

Coast RTA has announced a series of proposed service changes aimed at improving transit reliability, expanding access to key destinations, and restoring consistent service frequencies across the Grand Strand. The proposals were presented to the Coast RTA Board of Directors as part of an ongoing effort to strengthen the region's public transportation network.

If approved, the changes would take effect **June 1, 2026**, adding three buses to daily service and restoring most routes to **hourly (60-minute) frequency**. The plan also re-establishes a coordinated pulse system at the **Ivory Wilson Transit Center (IWTC)**, improving transfer efficiency and systemwide connectivity.

"Reliable, predictable service is critical for riders who depend on transit for work, healthcare, and everyday needs," said **Coast RTA CEO Brian Piascik**. "These proposed changes represent a thoughtful, phased approach to improving service while maintaining fiscal responsibility."

Key Proposed Improvements

The proposed adjustments focus on improving frequency, simplifying routes, and expanding access to major destinations such as hospitals, employment centers, and Myrtle Beach International Airport.

Route 7 – Myrtle Beach / MYR / Conway (Blue Line)

- Frequency improved to 60 minutes
- Restored afternoon trips to Conway
- New routing to Myrtle Beach International Airport
- Extension along U.S. 501 to improve access and reduce paratransit demand

Modified Route 10 – Broadway at the Beach / Grand Strand Mall (Orange Line)

- Streamlined alignment connecting major retail destinations
- Improved travel time and rider navigation

New Route 11 / 10B Corridor – Carolina Forest Connection (Purple Line)

- New hourly service connecting Myrtle Beach and Carolina Forest
- Expanded service along River Oaks and Carolina Forest Boulevard
- Improved access to growing residential areas

Route 15 South – Myrtle Beach / Socastee / Tidelands

- Restored hourly service
- Extended to South Strand Hospital
- Airport service shifted to Route 7

Route 17 – Myrtle Beach / North Myrtle Beach

- Frequency improved from 120 minutes to 60 minutes
- Alignment improvements serving key resort and corridor destinations

Additional Changes

- Entertainment Shuttles proposed for discontinuation
 - No major changes in Georgetown County (minor schedule adjustments possible)
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Public Input Sessions

Public input sessions will be held at the following locations:

Ivory Wilson Transit Center – Myrtle Beach

- Tuesday, March 31 | 1:00 PM – 5:00 PM
- Thursday, April 2 | 9:00 AM – 12:00 PM
- Tuesday, April 7 | 9:00 AM – 12:00 PM
- Thursday, April 9 | 9:00 AM – 12:00 PM
- Tuesday, April 14 | 1:00 PM – 5:00 PM
- Thursday, April 16 | 9:00 AM – 12:00 PM
- Tuesday, April 21 | 9:00 AM – 12:00 PM
- Thursday, April 23 | 9:00 AM – 12:00 PM

Coast RTA Conway Facility (Lobby) – Conway

- Tuesday, March 31 | 9:00 AM – 12:00 PM
- Thursday, April 2 | 1:00 PM – 5:00 PM
- Tuesday, April 7 | 1:00 PM – 5:00 PM

- Thursday, April 9 | 1:00 PM – 5:00 PM
- Tuesday, April 14 | 9:00 AM – 12:00 PM
- Thursday, April 16 | 1:00 PM – 5:00 PM
- Tuesday, April 21 | 9:00 AM – 5:00 PM
- Thursday, April 23 | 1:00 PM – 5:00 PM

North Myrtle Beach City Hall – Atrium (2nd Ave South)

- Monday, April 6 | 3:00 PM – 5:30 PM
1018 2nd Ave South, North Myrtle Beach, SC

Additional Dates and Times may be added.

Public Comment

Public comments may be submitted:

- In person at any public input session
- By email at info@CoastRTA.com

Interactive Review and Feedback

Riders and community members are encouraged to review these materials in advance or during public sessions to better understand how the proposed changes may impact their travel. Feedback on route alignments, schedules, and service frequency will be collected and used to refine the final service plan.

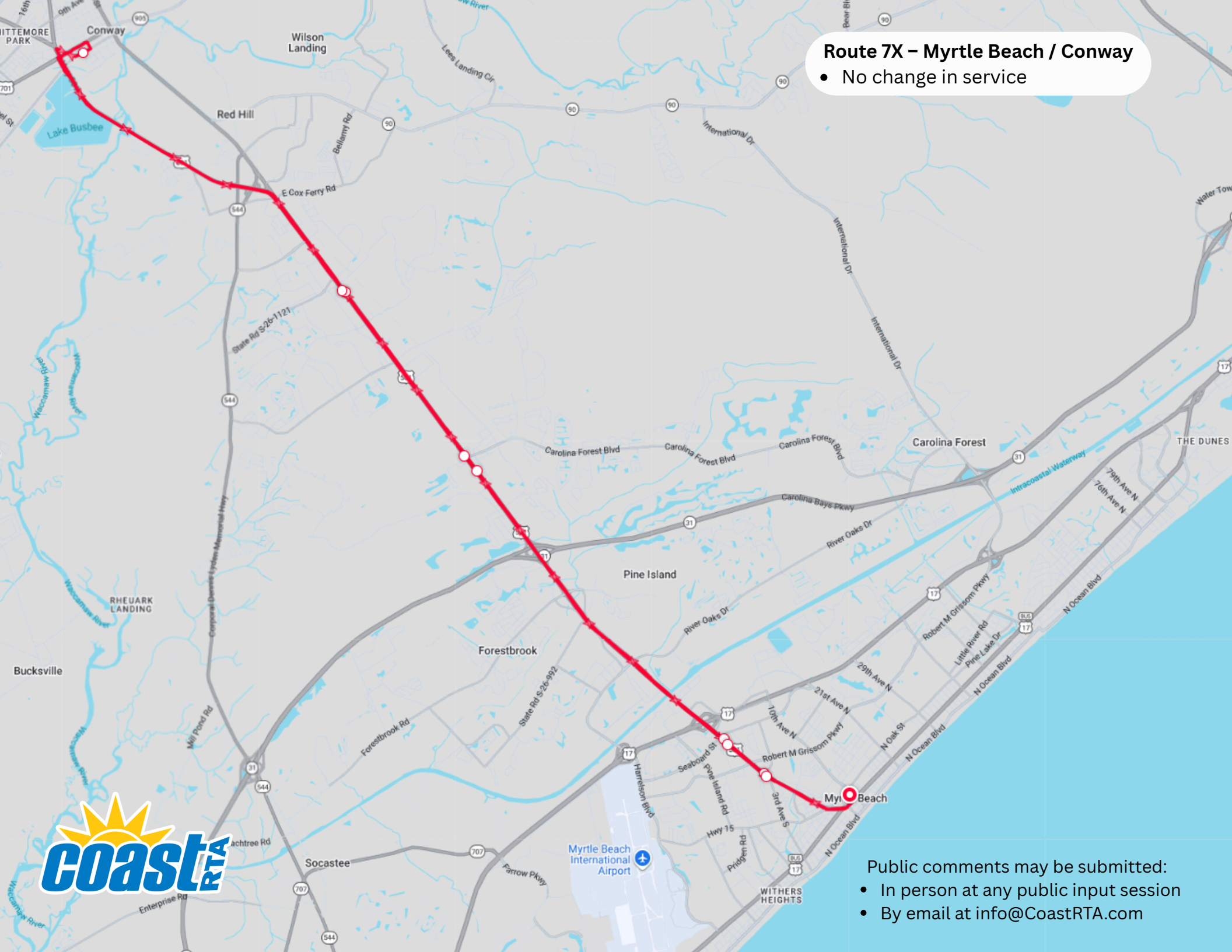
Sample schedules and route maps are provided for planning purposes and are subject to refinement based on public feedback and operational review.

