



CTA Political Action Toolkit  
**GET INVOLVED!**



Canadian Trucking Alliance  
Alliance Canadienne du Camionnage



## CTA POLITICAL ACTION TOOLKIT: CALLING ALL MEMBERS



Lobbying on behalf of the trucking industry is at the very core of CTA's reason for existence. **But, CTA can't do it alone.**

All owners, presidents and CEOs can play an important role in ensuring the trucking industry has the most effective representation in Ottawa compared to any other industry and all you have to do is talk about your business!

There are various ways you can participate in the political process. We're sure you already vote, but you can and should be even more engaged.

You can get involved with the local riding association for the party or candidate of your choice. You can make an individual financial contribution. Those are very personal decisions where all CTA can do is encourage members to do as they wish.

However, you can also get involved simply by getting to know your local MP and introducing him to your business and industry. If the industry doesn't educate the politicians, who else will?

You don't need to be an expert on all the issues and all of CTA's positions (we can always brief you on those things) although we can guarantee you will know more than the politician. You know your business and you have every reason to be proud of it. You know the challenges you face.

No matter how big or small your company is, what you do every day for the Canadian economy and as a local employer is important and worth knowing.

**So please, use this simple toolkit and start building more awareness of the trucking industry today!**

## CTA POLITICAL ACTION TOOLKIT: TAKING ACTION



1

Take the first step; decide you will get to know your MP by inviting him/her out to visit your operation.

2

Go to the Elections Canada home page (<http://www.elections.ca/home.aspx>) and enter your postal code in the Voter Information Service box. This will immediately direct you to a page containing information on your MP including his/her constituency office address and telephone number – jot them down.

3

Prepare a letter based on the template example provided by CTA on the next page of this toolkit. Send it to your MP; make a note to follow-up by telephone with the MP's office if you don't hear back within a couple of weeks. (You will receive a reply but depending on whether parliament is sitting or not, or how efficient the MP's constituency office is, it could take some time to set things up). Be patient but persistent.

4

Once a meeting has been scheduled, take the time to personalize some of the Canadian Truck facts on the sample letter on the next page. At the meeting, be yourself. Talk about your business, your challenges. Take the MP on a tour of your shop. Mention you are a member of CTA and your provincial association and will be willing to provide more detailed information from the associations if the MP indicates he/she would like such information. Your meeting should last 45 minutes to an hour, but likely no more.

5

On parting, be sure to provide the MP with your card and any relevant industry take-away documents that you would like the MP to have.

6

Drop any member of the CTA staff an email informing us of how the meeting went and if any follow-up is required.

7

That's it, you've done it. Repeat again in a couple of years or sooner if you get a new MP. Thanks!

## MP SAMPLE LETTER

[Put this on your company letterhead]



(Date)

Dear *(Insert your MP's name here)*

*(Example/guide only, use your own text)*

ABC Trucking Company Ltd., of Calgary, Alberta was formed in 1958 by Bob Smith. The company started with one truck, hauling food products and general merchandise to various customers throughout southern Alberta. Today, the company has a fleet of over 150 tractors and 50 straight trucks. The company is also proud to employ over 90 people. Operations have expanded to include all 10 provinces as well as the United States.

The company operates various specialized types of equipment including van trailers, longer combination vehicles, and tankers.

Now into its second generation, Bob's son, Bob Jr., is the company president. The company is a long time member of the Alberta Motor Transport Association and Bob is also a member of the Board of Directors of the Canadian Trucking Alliance. As such we adhere to CTA's principles of safety first, environmental stewardship and fair competition.

In recent years the company has been the recipient of numerous awards, including being named one of Canada's Best Managed companies for five straight years.

We would be honoured if you would take some time out of your busy schedule to meet us at our offices to learn a bit about our company, our industry and the challenges we face. I look forward to hearing from you at your earliest convenience.

Yours very truly,

Bob Smith, Jr.  
President and Chief Executive Officer  
*(Your name here and title here)*

### Canadian Truck Facts

- There is an old saying – If you got it, a truck brought it -- that is as true today as it has ever been. Trucking is the preferred mode of freight transportation in Canada, hauling about 90% of all consumer products and foodstuffs.
- If you really want to know what's going on in the economy, ask a trucker. The industry is one of the best leading indicators of economic activity there is.
- Overall, the trucking industry in Canada generates over \$65 billion in revenues and employs more than 400,000 Canadians hailing from virtually every community in the country.
- The industry's contribution to total GDP is more than that of all the other freight transportation modes combined.
- Two-thirds (by value) of Canada's trade with the United States moves by truck.
- Trucking is the only freight transport mode able to provide the flexible, efficient, and time-sensitive door-to-door service that most Canadian businesses seek for getting goods to market or delivering essential business inputs.

### Canadian Trucking Alliance

- CTA is a federation of the provincial trucking associations representing over 4,500 trucking companies who control the movement of about two-thirds or more of the total freight market.
- Its members believe that competition should be based on service and price, where price includes the true cost of compliance for all industry participants.
- CTA enjoys a cooperative relationship with government on a host of economic, safety and environmental initiatives.



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