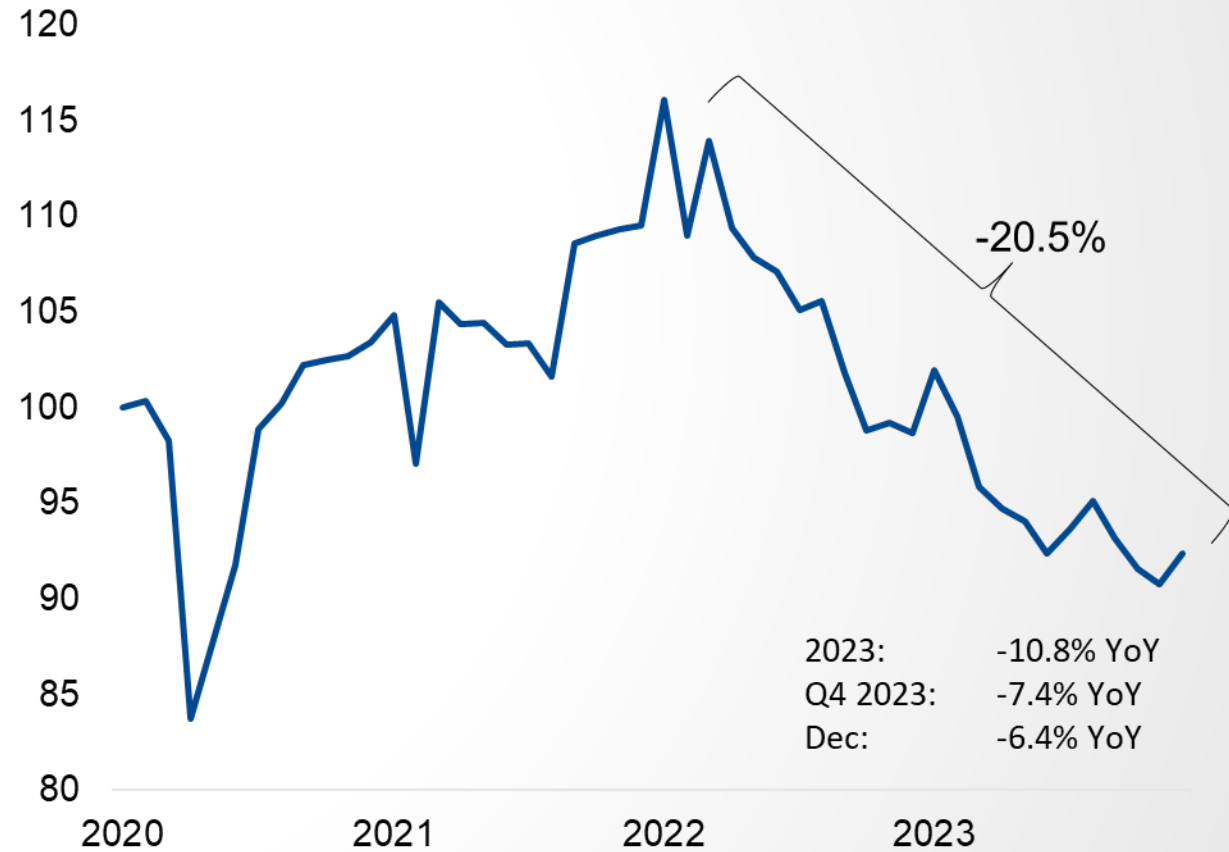
# LTL Shipments and Tonnage

Index, January 2020 = 100

## Shipments



## Tonnage



Source: ATA's Trucking Activity Report

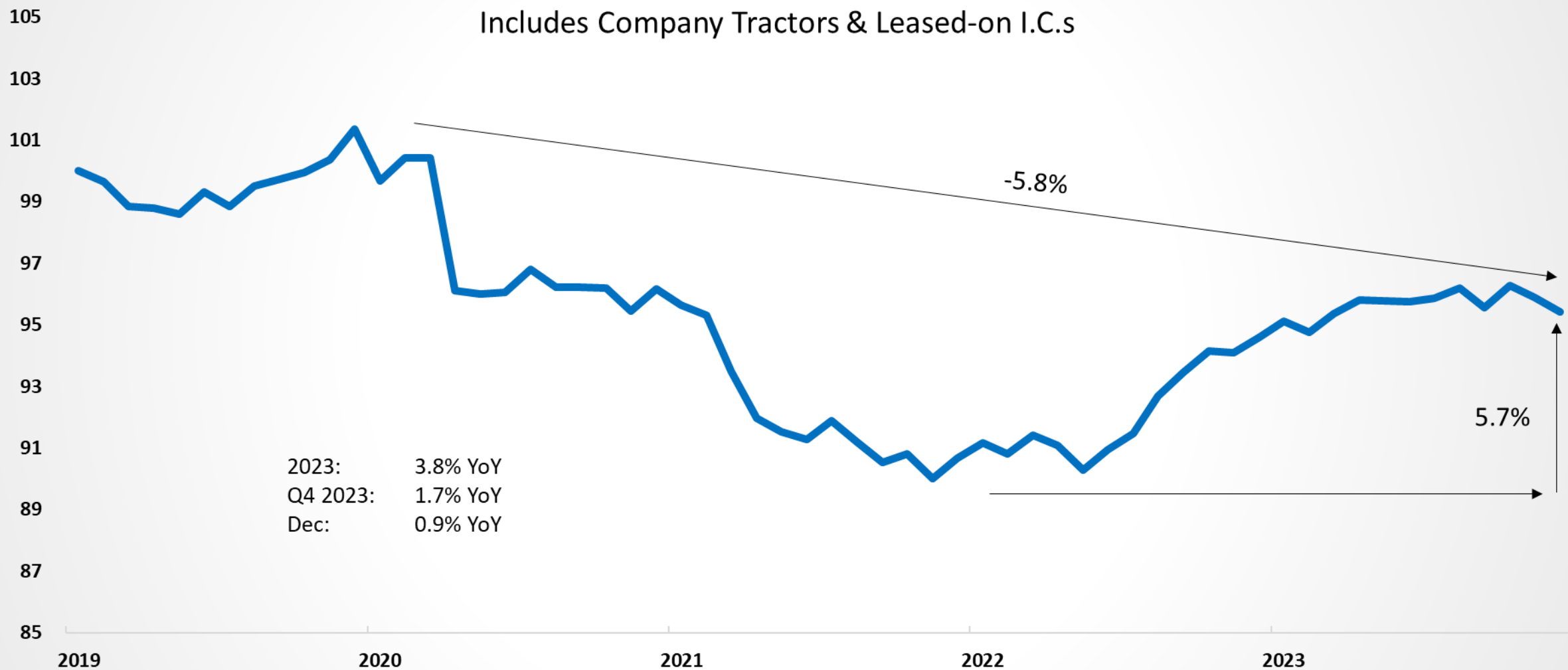




# Truckload Tractor Counts

(Index; January 2019 = 100)

