

VISION

To have the safest and most efficient movement of people and goods by road in the world

MISSION

To provide collaborative leadership in addressing Canadian road safety priorities and members' digital services

VALUES

Accountability • Respect
 Collaboration • Engagement

STRATEGIC PLAN 2021 TO 2025

| PRIORITIES | GOALS | OBJECTIVES |
|---|---|---|
| Member Driven Solutions | Develop innovative, timely initiatives, white papers, and guidelines that meet member needs and maximizes resources | <ul style="list-style-type: none"> • Support members in collaborative research and data • Support members in knowledge management exchange |
| Agreements | Develop and maintain Reciprocal Pan-Canadian and International Agreements | <ul style="list-style-type: none"> • National Safety Code • Road Safety Strategy • Canadian Driver Licence Agreement • International Agreements • Data Exchange Agreements |
| Government and Stakeholder Relationships | <p>Be responsive to the Councils of Deputy Ministers and Ministers Responsible for Transportation and Highway Safety in addressing road safety priorities</p> <p>Foster effective relationships with all stakeholders to meet CCMTA goals</p> | <ul style="list-style-type: none"> • Report out on progress on key files to government officials • Support governments in identifying value added initiatives • Consult with industry stakeholders |
| Organizational Effectiveness | <p>Be a best in class organization</p> <p>Ensure fiscal integrity and sustainability</p> | <ul style="list-style-type: none"> • Monitor and improve governance • Ensure organizational capacity and capability • Identify appropriate revenue growth strategies to ensure sustainability |
| Technology Services | Ensure secure, reliable, and relevant technology services | <ul style="list-style-type: none"> • Support and enhance the exchange of driver and vehicle data via the Inter-provincial record exchange • Support the development and provision of digital services |