These materials are intended to ensure transparency and provide riders with the information needed to make informed comments before any final decisions are made.

Coast RTA is more than public transportation. We are a catalyst for connectivity, growth, and regional mobility. Serving Horry and Georgetown Counties, Coast RTA provides essential transit services that link residents to jobs, education, healthcare, and daily life. Our system includes a mix of fixed-route commuter services, regional connections, and flexible mobility programs. Whether you're traveling to work, school, appointments, or essential services, Coast RTA is there—reliably, affordably, and with purpose.

Route 7X – Myrtle Beach / Conway

- No change in service



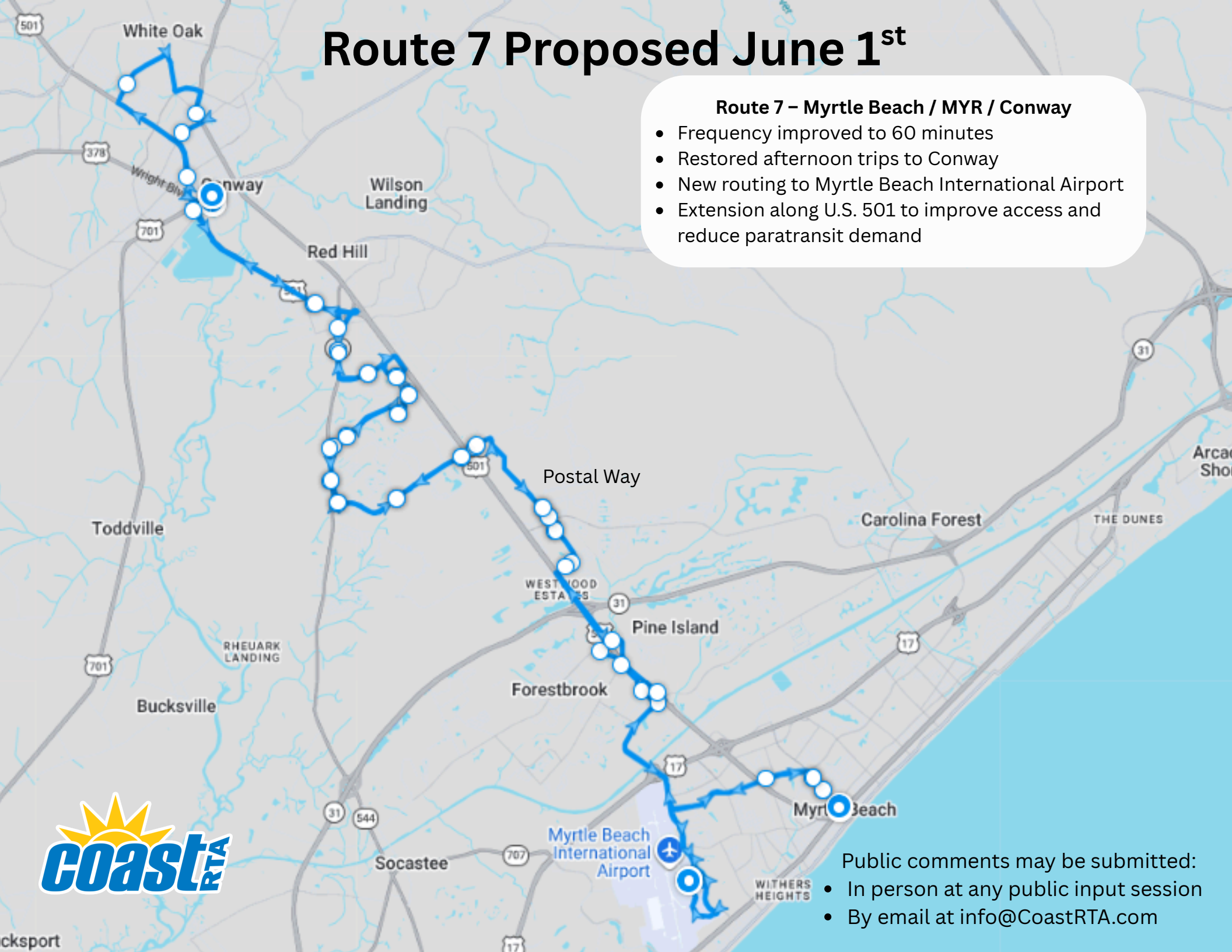
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Route 7 Proposed June 1st