Includes Company Tractors & Leased-on I.C.s



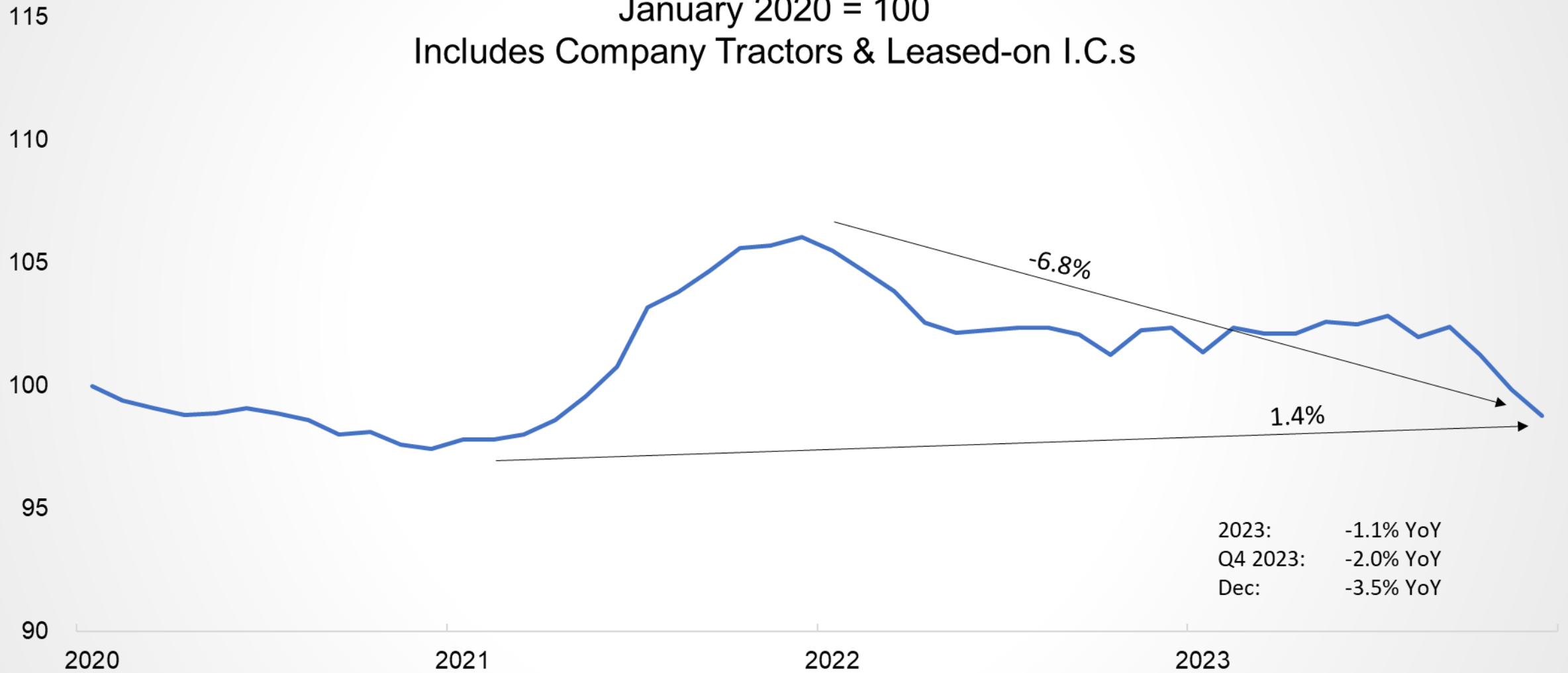




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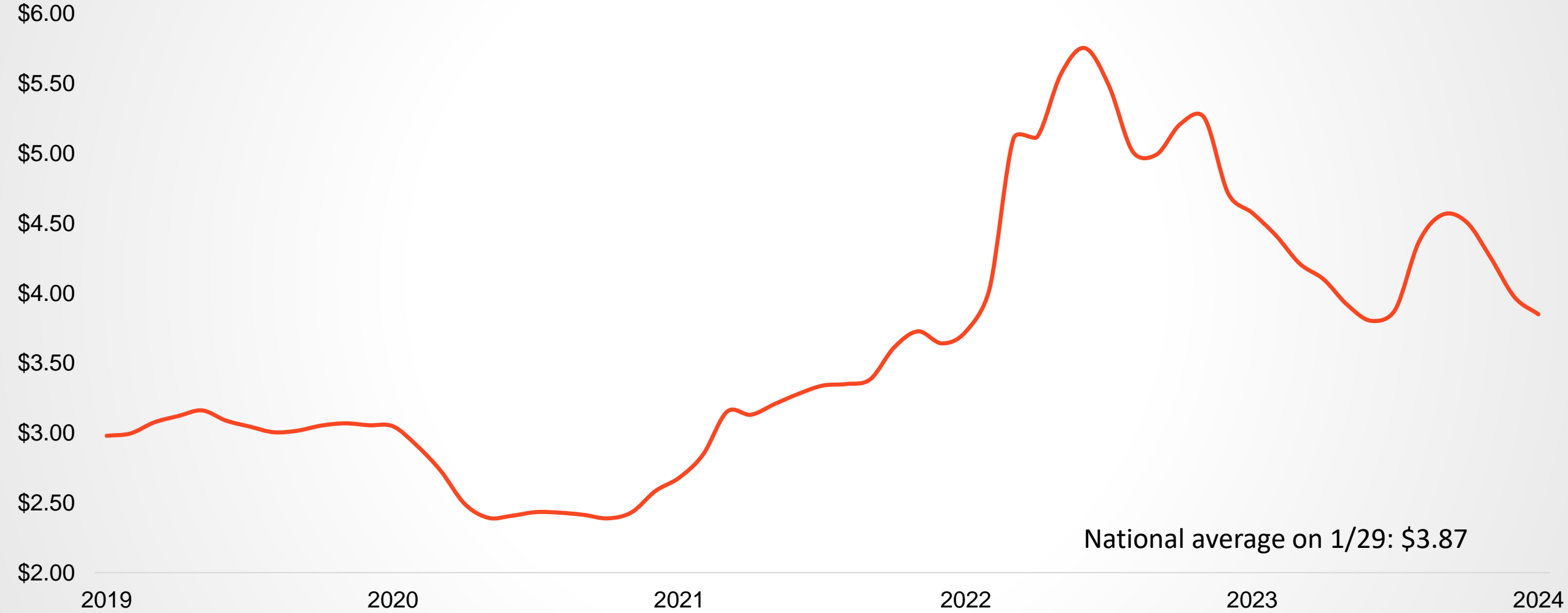
Source: ATA's Trucking Activity Report





