

Texas Trucking Association



Sarah Rajtik

COO,
American Trucking Associations



A Strong Partnership

Top Industry Issues: 2005 VS. 2023

2005

- 1 Fuel Costs
- 2 Driver Shortage
- 3 Insurance Costs
- 4 HOS
- 5 Tolls / Highway Funding
- 6 Tort Reform / Legal Issues
- 7 Overlapping / Burdensome Regulations
- 8 Congestion
- 9 Environmental Issues
- 10 Truck Security

2023

- 1 Economy
- 2 Truck Parking
- 3 Fuel Prices
- 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

Trucking at the White House



ATA Strategic Priorities

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
- Redundant Background Checks
- Towing Abuse Reform
- Transportation Infrastructure Funding
- Security

TIER 3:

- CSA Measures
- National Employer Notification System
- Technical Improvements to HOS
- Regulatory Reform
- Sleep Apnea
- Key Executive Branch Nominations
- Minimum Levels of Financial Responsibility





STRATEGIC PRIORITY

Lawsuit Abuse



TIER 1

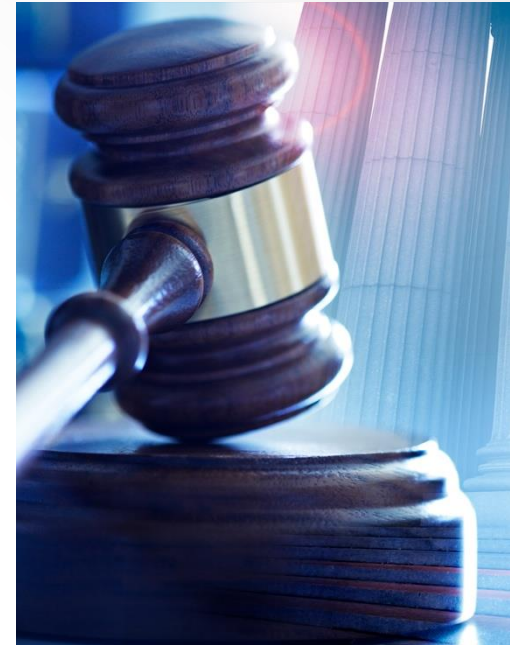
Lawsuit Abuse

Federal Lawsuit Abuse Legislation

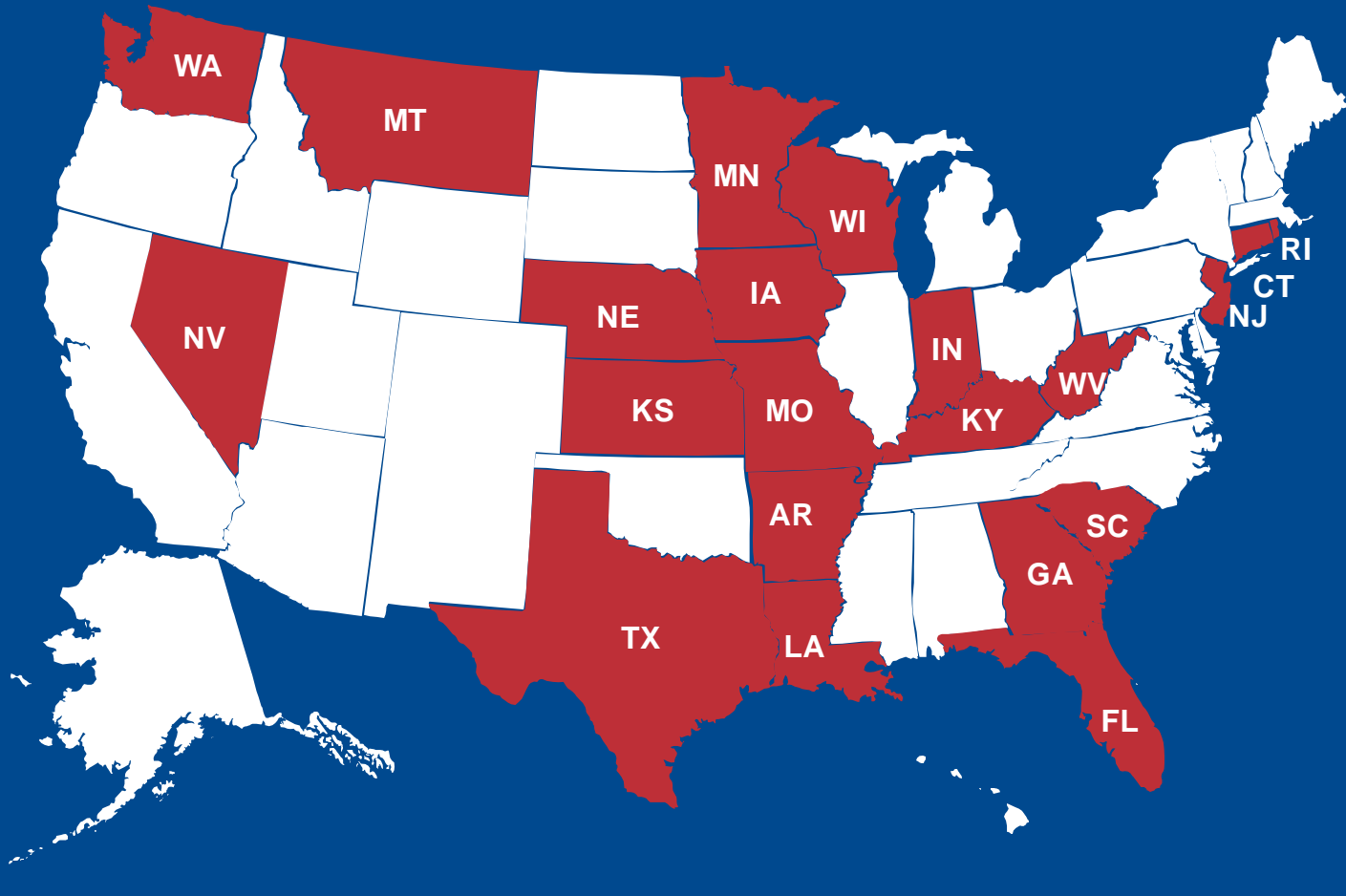
- H.R.2936, the Highway Accident Fairness Act

#StopLawsuitAbuse Campaign

- Getting the message out on lawsuit abuse on the nation's highways



Reform Bills Filed Since Campaign Launch



TIER 1 Lawsuit Abuse

Our reform efforts address many issues including but not limited to the following issues:

- Seat belt non-use gag laws.
- Admissibility of phantom damages.
- Unfettered noneconomic damages.
- Direct negligence claims against motor carriers.
- Third-party litigation finance transparency.
- Stacked environments and forum shopping.