Route 7 – Myrtle Beach / MYR / Conway

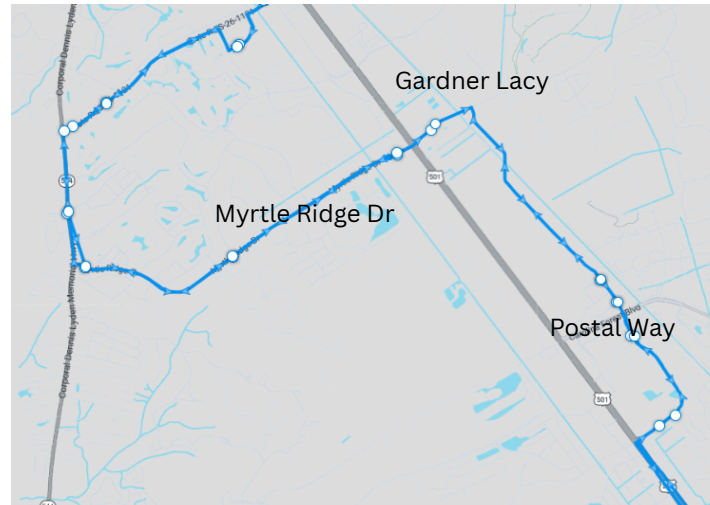
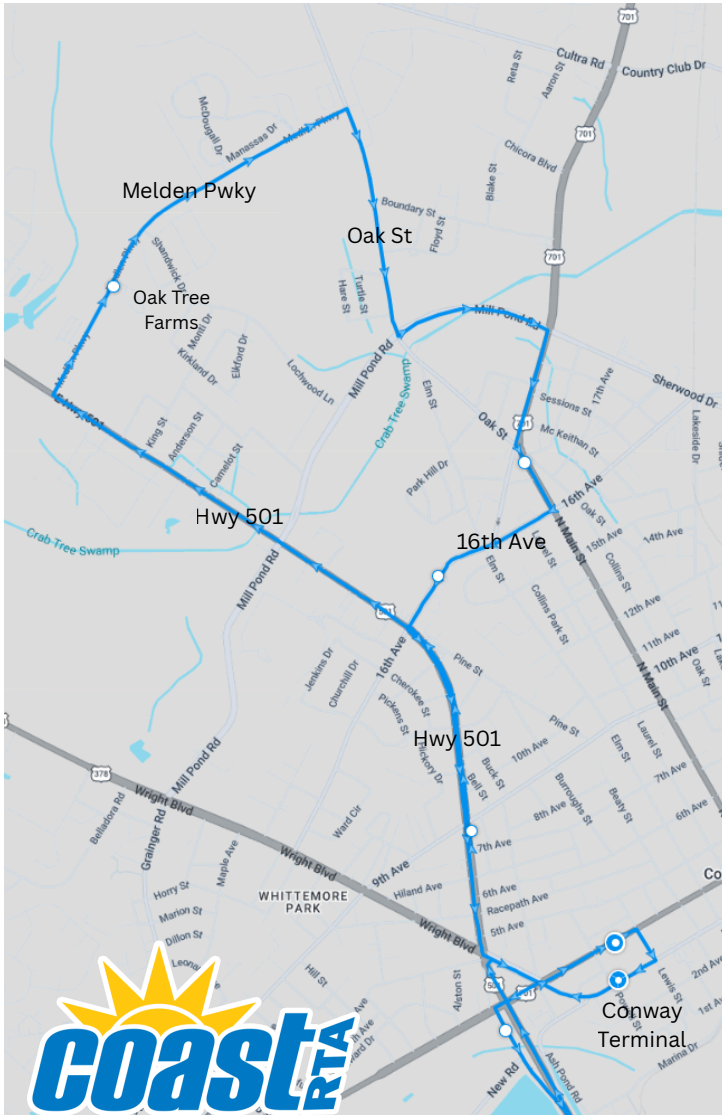
- Frequency improved to 60 minutes
- Restored afternoon trips to Conway
- New routing to Myrtle Beach International Airport
- Extension along U.S. 501 to improve access and reduce paratransit demand



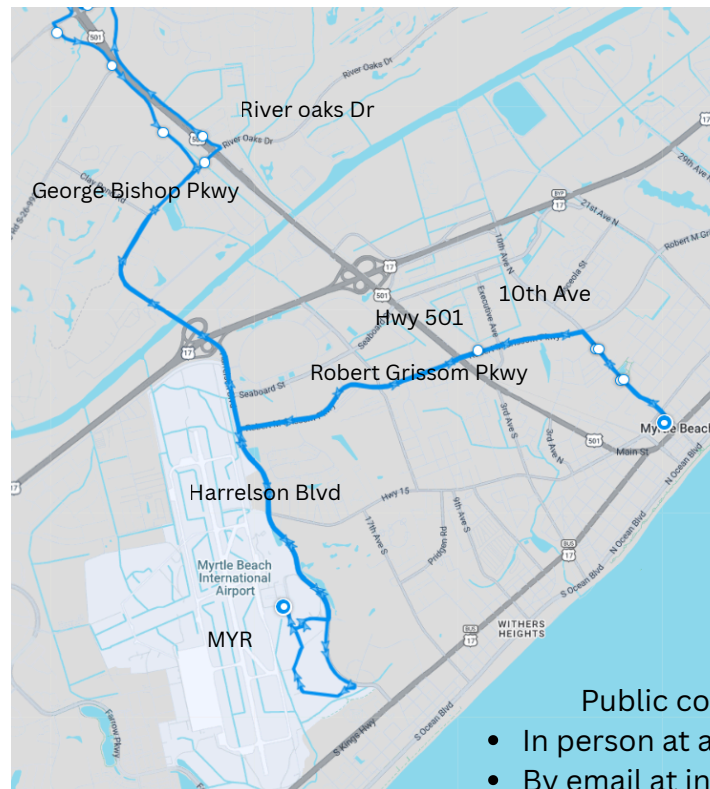
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Extension along U.S. 501 to improve access and reduce paratransit demand



