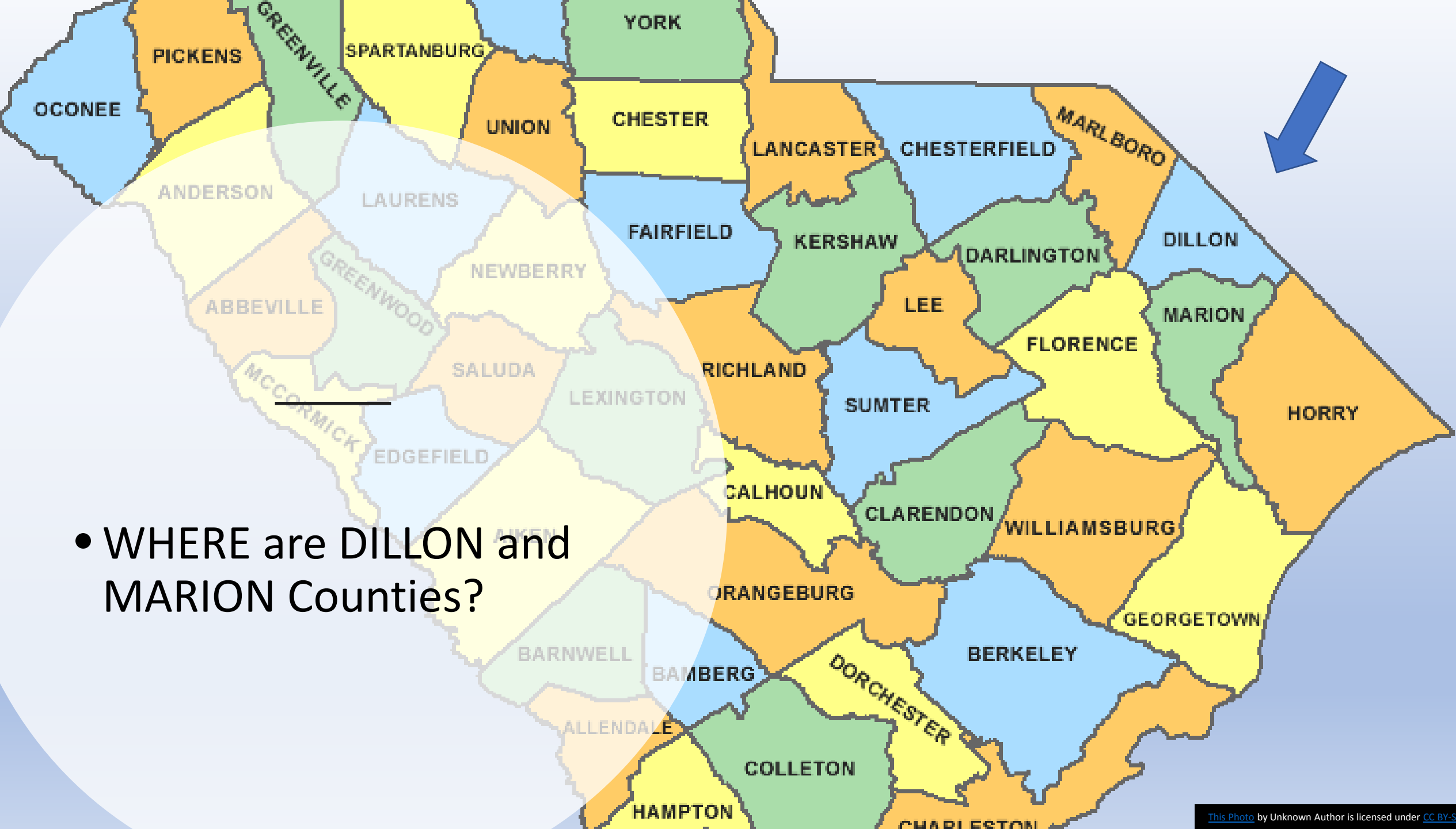




Getting the Rural Pee Dee to Work



• WHERE are DILLON and MARION Counties?