STRATEGIC PRIORITY

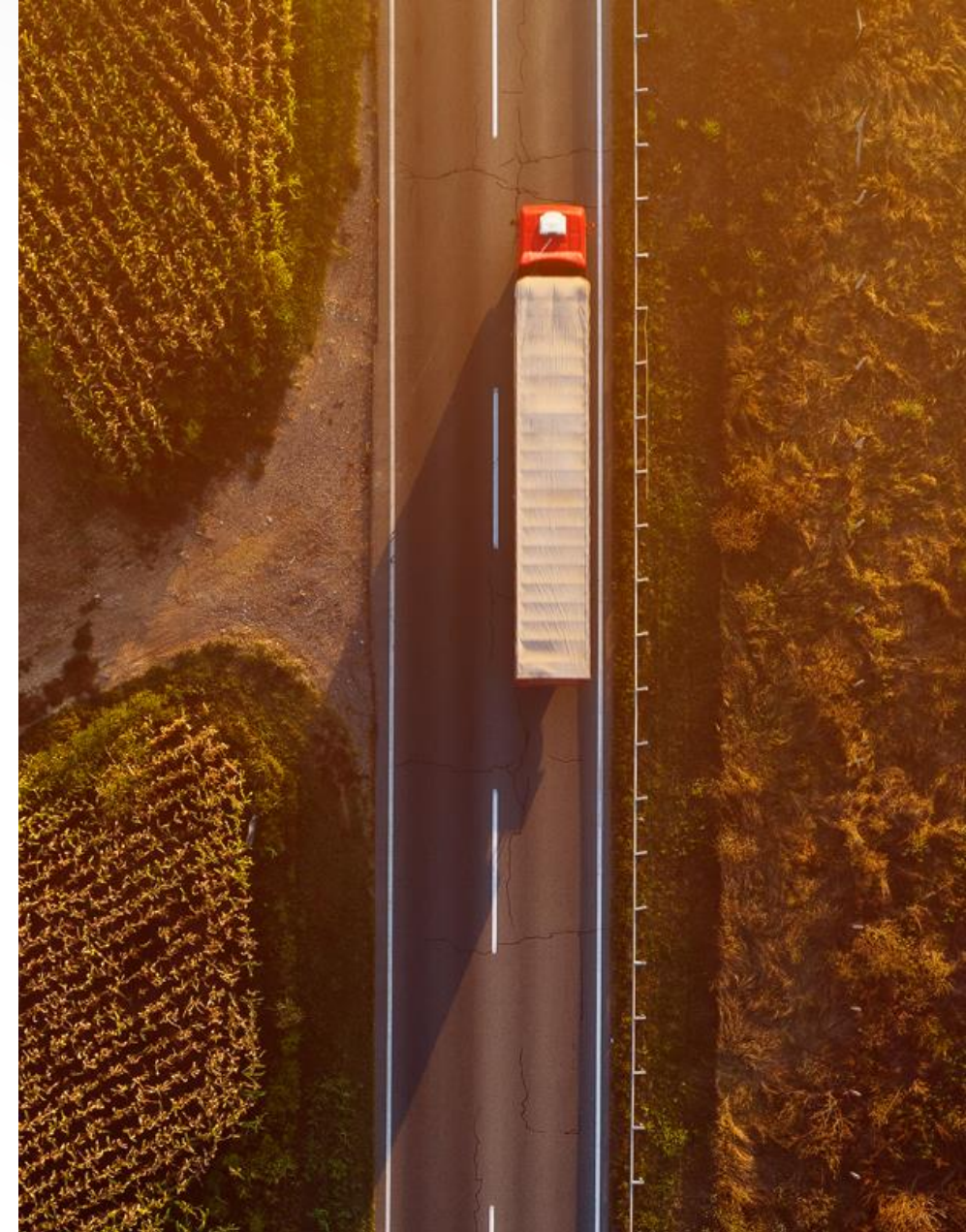
Energy & Environment



TIER 1

Energy & Environment – Federal

- EPA's final low-NOx rule - H.D.2027
- EPA's GHG rules (phases 2 & 3)
- EPA's California NOx and ACT waivers
- EPA review of California ACF waiver request
- SEC's proposed GHG reporting rule and ESG disclosure requirements
- IRA and IIJA funding distributions



Price Tag of Electrification



“

We're facing an unfunded, \$1 trillion mandate that carries enormous consequences for the American consumer. You don't overcome obstacles by ignoring them...

A real-world understanding of the path to our shared goal of zero emissions is needed, but unrealistic timelines and expectations will break the bank.”

—Chris Spear, ATA President & CEO

Commercial Vehicle Industry:

\$620 Billion

Utility Companies:

\$370 Billion

Ratepayers & Consumers:

\$???

ATA's Environmental Success Story

60 of today's trucks



would be needed to produce the emissions of **1 truck** back in 1988



TIER 1

Federal Tax Reform

The Modern Clean and Safe Trucks Act of 2023 introduced in the U.S. House and Senate

IN THE SENATE OF THE UNITED STATES

Mr. YOUNG (for himself and Mr. CARDIN) introduced the following bill; which was read twice and referred to the Committee on _____

A BILL

To amend the Internal Revenue Code of 1986 to repeal the excise tax on heavy trucks and trailers, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Modern, Clean, and

CURRENTLY:

- **12%** excise tax on trucks/trailers is the highest excise tax on a good that federal government levies.
- Now averages **\$25,000 per truck** purchased

