



## **Title VI Program**

**(ANY TITLE VI COMPLAINT MUST BE FILED WITHIN 180 DAYS FROM DATE OF INCIDENT)**

**FTA Recipient # 5526**

**Candace Brown - Title VI Coordinator**

**Waccamaw Regional Transportation Authority d/b/a Coast RTA**

**1418 Third Avenue Conway, South Carolina 29526**

**843.438.3112 Direct Phone**

**843.488.0865 Main Phone Email: [cbrown@coastrta.com](mailto:cbrown@coastrta.com)**

**March 2025**





# Contents

Title VI Program .....	1
Review and Approval .....	1
Introduction and Background.....	2
Title VI Notice to the Public.....	3
Program Implementation.....	4
List of Locations Where Title VI Notice is Posted .....	4
Subrecipients, Subcontracts and Vendors .....	4
Record Keeping.....	5
Title VI Complaint Procedures.....	5
Limited English Proficiency (LEP) Program .....	7
Title VI Equity Analyses .....	16
Provision of Service Policy & Procedures.....	16
Background.....	16
Coast RTA’s Service Design Guidelines .....	17
Service Standards.....	21
Service Change Process.....	25
Appendix A – Board Approval of the Coast RTA Title VI Program .....	31
Appendix B - Employee Annual Education Form (Formulario anual de educación del empleado) .....	33
Appendix C - Acknowledgement of Receipt of Title VI Program.....	34
APPENDIX D - TITLE VI Complaint Form (English & Spanish) .....	35
Appendix E -Letter Acknowledging Receipt of Complaint (English) .....	41
Appendix E (Cont.) - Carta de Acuse de Recibo de Queja (Spanish).....	42
Appendix F - Letter Notifying Complainant that the Complaint is Substantiated (English) .....	43
Appendix F (Cont.) - Carta Notificando al Demandante que la Queja está Justificada (Spanish).....	44
Appendix G - Letter Notifying Complainant that the Complaint Is Not Substantiated (English).....	45
Appendix G (Cont.) - Carta Notificando al Demandante que la Queja no está Justificada (Spanish) .....	46
Appendix H – Passenger Notice .....	47
TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 PROHIBITS DISCRIMINATION ON THE BASIS OF RACE, COLOR, RELIGION, SEX OR NATIONAL ORIGIN .....	47
Appendix H (Cont) – Passenger Notice (Spanish) .....	48
TÍTULO VI DEL ACTO DE DERECHOS CIVIL de 1964 PROHÍBE DISCRIMINACIÓN SOBRE LA BASE DE RAZA, COLOR, U ORIGEN NACIONAL .....	48



Appendix I - Limited English Proficiency Program (English).....	49
Appendix I (cont.) - Programa de Dominio Limitado del Inglés (Espanol) .....	51
Appendix J – Key Phrases (Printed/Laminated on Legal Paper) .....	53
Appendix K – Program’s Public Involvement Process.....	55
Overview .....	55
Public Notification.....	55
Public Meetings Summary.....	55
Conclusion .....	55



## Title VI Program

### Review and Approval

As mandated by the Federal Transit Administration (FTA), this document was prepared by Waccamaw Regional Transportation Authority (Coast RTA) and approved by its Board of Directors to comply with Title VI of the Civil Rights Act of 1964, including provisions detailed in the US Department of Transportation's FTA Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients."

Coast RTA is committed to ensuring that all decisions are made in accordance with the nondiscrimination guidelines of this Plan, to that end that no person is excluded from participation in, denied the benefits of, or otherwise subjected to discrimination under any Coast RTA transportation services and activities on the basis of race, color, or national origin, as protected by Title VI of the Civil Rights Act of 1964 and the nondiscrimination provisions of the Federal Transit Administration.

Signature & Title of Responsible Official

Date March 26, 2025

Prepared and Submitted by Coast RTA on March 26, 2025. Actual Board Resolution in Appendix A.

**Adopted by the Coast RTA Board of Directors: March 26, 2025**

#### FY 25 Board of Directors Roster

Title	Name	Appointed by:	Race
Chair	Bernard Silverman	Horry/G-town Leg. Delegation	Caucasian
Vice-Chair/Past Chair	Marvin Keene, Ph.D.	Horry County	African-American
Board member	Katharin D'Angelo	City of N. Myrtle Beach	Caucasian
Board member	Lillie-Jean Johnson	Georgetown County	African-American
Board Member	Darrell Eickhoff	Horry/G-town Leg. Delegation	Caucasian
Board Member	Randall Wallace	Horry County	Caucasian
Board Member	Elijah Metherd	City of Georgetown	Caucasian
Board Member	Nicholas Twigg, DBA	Horry/G-town Leg. Delegation	Caucasian
Board Member	Sarah Pope	Horry County	Caucasian
Board Member	Vacant	City of Myrtle Beach	
Board Member	Vacant	City of Conway	

General Manager/Chief Executive Officer: Brian Piascik - [BPiascik@CoastRTA.com](mailto:BPiascik@CoastRTA.com)



## Introduction and Background

Coast RTA Mission Statement:

**Coast RTA's mission is to provide safe, reliable, affordable, clean and courteous mass public transportation that enhances the quality of life for residents and supports the growth of tourism.**

Known as Coast RTA, Waccamaw Regional Transportation Authority (Coast RTA) is responsible for providing residents and tourists throughout Horry and Georgetown Counties (South Carolina) with safe, reliable, and affordable public transportation. The Authority provides transit services in both the urban and rural portions of its service area, which has over 400,000 residents and over 18 million tourists visiting annually. Horry County is one of the fastest growing counties in the US.

Coast RTA provides transit services along 13 fixed routes, paratransit services and vanpool services. There is a base fare on the system on \$1 with special fares on fixed route for disabled customers, veterans, and passengers 55 years of age and older. Paratransit services have a one-way fare of \$2 and vanpool fares vary by employer and vanpool characteristics. Ridership on Coast RTA exceeds 600,000 riders per year, including paratransit and vanpool.

A system Map is available at the link below.

[https://coastrta.com/wp-content/uploads/2023/07/CoastRTA\\_system\\_map\\_2023.pdf](https://coastrta.com/wp-content/uploads/2023/07/CoastRTA_system_map_2023.pdf)

## Title VI Notice to the Public



### **TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 PROHIBITS DISCRIMINATION ON THE BASIS OF RACE, COLOR, OR NATIONAL ORIGIN**

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

The Waccamaw Regional Transportation Authority (Coast RTA) is committed to ensuring that no person is excluded from participation in or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1B.

If you feel you are being denied participation in or being denied benefits of the transit services provided by Coast RTA, or otherwise being discriminated against because of your race, color, national origin, gender, age, or disability, you may contact our office at 843-488-0865 – OR – you may contact the Federal Transit Administration directly on their Civil Rights Hotline at 888-446-4511.

**(ANY TITLE VI COMPLAINT MUST BE FILED WITHIN 180 DAYS FROM DATE OF INCIDENT)**



## Program Implementation

### List of Locations Where Title VI Notice is Posted

Coast RTA's notices to the public are currently posted in the following locations:

Facility	Location	City
Coast RTA Main Terminal in All Public Facing Offices	1418 3 <sup>rd</sup> Avenue	Conway, SC
Ivory Wilson Transfer Center in All Public Facing Offices	503 10 <sup>th</sup> Avenue N	Myrtle Beach, SC
Georgetown Transfer Center	1604 Lynch Street	Georgetown, SC
Revenue Service Vehicles	Throughout Service Area	Parked at Conway Facility
Website	RideCoastRTA.com	

The Title VI notice and program information is posted in English and Spanish on Coast RTA's website:

English: <http://www.ridecoastrta.com/routes-and-schedules/title-vi.aspx>

Spanish: <http://www.ridecoastrta.com/routes-and-schedules/title-vi/titulo-vi.aspx>

Additional information relating to nondiscrimination obligation may be obtained from Coast RTA's Title VI Coordinator.

In addition to the Notice to the Public, Title VI information shall be disseminated to Coast RTA employees annually via the Employee Education form (see Appendix A) in payroll envelopes. This form reminds employees of Coast RTA's policy statement, and of their Title VI role/responsibilities in their daily work and duties.

During New Employee Orientation, new employees will be trained on the provisions of Title VI, and Coast RTA's expectations to perform their duties accordingly.

All employees shall be provided a copy of, or given access to the Title VI Program and required to sign the Acknowledgement of Receipt (see Appendix B). Failure of a Coast RTA employee to follow Coast RTA's Title VI Program may subject such employee to disciplinary action up to and including termination.

### Subrecipients, Subcontracts and Vendors

Currently, Coast RTA has no subrecipient(s) (entity or organization) that receives FTA, SCDOT, or Local assistance in providing transit services. In accordance with 49 CFR 21.9(b) all subcontractors and vendors who receive payments from Coast RTA where funding originates from any federal assistance





are subject to the provisions of Title VI of the Civil Rights Act of 1964 as amended.

Formal contracted procurement opportunities (IFBs, RFPs and/or RFQs) and written contracts shall contain non-discrimination language, either directly or through the bid specification package which becomes an associated component of the contract, as applicable. To comply with Title VI, Coast RTA shall acquire signed assurances, monitor ethnicity of subrecipients including their subcontractors and shall include Title VI assurances in all appertaining contracts, as applicable.

## **Record Keeping**

The Title VI Coordinator and/or Human Resources Manager will maintain permanent records, which include, but are not limited to, signed acknowledgements of receipt from the employees indicating the receipt of Coast RTA Title VI Program, copies of Title VI complaints or lawsuits and related documentation, and records of correspondence to and from complainants, and Title VI investigations.

## **Title VI Complaint Procedures**

Any person who believes he/she was been discriminated against, based on race, color or national origin by Coast RTA or one of its employees may file a Title VI complaint by completing and submitting Coast RTA's Title VI Complaint Form. Coast RTA investigates written complaints received no more than one hundred eighty (180) days from the date of the alleged discrimination.

### How to file a Title VI Complaint with Coast RTA

The Title VI Complaint Form (see Appendix C for English and Spanish versions) may be used to submit the complaint information. Complaint forms are available in English and Spanish at the Coast RTA website or at the Coast RTA Terminal, located at 1418 Third Avenue, Conway, South Carolina.

The complaint may be filed in person or in writing with Coast RTA at the following address:

**Candace Brown**  
**Title VI Coordinator**  
**Waccamaw Regional Transportation Authority**  
**1418 Third Avenue**  
**Conway, SC 29526**

NOTE: Coast RTA encourages all complainants to certify all mail that is sent through the U.S. Postal Service and/or ensure that all written correspondence can be tracked easily. For complaints originally submitted by facsimile, an original, signed copy of the complaint must be mailed to the Title VI Coordinator as soon as possible, but no later than 180 days from the alleged date of discrimination.

### What Happens to the Complaint After it is Submitted?

All complaints alleging discrimination based on race, color or national origin in a service or benefit provided by the Coast RTA will be directly addressed by the Authority. Coast RTA shall also provide appropriate assistance to complainants, including those persons with disabilities, or who are limited in their ability to communicate in English. Additionally, Coast RTA shall make every effort to address all



complaints in an expeditious and thorough manner. Should the complaint be filed using the Spanish form, the Title VI Coordinator shall work with either bi-lingual staff or a contracted translator to complete the investigation and communicate effectively with the Complainant.