Annual
Unemployment
Rates
(Marion and
Dillon Counties)

Year	Dillon County	Marion County	South Carolina
2017	5.7%	7.4%	4.3%
2016	6.7%	8.7%	5.0%
2015	8.6%	10.0%	6.0%
2014	9.6%	10.5%	6.5%
2013	11.8%	13.1%	7.6%
2012	14.1%	15.9%	9.2%
2011	15.8%	17.7%	10.6%
2010	15.9%	18.3%	11.2%
2009	15.3%	20.4%	11.2%
2008	10.3%	13.7%	6.8%
2007	9.1%	11.5%	5.7%

Current
Unemployment
Rate
(Marion and
Dillon Counties)

UNEMPLOYMENT (JULY 2018)

Dillon County

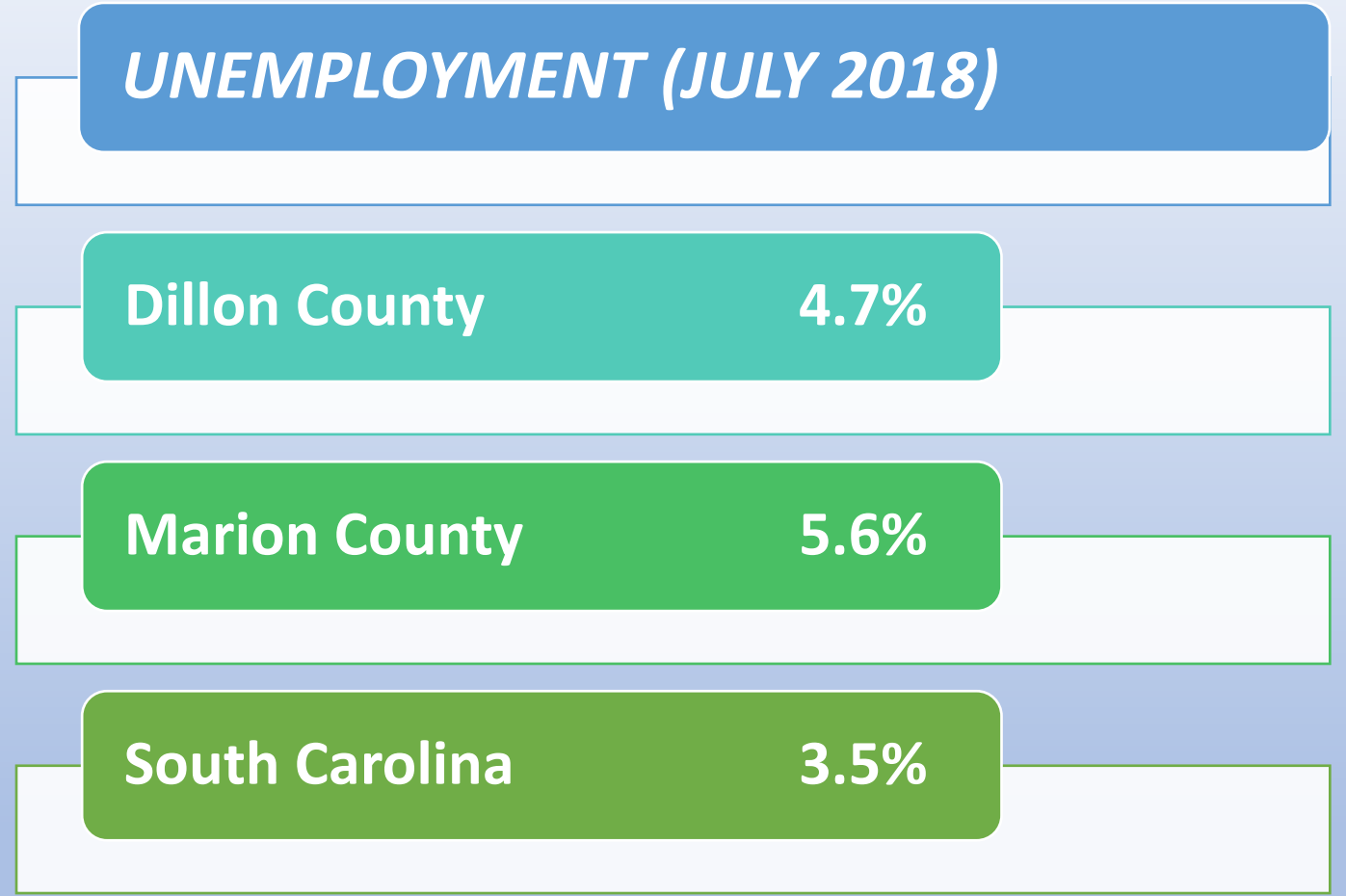
4.7%

Marion County

5.6%

South Carolina

3.5%



***Commuters
to Dillon
County are
from:***

• Marion County, SC	784
• Robeson County, NC	444
• Marlboro County, SC	295
• Florence County, SC	187
• Other	180

State Workforce Board offered \$100,000 demonstration grants to provide public transportation for employment & training activities

Pee Dee proposed to transport Marion & Dillon County residents to industries in Dillon County (i.e. Perdue, Harbor Freight & Wix Filters)

Phenomenal support from the community partners

Proposed that participating employers would work together to establish a route that served each of them

At time of application, public transportation was not being provided in Dillon or Marion Counties, except a long standing route to/from Myrtle Beach for tourism related jobs

“The Workforce Connector” Project

Statements of Need...

Harbor Freight experiences a 22% turnover rate of employees due to lack of dependable transportation. The HR Manager says, “Our issue is absenteeism which leads to turnover. The primary contributors to absenteeism are (1) an inability or lack of preparedness for working in a production environment, (2) no public transportation, (3) no 24 hour child care and elder care facilities, and (4) inadequate low cost quality housing in the immediate area. The area has little to offer to attract new potential employees to the area and little to enable existing potential employees to overcome their transportation, child/elder care, and preparedness limitations.”