TIER 1

Energy & Environment – Federal



Congressional Testimony

Feb. 3 before the House
Transportation and
Infrastructure Committee



Congressional Testimony

Feb. 15 before the Senate
Environment and Public Works
Committee



Clean Freight Coalition

To address energy, emissions,
and environmental challenges



STRATEGIC PRIORITY

Truck Parking



TIER 1

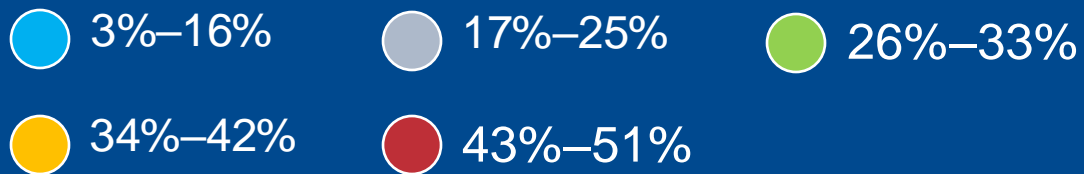
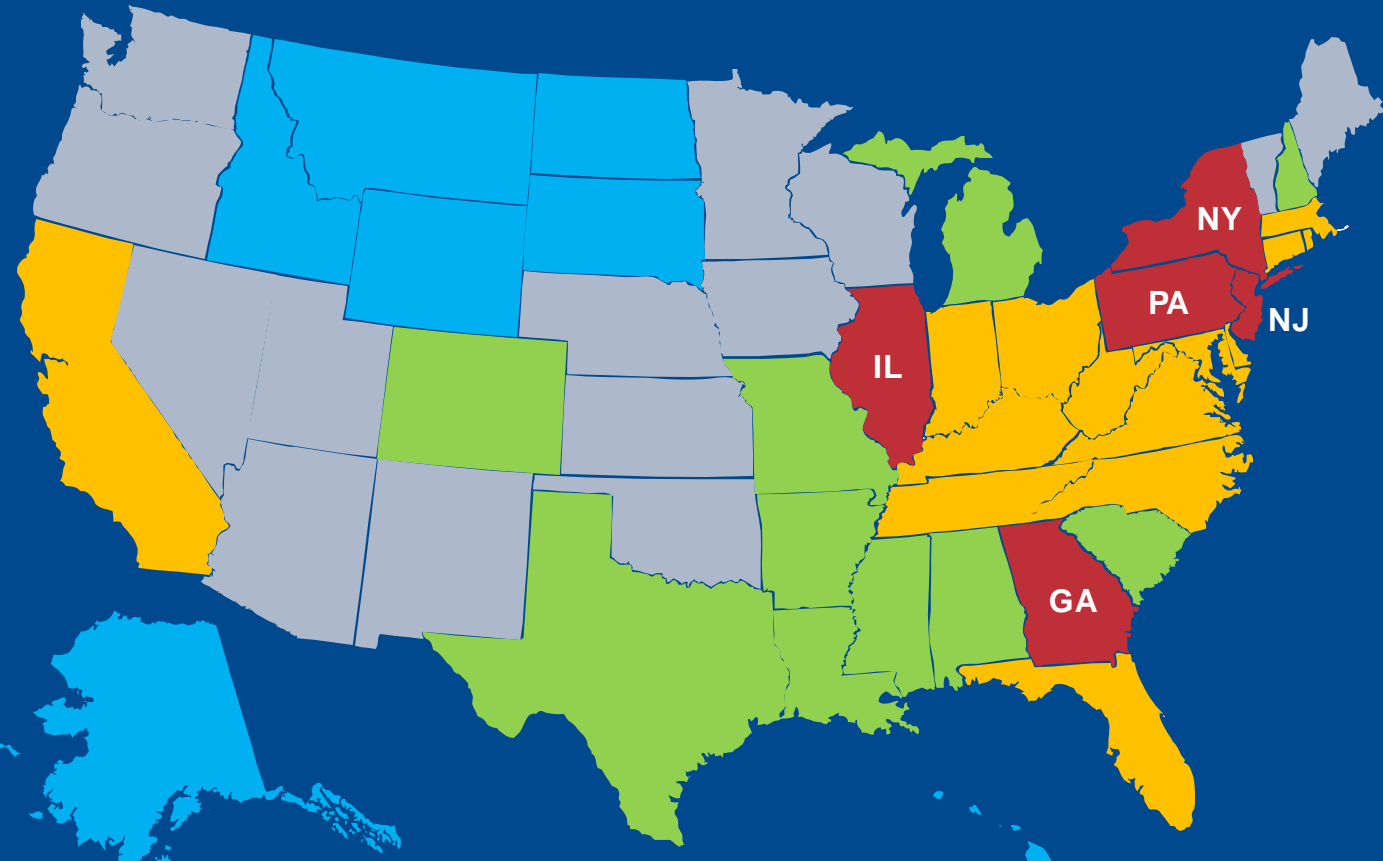
Truck Parking



