



Introduces

WIN → **Trades**®

At the



October 9, 10, 11, 2023 ORLANDO, FL

The Transportation Diversity Council (TDC) was an exhibitor at the 2023 APTA EXPO in Orlando FL. We were located at booth 3580, right in the midst of hundreds of transportation industry manufactures, suppliers and service providers.

At the APTA EXPO TDC highlighted,

- Its role in the workforce development needs of the transportation and construction industries via educational programs and networking strategies since 2010.
- The urgency that workforce stabilization be prioritized based on recent trends in workforce attrition and diminished attraction of skilled workers in the transportation industry.
- The importance of building community-employer relationships

To address these highlights, the TDC exhibit introduced Workforce Initiative Now-Trades (**WIN→Trades**). **WIN→Trades** is a workforce stabilization program created to meet current and projected construction, production and maintenance staffing needs to support employers in building a diverse and sustainable skilled workforce.



Workforce Stabilization Model

Key Components