Wix Filters says that transportation is a hindrance to some of its recruits/associates and some days when he leaves at 5:00 there are still individuals whose shift ended at 3:00 pm waiting on their ride home.

Perdue reports that “past and present workers have expressed to us that securing reliable transportation to work presents a problem for them.”

Survey of SC Works Dillon & Marion customers in 04/18: Of 69 persons responding, 58 replied affirmatively that if a PDRTA bus was available from towns in Marion County to employers located in Dillon County, would you or someone you know ride the bus?”



- **National Tool Retailer**
- **Its Dillon, SC, facility is the East Coast Distribution Center**
- **Opened in 2001**
- **Dillon County's largest employer**
- **Currently employs nearly 1,000 managers and warehouse stockers. Utilizes Select Staffing temp agency**
- **In its third expansion in Dillon County**

Harbor Freight Hiring Events

10/19/2017

- 161 attendees; 34 took advantage of free transportation
- Select Staffing, the staffing agency for Harbor Freight, was overwhelmed by attendance. Prepared seating for 20...
- Advertised through partners, churches, local radio, newspaper, hair salons, grocery stores, convenient stores, SC Works Facebook page

06/13/2018

- 138 attendees; 0 transported by PDRTA
- Select Staffing was prepared with more staff on site
- Same outreach methods were utilized



Community Impact

- Opened in 1992
- 974 associates
- Supports 90 Poultry farmers, 114 farms & 513 chicken houses, \$139M local grain purchased
- 83,116,976 birds produced annually (327,000 per day) 352,625,382 live pounds processed annually
- \$37 million salary & wages to associates
- Onsite Primary Care facility for associates & family

