

## BONDING WITH WILDLIFE

Living in a tropical climate provides us with a distinct set of creatures, critters and crawlers. Some are native to South Florida, while others have been introduced to our habitat over the years. Exploring for wildlife on your own can be dangerous and harmful for the creatures' environment, so the next time you want to visit some of Florida's resident wildlife, here are a few family-oriented locations that you can get to via Tri-Rail.

### **PALM BEACH ZOO – 1301 Summit Blvd., West Palm Beach (561) 547-9453**

Located at Dreher Park in West Palm Beach, the Palm Beach Zoo houses over 1,400 animals within 23 acres of tropical habitat; featuring activities, eateries, and special events throughout the year. Open every day from 9 a.m. to 5 p.m., except Thanksgiving and Christmas Day. **How to Get There:** Take Tri-Rail to West Palm Beach Station. Take Palm Tran Route 45\* southbound to the zoo.

### **BUTTERFLY WORLD – 3600 W Sample Rd., Coconut Creek (954) 977-4400**

Located at Tradewinds Park in Coconut Creek, Butterfly World is considered the largest butterfly park in the world; displaying up to 10,000 butterflies flying safely in their aviaries. Open Monday-Saturday, 9 a.m. to 5 p.m. and Sunday, 11 a.m. to 5 p.m. **How to Get There:** Take Tri-Rail to Pompano Beach Station. Take Broward County Transit Route 34\* westbound to the entrance to Tradewinds Park. Butterfly World is located on the south side of the park.

### **ZOO MIAMI – 12400 SW 152nd St., Miami (305) 251-0400**

Just celebrating their 30th anniversary and with a new name, Zoo Miami houses thousands of animals in a cageless setting that closely approximates the animals' natural habitats. Formerly known as the Metrozoo, Zoo Miami is the only zoo in the continental United States located in a subtropical climate. **How to Get There:** Take Tri-Rail to Metrorail Transfer Station. Take Metrorail to Dadeland South Station, then take Metrobus 252\* (Coral Reef Max) to the zoo.

\* Please note that bus transfers are subject to an additional fee. Please check with bus transit agency for schedules.

## MAKE SAFETY A PRIORITY

School's back in session, which means that our youthful Tri-Rail riders are back on the trains. Students of all ages need to follow a few simple guidelines to make the commute more enjoyable and safer for everyone.

- Stay behind the yellow line at the edge of the platform; that means your belongings as well
- No roughhousing, fighting, skateboarding or shoving on the platform
- Follow the instructions of security officers, Tri-Rail personnel, train crews, school chaperones and school bus drivers at all times
- Wait for other passengers to exit the train before entering
- No playing radios or CDs without headsets
- No loud talking and definitely, no profanity
- Keep the aisles clear of books, backpacks and instruments
- Stay seated during the ride
- Carry your student ID or Tri-Rail school pass at all times while on the train; the security officer will ask to see it
- Most important: Never walk on the tracks. Aside from being incredibly dangerous, it is considered trespassing and is against the law. It can lead to citations, arrest, and the rescinding of the right to ride the train; as well as, the risk of serious injury or death.



South Florida Regional Transportation Authority  
800 NW 33rd Street  
Pompano Beach, Florida 33064  
954-942-RAIL (7245)  
1-888-GO-SFRTA (467-3782)  
www.sfrta.fl.gov

### GOVERNING BOARD

Commissioner Steven L. Abrams  
Commissioner Bruno A. Barreiro, Chair  
James A. Cummings  
Marie Horenburger  
Commissioner Kristin Jacobs, Vice Chair  
Felix M. Lasarte, Esq.  
George Morgan, Jr.  
Gus Pego, P.E.  
F. Martin Perry

### EXECUTIVE DIRECTOR

Joseph Giulietti



SEPTEMBER 2010

# Onboard

The latest news from the South Florida Regional Transportation Authority - a partnership between Broward, Miami-Dade & Palm Beach counties.

## GETTING THE WORD OUT

As a valued Tri-Rail rider and supporter, we are proud to inform you about Tri-Rail's ongoing efforts to promote the train service to potential riders, including prospective Employer Discount Program (EDP) participants. Here are a few of our up-and-coming marketing promotions geared to entice more people to hop onboard and enjoy the many benefits of Tri-Rail.

