

PDRTA  
50<sup>th</sup>  
Anniversary

## Transporting Possibilities... & Fueling Opportunities for 50 years.

### Celebrating Our Passengers - Ms. Beatrice - "Ms. B"

"Get on the Bus and Ride with Us" Ms. Beatrice's shirt reads. A PDRTA shirt she still proudly wears from six years ago, made to promote PDRTA at Society Hill's Sweet Potato Festival.

For over 25 years now, a busy, hard-working Ms. B has faithfully boarded a PDRTA bus to get from one place to another. At 75 years old, she is a testament to the enduring public transportation and the connections it fosters.

Her journey with PDRTA started out commuting to essentials like doctor appointments but she quickly learned the routes could take her to all the places she needed to go.

Now a regular on PDRTA's DART, HART and Society Hill Commuter routes, Ms. B rides daily. She loves

getting out and about and said that having PDRTA to get around "keeps her busy doing something and makes her feel better." Her primary trip lately is to and from Adult Education four times a week, where she is working toward her degree.

PDRTA Bus Operator Azalee McPhail, recognized Ms. B and along with six other riders, dubbed them the 'Magnificent 7'. Ms. B and this group played an instrumental role in expanding PDRTA services in Darlington County. From meetings, to petitions, to promoting PDRTA, to riding the bus, they showed up.

A mother of ten and grandmother to 30, Ms. B has traveled PDRTA often with her family too. Her grands have made the trip with her from Darlington to Florence.

Ms. B. shared that over the years she has witnessed the growth and positive change PDRTA has made. She is excited for this growth to continue and said she is looking forward to the bus shelters coming to Hartsville.



**1988**  
BEGAN COMMUTER SERVICE WORKFORCE TRANSPORTATION FOR TOURISM INDUSTRY



**1990**  
NEW FACILITY GRAND OPENING IN CHERAW

**1991**  
RECOGNIZED BY APTA FOR COMING TO AID DURING HUGO

**1974**  
PDRTA FORMED FIRST RTA IN SC



**1987**  
FLASH (FLORENCE AREA SHUTTLE) BEGINS, TYING FLORENCE SYSTEM TOGETHER



**1989**  
NEW FACILITY GRAND OPENING IN MARION COUNTY



### A Journey Through Time

The beginning of a lifeline, in June 1974 PDRTA formed as the first RTA in South Carolina. The timeline above is a glimpse into the beginnings of PDRTA.

Within just two short years PDRTA routes were actively serving the six counties of the Pee Dee - Chesterfield, Darlington, Dillon, Florence, Marion and Marlboro.

Over the past five decades, we've adapted, grown, and continue to innovate, striving to better serve our communities.

### Looking Ahead

As we move forward, there is a great need for new and improved intercounty service for workforce transportation and medical appointments, longer service hours and more!

**Thank you for being an essential part of our journey!**

Here's to 50 years of progress, community, and shared memories. We can't wait to celebrate with you!

# 50<sup>th</sup> Anniversary Sponsors

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YOUR HEALTH BEGINS HERE



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## Transporting Possibilities... & Fueling Opportunities for 50 years.

Since our establishment in June 1974, PDRTA is dedicated to connecting communities and enhancing mobility across six counties in the Pee Dee Region.

Your commitment to our shared vision makes a significant impact on the lives of countless residents. Through your generous funding and support we can continue to extend services, providing essential connections and offer affordable and convenient routes for our communities.

Thank you for your dedication to improving the quality of life in our rural communities. Connecting the dots, one route at a time!



### Going the Distance

1 - King bus ad (20" x 140") - 60 days  
Free production/installation  
Graphic design not included

5 - Interior bus ads - 60 days  
Free production/installation  
Graphic design not included

Logo on jumbotron at SIMT event

Logo on invitations

Logo on family day and passenger appreciation banner

Thank you at 50<sup>th</sup> Anniversary Reception

8 invites to 50<sup>th</sup> Anniversary Reception

Social Thank You!

**\$2,500 and up**

### Smooth Operator

1 - Queen bus ad (20" x 55") - 60 days  
Free production/installation  
Graphic design not included

3 - Interior bus ads - 60 days  
Free production/installation  
Graphic design not included

Logo on invitations

Logo on family day and passenger appreciation banner

Thank you at 50<sup>th</sup> Anniversary Reception

6 invites to 50<sup>th</sup> Anniversary Reception

Social Thank You!

