

The Big Three



WHO?

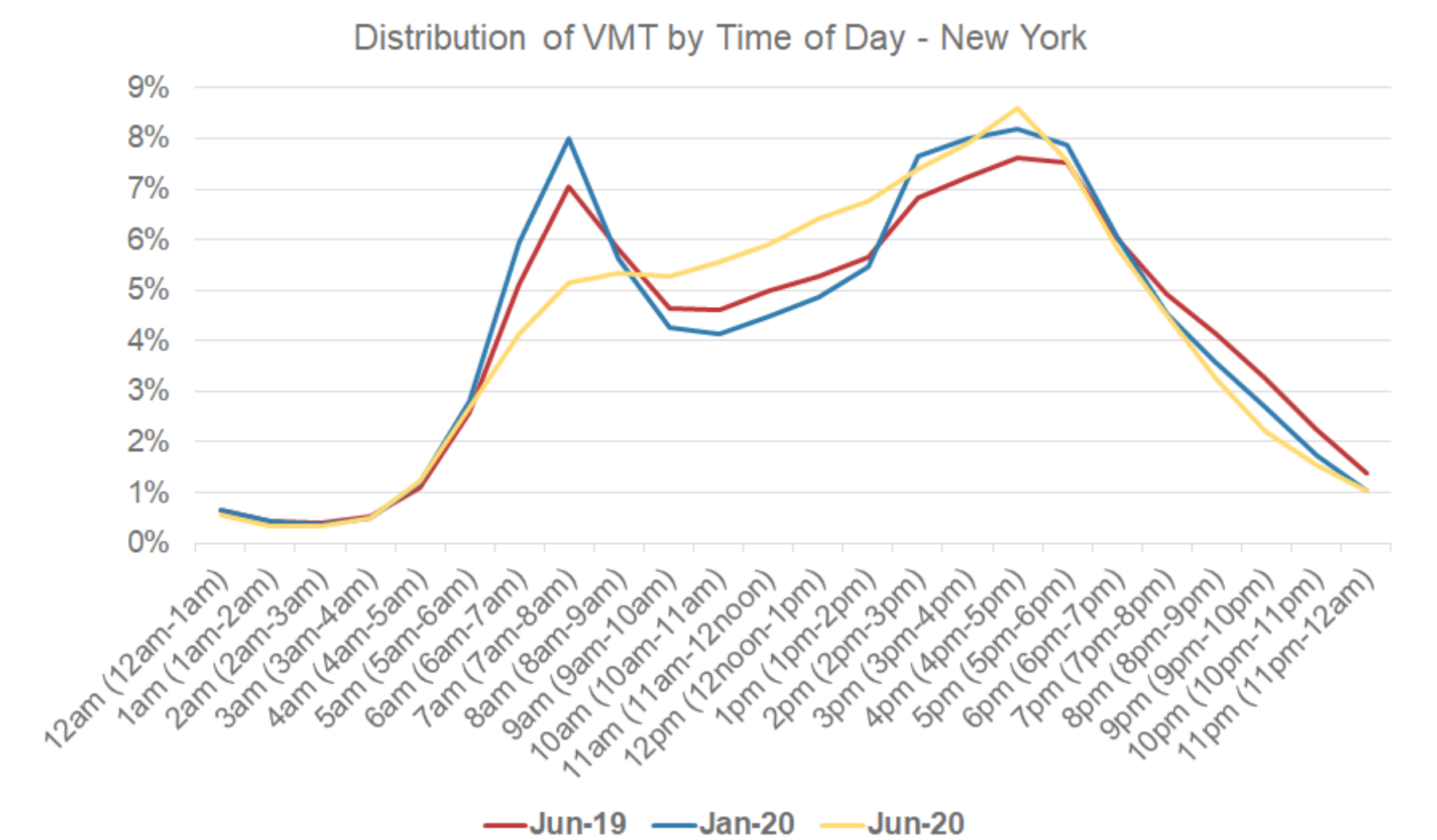
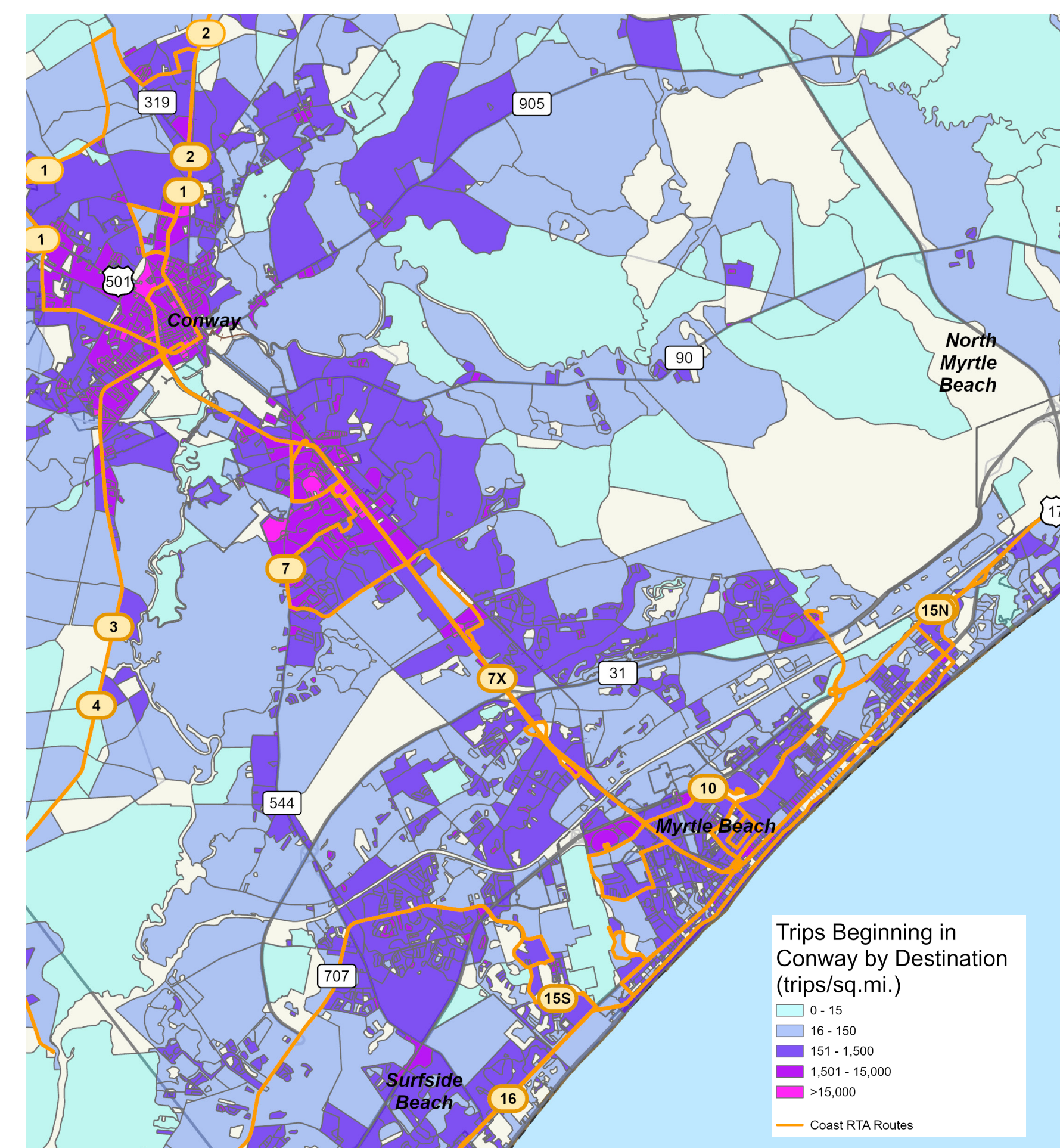