New routing to Tanger Outlet on Postal Way to Waccamaw Pines Dr

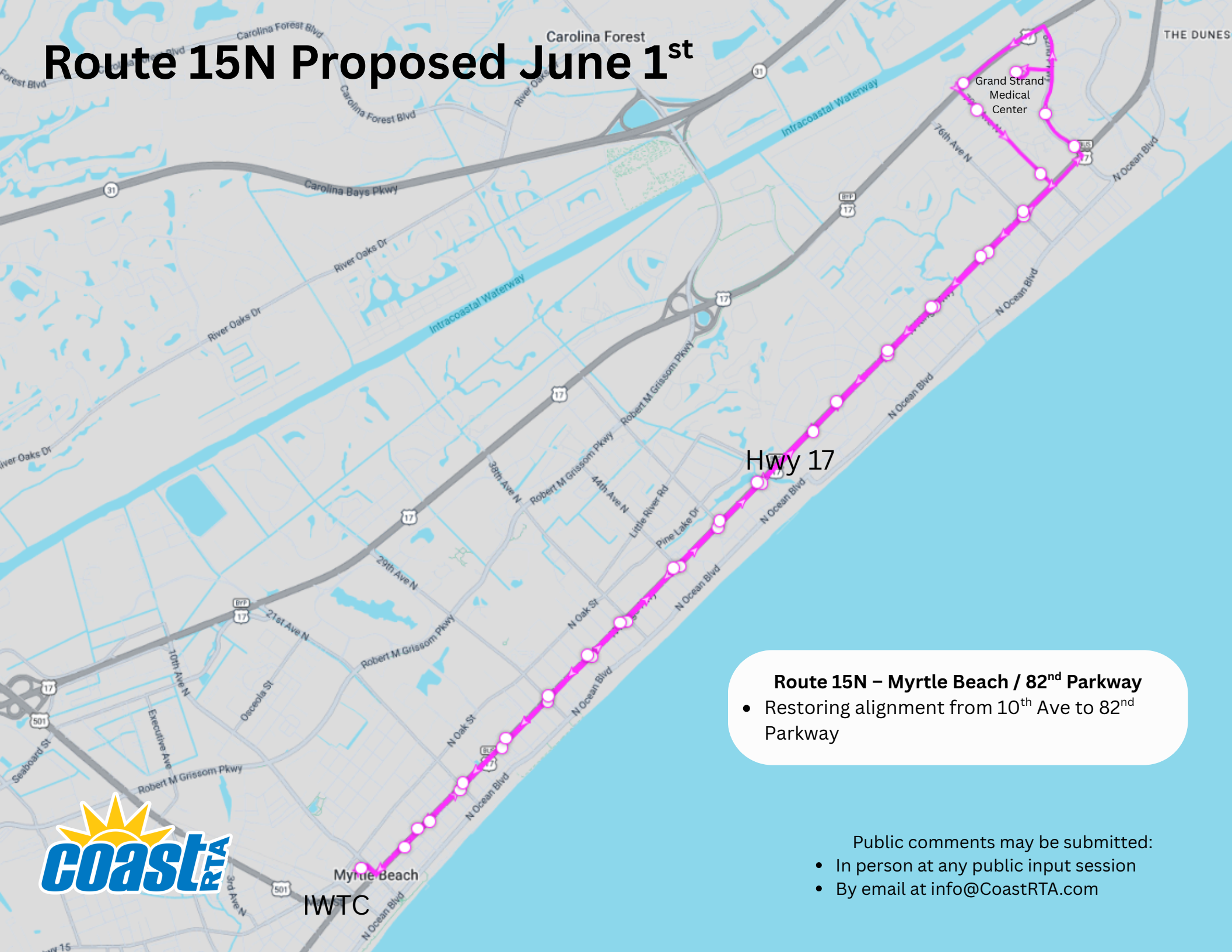


New routing to Myrtle Beach International Airport

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Route 15N Proposed June 1st



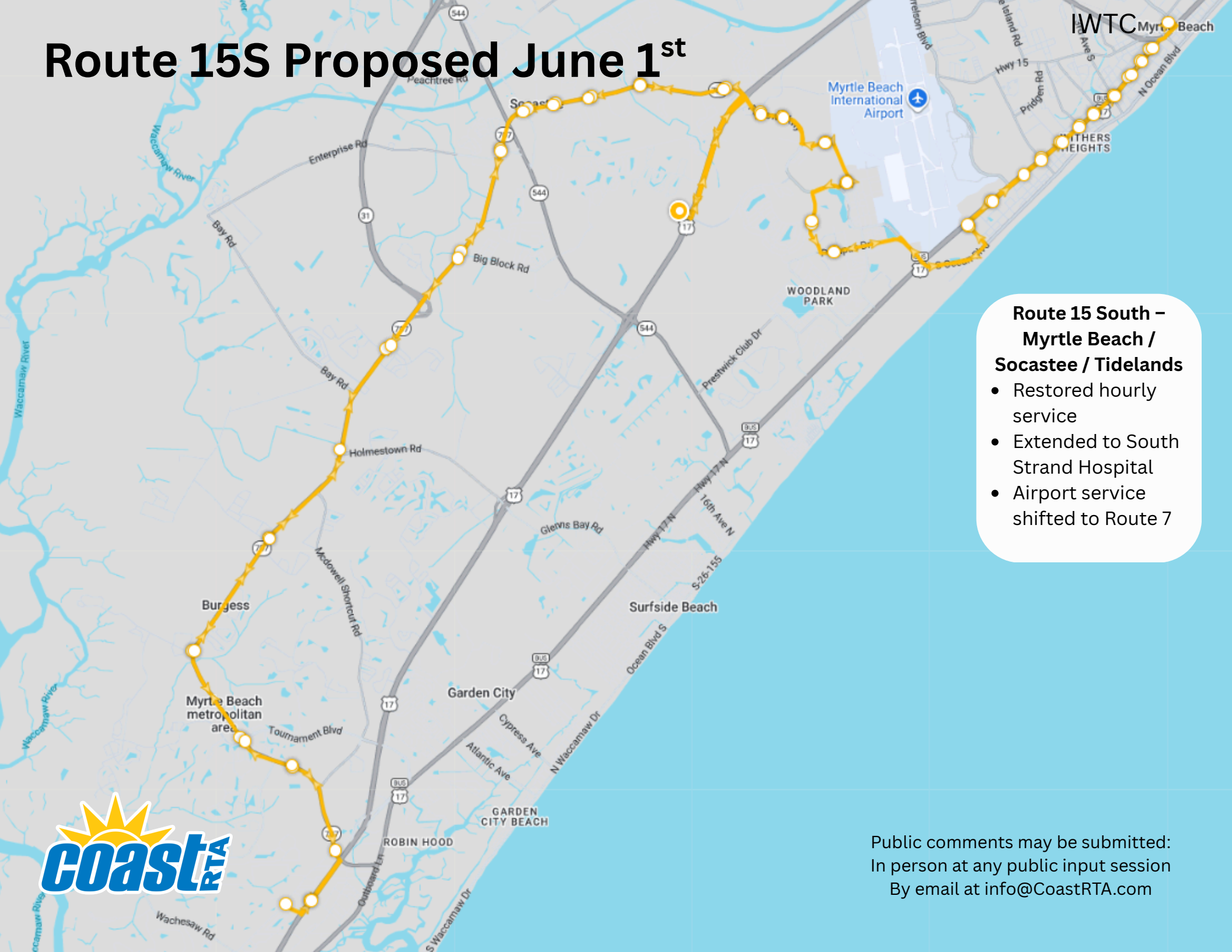
Route 15N – Myrtle Beach / 82nd Parkway

- Restoring alignment from 10th Ave to 82nd Parkway



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Route 15S Proposed June 1st



- Route 15 South – Myrtle Beach / Socastee / Tidelands**
- Restored hourly service
 - Extended to South Strand Hospital
 - Airport service shifted to Route 7