# Retail Diesel Prices

## Monthly Averages

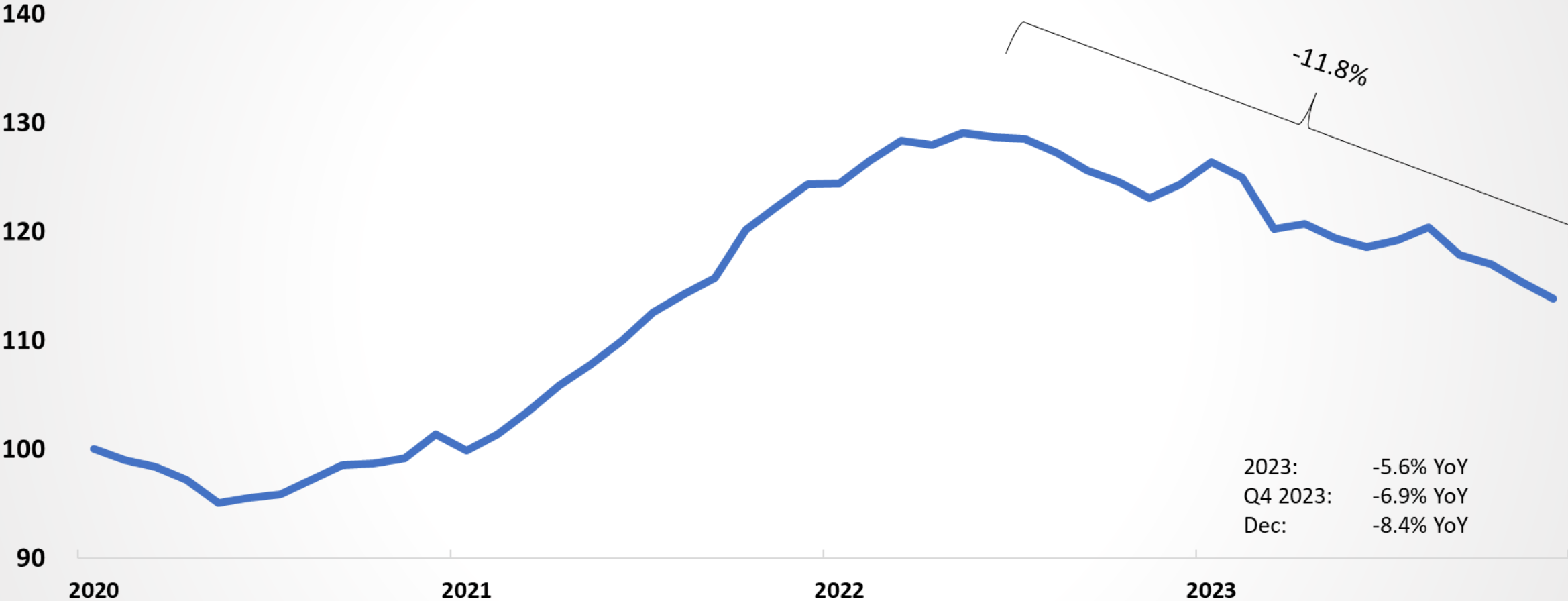


Source: DOE



# Contract Truckload Average Revenue per Mile

(Index; January 2020 = 100)

