

CILTNA May 2020 IVP Report of Tom Maville

Transport Canada Membership Agreement:

CILTNA has signed the new Membership Agreement with Transport Canada, the federal government department responsible for developing and administering Canada's federal transportation policies. The Agreement takes effect 01 April 2020. The new agreement mirrors the previous one, with the addition of the ability to provide either webinars or in-person seminars.

CILTNA has also recently met with officials of the Canadian Transportation Agency (CTA). The CTA is an independent, quasi-judicial tribunal and economic regulator. It makes decisions and determinations on a wide range of matters involving air, rail and marine modes of transportation under the authority of Parliament, as set out in the Canada Transportation Act. They are interested in a one-day program, highlighting the various modes. These discussions are now on hold.

CILT Webinars

CILTNA is developing webinars on various transportation and logistics issues. The initial research and development of the webinars started in late 2019 before the COVID-19 pandemic was an issue in North America. The webinars, however, are now seen as an important tool in our efforts to strengthen our communications and our product offerings to our members.

The first CILTNA Webinar, on Canada's west coast tanker traffic safety, was delivered by the Chair of our Pacific Region Chapter (as moderator) on 10 March 2020. There were 29 registrants, and 21 attendees. The presentation was excellent, and there was a very active Q and A period. An immediate survey of attendees was met with a 50% return rate, and very good reviews.

The next webinar to be pursued will be the "Transport Canada Data Centre" initiative, in the May/June timeframe.

The Webinars are being led by our Membership Committee, which has now prepared a schedule of webinars on a number of topics to be presented through to the end of 2020. It has been agreed that future webinars should be promoted much more actively, and that invitations should be sent to a wider list of contacts as well as members.

CILT International Webinars

A representative of CILTNA participated in the first International Webinar that was hosted recently. Our President, Bob Armstrong has offered to present a future International webinar and his offer has been accepted by International.

CILTNA 2020/21 Membership Survey

Work has started on the 2020/21 survey, which will be timed to allow us to secure feedback on the first four webinars offered to members and others this year. Ideas are currently being formalized with respect to the survey structure and content, and include:

- a "market awareness" question designed to find out if CILTNA members are aware of all the services now being offered by CILTNA and whether they think they are useful*;
- a separate survey for students;
- a specific question about the webinars: how did you hear about them; are they useful?
- a review of the "top of mind" issues preoccupying members to ensure we are reflecting current and recent events; and
- whether or not they see value in the CILT Knowledge Centre (which Canadian members do not appear to be using).

New U.S. Chapter:

There is interest being expressed by two CILTNA members based in Texas to get a chapter up and running there, or even to aim for a broader U.S. chapter. They are going to review the questions from the 2015 CILTNA survey and tailor one for use with CILTNA members in the U.S.

In addition, they plan to contact all US members by phone in the coming weeks.

With Respect to the Audit Table

- **Marketing response document:** At CILTNA we have good communications on a daily basis with regular updates via email and social media Board meetings are held by teleconference
- **President's Requests for research:** We have not done any research per se but ask our members to respond if they have questions and concerns. CILTNA continues to track and report to our members on the COVID-19 impact on our transportation and logistics service providers through our weekly newsletter. Similar reports have also been provided by the CILTNA IVP to CILT International.
- **Best Practice Bulletins:** We do this daily and weekly
- **Webinars:** See above. Further, we sent the first International webinar recording to members and stakeholders.
- **Presidential message:** Presidential Messages have been circulated directly by email to our Board and members by our Administrator. Certain of them are also put up on our website as well as circulated by LinkedIn and face book.
- **Member letter:** Done. Membership letters are sent out to all members on a regular basis with follow up communications when letters involve fees , surveys, etc.. We support and engage our members through email, and through our Facebook and LinkedIn accounts
- **Social Media Activity:** CILTNA shares international content and posts with both our Board and our members through our Administrator and President

- **Other CILTNA Activities:**

- ✓ Sharing of industry good news stories through our Newsletter as well as by email to selective members on issues of relevance to their sector.
- ✓ Sharing of podcasts with all of our members.
- ✓ Direct communications (Email, Facebook, LinkedIn, Newsletter) to keep members engaged, informed, and supported.
- ✓ Engage with airports, ports, railways, customs agencies, law firms, educational institutions and governments through one-on-one meetings, teleconferencing, email, face book and LinkedIn.
- ✓ No discussion groups.