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



STRATEGIC PRIORITY

Protecting the Independent Contractor



TIER 1

Protecting the Independent Contractor (IC)

California AB-5

- After the U.S. Supreme Court declined to take the case, litigation continues at the district court level.

Federal Threats

- Defend against the PRO Act
- Defend against Agency actions like USDOL, NLRB, FTC and CFPB
- USDOL final rule on IC status.

Federal Opportunities

- Legislative changes to project the IC model.
- Showcasing the importance of IC model in Congressional Committee hearings.
- Litigation against USDOL final rule on status.
- Legislation to prevent enforcement of USDOL UC rule.



Call on Washington

18 WIM Board Members Participated

10 States Represented

- **Roundtables** with House Republican Leadership and House Ed and Workforce Committee Republican Members
- **Breakfast** with Congressional Trucking Champions (Reps. Nehls, Pappas, Chuck Edward's, and Mike Collins)
- **White House Meeting**
- **27 additional meetings** with Congressional offices:

Hinson (R-IA)
Grassley (R-IA)
House (D-DC)
Ernst (R-IA)
McHenry (R-NC)
Nunn (R-IA)
Tills (R-NC)
Budd (R-NC)

Mullin (R-OK)
Hern (R-OK)
Rubio (R-FL)
Butler (D-CA)
Dunn- (R-FL)
Peters- (D-CA)
Scott - (R-FL)
Padilla (D-CA)

Larsen (D- WA)
Emmer (R-MN)
Bean (R-FL)
Klobuchar (D-MN)
Lankford (R-OK)
McCollum (D-MN)
Rutherford (R-FL)
Smith (D-MN)

Casey (D-PN)
Deluzio (D-PN)
Burlison (R-MO)
Fetterman (D-PN)
Jordan (R-OH)
Vance (R-OH)
Schmitt (R-MO)
Gillibrand (D-NY)

Tonko (D-NY)
Brown (D-OH)
Hawley (R- MO)



INDEPENDENT CONTRACTORS

Read their stories
Respect their choice
Protect their small businesses



36 stories
from
23 states



BY CAITLIN OPRYSKO

— And female truckers are **Trucking Associations'** f initiative. The participants who met with leaders from National Economic Council

— On the Hill, they met with **Pappas** (D-N.H.), **Rick L.** (N.C.), and discussed ways women in the trucking industry access to training for truck



Examining the Policies and Priorities of the Department of Labor

House Committee on Education & the Workforce
4.05K subscribers

Subscribe

7 7 Share



STRATEGIC PRIORITY

Security

TIER 2

Security

Advocate for policies and enforcement resources to address security issues in the trucking industry, including theft of cargo and assets, and cybersecurity threats.

- Bipartisan Introduction of *Safeguarding Our Supply Chain Act*
- Secured \$2 Million for a Federal Task Force to Combat Supply Chain Theft & Fraud
- Secured \$2 Million for Cargo Theft Special Prosecutors
- ATRI Studying and Drafting Report on Cargo Theft
- Working with Agency Partners, Including FMCSA, to address fraud.