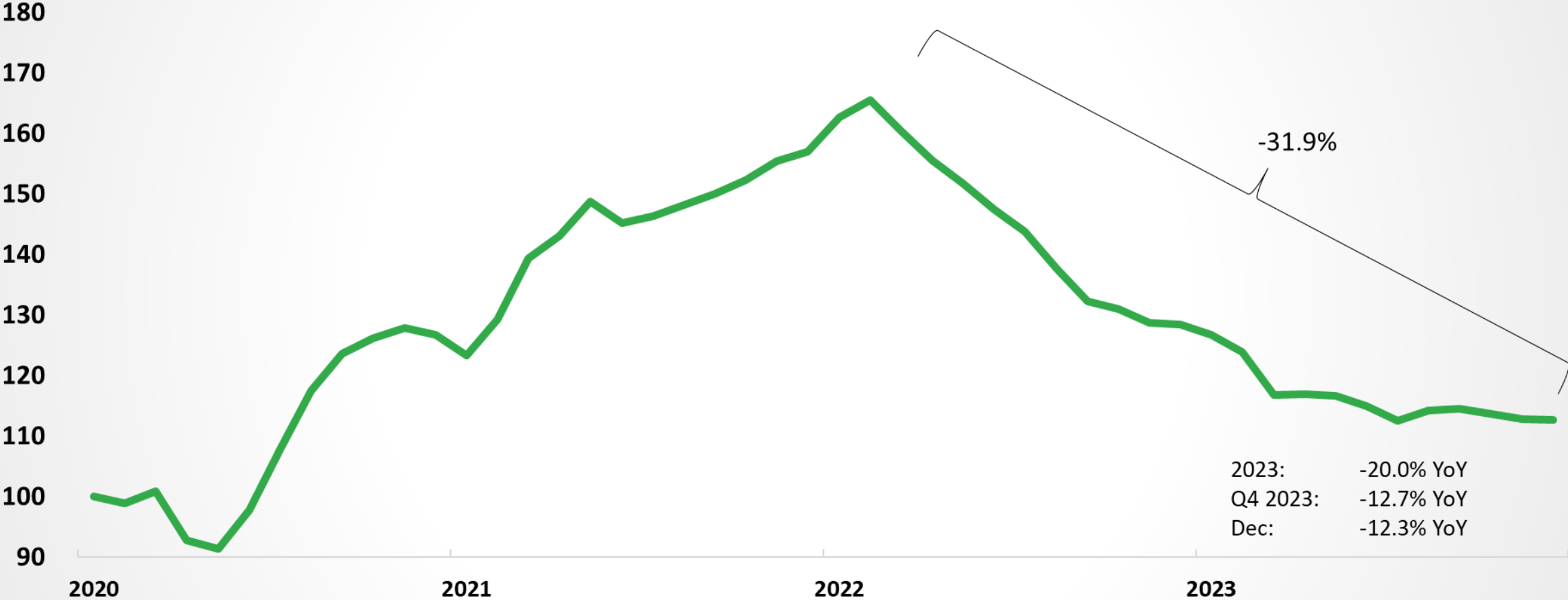


Source: ATA's Trucking Activity Report

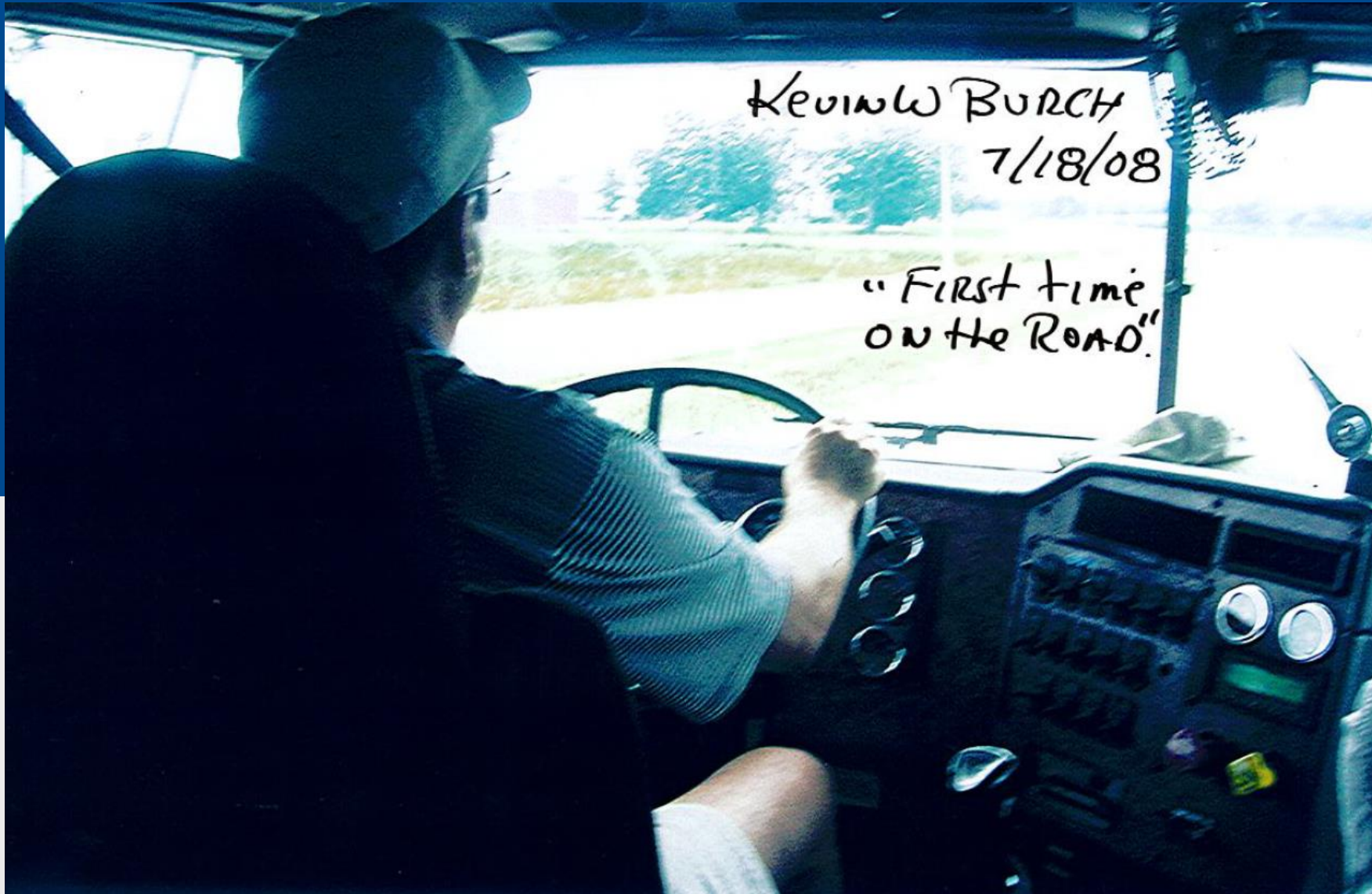
Note: Revenue metrics exclude fuel surcharge revenue.

# Spot Market Rates

(Index; January 2020 = 100)