A letter acknowledging receipt of the complaint will be mailed within seven business days (see Appendix D for English and Spanish versions). Please note that in responding to any requests for additional information, a complainant's failure to provide the requested information may result in the administrative closure of the complaint. Should the complaint receive an administrative closure, the complainant will receive a letter stating as such with the reasons, such as non-compliance in providing the additional information pertaining to the complaint.

#### How Will the Complainant Be Notified of the Outcome of the Complaint

Coast RTA will send a final written response letter (see Appendix E or F) to the complainant. In the letter notifying the complainant that the complaint is not substantiated (Appendix F), the complainant is also advised of his/her right to:

1. Appeal within seven calendar days of receipt of the final written decision from Coast RTA; and/or,
2. File a complaint externally with the U.S. Department of Transportation and/or the Federal Transit Administration. Every effort will be made to respond to Title VI complaints within sixty (60) working days of receipt of such complaints, if not sooner.

Upon receiving sufficient information for investigating the complaint, Coast RTA will draft a written response. This initial draft is subject to review by the transit system's attorney. If appropriate, Coast RTA's attorney may advise the Title VI Coordinator to administratively close the complaint. In this case, Coast RTA will notify the complainant of the action as soon as possible.

In addition to the complaint process described above, a complainant may file a Title VI complaint directly with the FTA:

1. Contact the FTA Hotline at 888-446-4511, or,
2. The Complainant may complete the FTA complaint form found online at [http://www.fta.dot.gov/documents/Consolidated\\_Civil\\_Rights\\_Complaint\\_Form.pdf](http://www.fta.dot.gov/documents/Consolidated_Civil_Rights_Complaint_Form.pdf).

Once completed, the Complainant must sign and, or mail the form, along with a summary of allegations and supporting documentation, including any correspondence from the transit provider, dates/times of the incident.

The complaint packet should be mailed to:  
Federal Transit Administration  
Office of Civil Rights Attention: Complaint Team  
East Building, 5th Floor – TCR  
1200 New Jersey Ave., SE Washington, DC 20590



### List of Transit-Related Title VI Investigations, Complaints and Lawsuits

As of December 31, 2024, the Waccamaw Regional Transportation Authority has not been involved in or been the subject of any Title VI Investigations, Complaints or Lawsuits.

### **Limited English Proficiency (LEP) Program**

Coast RTA has developed an LEP Program (see Appendix H) to help identify reasonable steps to provide language assistance for LEP persons seeking meaningful access to Coast RTA services as required by Executive Order 13166. An LEP person is one who does not speak English as his/her primary language and who has a limited ability to read, speak, write or understand English.

To date, Coast RTA has successfully implemented a system via its website that translates any and all information posted about the agency, its services and schedules into any one of dozens of languages with the touch of a button. This is an invaluable tool, but its utility is limited to those Limited English Proficiency (LEP) customers who have ready access to computers and the internet. In response to the needs of the Spanish-speaking population, the largest language minority population the agency serves, Coast RTA has also had its Ride Guides printed in Spanish.

Still, we have only begun to provide meaningful access to accurate and effective communication to foster full benefit of its transportation services without delay or the unintended denial of services for want of a full understanding for our LEP customers and potential customers. To that end, Coast RTA will make a “good-faith effort” to adhere to the following objectives.

1. Effectively communicate with and fully serve our LEP customers, by utilizing Certified Languages International LLC interpretive services, as necessary.
2. Develop an internal committee to assess our present offerings and develop recommendations to improve our communications with LEP customers.
3. Annually, perform a self-assessment of LEP Program progress with ‘next steps’.
4. Consider developing agreements with other governmental or not-for-profit entities who have available resources to provide language assistance to our customers seeking or receiving services.
5. Institute annual meetings with LEP persons, and with the aid of interpreters, receive input as to the needs of this population and how to meet them.
6. Research practical resources that promote LEP customer access to pertinent information, and as appropriate, add such resources.
7. Consider soliciting, testing, and developing a list of volunteer interpreters/ translators to aid customers in person or by telephone.
8. Make bilingual ability (especially English-Spanish) a preference in hiring new staff, particularly when hiring receptionists, customer service representatives and operators;
9. Continue printings of routes and schedules duplicated in Spanish.



## FOUR FACTOR ANALYSIS

### **Factor 1 - The number and proportion of LEP persons served or encountered in the Coast RTA service area**

Coast RTA service area encompasses 'The Grand Strand', a major resort community, and attracts international students who come for the experience of working in the hospitality industry. Coastal Carolina University draws international students who travel here to study, and the area has a growing Hispanic population. In addition to the international students attending CCU, the Grand Strand attracts several thousand international J-1 students who work in the hospitality industry for up to 6 months each year. Coast RTA has secured the top 10 countries and created fliers to accommodate those LEP needs (Appendix I). Among The Grand Strand area households, approximately 8.5% speak a language other than English. Coast RTA has experienced minimal difficulty in communicating with LEP passengers. Coast RTA has relied largely on family members and friends to reasonably provide transportation needs information to LEP individuals. When LEP persons visit Coast RTA terminal or have internet access elsewhere, route information is readily available on the website and ride guides.

Coast RTA currently serves Horry and Georgetown areas in coastal South Carolina. Based on the Federal Census Bureau's (<http://factfinder.census.gov>) estimated data for 2023, the following is an estimated population size and approximate percentage of languages primarily spoken at the home in the service area are for individuals ages five and older:

The chart below depicts the statistical information obtained from U.S. Census Data/American Community Survey (ACS) statistics indicating both English speaking and Non-English speaking proficiency in compilation, which is indicated.

Data comprised from the entire service areas indicates that there are 31,702 LEP individuals age 5 and above, that speak languages other than English. However, 51% of the individuals who speak a language other than English, do speak English very well. The majority of the LEP individuals reside in Horry County.

Coast RTA partners with local state agencies including the South Carolina Department of Employment Workforce (DEW); South Carolina Vocational Rehabilitation Offices in Georgetown and Horry Counties; Horry County Schools (including the English as a Second Language (ESL) program) and Coastal Carolina University (CCU) to further assess LEP needs in the service area. Statistics from these entities support US Census data.

CCU serves a population that is growing rapidly in diversity. However, the ability to speak English proficiently by students tends to be a self-made and enforced criteria for attendance in an American school. There are no known students who consider themselves LEP.



**POPULATION (6+ Years of Age) by Language Spoken at Home  
(Ability to Speak English Estimates (% ROUNDED)):**

	Population	% of Category	% of Total Population
<b>Horry County</b>			
Population 5 years and over	353,168	100.0	100.0
Speak only English	323,149	91.5	91.5
Speak a language other than English	30,019	8.5	
Spanish	23,361	100.0	6.6
Speak English “very well”	10,980	47.0	3.1
Other Indo-European languages	6,543	100.0	1.9
Speak English “very well”	1,897	29.0	.5
Asian and Pacific Island languages	4,767	100.0	1.3
Speak English “very well”	2,479	52.0	.7
All other languages	830	100.0	.2
Speak English “very well”	183	22.0	
<b>Georgetown County</b>			
Population 5 years and over	61,591	100.0	100.0
Speak only English	59,908	97.3	97.3
Speak a language other than English	1,683	2.7	2.7
Spanish	1,021	100	1.7
Speak English less than “very well”	398	39.0	
Other Indo-European languages	382	100	.6
Speak English less than “very well”	38	1.0	
Asian and Pacific Island languages	263	100	.4
Speak English less than “very well”	147	56.0	

Horry County Schools currently have approximately 47,350 students enrolled in K-12 and there are an estimated 3,184 LEP students within the student body of the school district. The numbers show that an estimated 6.7% of students enrolled in Horry County Schools are LEP individuals.



Georgetown County Schools has an estimated 8,355 students enrolled in K-12; there are an estimated 252 LEP students within the student body of the school district. The numbers show that an estimated 3% of students enrolled in Georgetown County Schools are LEP individuals.

Coast RTA also partners with the Adult Education program within both school districts to provide community outreach and travel training workshops to students enrolled in their GED and ESL classes. There are an estimated 400 ESL students in the Horry County Schools Adult Education program. Those enrollment numbers for Georgetown County were not available at the time of program adoption.

There is a city/chamber of commerce sponsored committee which works with the J-1 students recruited for the hospitality industry each year. Coast RTA plays a vital role in the orientation and transportation of these students each year. At times, there have been more than 5,000 J-1 students representing 12 countries residing in the greater Myrtle Beach area for up to six months as part of the program. These foreign students do speak English very well, a prerequisite to their being allowed to come to work in the Grand Strand. Some of the languages assisted with are Spanish, Turkish, Ukrainian, Russian, Chinese, Filipino, German, French, Albanian, Japanese, and Korean.

Coast RTA has partnered with local agencies who work with LEP individuals, by hosting travel training/introduction workshops at the local South Carolina Department of Employment and Workforce (SCDEW), as well as attending a Mexican Consulate visit to the Grand Strand. Coast RTA staff spoke to those attending the event through an interpreter, to educate them on public transportation services.

Staff at the Vocational Rehabilitation and SCDEW are kept informed of Coast RTA services through regular meetings. LEP individuals use these state/local agencies on a regular basis.

Coast RTA has spoken to several church associations to educate their members of Coast RTA's services.

**Factor 2 - The Frequency with which LEP individuals Comes into Contact with Coast RTA Programs, Activities, and Services:**

LEP individuals are among Coast RTA's daily transportation customers. They also frequently inquire in person or by telephone about our services, including fixed route services, paratransit services, and the seasonal entertainment shuttle.

Ride Guides, which have been translated into Spanish, are distributed along Coast RTA routes at local tiendas, restaurants, libraries, laundromats, Catholic and Hispanic churches, service organization offices (i.e. employment, social services and others) and various other locations which have been suggested from within the Latino community. The Ride Guide provides information on each route in addition to promoting the transit-related translation services provided by Coast RTA through Certified Languages International.

Coast RTA partnered with a local college professor to aid in translation services of vital documents and to provide insight into the Latino/Hispanic community at large. In addition to his insight, we spoke with tienda owners; ministers/pastors; medical service providers; the Mexican consulate and other agencies to create a strategy for community outreach and implementation of the LEP program.

On-board surveys show that about 5.8% of Coast RTA riders are Hispanic.



### **Factor 3 - The importance of Coast RTA programs, activities, and services to LEP persons:**

Coast RTA's most critical services are:

- Fixed route services
- Paratransit Services
- Vanpool

Providing public transportation information to LEP individuals is critical, because an LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment. When LEP status is a barrier to accessing Coast RTA services, there is the potential for loss and/or interruption of access to employment, health care, education, and numerous other services.

Coast RTA works with organizations such as Department of Social Services, Helping Hands, United Way, and several other community organizations to regularly update the information about the clients they serve.

- What geographic area does your agency serve?
- How many people does your agency provide services to? What are the countries of origin from which your population has immigrated? What are the languages spoken by the population you serve?
- What is the age and gender of your population?
- What is the education and literacy level of the population you serve?
- What needs or expectations for public services has this population expressed?
- Has the population inquired about how to access public transportation or expressed a need for public transportation service?
- Are there locations that the population has expressed difficulty accessing via the public transportation system?
- Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?
- What is the best way to obtain input from the population?

Through research, Coast RTA has learned that there are limited staff for assisting LEP individuals at these organizations. Most of them attempt to hire staff with bilingual capabilities to serve the LEP (primarily Spanish) speaking population. To date, Coast RTA has had limited success in attracting bilingual speaking frontline employees. Coast RTA has learned through operators and residential concentrations and census statistics that the largest concentration of LEP passengers do ride the Myrtle Beach routes.





