February 12, 2021

Priorities & Finance Committee,
The City of Calgary
P.O. Box 2100, Station M
Calgary, AB, T2P 2M

Project Support: Digital Twin for Trucks

On behalf of Alberta Motor Transport Association (AMTA), I am pleased to write in support of Mount Royal University's Digital Twin for Trucks project, with the City of Calgary's support. This project will allow AI to be deployed into many companies that cannot afford such complex and expensive technologies in Calgary and Alberta which will advance their ability to drive efficiencies into their operations, thereby supporting a strong economic rebound in the local economy.

The AMTA is a province-wide, not-for-profit association established since 1938 as the voice, the standard and the resource of the commercial transportation industry representing over 15,000 carriers in the Province of Alberta. Innovation is a strong component of the AMTA's strategic plan. The AMTA is foundationally collaborative with industry stakeholders in our approach to creating innovative industry solutions. In addition to participating on several City of Calgary committees, AMTA is leading projects and pilots that embrace new technology and training development and deployment in the commercial transportation industry.

Mount Royal University's (MRU) Digital Twin project is strongly aligned with AMTA's vision and mandate to support emerging technologies that support the commercial transportation industry. Hence, I extend my support for this project that will use real world industry data digital twin truck engine analysis. Through this project, MRU graduates trained in developing such AI tools for our sector will help local companies realize the benefits of novel technologies to benefit of their operations. This project will have a positive impact on employment opportunities for Calgary youth.

It is my firm belief that Calgary will greatly benefit from showcasing its local supply chain talent, trained in the use of AI & ML at a Calgary university- with the support of the municipal government, working on a project which is supporting local logistics and transportation sectors.

I wish the project team all success in this important project and look forward to participating in this initiative. If you have any questions, please feel free to contact me directly. I look forward to hearing from you.

Sincerely,

Chris Nash
President,
Alberta Motor Transport Association