STRATEGIC PRIORITY

Redundant Background Checks

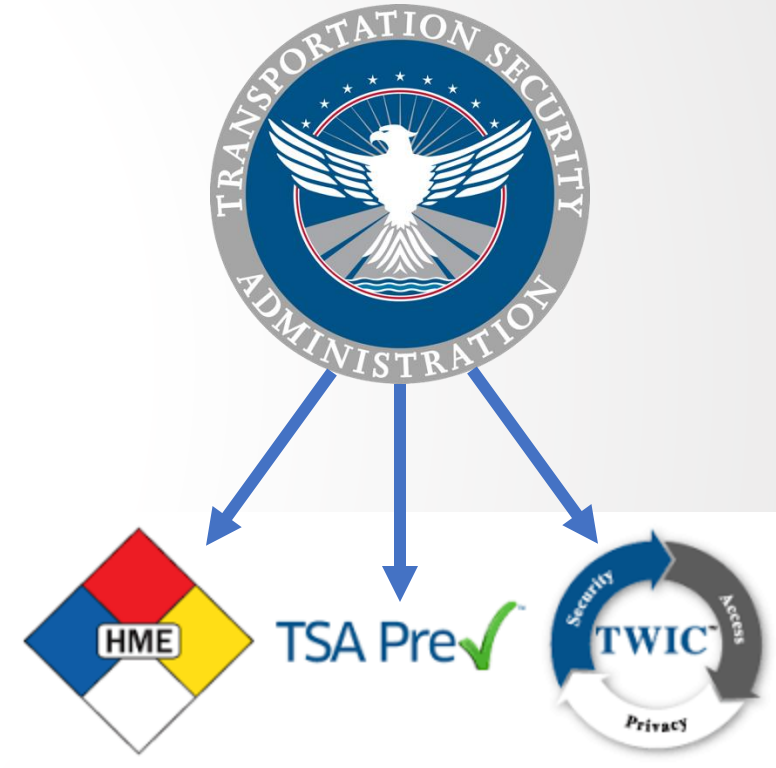


TIER 2

ATA is Leading the Charge to *Eliminate Redundant Background Checks*

Same Agency,
Same Background Check,
Yet Duplicative Fees &
Redundant Enrollment Processes?

**Bottom Line: Supply chain
workers shouldn't have to bear
the cost and burden of inefficient
government bureaucracy**



TIER 2 Transportation Security Screening Modernization Act (H.R. 5840, S. 3959)

- ✓ Creates efficiencies for both the government and supply chain workers by harmonizing programs that require the same background check
- ✓ Expands reciprocity between comparable programs administered by TSA
- ✓ Enables individuals to apply a valid background check to multiple programs
- ✓ Allows individuals to apply for multiple programs at the same time

Supported by 150+ Supply Chain Stakeholders

BILL SPONSORS

U.S. House of Representatives



Rep. Garret Graves
(R-LA)



Rep. Adam Smith
(R-WA)
*Ranking Member of the House
Armed Services Committee*



Rep. Mark Green
(R-IN)
*Chairman of the House
Committee on Homeland
Security*



Rep. Dina Titus
(D-NV)



Rep. Michael Guest
(R-MS)



Rep. Salud Carbajal
(D-CA)

U.S. Senate



Sen. Roger Wicker
(R-MS)



Sen. Jon Tester
(D-MT)



Sen. Deb Fischer
(R-NE)



Sen. Angus King
(I-ME)