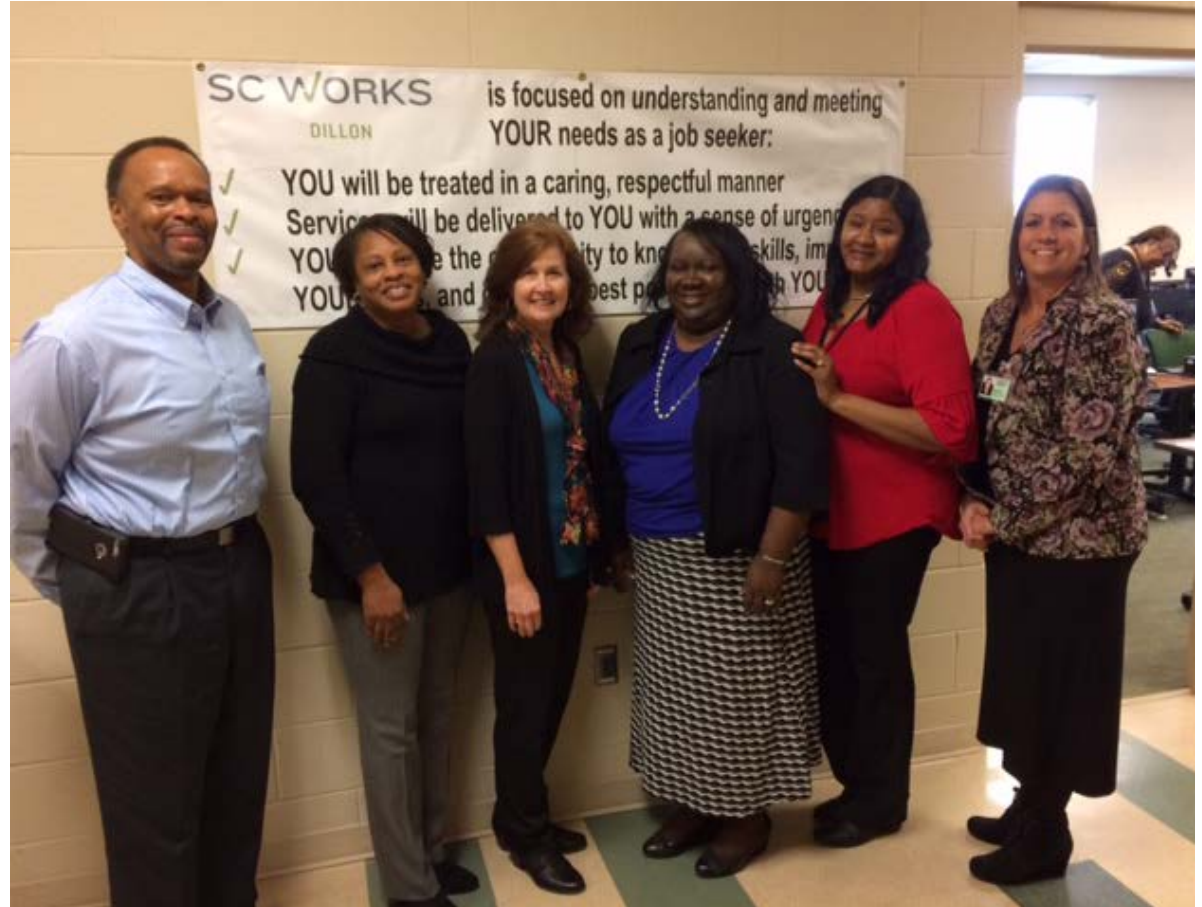
Perdue Hiring Event 01/24/2018

- Advertised Hiring Event including free transportation to work
- Selected individuals interviewed with Perdue at SC Works Dillon
- PDRTA transported them to/from facility's tour
- PDRTA provided transportation to Orientation the following week



Perdue Hiring Event at SC Works Dillon

*Team includes (L to R): Perdue
HR Representative; Pee Dee
Regional Council of
Governments Workforce Area
staff; SC Works Partners- WIOA
and DSS*



Early Success from an Employer's Perspective...



- HR Associate at Harbor Freight (2/21/18): “I do know of one associate that specifically moved to a certain area so he could be part of the bus route to work each day. He struggled for a while with attendance due to transportation issues, but since he has been here every day and is doing so much better!”
- Director of HR, Harbor Freight (1/29/18): “Thanks for all the hard work you have done & are doing to make this work for our employees. They are important to us as well as the community...Harbor Freight continues to grow & we want to grow in Dillon. This (transportation project) gives me confidence we can get the workforce we need to grow our distribution center and local agencies are committed to helping solve issues that impact us. Again, my sincere appreciation and let’s hope we can continue to grow the ridership and our partnership.”