Since its inception in 1989, Tri-Rail has gone through many changes, and many more exciting ones are expected in the near future. As a result of the good that change can bring, Tri-Rail will be introducing its premier "Change Is Good" campaign, encouraging commuters to "change" the way they get to work, and emphasizing the "change" they can save by riding Tri-Rail.

With more than 2,500 employers and over 6,500 members, the EDP continues to be one of the greatest benefits. The new "10 for 10" campaign will highlight the benefits of enrolling in Tri-Rail's EDP, which saves commuters 25% on Tri-Rail's already low fares. This effort will include webinars to provide companies with pertinent EDP information and more.

Connecting to South Florida's major airports is easy and convenient with Tri-Rail.

For that reason, Tri-Rail will be launching its "Cleared for Take-Off" program. This campaign will promote Tri-Rail's convenient and cost-saving airport service



Your Ride to the Airport is Cleared for Takeoff!

with the chance for participants to win a vacation getaway.

Reaching out to families and building on past successes, Tri-Rail's "Rail Fun Day" will encourage families to ride the train and take advantage of the weekend discount rate and attend a free community celebration at Tri-Rail's Ft. Lauderdale/Hollywood International Airport Station at Dania Beach. This popular event, which takes place on October 30th, will feature music, entertainment, a kids' Halloween costume contest, a Conductor George Green appearance, and more.

Additional marketing efforts will help

promote Tri-Rail's Bicycle Locker Program, as well as new shuttle connections that will provide service to select business districts and popular leisure destinations. Tri-Rail's Street Team will also be out in-force at some of South Florida's largest regional events.

As current passengers already know, Tri-Rail has much to offer. Now that summer is over, these new and creative marketing programs will help to introduce new riders to Tri-Rail, as well as to say thank you to our loyal supporters.

Keep up with all our current marketing promotions by periodically visiting [www.tri-rail.com](http://www.tri-rail.com).

## DIFUNDIENDO LA NOTICIA

Nos orgullece informar a los apreciados pasajeros y usuarios de Tri-Rail acerca de los esfuerzos continuos que realizamos para promocionar los servicios del tren a potenciales pasajeros, incluso a posibles participantes del Programa de Descuentos del Empleador (Employer Discount Program, EDP). A continuación se establecen algunas de nuestras próximas promociones de comercialización orientadas a atraer a más personas a subir a bordo y disfrutar de los diversos beneficios de Tri-Rail.

Desde sus inicios en 1989, Tri-Rail ha experimentado numerosos cambios y se esperan muchos más cambios relevantes en un futuro cercano. Como consecuencia de los buenos resultados que pueden ocasionar

(Continúa en la siguiente página)

los cambios, Tri-Rail lanzará su campaña de primera línea "Change Is Good" (Cambiar es bueno), que alienta a las personas que viajan diariamente a su lugar de trabajo a "cambiar" la manera en que se trasladan y enfatiza el "cambio" que pueden ahorrar al utilizar los servicios de Tri-Rail.

Con más de 2.500 empleados y más de 6.500 miembros, el EDP continúa siendo uno de los mayores beneficios de Tri-Rail. La nueva campaña "10 for 10" (10 por 10) resaltarán los beneficios de inscribirse en el EDP de Tri-Rail, que le ahorra a las personas que viajan diariamente al trabajo un 25% en las tarifas ya reducidas de Tri-Rail. Este esfuerzo incluirá seminarios a través de Internet para proporcionar a las empresas información pertinente sobre el EDP, entre otros comunicados.

Llegar a los principales aeropuertos del Sur de Florida es fácil y conveniente con Tri-Rail. Por esta razón, Tri-Rail lanzará su programa "Cleared for Take-Off" (Autorizado para despegar). Esta campaña promocionará los convenientes y económicos servicios de Tri-Rail hacia los aeropuertos, con la posibilidad de que los participantes ganen unas vacaciones.

Extendiéndose hasta las familias y al seguir creciendo en base al éxito pasado, el programa "Rail Fun Day" (Día de diversión sobre rieles) de Tri-Rail alentará a que las familias viajen en el tren y aprovechen la tarifa con descuento de fin de semana para asistir a un festejo comunitario gratuito en la

estación Fort Lauderdale/Hollywood International Airport at Dania Beach de Tri-Rail. En este evento popular, que se lleva a cabo el 30 de octubre, se puede disfrutar de música, entretenimientos, un concurso de disfraces de Halloween para niños, la participación del conductor George Green, entre otras atracciones.