2023-2024 Victories

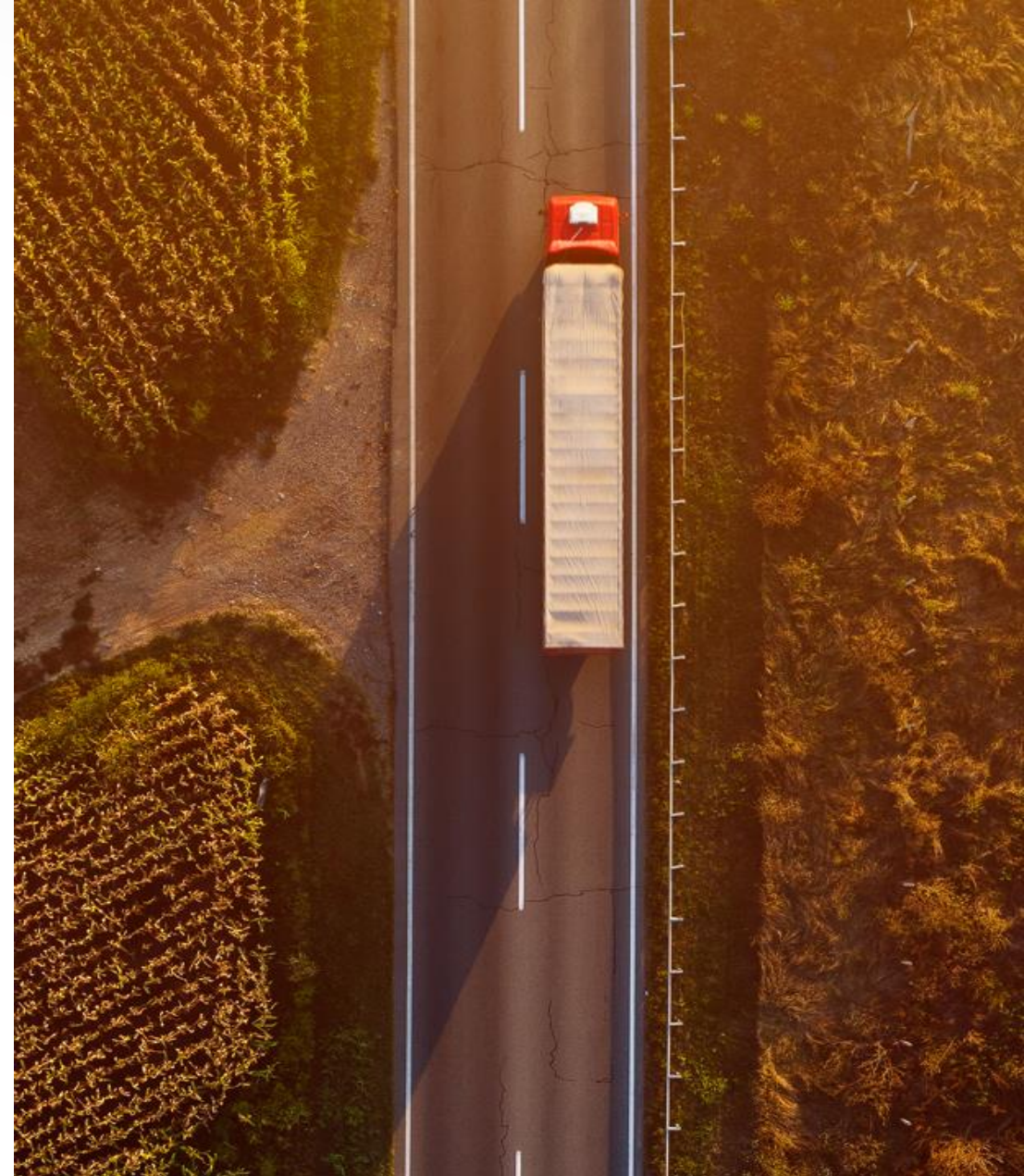
VICTORY!

- Uniform base access credentials for trucking through NDAA
- R.I. Truck Only Tolling Legal Battle
- IMCC Chassis Choice Case
- Infrastructure Law
- End Fentanyl Act & Cross Border Freight Improvements



On the Horizon

- Appropriation Bill
- Potential Election Impacts
 - Regulatory Actions – Freeze
 - Lame Duck Congress
- 2025 Tax Reform
- Chevron Strike Down Impacts



The Member-Driven, Voice of Trucking





TRUCKING

Moves America Forward



*NOTHING WITHOUT
TRUCKING*





**NOTHING WITHOUT
TRUCKING** 

**THE MEDIA LANDSCAPE HAS SHIFTED.
THE THREAT ENVIRONMENT HAS CHANGED.
WE MUST ADAPT AND EVOLVE WITH THEM.**

NOTHING WITHOUT
TRUCKING 

MISSION, TARGETS, TACTICS, ETC.