#### **Factor 4 - The resources available to the recipient and costs**

##### Written Language Assistance

- Coast RTA's website has a feature that translates all available information related to routes, fares, etc. to any one of dozens of languages. This is an invaluable feature for LEP persons who either visit the terminal or otherwise have access to computers and the internet. Our IT department handled this service, in-house, at no additional cost.
- Coast RTA is designated to provide evacuations services in Horry County when a State of Emergency is declared. Public materials, such as the 'Know Your Zone' hurricane evacuation brochure has been made available in English and in Spanish. The Horry County Emergency Management Department prints these and other emergency management materials at no cost to Coast RTA.
- System-wide Ride Guides and times are printed in Spanish. These Ride Guides are distributed at key locations within the Latino community and along Coast RTA's routes to insure the community is aware of transit services. The cost of printing each order of 1,000 Spanish guides: \$1,896.
- "I Speak" posters are available on all revenue vehicles in the top languages identified by the J-1 program, Horry County Schools Adult Education ESL program and the Census. These posters inform LEP passengers, in their native languages, that the transit-related translation service is available by calling the main number and requesting the service. The service is provided at NO COST to the passenger.
- "I Speak" posters are prominently placed at the Main Terminal and the Ivory Wilson Transfer Center, which have personnel during business hours. LEP individuals can point to the poster identifying his/her language, and the operator will facilitate the telephone-based interpretive services for the passenger(s) at the terminal, at NO COST to the passenger.
- "I Speak" fliers will be available at community outreach meetings at the sign in table. While staff may not be able to provide translation assistance at the meeting, the cards are an excellent tool to identify language needs for future meetings. Also, have the cards available at Coast RTA's office.
- Instruct drivers and other first line staff to report any occurrence where they experienced direct or indirect contact with LEP individuals.

##### Oral Language Assistance

- Coast RTA also has contracted with Certified Languages International (CLI), for telephone-based interpretation services, at a cost of \$0.99 per minute for Spanish and \$1.49 per minutes for other languages. This service is available to staff and passengers "at any staffed terminal" on an as needed basis. With this service, staff can call CLI and an interpreter will speak with both the operations staff and the passenger and translate the message(s) to both parties.
- When an interpreter is needed, in person or on the telephone, and all options above have been exhausted, staff will first attempt to determine what language is required. The CLI system is very good at determining the language being used by the customer and then provides an interpreter.
- Coast RTA continues to seek bilingual employees when hiring new employees.
- Coast RTA posts signs at public entry points of its terminal and on the bulletin board at the





transfer center, so that LEP persons can learn of the various available language services. “I SPEAK” flyers are posted on each revenue vehicle, to assist passengers in indicating their specific need for translation services. The services are available at the main terminal and the Ivory Wilson Transfer Center, both of which, are staffed during business hours.

- Coast RTA is a small agency with limited resources. As Spanish is the forerunner language utilized by the majority of our LEP passengers, efforts have been and continue to be directed in translating pertinent information (schedules, fares, routes, prohibitions, safety and security information) in Spanish.

Coast RTA will monitor new documents, programs, services, or activities to determine which items need to be made accessible for LEP individuals, or employees, on an on-going basis by:

- Routine monitoring to determine any change in the LEP populations within the service area.
- Routine polling of operators to determine if frequency of encounters with LEP language groups has changed.
- Routine market survey for the availability of new resources, including technological advances, sources of additional resources, and the costs imposed.
- Routine monitoring to determine if existing LEP assistance is meeting the needs of Coast RTA’s LEP passengers.
- Routine monitoring to determine if staff knows and understands the LEP plan and how to implement it; and retrain if necessary.
- Whether identified sources for assistance are still available and viable.

Due to the Authority’s small size, budgetary constraints often require that the LEP program enhancements continue to be planned and implemented in phases, and concentrate first on the immediate, low-cost needs. The first step (Community Outreach), described in more detail below, is to expand and enhance the committee for studying and planning cost-effective practices that can reasonably be established to benefit LEP persons.

Coast RTA will continue to explore available language assistance products throughout the market, and those utilized by counterpart RTAs. Additionally, Coast RTA will continue to take advantage of any translation services provided and/or paid for by local, regional, federal, or state governments.

Based on the four-factor analysis, although rarely, if ever utilized, Coast RTA recognizes the need to offer language translation services in the region. A review of relevant programs, activities and services that are being offered or will continue to be offered by Coast RTA include:

- Spanish speaking translator services are available during normal business hours.
- Public Timetables shall be made available in both English and Spanish.
- Route and schedule information are available in Spanish on the Authority’s website.
- Transit surveys periodically conducted by Coast RTA are available in Spanish.
- Spanish outreach meetings/forums are regularly conducted in the service area to inform the Spanish community of the services offered by Coast RTA. Information was provided by staff on-site to answer any questions or address concerns.



### Staff Training

Staff will be provided access to the LEP Program and will be educated on procedures to follow. This information will also be part of Coast RTA's staff orientation process for new hires. Training topics are listed below.

- Understanding the Title VI policy and LEP responsibilities
- What language assistance services are offered
- Use of LEP "I Speak Cards"
- How to use Certified Languages International telephone translation services
- Documentation of language assistance requests
- How to handle a Title VI and/or LEP complaint

### Community Outreach

As an agency receiving federal financial assistance, Coast RTA has made the following community outreach efforts:

Coast RTA participates annually each January with the City of Myrtle Beach's sponsored MLK Small Business Workshop. The time, effort, and distance travelled to provide accurate business information to minority-owned and other small businesses does not go unnoticed. This event is covered by local media and television. This annual OUTREACH event offers the opportunity to speak on relevant topics ranging from Disadvantaged Business Enterprises, Title VI and How to Do Business with the participants included.

Coast RTA partnered with a local college professor to aid in translation services of vital documents and to provide insight into the Latino/Hispanic community at large. In addition to his insight, we spoke with tienda owners; ministers/pastors; medical service providers; the Mexican consulate and other agencies to create a strategy for community outreach and implementation of the LEP program.

Coast RTA also partners with the Adult Education program within both school districts to provide community outreach and travel training workshops to students enrolled in their GED and ESL classes. There are an estimated 400 ESL students in the Horry County Schools Adult Education program. Those enrollment numbers for Georgetown County were not available at the time of program adoption.

There is a city/chamber of commerce sponsored committee which works with the J-1 students recruited for the hospitality industry each year. Coast RTA plays a vital role in the orientation and transportation of these students each year. At times, there have been as many as 5,000 J-1 students representing 12 countries residing in the greater Myrtle Beach area for up to six months as part of the program. These foreign students do speak English very well, a prerequisite to their being allowed to come to work in the Grand Strand. Some of the languages assisted with are Spanish, Turkish, Ukrainian, Russian, Chinese, Filipino, German, French, Albanian, Japanese, and Korean.

Coast RTA has made efforts to partner with local agencies who work with LEP individuals. Coast RTA has hosted travel training/introduction workshops at the local South Carolina Department of Employment and Workforce (SCDEW) as well as attending a Mexican Consulate visit to the Grand



Strand. Coast RTA was able to speak (with an interpreter) to those attending the event and inform them of its public transportation services.

Coast RTA also works with Vocational Rehabilitation and other agencies to keep their staff informed of Coast RTA's services, which may be of use to the LEP individuals using state/local agencies.

Coast RTA has spoken to several church associations to educate their members of Coast RTA's services. The municipalities and counties (Horry and Georgetown) that make up the Authority appoint the Board of Directors.

The following represents the current breakdown of Coast RTA's eleven board members racially; breakdown of the Community Transit Partners (CTP), and service area population as a whole:

**POPULATION by Race/Ethnicity**

2020 US Census	Caucasian	African-American	Multi-Racial	Asian American	Native American	Hispanic Ethnicity
Population 414,433	74.9%	13.8%	5.5%	1.1%	0.5%	5.5%
Community Transit Partners*	0	0	0	0	0	0
Board of Directors (2 seats Vacant)	7	2	0	0	0	0

\* The CTP is currently being reconvened – no data available

Community Transit Partners (formerly Service Advisory Council)

The Community Transit Partners (CTP) are comprised of agency representatives, passengers and frontline employees of Coast RTA. The committee meets 3-4 times per year. The purpose is to provide insight into "how Coast RTA is performing"; serve as Mystery Ride survey takers; serve as a sounding board for service (future and current) and so forth. This group did not meet for several years on the heels of the pandemic, but recruitment efforts have resumed to establish a new group focused on Coast RTA services. To ensure that opportunities to participate in the transit planning and decision-making processes are provided to people without regard to race, color, or national origin. Coast RTA offers an application process to individuals to join the CTP and announces vacancies as they become available in the local newspaper and various other sources of media, including our website. A statement encouraging minorities to apply is listed in all advertisements.

Board Meetings

The Board of Directors holds regular meetings at the Coast RTA office and the public is invited to attend. Virtual meetings have also been held due to the pandemic but have been continued for the convenience of those who wish to attend. Meetings are publicly announced; and the press is invited.



Board vacancies are appointed and filled by their respective county, municipality and legislative delegation.

#### Customer Complaint Process

Citizens may call our Customer Service Department with any Title VI related complaint at 843.488.0865 to file a complaint. All complaints are reviewed by the Title VI Coordinator and relevant manager. The complaint is reviewed thoroughly, and status updates & outcomes are provided to the General Manager. Coast RTA's complaint process is reviewed and/or updated on an on-going basis.

#### Community Meetings

Coast RTA mentioned its community outreach and meetings in the paragraphs above regarding outreach and working with community partners to inform the LEP community of its services.

#### Service Change/Public Meetings

Coast RTA submits annual applications for funding to the South Carolina Department of Transportation and FTA. The application requests funding for both capital and operating assistance. Part of the annual application process is a public notice, which includes a 30- day public comment period. Coast RTA complies with all applicable requirements in conducting its public meetings/service change meetings by scheduling multiple meetings in various locations at multiple dates/times. Notification of the meetings is distributed through local media, social media platforms, revenue vehicles, terminals, and various distribution points across the system service area.

## **Title VI Equity Analyses**

Coast RTA will continue to comply with all applicable requirements and will conduct a Title VI Equity Analysis when planning or constructing any facility or buying property for Authority use. As of FY 25, Coast RTA is developing three separate facilities: Bus Operating & Maintenance Facility (BOMF); a passenger handling facility in Myrtle Beach and a passenger handling facility in Conway. Title VI equity analyses for each of these facilities are available by request.

## **Provision of Service Policy & Procedures**

### **Background**

The Authority's Service Standards identify the policies guiding transit service and the transit service change process. Updated on an as needed, but at least every three years with the Authority's Title VI Program, the Service Standards comply with Title VI of the Civil Rights Act and related guidance described in the Federal Transit Administration's (FTA) Title VI Circular 4702.1B.

The FY2024-2027 Service Standards delineate Coast RTA's transit service by service tiers. Not only do they distinguish different types of Coast RTA service, but the tiers are also used in evaluation during the service change process (conducted regularly). Further details regarding service tier characteristics, standards and design guidelines is included in this section.