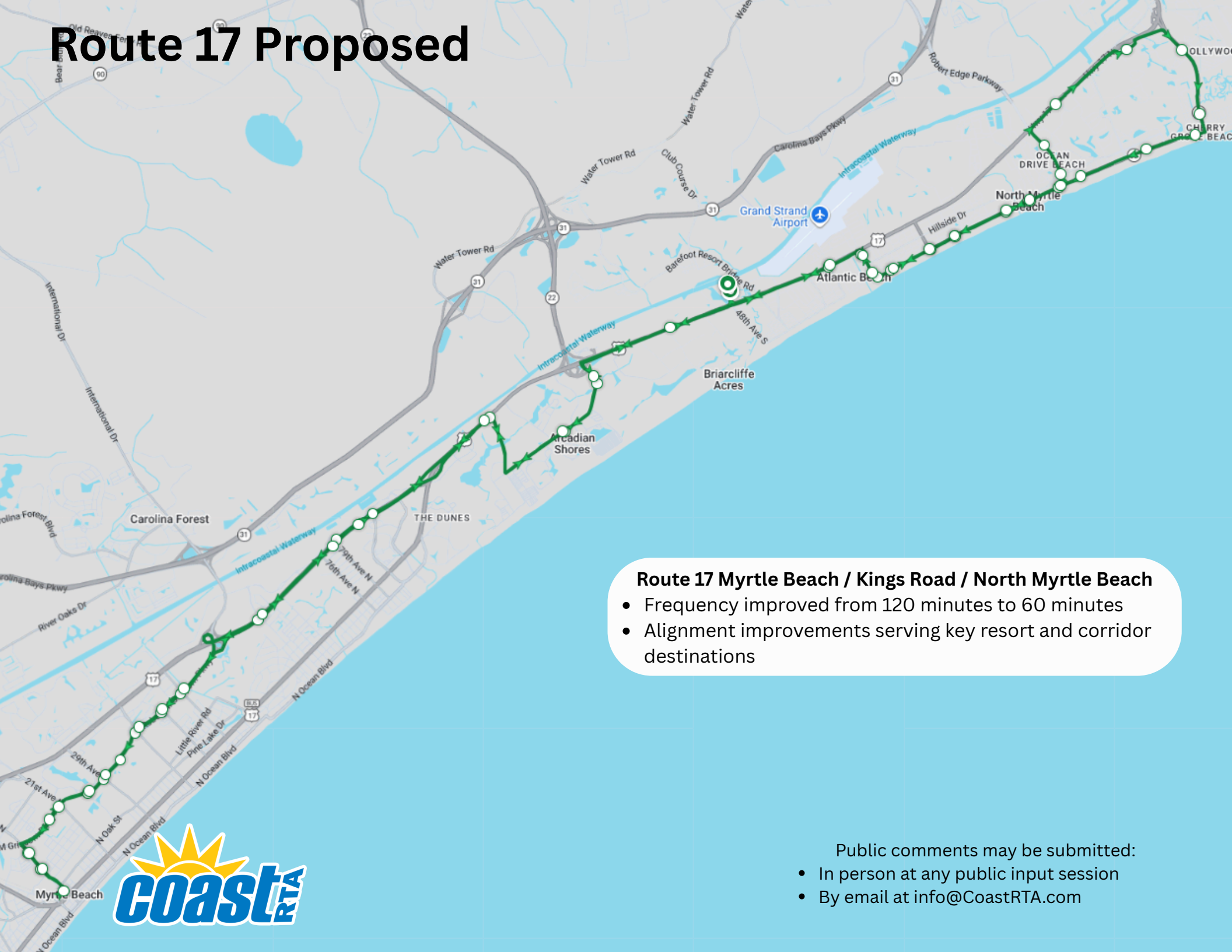


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Route 17 Proposed



Route 17 Myrtle Beach / Kings Road / North Myrtle Beach

- Frequency improved from 120 minutes to 60 minutes
- Alignment improvements serving key resort and corridor destinations



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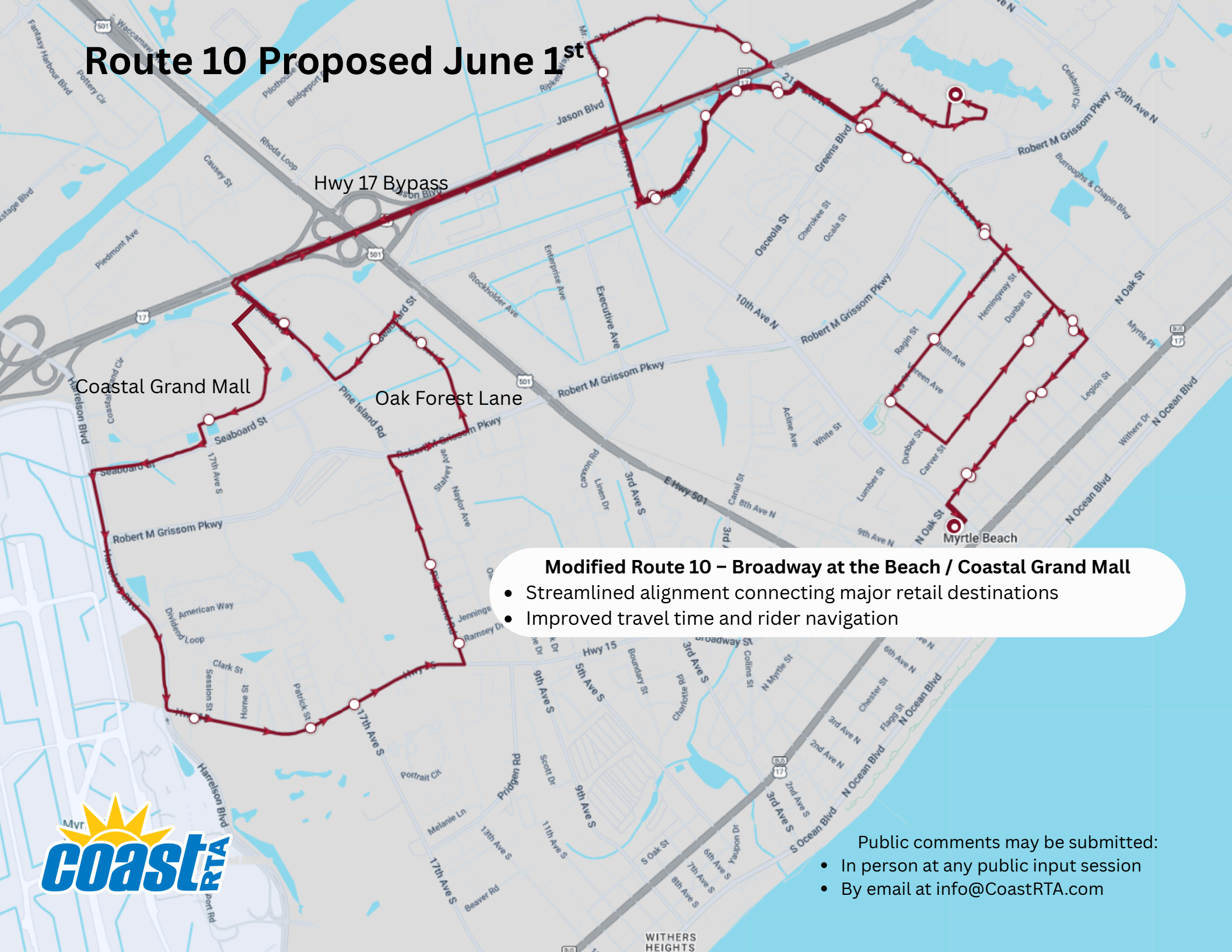
KINGS ROAD
 Kingston Plantation
 Embassy Suites
 Hilton MB Resort
 Apache Campground
 Myrtle Beach Travel Park
 Lands End