**Up to \$1,500**

### Wheelin' & Dealin'

2 - Interior bus ads - 30 days  
Free production/installation  
Graphic design not included

Name on invitations

Logo on family day and passenger appreciation banner

Thank you at 50<sup>th</sup> Anniversary Reception

4 invites to 50<sup>th</sup> Anniversary Reception

Social Thank You!

**Up to \$1,000**

### Movin' & Groovin'

1 - Interior bus ads - 30 days  
Free production/installation  
Graphic design not included

Name on invitations

Logo on family day and passenger appreciation banner

2 invites to 50<sup>th</sup> Anniversary Reception

Social Thank You!

**Up to \$500**

### Another One Rides the Bus

Name on family day and passenger appreciation banner

1 invite to 50<sup>th</sup> Anniversary Reception

Social Thank You!

**Up to \$250**

To sponsor or learn more, contact [lleonard@pdrt.org](mailto:lleonard@pdrt.org)

# Connecting Communities



## Chesterfield Connects

January 29th, PDRTA alongside Chesterfield community leaders, celebrated the success and positive change of new bus routes connecting Chesterfield county at a ribbon cutting ceremony.

The new routes established are two fixed routes and one demand response, call ahead route. The fixed routes are Chesterfield Connect East and Chesterfield Connect West. The demand response route serves Cash and Patrick to Chesterfield or Cheraw.

Each Chesterfield Connect fixed route features strategic stops positioned to serve residents, providing convenient access to essential medical services, employment, educational institutions and other necessary life connections.

Chesterfield County Connect West and Chesterfield County Connect East, will run Monday, Wednesday and Friday making three round trips each day.

Cash and Patrick to Chesterfield or Cheraw Demand Response service is on Tuesdays and Thursdays. Residents in these areas will need to call ahead to PDRTA's Dispatch team at (843) 665-2227 x2 to schedule a ride at least 24 hours in advance.

Each of these new routes are FARE FREE!

# Journeys to Better Health



## New PDRTA Bus Route Links Lake City to MUSC Health Black River Medical Center

Beginning February 5th after a ribbon-cutting ceremony, the Florence-Lake City-MUSC Black River Commuter now provides a vital connection for Lake City residents to high-quality health care.

This commuter route has 16 strategic stops along its way. Commuting from PDRTA's Florence Transit Center to MUSC-Florence, through Coward and Scranton, connecting with LakeTran (Lake City's current bus route) at the Lake City Walmart before heading to MUSC's Black River Medical Center.

The commuter route makes four round trips daily, Monday through Friday, starting at 7am and concluding each day around 6:30pm. This commuter route is FARE FREE.

In its first month, this route has had over 200 trips and we anticipate seeing this grow as awareness continues to improve.

Thanks to the partnership with MUSC Health for making this route possible!



"Today is a great day in the battle to reduce social determinants of health that adversely affect health in our area. The additional route added by PDRTA to Black River Medical Center will remove the transportation barrier many patients in Lake City face when seeking high-quality health care. I am so thankful that we have a plan to address another social determinant of health that directly affects health outcomes in the Lower Florence county area and beyond."

-Dr. Benjamin Lamb, MUSC Health Primary Care, Lake City physician



# Our Driving Force



**PDRTA Bus Operators.** Their job is more than just driving. It's safety. It's customer service. It's route knowledge. It's vehicle maintenance. It's emergency procedures. It's record keeping. It's communication. It's moving the people of the Pee Dee.

We currently have 45 bus drivers across 23 fixed routes, 5 demand response routes and 3 dedicated workforce-commuter routes.

## Continued Training

This awesome team of dedicated drivers met February 16th for an all drivers training. At the training, Director of Operations, Chestly Morris, began with reviewing ridership and mileage data. Then, Safety and Training Manager, Cindy Ward reviewed ADA Compliance and Safety guidelines. Ania Dixon, HR Director, reviewed Title VI and Equal Employment Opportunity policies. Ania shared details about our Employee Assistance Program with Trinity Behavioral Care which provides employees counseling and other resources. Don Strickland, Executive Director and Ania also shared more about our Employee Referral Program to recruit and hire new drivers.

## Growing Team

Speaking of new drivers, we have added 9 new drivers since January 1st. Welcome to our PDRTA family!