FY2024-2027 Coast RTA's service design guidelines are comprised of nine segments that offer general guidance for transit service, though and appertain only to Coast RTA's fixed route and paratransit bus service:

1. Direct Route Design
2. Simple and Consistent Route Design
3. Symmetrical Route Design
4. Coordinated Schedules
5. Equitably Distributed Routes and Rolling Stock
6. Consistent Stop Spacing
7. Transit Amenities
8. Transit Access
9. Clean Stations and Vehicles

Reporting of Coast RTA's Service Standards is mandated by the Federal Transit Administration (FTA Circular 4702.1B specifies the standards required of transit agencies to comply with Title VI of the Civil Rights Act). Coast RTA staff provide updates to the Standards which are adopted by the Board of Directors at least once every three years or more frequently as necessary. The Service Standards establish a process for the implementation of regular transit service changes, including how Coast RTA's customers can engage in the process. In addition to state and federal mandates, Coast RTA's Service Standards are guided by requirements from the Coast RTA Board of Directors and related Coast RTA policies.

### **Coast RTA's Service Design Guidelines**

Coast RTA's service design guidelines are general principles that guide Coast RTA service planning as new routes are developed and existing routes are adjusted. Design guidelines serve as the overarching goals to guide new service development and planning. These semi-high level, conceptual design guidelines shape how service is planned and implemented by Coast RTA staff during the service change process. Because the design guidelines are not rigid standards, they provide flexibility as funding and context allow.

Several sources of guidance, past planning and regulatory requirements are central to the design of our services. They include:

- State and Federal Requirements – guide eligible expenses and grant opportunities.
- The Americans with Disabilities Act of 1990 – accessibility requires and paratransit.
- Title VI of the Civil Rights Act of 1964 – inclusiveness, complaint procedure, access equity.
- The 2040 South Carolina Multimodal Transportation Plan of 2014 – State plan that is currently being updated.
- GSATS – Metropolitan Transportation Plan – regional transportation goals.
- Coast RTA Organizational Plan – long range service needs and potential solutions.

In addition to these documents much of the service provided by Coast RTA have been the result of historical evolution. Largely a commuter system, many of the fixed routes are designed to bring



workers from inland rural areas to jobs in the urbanized areas along the coast and along major corridors. The Organization Plan (in the list above) collected data that shows Coast RTA routes replicate the primary travel corridors. Service gaps related more to the need for higher frequency and extended service hours. These are improvements that will require many more resources than are currently available to the Authority. Local funding for transit will be increasing in FY 26, so continual review of service guidelines will be important to the future evolution of service provision a Coast RTA.

### Service Area

Coast RTA's service area encompasses both urban and rural areas of Horry and Georgetown Counties in South Carolina. Within these member jurisdictions, Coast RTA provides fixed-route bus, ADA paratransit, other demand response and vanpool services. Paratransit Mobility Service is available within ¾ mile of any fixed route. All Coast RTA fleet vehicles are ADA accessible vehicles. Coast RTA will coordinate with adjacent RTAs that have service coming into the Coast RTA service area.

### Service Tier Definitions

To meet the diverse needs of its customers, Coast RTA provides eight different tiers of service designed to deliver fast, frequent service as well as provide equitable coverage across the service area.

**Local Bus** - Routes operate with consistent, high-frequency service throughout the service period.

**Limited Stop Bus** - Routes provide service all day from Coast RTA's major transit stops, with limited stops, and may operate on limited-access highways.

**Community Circulator** - Routes are shorter transit routes intended to provide local circulation and connections.

**Paratransit** - Coast RTA's complementary mobility service, provides origin-to-destination shuttle service for ADA eligible customers.

**Microtransit** – Coast RTA provides limited demand response services with defined geography and service hours. These services are designed to supplement the fixed route service with general public, demand response service or support ADA paratransit and local human service transportation.

**Vanpool** – Coast RTA offers a subsidy for any employers to create small group of workers to utilize small vehicles to commute to/from work.

Coast RTA strives to design routes that are direct, but service area coverage must factor into the design. Bus service that operates along linear, direct paths allows passengers to complete their trip without having to travel out of direction. Due to limited resources, our fixed route network is constructed for maximum coverage of our service area and then added frequency on productive routes.



### Coast RTA Strives to Design Routes That are Easy to Understand

To ensure that bus routes are predictable and easy to understand, both directions of a bus route should use the same alignment to make it easier for riders to plan return trips. Some routes may feature loops, which are common at the end of the line to provide a convenient turnaround for buses and increase access to neighborhoods at the end of a line. When implementing loops, it is important to consider the land uses and length of the loop to reduce potentially long rides that may warrant additional bi-directional service.

Coast RTA strives to minimize deviations from major corridors onto side-streets or neighborhood streets. While route deviations can provide convenience for some passengers, they increase the travel time for passengers not served by the deviation.

Deviations may be warranted in cases where they serve high volumes of passengers. Where feasible, bus routes should operate in straight lines and minimize turning movements which can be significant sources of delay unless they are positioned to access activity centers and dense residential areas to facilitate easy access. In developing its service tiers, Coast RTA balances service designed for speed and reliability with providing convenient access to transit. Service tiers like Conway Circulator provides local service with access to activity centers so that Frequent Local Bus routes can provide longer distance trips and faster travel times on high-ridership routes.

### Coast RTA Strives to Coordinate Route Schedules for Convenient, Efficient Service

Schedules should be coordinated with other Coast RTA routes. To the extent possible, Coast RTA will coordinate overlapping routes to create combined, coordinated service. With low frequency, Coast RTA will make every effort to facilitate timed transfers at transit centers.

### Equitably Distributed Vehicles

Coast RTA vehicles shall be distributed equitably throughout the service area. Coast RTA assigns buses in rotation every day to ensure a fair and equitable distribution of vehicles throughout the service area with respect to vehicle age, size, amenities, and fuel type. Coast RTA also assigns vehicles by route based on ridership, demand, road type along routes, and service tier characteristics to provide efficient, reliable service. Routes with consistently higher ridership are served by larger vehicles, when available.

All transit and paratransit buses include the following amenities:

- **Bike Racks** – Buses are equipped with fold-down bike racks on the front of the vehicle which can accommodate two bikes.
- **Fareboxes** – Bus fareboxes can process both cash and pre-aid passes.
- **Stop Annunciation** – Drivers are currently required to announce stops. The Authority has made several efforts to automate this process and will do so as soon as a viable method can be implemented.





### Transit Access

Coast RTA strives to provide equitable transit access throughout the service area. Transit access is the distance a person must travel to access Coast RTA's fixed-route service. This distance considers a customer's actual path of travel, considering the street network and the built environment, rather than a "straight-line distance."

Though Coast RTA does not own or maintain the city streets and state routes where vehicles operate, it does coordinate with local jurisdictions to identify needed infrastructure to accommodate Coast RTA vehicles and customers. When planning routes, Coast RTA considers a street or corridor's accessibility when determining its suitability for transit service.

### Bus and Bus Stop Amenities

Both the Coast RTA Conway Terminal and the Ivory Wilson (Myrtle Beach) Transit Center provide passengers with clean climate-controlled waiting facilities, benches to sit on, trash receptacles, cold water and restrooms. Coast RTA completed the process of formally identifying stop locations with signs (we were a flag stop system until 2018). The Authority has a goal to provide additional amenities as funding becomes available and dependable data for boarding/alightings at stop locations becomes available. To ensure that Coast RTA customers have a safe and comfortable experience, Coast RTA maintenance staff wash its buses daily.

### Providing Consistent Bus Stop Spacing

Stop spacing, the distance between consecutive transit stops, is an important aspect of Coast RTA's service. The amount of time buses spend at stops – loading and unloading passengers, can greatly increase passengers' overall travel time. While closely spaced bus stops can increase access to bus service, they also require more frequent stopping. In general, the more scheduled stops a bus makes, the lower its operating speed and service reliability. Stop location will be based on safety considerations, the level of development along a route's alignment and stop spacing may vary between different segments of a single route. Stop spacing is generally closer together in higher density areas and farther apart in lower density areas.

### Pandemics – (Not currently in place)

In the event of epidemic/pandemic or other social disruption, Coast RTA will initiate on-going procedures to address the safety, security and health of its employees and customers.





## Service Standards

Coast RTA uses service standards as its targets for evaluating service. For each standard below, Coast RTA uses relevant data to evaluate the different routes and service tiers:

- Service Hours
- Service Frequency
- Service Capacity
- On-Time Performance
- Bus Productivity

The service standards provide customers with clear targets for what to expect from Coast RTA service. They also provide information on how routes are assessed and analyzed for potential changes in service.

Coast RTA takes into account the entirety of a route's performance instead of focusing on a single standard. By evaluating all standards regularly over months of service, this analysis can more accurately reflect how a service is operating. Particularly with bus service, factors outside of Coast RTA's control such as congestion, construction, or road closures affect performance on individual days. Evaluation of service over time can provide a more complete and informed assessment of performance.

### Service Standards vs. Service Design Guidelines

Service Design Guidelines describe general principles the authority uses to inform service planning. As principles, the service design guidelines include some degree of flexibility as

funding and context allow. Unlike the service design guidelines, Coast RTA's service standards include specific targets for service that Coast RTA strives to deliver. Service Standards are monitored and if unmet over a period of time, may indicate potential service changes.

### Updates to Service Standards

Coast RTA's service standards are updated every three years or more frequently, as needed, and adopted by the Coast RTA Board. Development of updates is guided by recommendations from the Service Standards Best Practices Review. Coast RTA uses an Best Practices Review to identify and make recommendations to consider, from revisions to specific standards, to enhancing the document's presentation, to more clearly identifying the role that Coast RTA's customers play in informing the service change process.

### How Does Coast RTA Evaluate Service

Within the service change process, Coast RTA evaluates service on an ongoing basis, based on data relevant to each specific standard. Data for each route are compared with both the service tier route averages and the adopted service standard for each tier. For each standard, if a route meets the following conditions, its overall performance will be considered before any service changes are recommended. Coast RTA's fixed route system is still in a very basic stage. Almost all routes operate on 60 minute frequencies so increasing frequency is not a feasible option financially. Until we get bigger,



we focus on on-time performance and transfer connections. Possible Outcomes for Routes as Compared to the Service Tier Average, include:

- Those performing 50% below the tier average are first evaluated with respect to the other service standards and then considered for service changes.
- Routes performing between 50% and 150% of the tier average typically see service levels maintained.
- Routes performing at 50% above the tier average are evaluated with respect to the other standards and considered for possible service changes.

### Service Hours

The number of hours per day that Coast RTA operates transit service is as follows:

Coast RTA currently operates both fixed route and paratransit services from 4:00 AM until 10:00 PM. Coast RTA operates service seven days a week, 363 days per year, excluding Thanksgiving Day and Christmas Day.

The Authority does routinely operate a limited Entertainment Express Shuttle Service in Myrtle Beach, South Carolina annually, transporting primarily tourists along a designated route of major attractions within the City. This shuttle routinely operates during the Spring/Summer season, usually Memorial Day through Labor Day and is subject to change at any given point in time.

Service Hours are a fundamental part of making service available to customers. The longer service operates each day, the more options riders have to use Coast RTA. The Authority must balance service availability with travel demand, while managing costs and maintaining vehicles and facilities.

In the service planning process, Coast RTA evaluates the number of hours per day service is available. By analyzing the number of boardings for each route's first and last few trips, Coast RTA can assess the potential for service hours to be extended or shortened.

### Designated State of Emergency May Impact Normal Service Hours

During declared states of emergency by the South Carolina Governor or local authorities, Coast RTA is contracted with Horry County to provide Emergency Evacuation Services during emergency events (Hurricanes, etc.). During such times, routine public transportation can be reduced, delayed or stopped. Customers are given as much notification as possible and the Authority utilizes/designates the requisite number of vehicles and helps evacuate all citizens needing public transportation until it becomes unsafe to continue. The Authority may perform mutual aid assistance to neighboring Georgetown County, although not mandated to do.