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Route 17 Proposed June 1st

Route 10 Proposed June 1st



Hwy 17 Bypass

Coastal Grand Mall

Oak Forest Lane

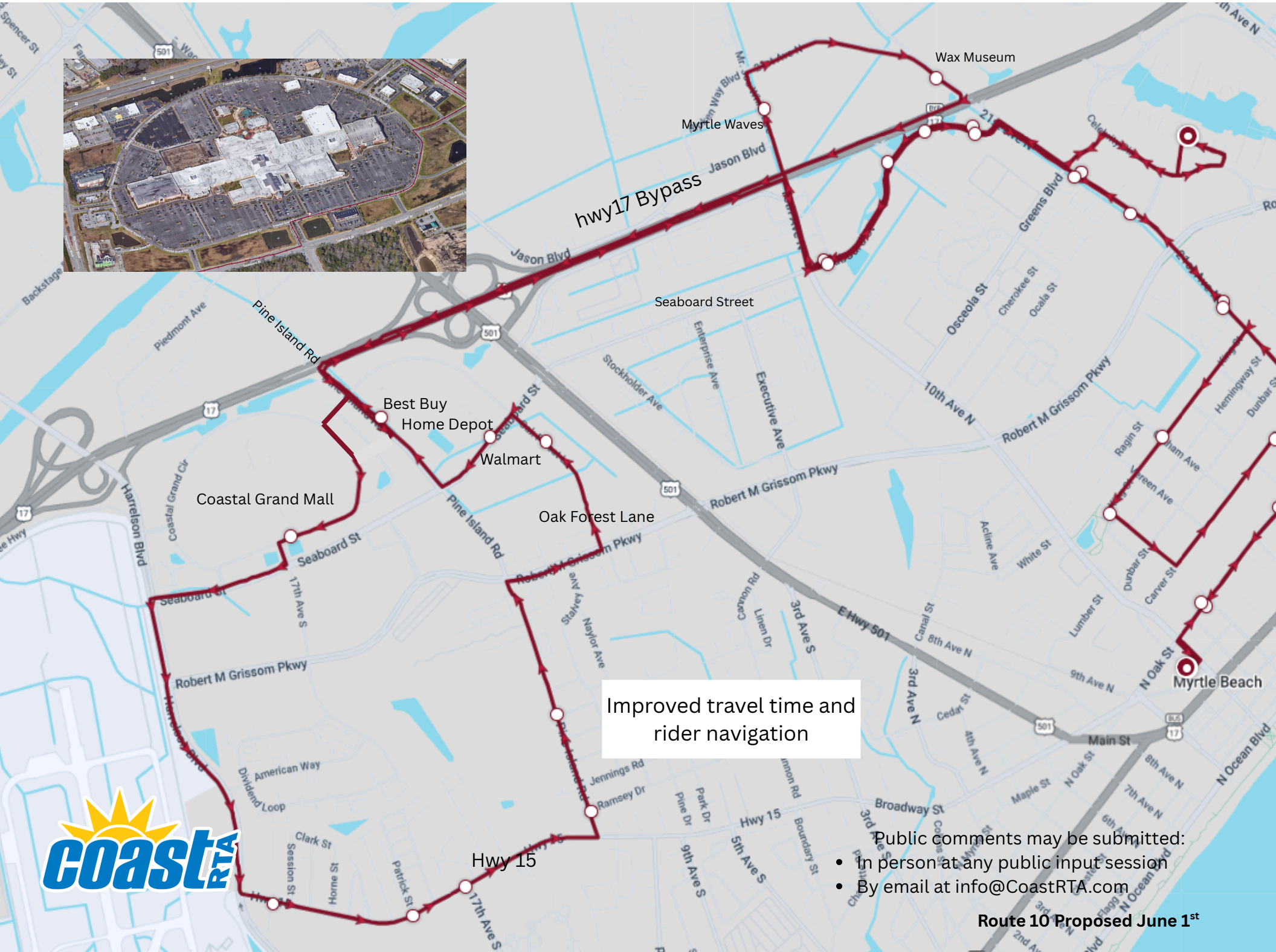
Modified Route 10 – Broadway at the Beach / Coastal Grand Mall

- Streamlined alignment connecting major retail destinations
- Improved travel time and rider navigation