Source: ATA using DAT.com data



# The Image of The Professional Driver

## Knights of The Road!





**RALPH GARCIA**  
TRUCK DRIVER

# Truck Driver Shortage

## The driver shortage is bad for many reasons

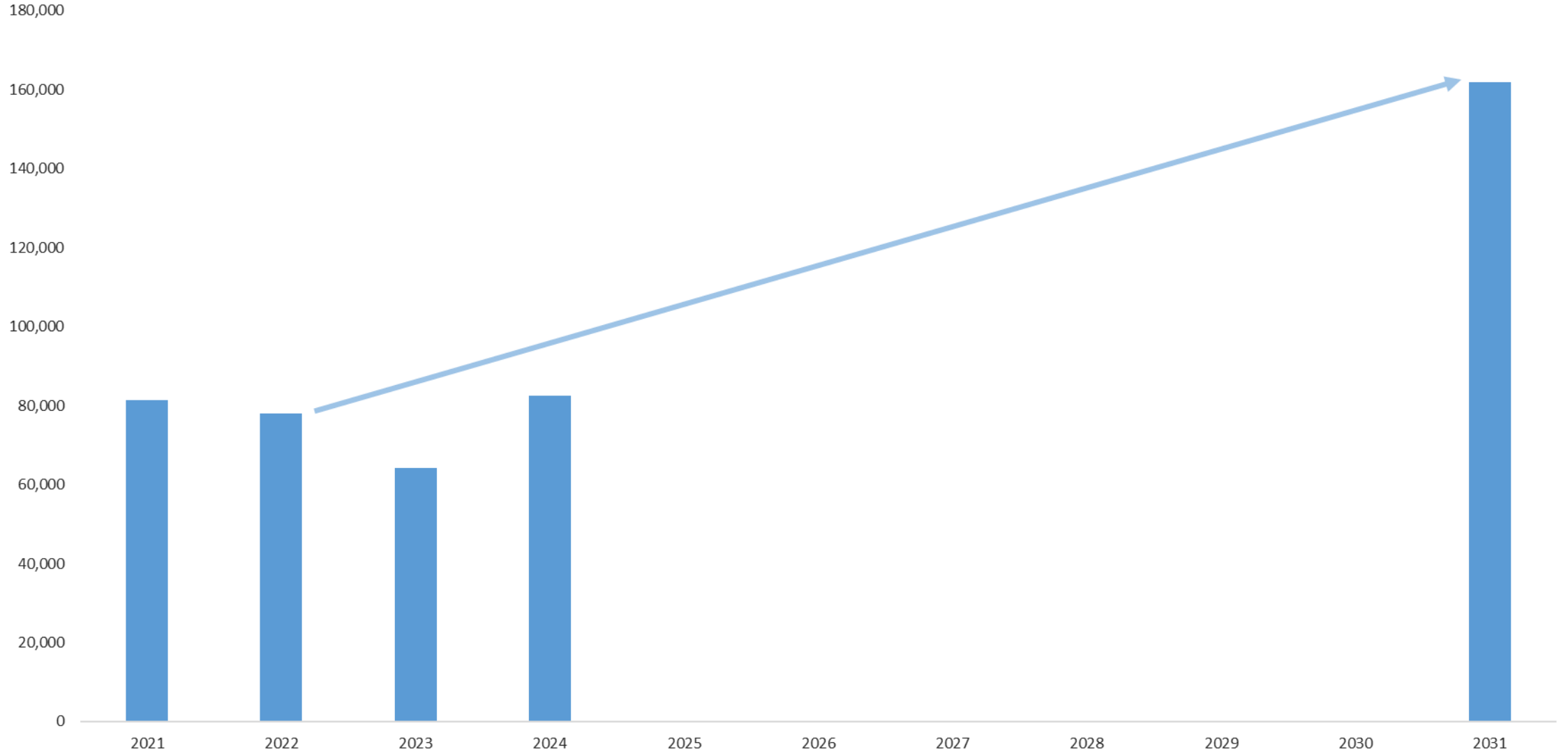
- Historical structural causes remain (demographics ie: older drivers, retirements; waiting to be of age, lack of parking & lifestyle)
- FMCSA's Drug & Alcohol Clearinghouse.
  - As of July 1, 2022 - 100,279 CDL/CLP holders are in prohibited status with at least 1 violation, with 75,717 of those not starting the return to duty process.