### Service Frequency

Service Frequency is the number of transit vehicles on a given route that are provided at a stop within a period of time. A related measure, **headway**, is the amount of time between vehicles on a given route in the same direction. Service frequency can determine how Coast RTA customers use transit service and how long they have to wait at stops. Frequent routes allow riders to access transit without



checking schedules. Less frequent routes may require customers to check schedules ahead of time. Coast RTA provides transit service that balances frequent, high-ridership service with routes designed to provide access to activity and job centers, medical services, and other key destinations throughout the service area. For many routes, higher frequencies are offered during peak times to accommodate periods of high ridership, compared to nights and weekends.

Ridership is a major factor in determining frequency for a particular route and service.

#### Evaluation Process

- Determine average number of passengers per hour for each route.
- Determine average number of passengers per hour for each service tier.
- Compare individual route average for passengers per hour with service tier average.
- Consider the route's performance with respect to other service standards and tier averages. Consider possible service changes, if warranted.
- Coast RTA implements major service changes after public outreach, public hearings, budget considerations, and Board adoption within the service change process.
- Service changes may be recommended after a route performs outside the service tier standard for multiple months.

#### Service Capacity

Service Capacity is the number of passengers that can be safely accommodated on Coast RTA's vehicles. The capacity of each type of vehicle is different and depends on the number of seats and available room for standing. To evaluate service capacity, Coast RTA measures each vehicle's load factor – the ratio of the number of passengers onboard compared to the number of seats. A load factor of 100% (or 1.0) indicates that the number of passengers aboard equals the number of seats available.

#### Vehicle Load Standards

Vehicle load is a capacity guideline that the number of passengers will not exceed the maximum load factor at the maximum load point in the prevailing direction. Coast RTA employs a maximum load factor as follows:

Total Passengers (Seated and Standing)/Number of Seat = Load Factor

**Average Passenger Capacities\***

Vehicle Type	Number in Fleet	Seated	Standing	Total	Maximum Load Factor	Wheelchair Positions
Transit Van	7	9	0	9	1.00	2
Cutaway Bus	7	12	0	12	1.00	2
Lg Cutaway Bus	3	24	4	28	1.16	2
30' Trolley Buses	5	24	12	36	1.50	2
40' Low Floor Bus	14	39	19	58	1.50	2
40' Suburban Bus	4	40	5	45	1.13	2



Capacity directly impacts passenger comfort and safety. On some buses, load factors between 100% and 150% can be considered acceptable because some of Coast RTA's vehicles were designed to accommodate standing passengers. In general, load factors above 150% indicate overcrowding and could indicate the need for service changes. In some buses, 100% is only acceptable.

#### How Is Service Capacity Evaluated

In the service planning process, Coast RTA compares existing service capacity with observed ridership and passenger load data. By analyzing the load factors of each route, Coast RTA can assess the potential for service increases or decreases.

- Coast RTA regularly collects data on route/vehicle passenger loads.
- Determine average load for each route.
- Determine variation in average load for each route.
- Compare individual route load plus variation with service tier average load plus variation.
- Consider the route's performance with respect to other service standards and tier averages.
- Consider possible service changes, if warranted.
- Coast RTA implements major service changes after public outreach, public hearings, budget considerations, and Board approval within the service change process changes may be recommended after a route performs outside the service tier standard for an established consecutive service change.

#### On-Time Performance

On-Time Performance measures how close to schedule the service operates, as experienced by the customer. Any service which departs within five minutes after its scheduled departure time is considered "on time." Coast RTA service that departs before its scheduled departure time, or more than five minutes after, is not considered "on time." On-time performance can be an important indicator of service reliability, particularly for less frequent service. Passengers always expect arrivals/departures to occur as scheduled but, when the service is less frequent, lower on-time performance can have a significant impact on the amount of time spent waiting for service. Coast RTA strives to provide quality service, and working towards on-time performance is an important aspect of that.

On-time performance can be an important indicator of service reliability, particularly for less frequent service. Passengers always expect arrivals/departures to occur as scheduled but, when the service is less frequent, lower on-time performance can have a significant impact on the amount of time spent waiting for service. Coast RTA strives to provide quality service, and working towards on-time performance is an important aspect of that. Early departures and late arrivals are unacceptable.

On any given day, Coast RTA's on-time performance can be impacted by many variables including traffic congestion, passenger loads, inclement weather, road conditions, special events, and road maintenance or construction. For service that consistently does not meet standards, Coast RTA will determine the cause and take action to address the issue. Possible improvements for such routes include adjusting running times, changing headways, or providing additional service. On-Time



performance is often very unpredictable during the high tourist summer seasons. Coast RTA has opened a transfer/boarding center in downtown Myrtle Beach closer to our major service area, but other routes must still travel on these congested highways. Coast RTA does attempt to make adjustments in pull-out schedule and time adjustments to maintain on-time efficiency.

Coast RTA has established the following On-Time Performance Measures: Fixed-Route: 85% Paratransit: 80%

### Productivity

Bus Productivity is a measurement of bus route efficiency that takes into account a route's costs and its revenues. This standard is only applicable to fixed route bus services.

The measurement is based on three factors to ensure that Coast RTA service is appropriate for existing passenger demand:

- passengers per hour
- average load (occupancy rate)
- Operating cost per passenger

Efficient use of limited resources is an important consideration for Coast RTA in providing service and maintaining financial stability. Coast RTA must balance delivering fast, frequent service on high ridership routes with providing needed access to important destinations like hospitals, government offices and commercial areas. Compared to other standards, bus productivity is not immediately visible to riders. It is, however, an important factor in determining service potential service changes. Consideration of passengers, costs, and how many riders are on the bus at once are important to understand how the route is performing. While this is an important assessment, ridership and costs are not the only consideration for potential service changes. This standard, along with the others, will be used to identify potential changes to improve efficiency.

To evaluate productivity, Coast RTA considers the total ridership, average occupancy, and overall costs associated with each route. By assessing bus productivity, Coast RTA can deliver service that is both efficient and appropriate to the existing demand of a route.

### **Service Change Process**

Service changes take place periodically and are informed by stakeholder feedback. Customers can provide feedback at any time by contacting the Authority via telephone or website [www.ridecoastrta.com](http://www.ridecoastrta.com). Coast RTA considers crowding, frequency, reliability, costs, customer demand and available resources when evaluating service during each service change period and proposes changes to address identified issues. Coast RTA holds public hearings for any potential service changes in either Horry or Georgetown Counties and their municipalities. Coast RTA invites its customers and potential customers to share comments at public hearings or provide feedback as prescribed during the service change feedback window.

Coast RTA may conduct service changes throughout the year. Service changes reflect a continuous, thorough process that follows analysis by staff, including public outreach and hearings, and adoption by



the Coast RTA Board. Before any proposed changes are adopted by the Board, Coast RTA conducts outreach to customers at transfer locations, conducts and attends community meetings and holds public hearings. Information about proposed changes are advertised in local newspapers, as well as posted on buses, at stations and on Coast RTA's website: [www.ridecoastrta.com](http://www.ridecoastrta.com). The purpose of the service change process is to deliver service that meets customer demand and to address service that could perform more efficiently. Due to residential and commercial growth and development within Coast RTA's service area, ridership patterns continue to change. For that reason, Coast RTA is continuously collecting data about how customers are using transit service, where they need to go, and adapting service accordingly. Customers can provide input about service changes via in-person hearings, online surveys, and through formal requests at [www.ridecoastrta.com](http://www.ridecoastrta.com). Coast RTA continues to evaluate ridership across the system to retain riders and identify opportunities for growth. Potential new service is considered with respect to its impact on existing riders and its ability to attract new riders.

The following potential service changes invoke a public input process before final decisions are made by Coast RTA Board:

- Changes in fare policy.
- Implementation of new service (including new service tiers, new route numbers, or new vehicle types).
- A substantial geographical alteration, such as the addition or deletion of more 10% of a fixed route
- A major route modification which causes a 25% or greater change in the number of daily scheduled bus trips provided.

#### Coast RTA Guidance

In addition to the state and federal requirements which guide Coast RTA's Service Standards, the Authority documents and policies identified below inform Coast RTA's service standards, service design guidelines and the service change process.

#### Key Performance Indicators (KPIs)

Coast RTA uses its Key Performance Indicators to provide customers and stakeholders with information about current transit system performance. KPIs are provided to the Board of Directors and the public in the Authority's monthly financial report.

The Coast RTA service change process takes place up to three times per year and is guided by public input and service evaluation by Coast RTA staff. Coast RTA holds public hearings before changes can be adopted by the Coast RTA Board of Directors and go into effect.

#### Maintain Service Equity

Coast RTA complies with all Title VI and Environmental Justice requirements. Proposed service changes are evaluated for potential impacts to low-income and minority populations. Coast RTA will maintain service for routes that serve protected minority and low-income populations as detailed in FTA Circular 4702.1B: routes with at least one-third (1/3) of its total mileage in census tracts that exceed the service



area's average percentage of minority or low-income population. To the extent feasible, Coast RTA will strive to balance the impacts of service changes between its member jurisdictions.

#### Limit Impact on Coast RTA's Mobility Service

Complementary paratransit service (Coast RTA Mobility) must be taken into account to ensure compliance with the Americans with Disabilities Act (ADA).

#### Improve Performance and Productivity

Coast RTA's service standards provide relevant benchmarks that enable evaluation of routes across the entire Coast RTA transit system. Within the service change process, routes will be evaluated according to both the tier standard and the average for routes within that tier. Among other factors, service changes take into account route productivity and performance to ensure that Coast RTA continues to deliver service that is productive, efficient, and financially sustainable.

A Service Change throughout Coast RTA can take months to complete, including data collection and analysis. Customers are strongly encouraged to provide feedback to Coast RTA staff during public engagement and public hearings. Summaries of public engagement events and feedback received are presented to the Coast RTA Board.

#### When Are Service Changes Warranted

Service changes may be considered for routes that fall below the adopted service standard or the route's service tier average for several consecutive service change periods. If standards or tier averages for the following service standards are not met, service changes may be considered:

- Service Hours
- Service Frequency
- Service Capacity
- Bus Productivity

In addition to proposing changes based on an evaluation of current performance, availability of funding, operators and vehicles must also be taken into consideration. Limited funding may result in the need to reduce service for routes that fall below Coast RTA service standards and tier averages. Available funding may allow Coast RTA to provide additional service. A proposed expansion of service may require other additional resources, like vehicles, physical capacity at stops and stations, and staff. Service changes that include additional service may be proposed as resources allow. Coast RTA's service standards for each tier are used to identify potential changes for Coast RTA's routes and services. Each route is compared with both the tier's adopted standard and the tier average. Coast RTA develops and considers service changes for any route that performs outside the tier average or below the standard during two consecutive service change periods, based on





#### Process for Evaluating Existing Service

- Determine Available Funding
- Determine Availability of Required Resources
- Determine Proposed Changes Through Service Evaluation

#### Potential New Service

As with evaluating existing service, potential new service is not proposed without identified funding and resources. In addition, new service must have established support from the public. In lieu of performance data, potential new service must also meet defined service warrants to ensure that Coast RTA service standards are met and resources are utilized efficiently. To maintain service that is efficient and financially sustainable, new services should show consistent ridership growth following implementation and perform the tier average or above. The process for evaluation includes the following steps.