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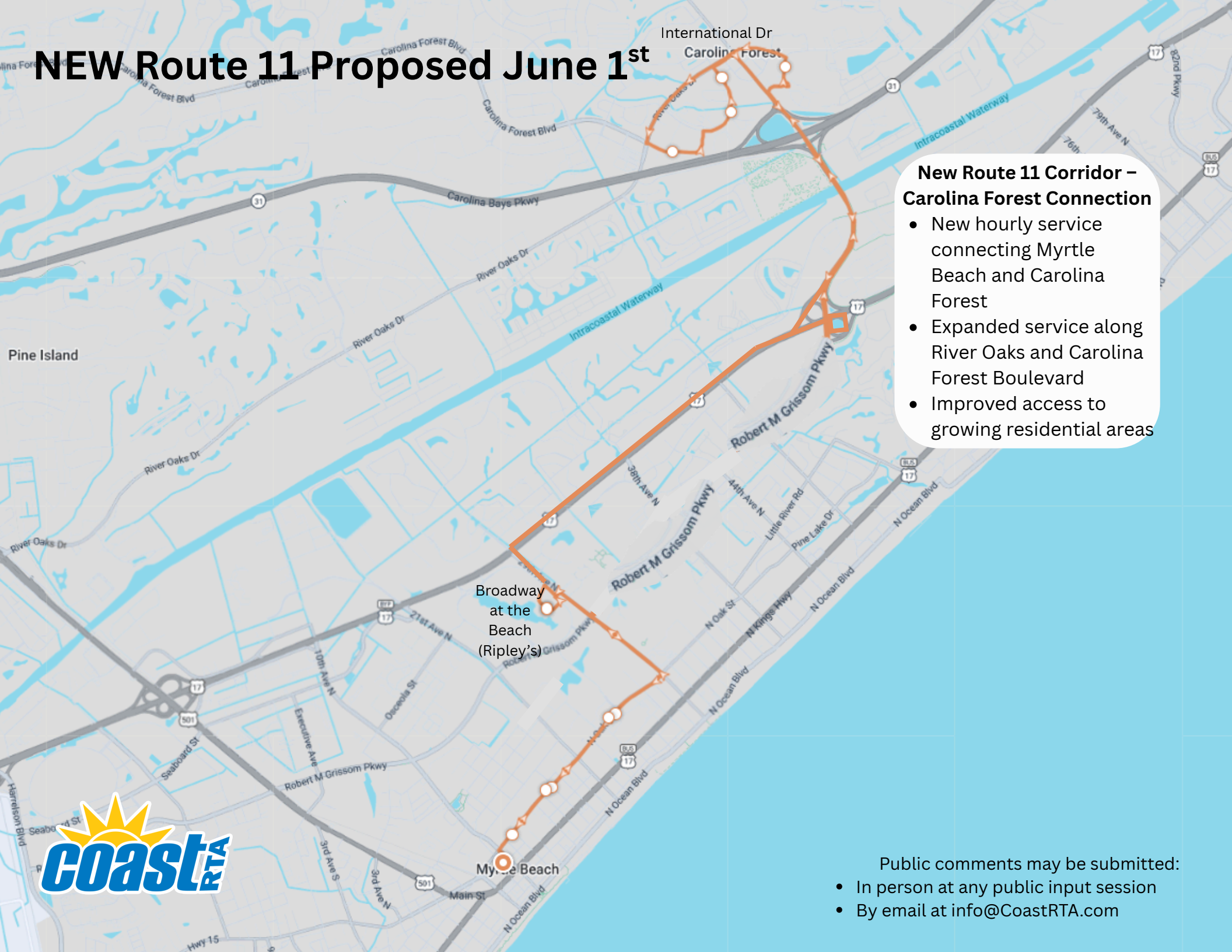
Improved travel time and rider navigation



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Route 10 Proposed June 1st

NEW Route 11 Proposed June 1st



New Route 11 Corridor – Carolina Forest Connection

- New hourly service connecting Myrtle Beach and Carolina Forest
- Expanded service along River Oaks and Carolina Forest Boulevard
- Improved access to growing residential areas

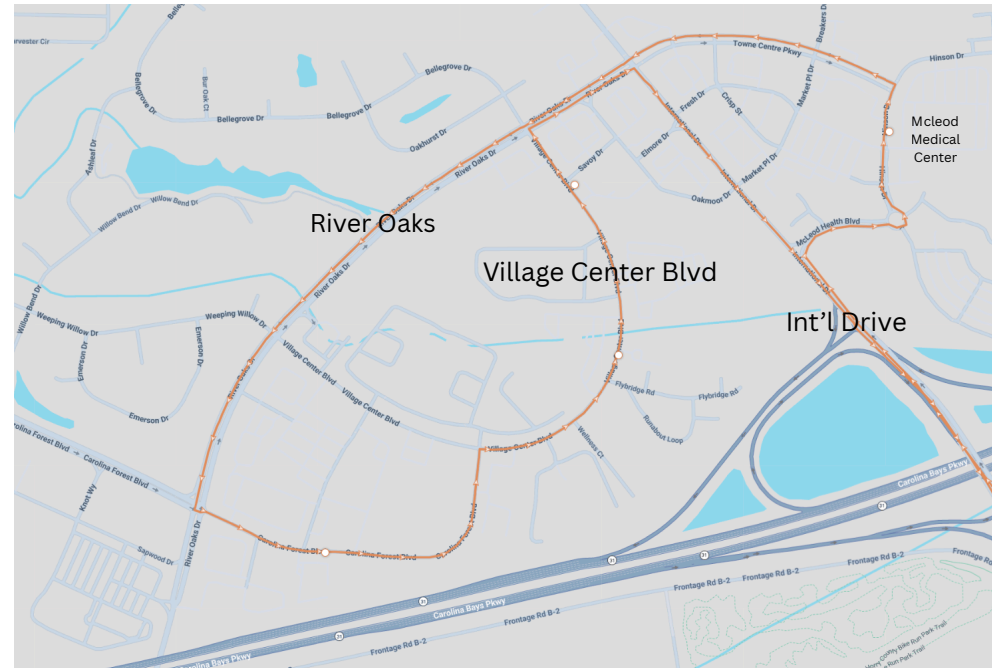
Broadway at the Beach (Ripley's)

