



**The Latino Academy Regional Transportation Training Center  
in partnership with the Wisconsin Motor Carriers Association and the  
Wisconsin Beverage Association**  
Developing, Up-skilling and Re-Skilling the Transportation Workforce Pipeline  
in the State of Wisconsin

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Wisconsin needs more successful approaches to expand the trucking workforce. Without it, the cost of consumer goods will increase and the economy will be hurt as businesses across the state will be unable to reliably move their product to market. Wisconsin workers want well-paying jobs and the purchasing power that a good income brings. This is why we, the undersigned, are part of a coalition to support the **Regional Transportation Training Center** and help advance the solution it offers to address this ongoing and growing workforce need.

The **Regional Transportation Training Center** is the innovative approach developed by the Wisconsin Motor Carriers Association (WMCA), the Wisconsin Beverage Association (WBA) and the Latino Academy of Workforce Development. Working together, this partnership will connect unemployed and underemployed Wisconsin residents in South Central (Columbia, Dane, Dodge, Jefferson, Marquette and Sauk) and Southeastern Wisconsin (Kenosha, Racine, Walworth) with the needed support and training to complete the Commercial Driver License (CDL) training, find related employment, and quickly onboard with employers. These are family-supporting jobs, with benefits. As of Oct. 14, 2021, the average annual pay for a CDL holder driving a heavy or tractor-trailer truck in Wisconsin is \$57,311 a year, according to ZipRecruiter.

This vision requires investment to become a reality. We need your help to make it happen. This proposal is an applicant under the Vera Court Neighborhood Center organization in the [Wisconsin Innovation Grant Program](#), addressing the goal to help the regions of Wisconsin solve their most pressing workforce challenges by financially supporting collaborative, sustainable and innovative pandemic-recovery plans developed by regional organizations.

**About the Partners:**

The [Wisconsin Motor Carriers Association](#) (WMCA) brings to this working partnership the more than 80 years of being an advocate for the trucking and transportation industry in

Wisconsin. The Wisconsin Motor Carriers Association is a non-profit trade association representing the Wisconsin Towing Association, Wisconsin Milk Haulers Association, Wisconsin



Motor Coach Association and the Wisconsin Movers Association with 1,200 members ranging from independent contractors with one truck to companies with thousands of trucks. The WMCA is affiliated with the American Trucking Associations (ATA) in Washington and works with the ATA on federal issues.

[Wisconsin Beverage Association](#) members, including Coca-Cola, Keurig Dr. Pepper, and PepsiCo employ some 4800 persons in Wisconsin, with roughly one-quarter working in distribution. As a collaborative partner in the proposed Regional Transportation Training Center, the WBA and its member companies will work with LAWD to facilitate the development of a sustainable CDL training and onboarding framework that successfully connects LAWD's CDL students and graduates with beverage industry employers. The [American Beverage Association \(ABA\)](#) is the trade association that represents the non-alcoholic beverage industry. The industry employs nearly 265,000 workers across the nation and has an economic impact of almost \$190 billion while paying over \$50 billion in state and federal taxes annually. The ABA urges support for this grant which will help the industry build more family- sustaining jobs in the state and across the country. The ABA believes these efforts will go a long way toward building strong communities while alleviating a dire need for more skilled drivers across the nation.

Since 2011, the [Latino Academy of Workforce Development's](#) (LAWD) has achieved notable successes in **workforce training** and **job placement** through its **customized resource navigation approach**. Candidates are Latinx and other underrepresented populations who work with LAWD resource navigators before, during and after the training program to identify career interests and readiness while resolving potential barriers. Program participants can enroll in GED completion or English language classes as needed in addition to industry-specific training. The Latino Academy Approach combines initial, individualized candidate screening with soft skills development and occupational training in the high-demand and high-wage transportation industry sector. Resource navigators continue working with new hires for up to twelve months after job placement, streamlining the employer's onboarding efforts and costs while also increasing employee job satisfaction through improved two-way communication and greater understanding and utilization of employer benefits. Student demand for LAWD programs doubled in 2020, with double-digit growth continuing in 2021.

You can learn more about the **Regional Transportation Training Center** [by visiting our website](#).

**Coalition Members in Support of the Regional Transportation Training Center:**

Wisconsin Motor Carriers Association

Wisconsin Beverage Association

American Beverage Association



Latino Academy of Workforce Development

Workforce Development Board of South Central Wisconsin

Workforce Development Board of South East Wisconsin

National Workforce Readiness Council

Wisconsin Technical College System

4-C Community Coordinated Child Care

Covering Wisconsin

Dane County Human Services

Professor Armando Ibarra

University of Wisconsin-Madison

LIFT Wisconsin

Latino Professionals Association

Madison College

Operation Fresh Start

Latino Chamber of Commerce

Urban League of Greater Madison

United Way of Dane County

Wisconsin Early Childhood Association

Wisconsin Literacy Council

Centro Hispano of Dane County

WRTP Big Step