- Established Community Support
- Determine Available Funding and Resources
- Service warrants potential demand, mobility need and connectivity
- Making New Service Permanent
- Demonstration Projects

#### Guidelines for Major Service Reduction

In times of national or regional economic distress, Coast RTA will respond with cost reduction and/or revenue generating actions that may include the following alternatives:

- Implement internal productivity and cost reduction processes.
- Consider fare increases or other revenue sources.
- Conduct service adjustments or reduce service as needed.

Depending on the severity of the fiscal situation, a significant reduction of service may be required to align service with expected revenues. Coast RTA will evaluate existing service and propose service changes following the aforementioned processes.

#### The Importance of Public Input

Coast RTA values customer feedback and looks to riders to provide input throughout the service change process. Feedback received during the service change process is forwarded to Coast RTA staff who consider the feedback and often respond directly to customers.

Feedback received at public hearings is summarized by Coast RTA staff and presented to the Coast RTA Board so that Board Members can consider customer feedback when making decisions about service changes. Customer feedback may be used to revise service changes before Board adoption. During the pandemic and post-pandemic, Coast RTA will utilize social media and other methods for virtual interactions with the public. We have successfully utilized Facebook Live events, and virtual Board meetings with some success and we will continue to develop these methods moving forward.





### Coast RTA Paratransit Mobility Service Delivery Standards

Coast RTA provides its complementary paratransit service in compliance with the Americans with Disabilities Act (ADA) for riders with disabilities who are unable to utilize Coast RTA's fixed-route system for some or all of their travel.

Eligibility, procedures for making a reservation, and other characteristics of service provision are incorporated into our ADA Riders Guide and Application available at the following links.

[https://coastrta.com/wp-content/uploads/2022/11/Paratransit\\_Application\\_Rev09302022.pdf](https://coastrta.com/wp-content/uploads/2022/11/Paratransit_Application_Rev09302022.pdf)

<https://coastrta.com/wp-content/uploads/2024/05/Paratransit-Riders-Guide-Revision-1.pdf>

### Paratransit Performance Standards

- On-Time Performance - Target: 80%
- Customer Complaints - no more than 4.0 complaints per 1,000 Unlinked Trips
- Collision Rate - Not to exceed 7.5 collisions per 1,000,000 miles
- Reservation Call Abandonment Rate - Target: no more than 5%
- Adherence to 0% Trip Denial Requirement - Target: 0%
- Reservation Call Average Wait Time - Target: no more than 120 seconds (2 minutes)
- Missed Trips - Target: not to exceed 0.5% of total trips

### Temporary Service Changes

When large scale or special events occur, Coast RTA responds with appropriate service changes that may include the following:

- Re-routing – When street closures are planned, Coast RTA may re-route service on adjacent or nearby streets to provide access for customers impacted by the closure.
- Shuttle service – Shuttle service may be used if in compliance with FTA's Charter Service Regulations (49 CFR Part 604) and properly requested as outlined to provide additional service and access to/from destinations off normal service routes.
- Tripper service – Extra service is used to alleviate anticipated overcrowding or increased demand. These services are added to the public schedule temporarily with notifications made aboard buses, on social media, website and the Ridetracker App.

### Notification of Detours

Notifications are provided online and through Coast RTA's Ride Coast RTA app, at CoastRTA.com and on social media, as well as signs aboard buses.

### Weather Events

In the event of severe weather that may pose a risk to staff or customers, MARTA may be required to implement service changes, reductions, or suspension. Coast RTA will respond appropriately as conditions allow and keep riders informed with announcements on social media, the Ridetracker App, website and via local news outlets.



### Contracted Services

Coast RTA does not currently have any contracted services for transportation.

### Summary

To provide transit service that meets both ridership and equity goals, Coast RTA's service standards offer guidance that targets clear goals for quality and productivity of transit service. Guided by state and federal legislation, Coast RTA's service standards and design guidelines provide a set of evaluation tools for staff to assess the performance of transit service and determine how to allocate resources efficiently. In addition, the standards describe Coast RTA's process for planning and implementing service changes and new service. This process identifies how the Authority engages community members and how customers can inform service changes to ensure that proposed changes are responsive to the feedback and opinions of Coast RTA riders and community members. Coast RTA's service standards are designed to ensure that its service planning processes are transparent and accountable to riders and community members. Coast RTA's service standards reflect a continuous process to respond to community input and provide effective transit service so that as the region grows, Coast RTA will continue to provide safe, reliable, affordable and courteous mass public transportation that enhances the quality of life for residents and supports the growth of tourism.

Customers can provide input regarding service changes any time at [www.ridecoastrta.com](http://www.ridecoastrta.com) or by contacting the Coast RTA comment line at (843) 488-0865



## Appendix A – Board Approval of the Coast RTA Title VI Program

### WACCAMAW REGIONAL TRANSPORTATION AUTHORITY RESOLUTION NO. MAR2025-08

#### APPROVAL OF FY24-27 TITLE VI PROGRAM

A motion of the Board of Directors for the Waccamaw Regional Transportation Authority to approve the FY24-27 Title VI Program.

**Background:**

The Authority has updated Title VI Program, in order to comply with federal laws and regulations of the Title VI of the Civil Rights Act of 1964, 49 CFR Part 21 and United States Department of Transportation Title VI regulations. The Title VI Program outlines our policies related maintaining a diverse workforce, strategies to serve disadvantaged populations, and gives our customers a process for filing a claim to notify of a violation of civil rights related to our service, employment practices and information dissemination.

The document was released via our website, social media and available for review and comment from February 6<sup>th</sup> through March 15<sup>th</sup> 2025, including at three public meetings held in February. There was no substantive input during the public participation period.

**Motion:**

It is hereby moved by the Board of the Waccamaw Regional Transportation Authority to approve the FY 24-27 Title VI Program.

Requested by: Brian Plascik  
Brian Plascik, General Manager/Secretary-Treasurer

APPROVED by the Waccamaw Regional Transportation Board of Directors at the regular meeting thereof, held on March 26, 2025.

**ATTEST:**

Bernard Silverman  
Bernard Silverman, Board Chair

Katharine D'Angelo

Lillie Jean Johnson

Elijah Methard (Mar 28, 2025 13:23 EDT)

Elijah Methard

Randal Wallace

Vacant – City of Conway

Marvin Keene  
Marvin Keene, Ph.D. CFA, Vice Chair

Darrell Eickhoff  
Darrell Eickhoff

Sarah Pope

Dr. Nicholas W. Twigg, DBA

Vacant – City of Myrtle Beach





## **Appendix B - Employee Annual Education Form (Formulario anual de educación del empleado)**

### **Title VI Policy**

No person shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

All employees of Coast RTA are expected to consider, respect, and observe this policy in their daily work and duties. If a citizen approaches you with a question or complaint, direct him or her to the General Manager.

In all dealings with citizens, use courtesy titles (i.e. Mr., Mrs., Ms., or Miss) to address them without regard to race, color or national origin.

(ANY TITLE VI COMPLAINT MUST BE FILED WITHIN 180 DAYS FROM DATE OF INCIDENT)

### **Título VI Política**

Ninguna persona, con motivo de la raza, coloreará u origen nacional, excluirá de la participación en, ser negará los beneficios de, o ser sujetado a la discriminación conforme a cualquier programa o actividad que recibe la ayuda financierafederal.

Se espera que todos los empleados del Coast RTA consideren, respeten, y observen esta política en su rutina diaria y deberes. Si un ciudadano se acerca a usted con una pregunta o queja, dirijas él o ella al Gerente General.

En todo el trato con ciudadanos, use títulos de cortesía (es decir. Sr., Sra, Sra., o señorita) para dirigirse a ellos sin hacer caso de raza, coloru origen nacional.

(CUALQUIER QUEJA DE TÍTULO VI DEBE SER PRESENTADA DENTRO DE LOS 180 DÍAS A PARTIR DE LA FECHA DEL INCIDENTE)



## Appendix C - Acknowledgement of Receipt of Title VI Program

I hereby acknowledge the receipt of and access to Coast RTA's Title VI Program. I have read the Program and am committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1B.

Your signature: \_\_\_\_\_

Print your name: \_\_\_\_\_

Date:

Acuse de recibo del recibo del programa Título VI

Por la presente reconozco el recibo del Programa Título VI de Coast RTA. He leído el Programa y me comprometo a garantizar que ninguna persona sea excluida de participar o se le nieguen los beneficios de sus servicios de tránsito por motivos de raza, color u origen nacional, como está protegido por el Título VI en la Administración Federal de Tránsito (FTA) Circular 4702.1B.

Su firma: \_\_\_\_\_

Imprime tu nombre: \_\_\_\_\_

Fecha:



## **APPENDIX D - TITLE VI Complaint Form (English & Spanish)**







## TITLE VI COMPLAINT FORM

Title VI of the 1964 Civil Rights Act requires that “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” If you feel you have been discriminated against in transit services, please provide the following information in order to assist us in processing your complaint.

**ANY TITLE VI COMPLAINT MUST BE FILED WITHIN 180 DAYS FROM DATE OF INCIDENT**

### Section I

NAME:

---

ADDRESS:

---

CITY/STATE/ZIP:

---

TELEPHONE (Home):

---

TELEPHONE (Mobile):

---

E-Mail ADDRESS:

---

### Section II

Are you filing this on your own behalf? YES or NO (Circle One) If Yes, Go to Section III  
If no, please supply the name and relationship of the person.

NAME:

---

RELATIONSHIP:

---

WHY ARE YOU FILING  
FOR THIS PERSON

---

---

---

Confirm that you have permission to file on their behalf? YES or NO (Circle One)



### Section III

I believe the discrimination experienced was based on (Circle all that Apply)

**RACE**

**COLOR**

**NATIONAL ORIGIN**

**OTHER**

DATE/TIME OF  
INCIDENT:

Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all person(s) who were involved. Include the name and contact information of person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form or attached additional pages.

### Section IV

Have you previously filed a Title VI Complaint with Coast RTA? YES or NO (Circle One)

Have you filed this complaint with any other federal, state or local agency, or in a court?  
YES or NO (Circle One) If Yes, please list other notified entities below with a contact person.

SIGNATURE/DATE:

Please submit this form in person at the address below, or mail to:

**Candace Brown Title VI Coordinator  
Waccamaw Regional Transportation Authority  
1418 Third Avenue  
Conway, SC 2952**

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590 (form rev 1/31/2025)



## FORMULARIO DE DENUNCIA DE TÍTULO VI

Título VI de la ley de derechos civiles de 1964 requiere que "ninguna persona en los Estados Unidos, por razón de raza, color u origen nacional, se excluirá de la participación en, ser negada los beneficios de o ser sujeta a discriminación bajo cualquier programa o actividad que reciba asistencia financiera federal". Si usted siente que ha discriminado en los servicios de tránsito, por favor proporcionar la siguiente información para ayudarnos a procesar su queja.

**(CUALQUIER QUEJA DE TÍTULO VI DEBE PRESENTARSE DENTRO DE LOS 180 DÍAS A PARTIR DE LA FECHA DEL INCIDENTE)**

### Sección I

NOMBRE:

---

ADDRESS:

---

CITY/STATE/ZIP:

---

TELEPHONE (Home):

---

TELEPHONE (Mobile):

---

Dirección de correo electrónico:

---

### Sección II

¿Está presentando esta denuncia en su nombre? Si or No (Circule Uno) Si es así, vaya a la sección 3. Si no, por favor proporcionar el nombre y la relación de la persona para quien se quejan.