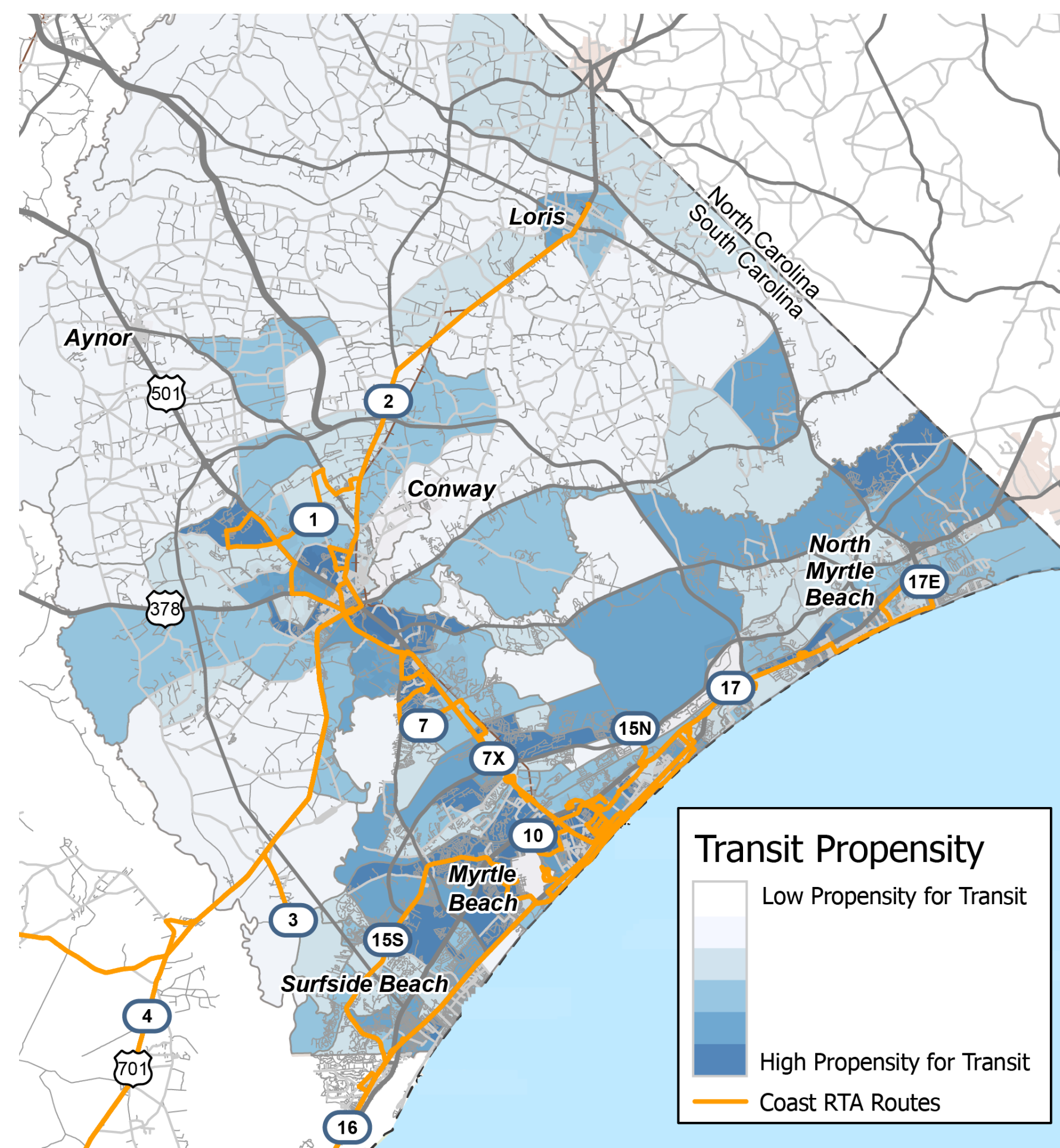
Analyze demographics and socioeconomic census data to identify what residents are most likely to **NEED** and **USE** transit service.