This means, for very good reasons, we need to recruit even more new drivers to the industry.

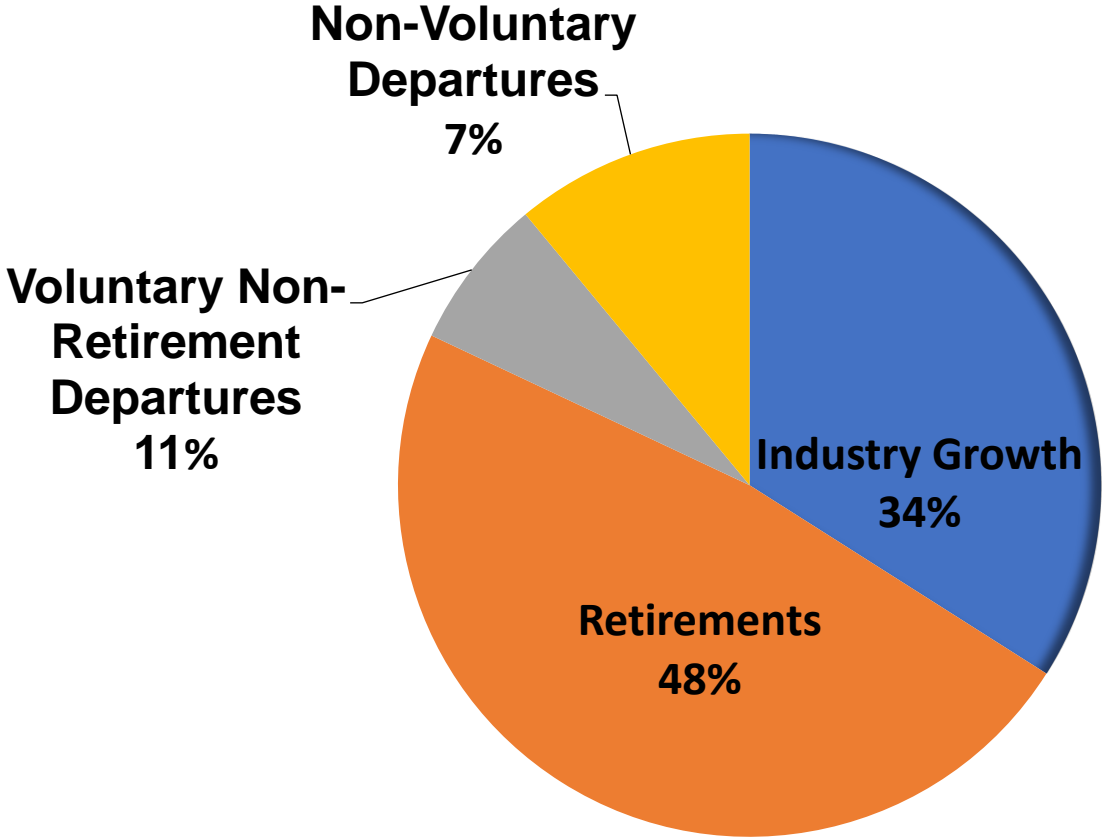
- In 2020, pipeline of new drivers is likely less (perhaps much less) – schools and DMV's limitations during the pandemic. Back up to 100% capacity now.
- Some drivers left the industry temporarily or permanently due to the pandemic.
  - Health concerns, pandemic related government assistance and childcare issues

Bottom line: Drivers have left the industry and we have not added enough new drivers. It will take a while to dig out of this supply hole and driver pay will continue to go up as a result.