NOMBRE:

---

Relación:

---

Por favor explique por qué han presentado por un tercero:

---

---

Por favor confirme que ha obtenido el permiso de la parte agraviada si está presentando en nombre de un tercero.? Si or No (Circule Uno)



### Sección III

Creo que la discriminación que viví fue basada en (marque todos que aplican):

**RAZA**

**COLOR**

**Origen Nacional**

**OTRO**

Fecha y Hora:

Explicar lo más claramente posible lo que sucedió y por qué usted cree que fueron discriminados. Describir a todas personas que participaron. Incluir el nombre e información de contacto de persona que discriminó (si se conoce) así como los nombres y datos de contrato de cualquier testigo. Si necesita más espacio, utilice el dorso de este formulario.

### Sección IV

¿ Tiene que usted previamente una denuncia título VI con esta agencia? Si or No (Circule Uno)  
¿Se presentó esta queja con cualquier otro Federal, estado o agencia local o con cualquier, o tribunal?  
YES or NO (Circle One) Si es así, indique otras entidades notificadas a continuación con una persona de contacto.

FIRMA/FECHA:

Por favor, envíe este formulario en persona a la siguiente dirección o correo a::

**Candace Brown Title VI Coordinator  
Waccamaw Regional Transportation Authority  
1418 Third Avenue  
Conway, SC 2952**

Un demandante puede presentar una queja directamente ante la Administración Federal de Tránsito mediante la presentación de una queja ante la Oficina de Derechos Civiles, Attention: Title VI Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590



## Appendix E -Letter Acknowledging Receipt of Complaint (English)

Today's Date

Ms. Jo Doe

1234 Main St.

Conway, SC 29526 Dear Ms. Doe:

This letter is to acknowledge receipt of your complaint against WRTA alleging \_\_\_\_\_  
\_\_\_\_\_.

An investigation will begin shortly. If you have additional information you wish to convey or questions concerning this matter, please feel free to contact this office by telephoning (843) 438-3112, or write to me at this address.

Sincerely, Name

Title VI Coordinator



## Appendix E (Cont.) - Carta de Acuse de Recibo de Queja (Spanish)

Fecha de hoy

Sra. Jo Doe  
1234 Main St.  
Conway, SC 29526

Estimada Sra. Doe:

Esta carta es para acusar recibo de su reclamo contra la WRTA alegando\_\_\_\_\_.

Una investigación comenzará en breve. Si tiene información adicional que desea transmitir o si tiene preguntas sobre este asunto, no dude en comunicarse con esta oficina llamando al (843) 438-3112, o escríbame a esta dirección.

Sinceramente, Nombre  
Coordinador del Título VI



## **Appendix F - Letter Notifying Complainant that the Complaint is Substantiated (English)**

Today's Date

Ms. Jo Doe  
1234 Main St.  
Conway, SC 29526

Dear Ms. Doe:

The matter referenced in your letter of (date) against the Waccamaw Regional Transportation Authority alleging Title VI violation has been investigated.

(An/Several) apparent violation(s) of Title VI of the Civil Rights Act of 1964, including those mentioned in your letter (was/were) identified. Efforts are underway to correct these deficiencies.

Thank you for calling this important matter to our attention. You were extremely helpful during our review of the program. (If a hearing is requested, the following sentence may be appropriate) You may be hearing from this office, or from federal authorities, if your services should be needed during the administrative hearing process.

Sincerely, Name

Title VI Coordinator



## **Appendix F (Cont.) - Carta Notificando al Demandante que la Queja está Justificada (Spanish)**

Fecha de hoy

Sra. Jo Doe  
1234 Main St.  
Conway, SC 29526

Estimada Sra. Doe:

El asunto al que se hace referencia en su carta de (fecha) contra la Autoridad de Transporte Regional de Waccamaw alegando violación al Título VI ha sido investigado.

(Una / varias) aparente violación (es) del Título VI de la Ley de Derechos Civiles de 1964, incluidos los mencionados en su carta (fue / fueron) identificados. Se están realizando esfuerzos para corregir estas deficiencias.

Gracias por llamarnos este importante asunto. Usted fue extremadamente útil durante nuestra revisión del programa. (Si se solicita una audiencia, la siguiente oración puede ser apropiada) Usted puede estar escuchando desde esta oficina, o desde las autoridades federales, si sus servicios deberían ser necesarios durante el proceso de audiencia administrativa.

Sinceramente, Nombre

Coordinador del Título VI





## Appendix G - Letter Notifying Complainant that the Complaint Is Not Substantiated (English)

Today's Date

Ms. Jo Doe 1234 Main St.  
Anywhere, USA

Dear Ms. Doe:

The matter referenced in your letter of (date) against the Waccamaw Regional Transportation Authority alleging Title VI violation has been investigated.

The results of the investigation did not indicate that the provisions of Title VI of the Civil Rights Act of 1964, had in fact been violated. As you know, Title VI prohibits discrimination based on race, color, or national origin in any program receiving federal financial assistance.

The Waccamaw Regional Transportation Authority has analyzed the materials and facts pertaining to your case for evidence of the Authority's failure to comply with any of the civil rights laws. There was no evidence found that any of these laws have been violated.

I therefore advise you that your complaint has not been substantiated, and that I am closing this matter in our files.

You have the right to:

1. Appeal within seven calendar days of receipt of this final written decision from the Waccamaw Regional Transportation Authority, and/or
2. File a complaint externally with the U.S. Department of Transportation and/or the Federal Transit Administration at:

**Federal Transit Administration  
Office of Civil Rights Attention: Complaint Team  
East Building, 5th Floor – TCR  
1200 New Jersey Ave., SE  
Washington, DC 20590**

You may file a complaint by completing the FTA complaint form found online at:

[http://www.fta.dot.gov/documents/Consolidated\\_Civil\\_Rights\\_Complaint\\_Form.pdf](http://www.fta.dot.gov/documents/Consolidated_Civil_Rights_Complaint_Form.pdf)

Thank you for taking the time to contact us. If I can be of assistance to you in the future, do not hesitate to call me.

Sincerely,

Title VI Coordinator



## Appendix G (Cont.) - Carta Notificando al Demandante que la Queja no está Justificada (Spanish)

Fecha de hoy

Sra. Jo Doe  
1234 Main St.  
En Cualquier Lugar, USA

Estimada Sra. Doe:

El asunto al que se hace referencia en su carta de (fecha) contra la Autoridad de Transporte Regional de Waccamaw alegando violación al Título VI ha sido investigado.

Los resultados de la investigación no indicaron que las disposiciones del Título VI de la Ley de Derechos Civiles de 1964, de hecho, hubieran sido violadas. Como usted sabe, el Título VI prohíbe la discriminación basada en la raza, el color o el origen nacional en cualquier programa que reciba asistencia financiera federal.

La Autoridad de Transporte Regional de Waccamaw ha analizado los materiales y hechos relacionados con su caso para evidencia de incumplimiento de la Autoridad con alguna de las leyes de derechos civiles. No se encontraron pruebas de que alguna de estas leyes haya sido violada.

Por lo tanto, le aconsejo que su queja no ha sido confirmada y que estoy cerrando este asunto en nuestros archivos. Usted tiene derecho a:

1. Apelar dentro de los siete días calendario posteriores a la recepción de esta decisión final por escrito de la Autoridad de Transporte Regional de Waccamaw, y / o
2. Presente una queja externamente ante el Departamento de Transporte de EE. UU. Y / o la Administración Federal de Tránsito en:

**Federal Transit Administration  
Office of Civil Rights Attention: Complaint Team  
East Building, 5th Floor – TCR  
1200 New Jersey Ave., SE  
Washington, DC 20590**

Puede presentar una queja completando el formulario de queja de FTA que se encuentra en línea en:  
[http://www.fta.dot.gov/documents/Consolidated\\_Civil\\_Rights\\_Complaint\\_Form.pdf](http://www.fta.dot.gov/documents/Consolidated_Civil_Rights_Complaint_Form.pdf)

Gracias por tomarse el tiempo para contactarnos. Si puedo ser de ayuda para usted en el futuro, no dude en llamarme.

Sinceramente,

Coordinador del Título VI



## Appendix H – Passenger Notice

### **TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 PROHIBITS DISCRIMINATION ON THE BASIS OF RACE, COLOR, RELIGION, SEX OR NATIONAL ORIGIN**

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

Coast RTA is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1B.

If you feel you are being denied participation in or being denied benefits of the transit services provided by Coast RTA, or otherwise being discriminated against because of your race, color, national origin, gender, age, or disability, you may contact our office at 843-488-0865

–OR–

File a complaint externally with the U.S. Department of Transportation and/or the Federal Transit Administration at:

**Federal Transit Administration  
Office of Civil Rights Attention  
Attn: Complaint Team  
East Building, 5th Floor – TCR  
1200 New Jersey Ave SE  
Washington, DC 20590**



## **Appendix H (Cont) – Passenger Notice (Spanish)**

### **TÍTULO VI DEL ACTO DE DERECHOS CIVIL de 1964 PROHÍBE DISCRIMINACIÓN SOBRE LA BASE DE RAZA, COLOR, U ORIGEN NACIONAL**

El título VI del Acto de Derechos Civil de 1964 prohíbe la discriminación sobre la base de raza, color, u origen nacional en programas y actividades que reciben la ayuda financiera Federal. Expresamente, el Título VI dispone que 'ninguna persona en los Estados Unidos, con motivo de la raza, coloreará, u origen nacional, excluirá de la participación en, ser negará los beneficios de, o ser sujeta a la discriminación conforme a cualquier programa o actividad que recibe la ayuda financiera Federal' (42 Congreso de los Estados Unidos. La sección 2000).

El Coast RTA es cometido al contrato de un seguro que ninguna persona es excluida de la participación en, o negada los beneficios de sus servicios de tránsito sobre la base de raza, color, u origen nacional, como protegido por el Título VI en la Administración de Tránsito Federal (FTA) Circular 4702.1B.

Si usted siente que usted es la participación negada en o negado beneficios de los servicios de tránsito proporcionados por Coast RTA, o por otra parte discriminado contra debido a su raza, origen en color, nacional, género, edad, o discapacidad, usted puede ponerse en contacto con nuestra oficina en 843-488-0865.

—O—

Presente una queja externamente ante el Departamento de Transporte de EE. UU. Y / o la Administración Federal de Tránsito en:

**Oficina de Derechos Civiles de la  
Administración Federal de Tránsito  
Atención: Equipo de Quejas Edificio  
Este, 5to Piso – TCR  
1200 New Jersey Ave., SE  
Washington, DC 20590**



## Appendix I - Limited English Proficiency Program (English)

The purpose of this Limited English Proficiency Policy guidance is to clarify the responsibilities of recipients of federal financial assistance from the U.S. Department of Transportation (DOT) and assist them in fulfilling their responsibilities to Limited English Proficient (LEP) persons, pursuant to Title VI of the Civil Rights Act of 1964 and implementing regulations. It was prepared in accordance with **Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, et seq.**, and its implementing regulations provided that no person shall be subjected to discrimination on the basis of race, color, or national origin under any program or activity that receives federal financial assistance, and;

**Executive Order 13166** "Improving Access to Services for Persons with Limited English Proficiency," reprinted at 65 FR 50121 (August 16, 2000), directs each Federal agency that is subject to the requirements of Title VI to publish guidance for its respective recipients clarifying that obligation. Executive Order 13166 further directs that all such guidance documents be consistent with the compliance standards and framework detailed in the Department of Justice's (DOJ's) Policy Guidance entitled "Enforcement of Title VI of the Civil Rights Act of 1964—National Origin Discrimination Against Persons with Limited English Proficiency." (See 65 FR 20123, August 16, 2000 DOJ's General LEP Guidance). Different treatment based upon a person's inability to speak, read, write, or understand English maybe a type of national origin discrimination.