Myrtle Beach



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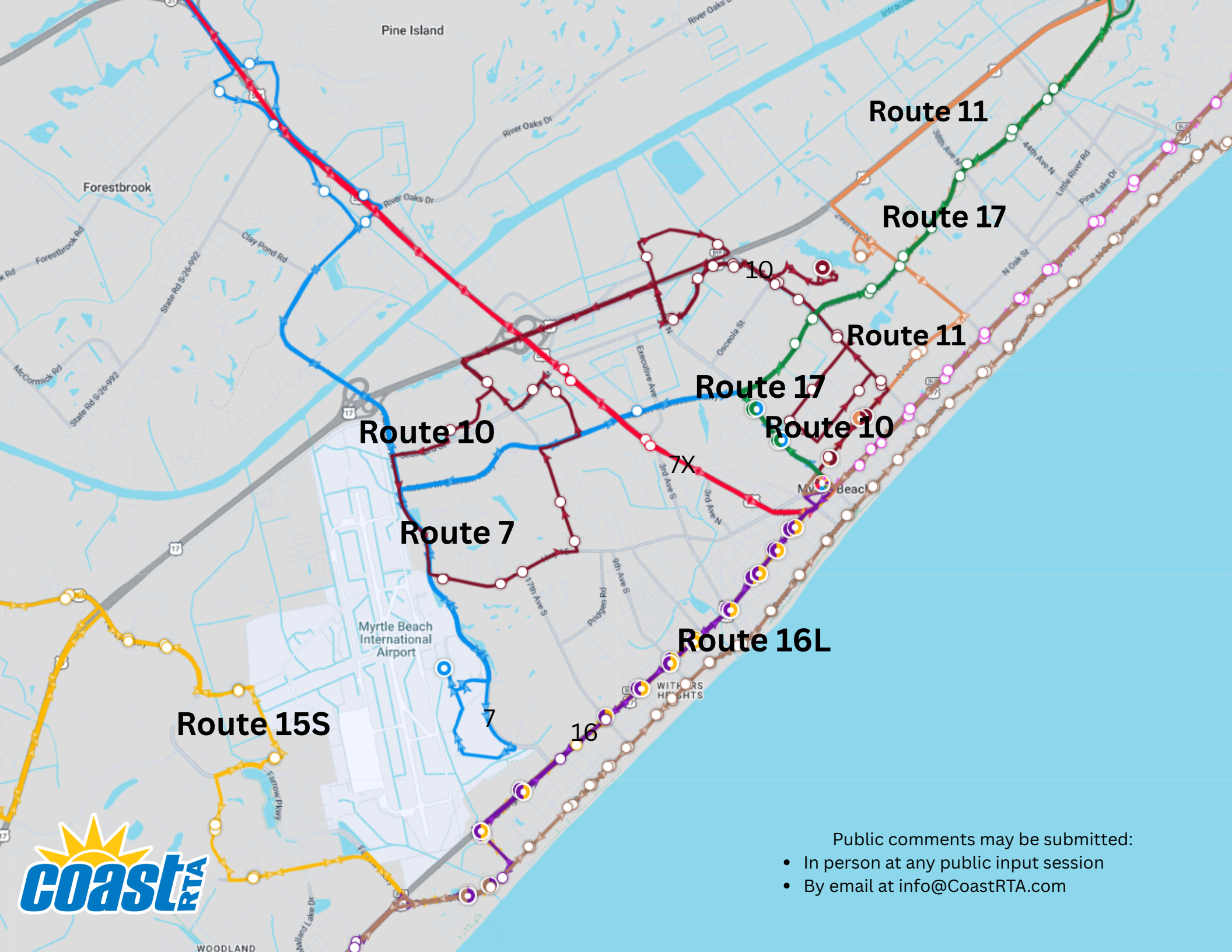
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- Expanded service along River Oaks and Carolina Forest Boulevard
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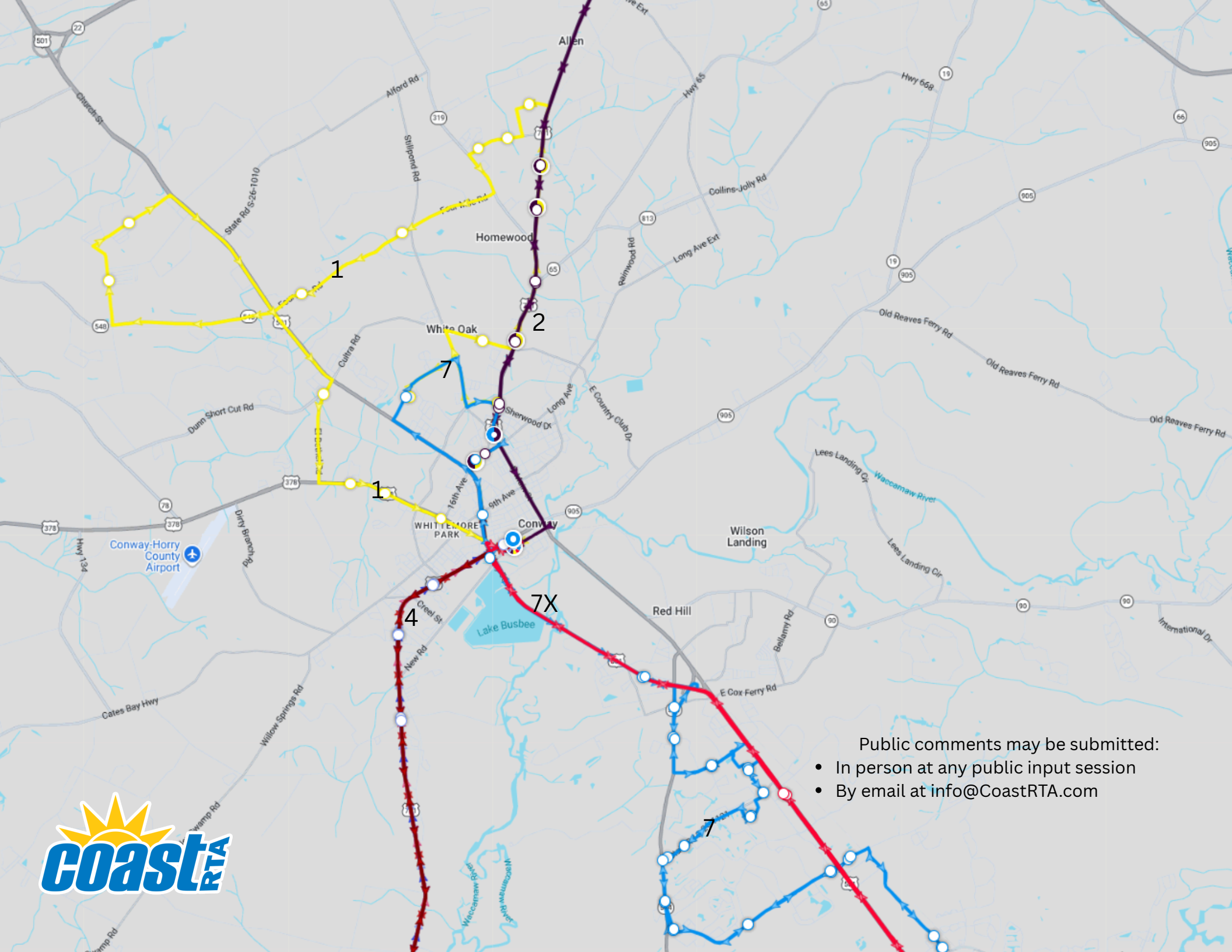
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