# Truck Driver Shortage

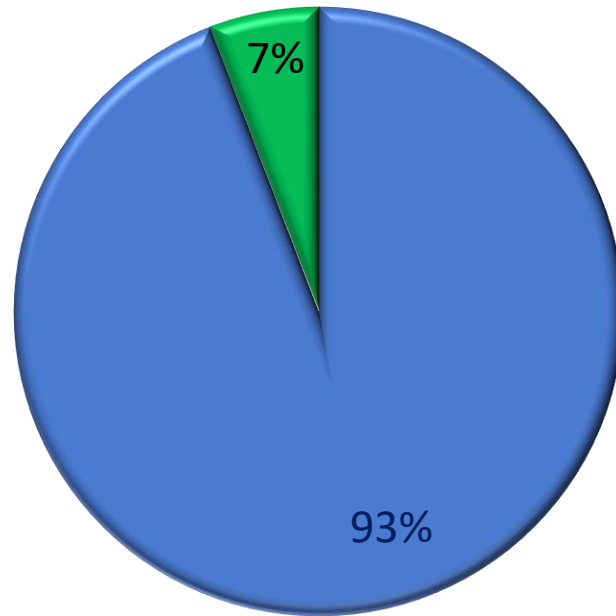


# Drivers Needed through 2030



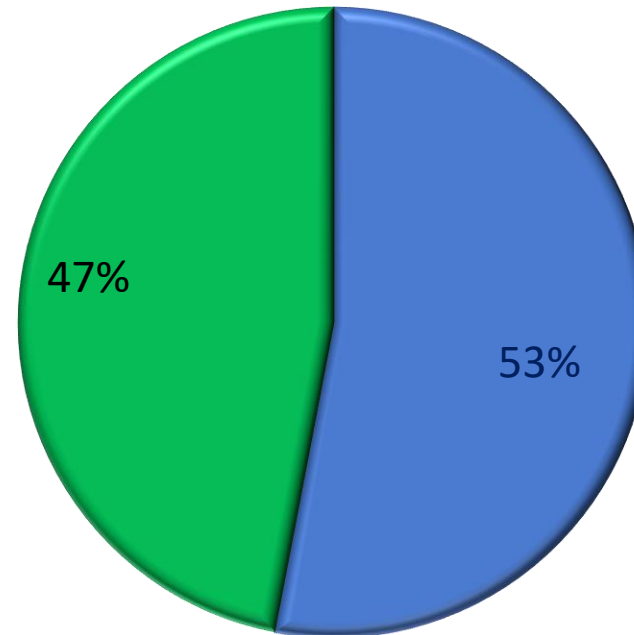
# GENDER STATISTICS

## Truck Drivers



■ Male      ■ Female

## All US Workers

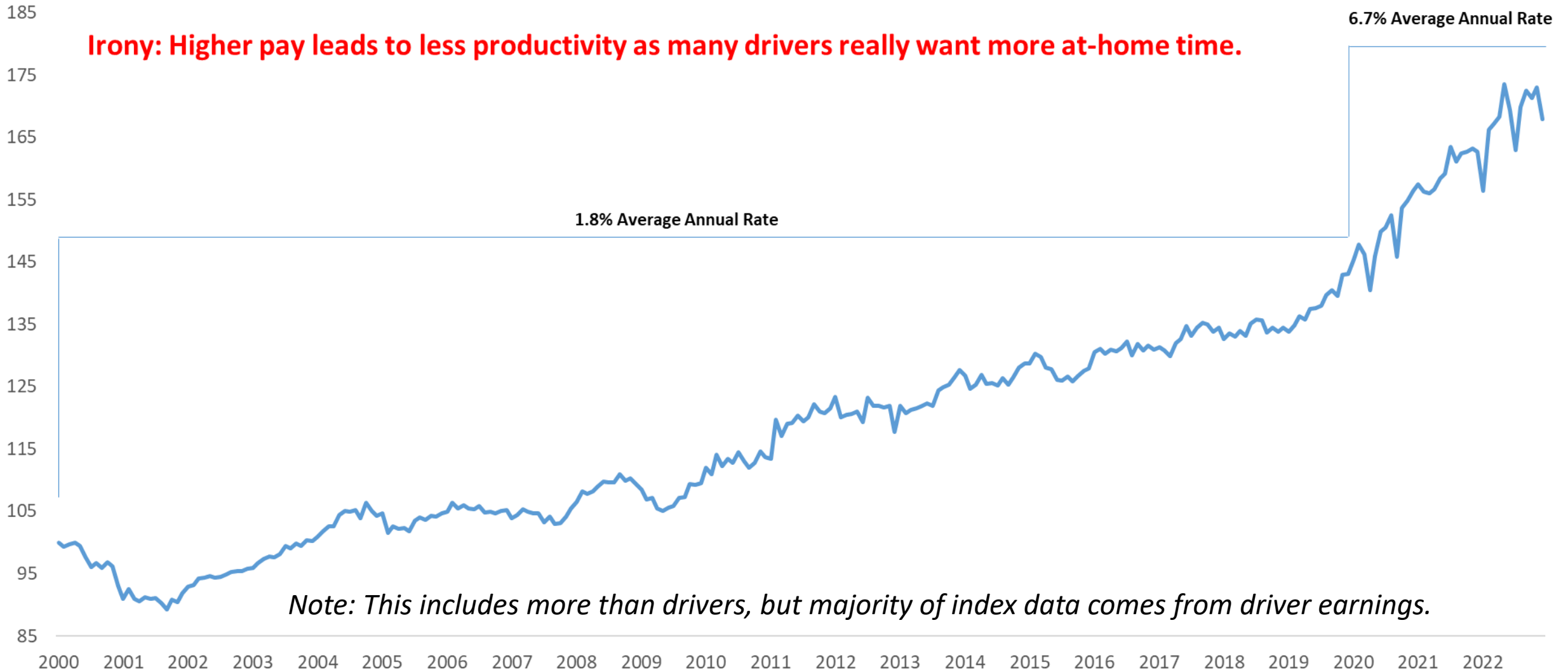


■ Male      ■ Female



# Index of Average Weekly Earnings for Production & Nonsupervisory Occupations in Long-Distance General Freight (January 2000 = 100) – Includes TL & LTL

**Irony: Higher pay leads to less productivity as many drivers really want more at-home time.**



*Note: This includes more than drivers, but majority of index data comes from driver earnings.*



# WHY THE TRUCK DRIVER IMAGE IS SO IMPORTANT!





# NTDAW 2023 Billboard Campaign

- **32 billboards**
- **26 million motorists reached**



# No Truck Drivers?



# No Food.



**Russ Simpson**  
Professional Truck Driver



#ThankATrucker | [TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)



# No Truck Drivers?



# No Medicine.



**Brandon Hardy**  
Professional Truck Driver

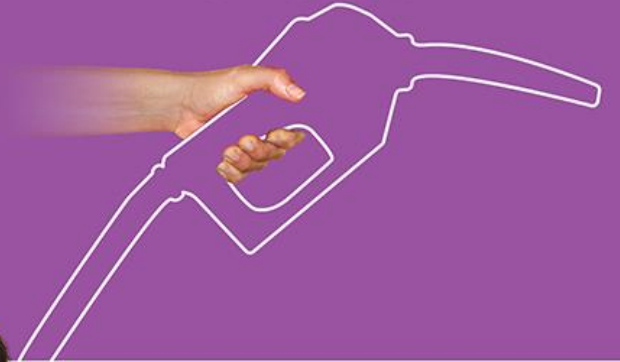


#ThankATrucker | [TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)

# No Truck Drivers?



# No Gas.



**Steve Smalley**  
Professional Truck Driver



#ThankATrucker | [TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)



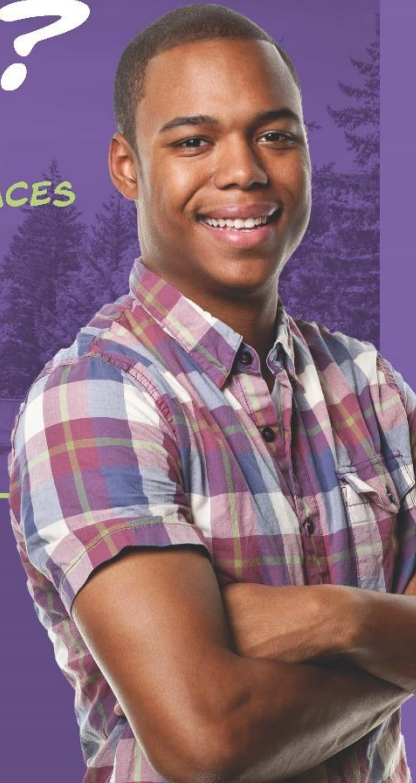
**Nearly 1,000 8<sup>th</sup> and 9<sup>th</sup> grade students in the Dayton, Ohio Area Participated in Career Day**





# WHAT DRIVES YOU?

A CAREER THAT TAKES ME PLACES



**A career in trucking never looked so bright!**

The trucking industry offers lifelong career opportunities, including drivers, technicians, sales, supply chain management and more. If you aspire to achieve excellent pay and benefits, to have no college debt, and to see the country, visit [\[websiteURL\]](#) to start your future in trucking.

QR Code

**TRUCKING**  
Moves America Forward

## High School Recruiting Posters & Social Ads → What Drives You?

# WHAT DRIVES YOU?

BEING MY OWN BOSS



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**TRUCKING**  
Moves America Forward

# WHAT DRIVES YOU?

BEING AN ENTREPRENEUR



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QR Code

**TRUCKING**  
Moves America Forward

# Nine Years of the TMAF Movement: Making an Impact

- 1.6 billion campaign impressions to date
- Repeat polling shows we have moved the needle on image:

*Favorable view of the trucking industry*



**Thank You NAPFTDS for Your Support!**

***What are the good things/bad things you've heard about trucks and the trucking industry?***





# Showcasing Trucking @ the White House 2017 & 2022





# The Importance of the



# Button!





**IMAGINE**

# Thank You!

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**Martin Transportation Systems**

**Vice President, Governmental Affairs**

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