WHERE?

Pinpoint where people are traveling to and from today for **work**, **school**, and **recreation**, to assess where transit service would be most productive.

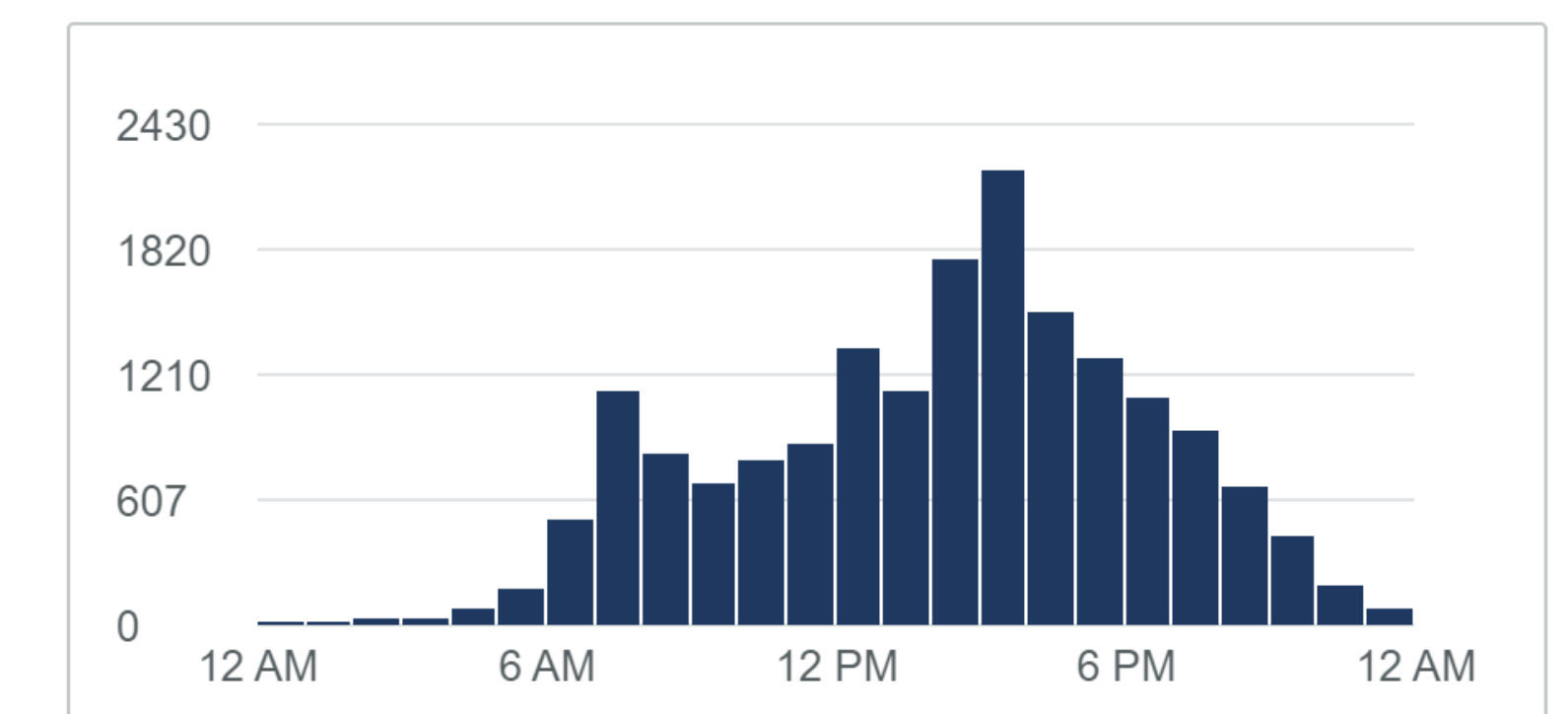
WHEN?

