



Lowcountry Regional Transportation Authority  
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## FOR IMMEDIATE RELEASE

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### **Palmetto Breeze Transit Collects Industry Awards for Achievements in Transit Maintenance, Transportation Marketing**

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**Bluffton, SC – March 7, 2023** – Two transportation industry associations have recognized the team at Palmetto Breeze Transit for excellence: one in Transit Fleet Maintenance and another in Transportation Marketing & Communications.

#### **2023 First Place TASC/SCDOT Fleet Maintenance Award:**

Over the past weekend, Palmetto Breeze’s maintenance team earned the First Place Transit Fleet Maintenance Award at the Transportation Association of South Carolina (TASC) / South Carolina Department of Transportation (SCDOT) Annual Conference and Bus Rodeo. This competition is conducted annually and recognizes teams for excellence during a series of scored maintenance skills tests. This year’s competition was conducted in Columbia, SC. The Palmetto Breeze team has been recognized previously, but this is the first time the agency has received the First Place Award.

“Our entire team works hard every day to provide safe and convenient public transportation, including our maintenance professionals who make sure the vehicles are safe, clean, comfortable and in road-ready condition,” said Palmetto Breeze Executive Director Mary Lou Franzoni. “Our team is always worthy of recognition and now our peers across the state know it as well.”

With the first place award, the Palmetto Breeze maintenance team is now invited to compete in the National Bus Rodeo which will occur later this year.

#### **Palmetto Breeze Transit Campaign Recognized for Marketing Excellence:**

The American Public Transportation Association (APTA) has recognized Palmetto Breeze’s “Breeze Trolley ROCKS!” ridership campaign with a first place marketing and communications award. The award, known as an “AdWheel” Award, is one of the most prestigious honors that transit agencies and their industry partners across North America can receive for excellence in marketing and communications.

As a first-place award winner in the Special Event: Best Marketing and Communications to Increase Ridership category, the campaign remains eligible for an APTA Grand Award, to be announced in October. The First Place certificate was presented to Palmetto Breeze at APTA’s 2023 Marketing & Communications Workshop in Las Vegas, NV.

The “Breeze Trolley ROCKS!” campaign was targeted at Breeze Trolley passengers, area families and residents of every age, and all those who love to paint and hide rocks for others to find. The social media-based campaign occurred the last weekend of August 2022 as a family-friendly activity that encouraged creativity and community participation. The Breeze Trolley partners with several other organizations for the event, including the Town of Hilton Head Island’s Culture HHI; the “Hilton Head Rocks” Facebook Group; Rockfish Seafood & Steaks and The Art Café in Coligny



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who co-hosted a free rock-painting party; and several of the Breeze Trolley's advertising partners who donated valuable gifts for the activity's prize packs.

"Our objective was to create a family-friendly, late-summer weekend activity that would also help educate the community on the Trolley routes and stops," said Franzoni. "The most important part of the event was all the participation from the community and their creatively painted rocks," said Franzoni. She added that due to the success of the first event, the Breeze is planning to conduct the second annual Breeze Trolley ROCKS! event in August.

#### **About Palmetto Breeze Transit and The Breeze Trolley**

Palmetto Breeze provides a wide variety of public transportation services in Beaufort, Jasper, Allendale, Colleton, and Hampton counties, including daily commuter services that transport workers from locations across the Lowcountry to their jobs in the Hilton Head, Bluffton, and Beaufort areas. The LRTA also operates The Breeze seasonal public trolley service on Hilton Head Island, which connects visitors and residents to destinations along the Island's busiest corridors, as well as the Bluffton Breeze weekday circulating service in Bluffton. Palmetto Breeze is also the operator of the Walterboro Works circulating transit service in Walterboro, SC and a variety of other shuttle and on-demand services. For more information, visit [www.palmettobreezetransit.com](http://www.palmettobreezetransit.com) and [www.breezetrolley.com](http://www.breezetrolley.com).

#### *Attachments:*

- *Image of the award-winning Palmetto Breeze Maintenance Team (Left to right, Harley Ferris, Calvin Major, Kyle Boyd, and Maintenance Manager Chris Driesbach)*
- *Image of the AdWheel Certificate with painted rocks from the campaign*