



PDRTA Named 2023 Transit Provider of the Year

Altogether the PDRTA team collected 8 awards from the 2023 TASC Conference & Bus Rodeo held March 1-5.

Receiving 2023 Transit Provider of the Year marks the 3rd time PDRTA brought home this distinguished award over the last 7 years.

For the second consecutive year, Executive Director, **Don Strickland** received Transit Advocate of the Year.

Human Resource Manager, **Ania Dixon** received the Making the Difference Award.

Transportation Manager, **Jack Pickett** received the Support Manager of the Year, Rural Award.

Mitchell Brantley received South Carolina Operator of the Year for Fixed Route Service.

Board Members **Hattie Burns** (Rural) and **George Jebaily** (Urban) received Board Member of the Year.

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PDRTA Marion Reopened

After 10 years of closing, PDRTA reestablishes its home base in Marion.

Monday, January 9th a ribbon cutting event was held where many of our partners and local leaders joined together to celebrate.

Senator Kent Williams was among the speakers who shared in the sentiment of the impact the facility and new fixed route service will have to Marion County.

The process to reopen the facility started in 2022 and came from the need to better serve Marion and Mullins with fixed route services. The 2 new fixed routes each make approximately twenty stops in a hour round trip.

The completely renovated Marion facility will serve as a local dispatch hub for Marion and Mullins bus operators.

Thank you to every member of our hardworking team and each partner for coming together to reach this huge milestone!





Supporting Our Communities Together

Covering the costs associated with providing public transportation takes support and collaboration.

We rely on partnerships with local stakeholders and local match funding to secure our allocated Federal dollars to cover 2 main expenses, Capital and Operational.

Capital expenses include equipment and asset purchases and operational includes service expenses, maintenance and general administration.

When looking at Capital expenses, approximately 80% of a service expense is covered with Federal funds once 10% local and 10% state funds are contributed.

With Operational expenses, approximately 50% of a service expense is covered with Federal funds once 25% local and 25% state funds are contributed.

The local partnerships are undoubtedly the key that allows us to improve our transit system and better serve our communities in need.

We look forward to continuing this alignment with our current partnerships and hope to continue growing new relationships that will help with future expansion plans.

If you would like to know more about improving our transit system, partnerships, sponsorships or advertising opportunities with us please reach out to us at info@pdrta.org.

Workforce Transportation

A key component of our vision is to enable and improve our local communities. One of our initiatives to achieve this is by dedication to workforce transportation.

Our 2022 survey data results showed 29% of our passengers are using the bus to get to and from work. Knowing that so many of our citizens rely on or choose public transportation as their way to get to their jobs, we have been working with many local industries to develop solutions and increase access to reliable transportation.

Transit Symposium

On January 25, MUSC Health-Florence, Hope Health, Williamsburg County Transit and other key stakeholders discussed ways to grow and support public transit connecting Cades to Florence such as workforce commuter services.



"I believe this project has the potential to be one that we look back at in a couple years and see that we have accomplished great things. If that is the case it will all be contributed to selfless collaboration. It will also require local partners seeing the value of reliable, affordable and convenient public transportation for Williamsburg County with connections to Florence County."

- Don Strickland, PDRTA Executive Director

Partner Spotlight...

HARBOR FREIGHT TOOLS
QUALITY TOOLS LOWEST PRICES

Starting in 2021, Harbor Freight partnered with PDRTA to provide workforce transportation services to offer employees a fare-free, round trip way to work. Services are provided Monday through Friday by calling before 5pm the day prior to schedule a ride.

Since its inception, the program has proven successful and continues to make a mutual positive impact. Because of this, PDRTA and Harbor Freight are working to expand services by offering extended hours to cover additional shifts as well as providing weekend service. Additionally the partnership is looking to expand the service area connecting across county lines.



"This first sentence of our People Statement at Harbor Freight Tools simply says, "We value people above all else." This not only applies to our associates, but also our customers and the communities where they live. Our partnership with PDRTA has been one of the ways we've been able to demonstrate that belief and commitment. Helping our associates have dependable transportation to work is important, but equally important is transportation for their families and neighbors to move around their communities to get access to the resources they need."

– Greg Elmore, Divisional Vice President, Human Resources, Supply Chain at Harbor Freight Tools

Presenting Starry!



Starry is the new lemon-lime flavored soda that replaces Pepsi's former Sierra Mist. The new drink, like its predecessor, is caffeine-free but will boast "higher citrus flavors that are true to fruit and more aromatic." Starry will be available in a regular and a sugar free option.

PDRTA is thrilled to have a new, brightly wrapped bus featuring the new Pepsi Starry Soda.

We value our local Pepsi Cola of Florence partners and their contributions to our community. Each month, every third Thursday, Pepsi offers PDRTA passengers on Florence Routes 1 and 4 free 16oz bottles as part of their Thirsty Thursday's program. The program has been in place with PDRTA since November 2016.

More reach than a static billboard, these moving "billboards" cover areas throughout our communities: neighborhoods, shopping centers and more! Our Florence routes cover over 250 stops throughout the city and buses operate on rotating route schedules providing exposure to other counties we service, including our route to Myrtle Beach.

For more information on bus wraps or advertisements please reach out to us at info@pdrta.org.





During the Bus Rodeo portion of the event PDRTA Bus Operator, **Mitchell Brantley** took second place in the 35ft. bus category.

Annually TASC holds its conference to provide training, showcase industry products and services and to provide opportunities for networking.

This year the organization held a Legislative Reception and focused on garnering legislative support for public transportation. Special thanks to Dr. Kandace Bethea and Greg Elmore for speaking at the event sharing your personal experiences with PDRTA.

TASC is a nonprofit organization that promotes public transportation in South Carolina. Members include public service transportation providers, human services agencies, government agencies, private transportation providers, educational institutions and for-profit vendors that serve the transportation industry.

"We are proud to bring home so much recognition to PDRTA and grateful for all the hard work and dedication our team collectively provides to the communities that we serve." -Executive Director, Don Strickland

Visit, transitsc.org to learn more about TASC or how to get involved.



TRANSPORTATION ASSOCIATION
OF SOUTH CAROLINA

SUPPORTING MOBILE INFRASTRUCTURE



**Thank you to our Partners that contributed
at our recent legislative reception!**



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