Identify actual **travel demand peaks** to determine if transit service is available when passengers want and need it the most.



VS

Starting Hour (In Local Time)



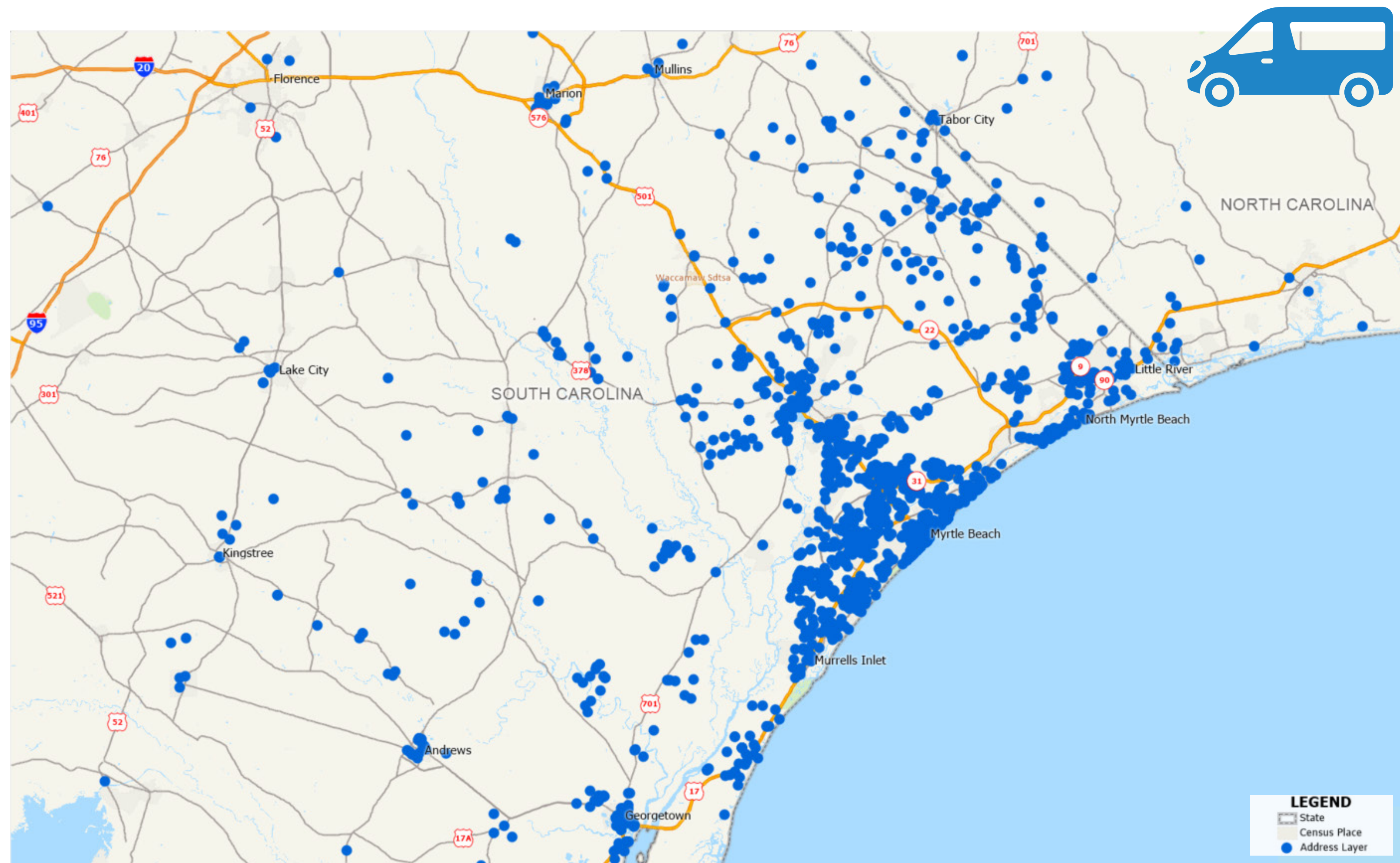
What's the Plan?