Executive Order 13166 applies to all federal agencies and all programs and operations of entities that receive funding from the federal government, including state agencies, local agencies such as Greater Lapeer Transportation Authority and governments, private and non-profit entities, and sub recipients.

### Program Summary

Coast RTA has developed this LEP Program to help identify reasonable steps to provide language assistance for LEP persons seeking meaningful access to Coast RTA services as required by Executive Order 13166. A LEP person is one who does not speak English as their primary language and who has a limited ability to read, speak, write or understand English.

This Program details procedures on how to identify a person who may need language assistance, the ways in which assistance may be provided, training staff, how to notify LEP persons that assistance is available, and information for future Program updates.

In developing the Program while determining Coast RTA's extent of obligation to provide LEP services, Coast RTA undertook a U.S. Department of Transportation four factor LEP analysis which considers the following: 1) The number or proportion of LEP persons eligible in Coast RTA's service area who may be served or likely to encounter a Coast RTA program, activity, or service; 2) the frequency with which LEP individuals come in contact with Coast RTA services; 3) the nature and importance of the program, activity or service provided by Coast RTA to the LEP population; and 4) the resources available to Coast RTA and overall costs to provide LEP assistance. A description of these considerations is provided in section VI.



**Further reference:**

FTA Circular 4702.1B Chapter III-6, 9.

Requirement to Provide Meaningful Access to LEP Persons:

DOT LEP Guidance at <http://www.gpo.gov/fdsys/pkg/FR-2012-12-14/pdf/05-3972.pdf>; FTA Title VI website at <http://www.fta.dot.gov/civilrights/12328.html>;

Appendix M of FTA Circular 4702.1B.

Any questions or comments regarding this Program should be directed to the Coast RTA Title VI Coordinator:

**Candace Brown  
Title VI Coordinator  
1418 Third Avenue  
Conway, SC 29526  
843-438-3015**

[cbrown@coastrta.com](mailto:cbrown@coastrta.com)

## **Appendix I (cont.) - Programa de Dominio Limitado del Inglés (Español)**

El propósito de esta guía de la Política de competencia limitada en inglés es aclarar las responsabilidades de los beneficiarios de la asistencia financiera federal del Departamento de Transporte de los Estados Unidos (DOT) y ayudarlos a cumplir sus responsabilidades con las personas con dominio limitado del inglés (LEP), de conformidad con el Título VI la Ley de Derechos Civiles de 1964 y los reglamentos de implementación. Fue preparado de acuerdo con el Título VI de la Ley de Derechos Civiles de 1964, 42 U.S.C. 2000d, et seq., Y sus reglamentos de implementación establecen que ninguna persona será objeto de discriminación por motivos de raza, color u origen nacional en virtud de ningún programa o actividad que reciba asistencia financiera federal, y;

La Orden Ejecutiva 13166 "Mejorar el acceso a los servicios para personas con dominio limitado del inglés", reimpresa en 65 FR 50121 (16 de agosto de 2000), ordena a cada agencia federal que está sujeta a los requisitos del Título VI que publique una guía para sus respectivos destinatarios aclarando que obligación. La Orden Ejecutiva 13166 ordena que todos los documentos de orientación sean consistentes con los estándares de cumplimiento y el marco detallados en la Orientación de Política del Departamento de Justicia (DOJ) titulada "Aplicación del Título VI de la Ley de Derechos Civiles de 1964 - Discriminación nacional de origen contra personas con limitaciones Dominio del inglés. "(Ver 65 FR 20123, 16 de agosto de 2000 Guía general del LEP del DOJ). Un tratamiento diferente basado en la incapacidad de una persona para hablar, leer, escribir o entender inglés puede ser un tipo de discriminación de origen nacional.

La Orden ejecutiva 13166 se aplica a todas las agencias federales y todos los programas y operaciones de entidades que reciben fondos del gobierno federal, incluidas agencias estatales, agencias locales como Greater Lapeer Transportation Authority y gobiernos, entidades privadas y sin fines de lucro, y sub recipientes.

### **Resumen del programa**

Coast RTA ha desarrollado este Programa LEP para ayudar a identificar pasos razonables para proporcionar asistencia lingüística para personas LEP que buscan un acceso significativo a los servicios Coast RTA según lo exige la Orden Ejecutiva 13166. Una persona LEP es una que no habla inglés como idioma principal y que tiene un límite capacidad de leer, hablar, escribir o entender inglés.

Este Programa detalla los procedimientos sobre cómo identificar a una persona que puede necesitar asistencia con el idioma, las formas en que se puede brindar asistencia, capacitar al personal, cómo notificar a las personas LEP que hay asistencia disponible e información para futuras.

Al desarrollar el Programa al determinar el grado de obligación de Coast RTA de proporcionar servicios LEP, Coast RTA realizó un análisis LEP de cuatro factores del Departamento de Transporte de los EE. UU. Que considera lo siguiente: 1) El número o proporción de personas LEP elegibles en el área de servicio de Coast RTA que pueden recibir servicios o es probable que encuentre un programa, actividad o servicio Coast RTA; 2) la frecuencia con la que las personas LEP entran en contacto con los servicios



Coast RTA; 3) la naturaleza e importancia del programa, actividad o servicio provisto por Coast RTA para la población LEP; y 4) los recursos disponibles para Coast RTA y los costos generales para proporcionar asistencia LEP. Una descripción de estas consideraciones se proporciona en la sección VI.

**Referencia adicional:**

FTA Circular 4702.1B Capítulo III-6, 9.

Requisito para proporcionar un acceso significativo a las personas con LEP: Orientación DOT LEP en <http://www.gpo.gov/fdsys/pkg/FR-2012-12-14/pdf/05-3972.pdf>; El sitio web FTA Título VI en <http://www.fta.dot.gov/civilrights/12328.html>;

Apéndice M de la Circular FTA 4702.1B.

Cualquier pregunta o comentario con respecto a este Programa debe dirigirse al Coordinador del Título VI de la Coast RTA:

**Candace Brown**  
**Title VI Coordinator**  
**1418 Third Avenue**  
**Conway, SC 29526**  
**843-438-3015**

[cbrown@coastrta.com](mailto:cbrown@coastrta.com)



## Appendix J – Key Phrases (Printed/Laminated on Legal Paper)



How do you catch the bus? When is the next bus?

Need answers in your native language?

Coast RTA offers FREE Transit-Related Translation Services by calling 843.488.0865.

**Chinese:** 你怎么赶公车？下一班车是什么时候？需要你母语的答案吗？

Coast RTA通过致电843.488.0865提供免费的与Transit相关的翻译服务。

**Filipino:** Paano mo sumakay ng bus? Kailan ang susunod na bus?

Kailangan kasagutan sa iyong sariling wika? Coast RTA nag-aalok ng LIBRE Transit Kaugnayan Translation Services sa pamamagitan ng pagtawag 843.488.0865.

**Kazakh:** Қалай поймать автобус ма? Келесі автобус қаншада жүреді?

Егер ана тілінде жауап керек пе? Coast ЖКО 843.488.0865 қоңырау шалу арқылы ТЕГІН Transit-Қатысты аудару қызметтерін ұсынады..

**Romanian:** Cum prind autobuzul? Când este următorul autobuz? Aveți nevoie de răspunsuri în limba maternă? Coast RTA oferă servicii gratuite de traducere în legătură cu serviciile de tranzit, sunând la numărul 843.488.0865.

**Russian:** Как вы ловите автобус? Когда будет следующий автобус?

Вам нужны ответы на родном языке? Побережье RTA предлагает БЕСПЛАТНУЮ услугу перевода с переводом по телефону 843.488.0865.

**Slovak:** Ako sa chystáte do autobusu? Kedy je najbližší autobus? Potrebujete odpovede vo vašom materinskom jazyku? Pobřežie RTA ponúka bezplatné prekladateľské služby súvisiace s prepravou na telefónnom čísle 843.488.0865.

**Spanish:** ¿Cómo coger el autobús? ¿Cuándo pasa el próximo autobús?

¿Necesita respuestas en su idioma nativo? Coast RTA ofrece servicios gratuitos de traducción relacionados con el tránsito llamando al 843.488.0865.



**Thai:** ฝึก จปรถไดออยา งไร? รถบสคน ต่อไปเมื่อไหร่?

องการคาคตอบในภาษาพื้นเมืองของคุณหรือไม่? Coast RTA

ขอเสนอบริการด้านการแปลเกี่ยวกับการขนส่งฟรีโดยโทร 843.488.0865

**Turkish:** Otobüsü nereden buluyorsun? Bir sonraki otobüs ne zaman?

Ana dilde cevap mı lazım? Coast RTA, 843.488.0865 numaralı telefonu arayarak ÜCRETSİZ Transit ile ilgili Tercüme Hizmetleri sunmaktadır.

**Ukrainian:** Як ви зловити автобус? Коли наступний автобус? Потрібні відповіді на рідній мові? Узбережжя RTA пропонує БЕЗКОШТОВНИЙ, пов'язані з транзитним Translation Services по телефону 843.488.0865.



**Conway Terminal**  
1418 Third Avenue  
Conway, SC



**www.RideCoastRTA.com**  
843.488.0865, Main Phone  
Download Coast RTA's APP at  
[www.CoastRTARideTracker.com](http://www.CoastRTARideTracker.com)



**Myrtle Beach Transfer Center**  
580 10<sup>th</sup> Avenue North  
Myrtle Beach, S

## Appendix K – Program’s Public Involvement Process

### Overview

As part of Coast RTA’s commitment to Title VI of the Civil Rights Act of 1964, a public involvement process was conducted to ensure meaningful access and participation by all stakeholders in the review and update of the agency’s Title VI Plan. The public input period was designed to allow ample opportunity for public comment and was advertised both online and in-person.

### Public Notification

Public input opportunities were announced on Coast RTA’s website and shared through social media platforms beginning **February 18, 2025**. Notifications remained active throughout the input period, which concluded on **March 18, 2025**.

### Public Meetings Summary

1. Myrtle Beach Train Depot
  - a. Date: Monday, February 24, 2025
  - b. Location: Myrtle Beach Train Depot
  - c. Attendance: No public attendees
2. Coast RTA Boardroom – Conway
  - a. Date: Wednesday, February 26, 2025
  - b. Location: Coast RTA Headquarters Boardroom, Conway
  - c. Attendance: No public attendees
  - d. Notes: Two Board members were present and provided grammatical comments on the draft Title VI Plan.
3. Horry-Georgetown Technical College (HGTC) – Georgetown
  - a. Date: Thursday, February 27, 2025
  - b. Location: HGTC, Georgetown Campus
  - c. Attendance: No public attendees

### Comments Received

No comments were received from the general public during the public input period. The only feedback provided consisted of minor grammatical suggestions from two Coast RTA Board members during the February 26 meeting in Conway.

### Conclusion

Despite extensive efforts to inform the public and encourage participation through multiple in-person meetings and an extended online comment period, Coast RTA did not receive any public input beyond internal feedback. All comments received have been reviewed and incorporated as appropriate into the final Title VI Plan. Coast RTA remains committed to engaging the public and will continue refining its outreach strategies to improve participation in future initiatives.



This Page Intentionally Left Blank