OBJECTIVES:

- ❑ Elevate and enhance the image of America's trucking industry in the eyes of key stakeholders.
- ❑ Create authentic narratives about the trucking industry that support ATA strategic priorities.
- ❑ Grow broad base support for the trucking industry nationwide.

TARGET AUDIENCES:

- ❑ Government officials
- ❑ Industry allies
- ❑ Motoring public
- ❑ Consumers
- ❑ Voters
- ❑ Industry and allies
- ❑ ATA Federation members

- ❑ Owned media content
- ❑ Paid media content
- ❑ Earned media coverage
- ❑ Events and press conferences

TIMELINE:

- ❑ Long-term
- ❑ Multi-year window
- ❑ Annual priorities

**NOTHING WITHOUT
TRUCKING** 

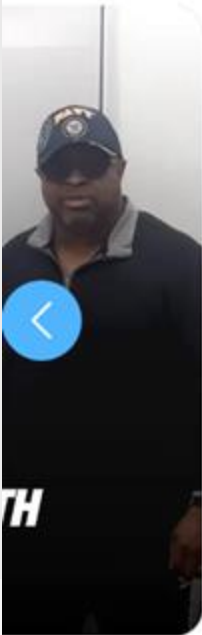


Explainer Videos | Independent Contractors



NOTHING WITHOUT
TRUCKING 

ROAD STORIES

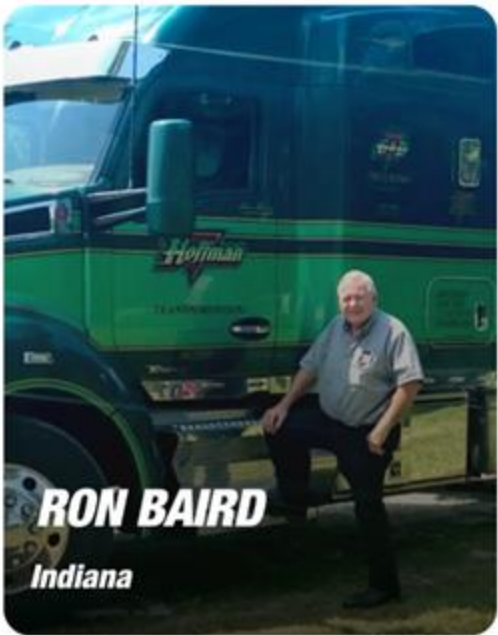


TH



RHONDA HARTMAN

Iowa



RON BAIRD

Indiana



GINA JONES

Arizona



LOUAN

Texas

SUBMIT YOUR ROAD STORY



2024: PLANS AND OPPORTUNITIES

DELIVERING THE MESSAGE

- We are working on a new suite of billboards and truck wraps. We want to expand this important tactic beyond NTDAW to promote our industry's image year-round, especially during a national election year.

ROAD TO NOVEMBER RUNS THROUGH TRUCKING.

- The election cycle provides an opportunity to elevate our industry and emphasize its size, reach and importance in battleground states.

TRUCK A DISTRICT

- Reporter and Congressional ride-alongs that promote a state's trucking industry and connect it with other key industries – our customers.



2020 Margin: **10,457**
Industry Size: **165,048**



2020 Margin: **20,682**
Industry Size: **165,048**



2020 Margin: **12,670**
Industry Size: **335,230**



2020 Margin: **33,596**
Industry Size: **80,780**



2020 Margin: **154,188**
Industry Size: **247,090**



2020 Margin: **81,660**
Industry Size: **340,730**



ACTION ITEMS

HOW TAEC CAN SUPPORT PHASE 1:

- State trucking associations are vital to NWT's success as a build a brand, grow a following, and scale our campaign.

1

STORY COLLECTION:

Help us fill the funnel: Leverage your membership to identify Road Stories and other media profiles.

2

CARRY THE BANNER:

Sponsor a billboard or trailer wrap. See opportunities in STA toolkit.

3

ENGAGE ON SOCIAL MEDIA:

Follow, like, share the NWT content



@NW_Trucking



NothingWithoutTrucking



nothingwithouttrucking



NothingWithoutTrucking





Thank You



NOTHING WITHOUT
TRUCKING 



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ASSOCIATIONS***

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