WORKFORCE TRANSPORTATION

VANPOOL PROGRAM

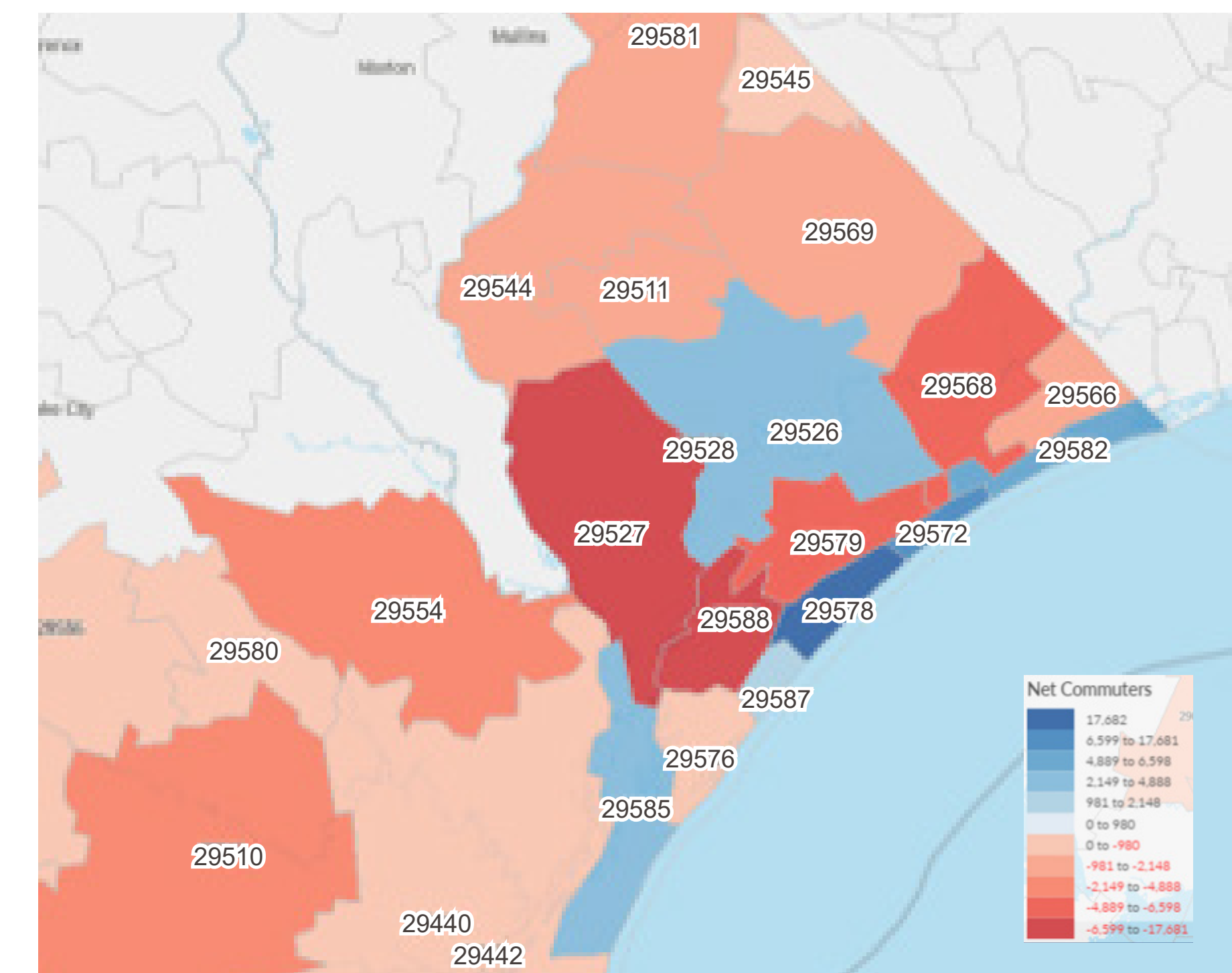
Fund *vanpool* programs where employees are matched based on their home and work locations, given a rental van, and can commute together across the region.