- Wallace Benjamin
- Braxton Craft
- Shyneisha Echols
- Larry James
- Niosha McLeod
- Edna Miller
- Roxanne Thompson
- Symatha Grant

## Let's Celebrate! Save the Date!

Thank you to each of our drivers for your loyalty and commitment to PDRTA! We are so excited to celebrate our 50th Anniversary with you on Family Fun Day! Be sure to RSVP!

**PDRTA**  
Employees  
and family

**FAMILY FUN DAY**  
50<sup>th</sup> Anniversary

SAT. APRIL 27<sup>TH</sup>  
5:30PM - 10PM

at PDRTA Florence  
313 S Stadium Rd  
Florence, SC 29506

Food Trucks  
(meal tickets provided at event)

Kona Ice • Inflatables  
Face painting • Games  
Balloon art • & More!

Kindly  
**RSVP**

## Transit Driver Appreciation Day

March 18th we celebrated Transit Driver Appreciation Day giving each driver a Subway gift card.

**YOU LOOK FRESH**

**BEHIND THE WHEEL!**

THANK YOU! **SUBWAY** EAT FRESH!



### Pee Dee Legislators Awarded for Public Transportation Advocacy

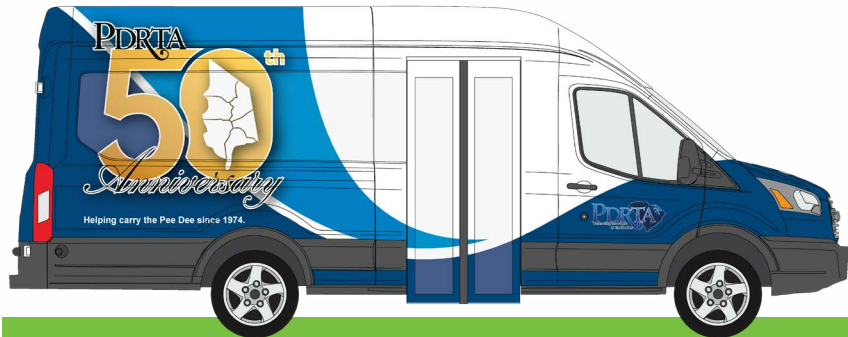
Two of our Pee Dee legislators were recognized at the 2nd Annual TASC Legislative Reception for their outstanding dedication to public transportation advocacy!

Congratulations to **Representative Patricia Henegan** and **Senator Mike Reichenbach**! Your efforts are truly making a difference in the Pee Dee! Thank you for making our region more connected and accessible for all!



# Next Stop?

- April 19 - Trinity Behavioral Care ride-a-longs  
Marion: 2:30-4:30pm; Dillon: 2:00-4:00pm;  
Marlboro: 1:54-3:54pm
- April 20 - Unity with the Community
- April 20 - Driver Refresh Training
- April 27 - PDRTA 50th Anniversary Family Fun Day - Employee Family & Friends
  
- May - Pageland Express Ribbon Cutting
- May 3 - Trinity Behavioral Care ride-a-longs  
Marion: 2:30-4:30pm; Dillon: 2:00-4:00pm;  
Marlboro: 1:54-3:54pm
- May 17 - Trinity Behavioral Care ride-a-longs  
Marion: 2:30-4:30pm; Dillon: 2:00-4:00pm;  
Marlboro: 1:54-3:54pm
- May 27 - Memorial Day; running normal services
- May 31 - Trinity Behavioral Care ride-a-longs  
Marion: 2:30-4:30pm; Dillon: 2:00-4:00pm;  
Marlboro: 1:54-3:54pm
  
- June 19 - Juneteenth; running normal services
  
- July 4 - Independence Day; running normal services
- July 10 - SC Rural Transit Day



## Advertise with us!

Our bus, your canvas!

### Why Bus Wraps?

By choosing bus wraps, you're not just advertising; you're investing in local infrastructure, supporting public transportation and strengthening community ties. Support your local community and reach thousands with your ads daily!

If you would like more information on bus wrap or advertisements please reach out to us at [info@pdrta.org](mailto:info@pdrta.org)

### Feedback? We value your input!

Share your thoughts, suggest improvements.  
Email [info@pdrta.org](mailto:info@pdrta.org) or call **843.665.2227**

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