Source: Enterprise Commute

WORKFORCE TALENT

Serve major employment centers with *higher frequencies*, *later service*, and *new routes*.



Source: Labor Insight (Lightcast) 2023 data

WHERE TALENT WORKS

ZIP	Name	2022 Employment
29577	Myrtle Beach, SC	32,532
29526	Conway, SC	23,493
29582	North Myrtle Beach, SC	14,237
29579	Myrtle Beach, SC	14,183
29440	Georgetown, SC	14,163

What's the Plan?



SENIOR SERVICES

Create dedicated senior shuttles to serve seniors with *on-demand shuttles* and *microtransit* service across the region.

ON-DEMAND SHUTTLE SERVICE / ENHANCED PARATRANSIT



BY THE NUMBERS



10%

of South Carolina residents over the age of 60, live in Horry County



125%

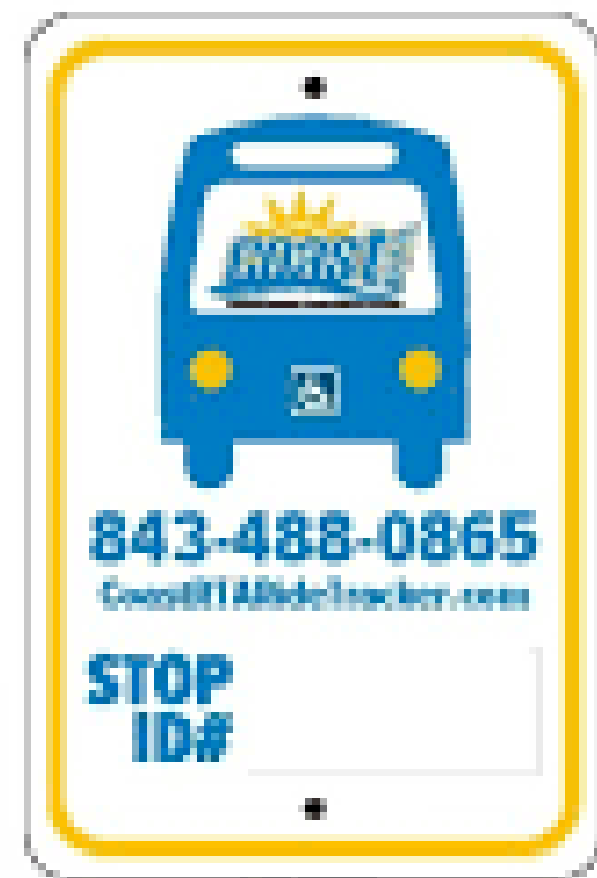
increase in Horry County residents between the ages of 75-84 between 2010-2020 (2020 Census)

Capital Needs



BUSES AND BUS STOPS

- Maintain, replace, and expand fleet vehicles
- Improve accessibility to and amenities at bus stop locations
- Improved technology - fare collection, public information, and online itinerary planning



COAST RTA OPERATIONS AND MAINTENANCE FACILITY

- Centrally located to improve service efficiency
- Co-location with passenger transfer center
- Allows for electric bus fleet



FACILITIES

- Indoor passenger waiting area and customer service counter
- Real-time arrival message boards
- Operator comfort facilities

CONWAY PASSENGER TRANSFER CENTER



6 bus bays with covered boarding areas

MYRTLE BEACH PASSENGER TRANSFER CENTER



12 bus bays with covered boarding areas