Otros esfuerzos de comercialización adicionales ayudarán a promocionar el nuevo programa de Tri-Rail que fomenta los casilleros para bicicletas, así como nuevas conexiones de transbordo que proporcionarán servicios para selectos distritos comerciales y destinos populares de recreación. El Equipo Callejero de Tri-Rail asimismo acudirá en masa a algunos de los eventos regionales más grandes del Sur de Florida.

Como los pasajeros actuales ya saben, Tri-Rail tiene mucho más para ofrecer. Ahora que el verano finalizó, estos nuevos y creativos programas de comercialización ayudarán a introducir nuevos pasajeros a Tri-Rail, así como a agradecer a nuestros leales usuarios.

Manténgase al tanto de las últimas promociones de comercialización al ingresar periódicamente a [www.tri-rail.com](http://www.tri-rail.com).

## FASON POU SIMAYE PAWÒL LA

**A**ntan yon pasaje ak sipòtè Tri-Rail, nou fyè pou ba ou enfòmasyon sou efò Tri-Rail ap fè san pran souf pou sipòtè sèvis tren an pou fiti pasaje yo, tankou fiti patisipan nan Pwogram Rabè nan Travay (EDP).

Men kèk pwomosyon maketing ankourajan ki deziyen pou atire plis moun pou monte abò epi pou apresye anpil avantaj Tri-Rail.

Depi kòmansman li nan ane 1989, Tri-Rail te sibi anpil chanjman, epitou anpil lòt chanjman enteresan pral fèt nan yon lavni ki pa lwen. Kòm yon rezilta bon bagay chanjman sa a kapab pote, Tri-Rail pral entwodui premye kanpay "Change Is Good" li, pou ankouraje pasaje regilye yo "chanje" fason yo ale nan travay yo, epitou pou fè yo konnen "chanjman" an kapab ede yo fè ekonomi lajan lè yo fè trajè yo nan Tri-Rail.

Avèk plis pase 2,500 travay ak plis pase 6,500 manm, EDP ap kontinye reprezante youn nan pi gwo avantaj Tri-Rail. Nouvo kanpay "10 pou 10" la ap bay enfòmasyon sou avantaj ki genyen pou anwole nan EDP Tri-Rail, k ap pèmèt pasaje regilye yo fè yon ekonomi 25% sou pri tikè Tri-Rail ki deja pa chè. Efè sa a ap genyen ladan semènè ki baze sou sit wèb pou ofri konpayi yo enfòmasyon sou EDP ak plis.

Li fasil ak pratik pou konekte nan ayewopò prensipal Sid eta Florid yo avèk Tri-Rail. Pou rezon sa a, Tri-Rail ap lanse pwogram "Cleared for Take-Off" (Resewa Otorizasyon pou Dekolaj) li a. Kanpay sa a ap ankouraje sèvis ayewopò Tri-Rail ki pratik epi ki pa koute chè avèk chans pou patisipan yo genyen yon deplasman pou ale nan vakans.

Avèk èd pou fanmi yo ak lè Tri-Rail konte sou eksperyans pase yo, "Rail Fun Day" (Jounen Amizman Chemennfè) ap ankouraje fanmi yo monte nan tren pou yo pran avantaj tarif wikenn ki gen rabè epitou pou yo patisipe nan yon selebrasyon kominotè gratis nan Estasyon Ayewopò Ft. Lauderdale/Hollywood International Tri-Rail nan Dania Beach. Evènman popilè sa a, ki pral fèt nan dat 30 oktòb, ap genyen ladan mizik, amizman, yon konkou kostim Halloween timoun, yon aparasyon Kondiktè George Green, ak plis.

Lòt efò maketing ap ede ankouraje nouvo Pwogram Kazye Bisiklèt Tri-Rail, ak novo koneksyon navèt (machin transpò an komen) k ap ofri sèvis pou chwazi distri biznis ak destinasyon nan lwazi popilè. Ekip Lari Tri-Rail ap deyò tou an fòs nan kèk pi gwo evènman rejyonal Sid Florid yo.

Jan pasaje regilye yo deja konnen sa, Tri-Rail genyen anpil bagay pou ofri. Kounye a sezon lete a prale, nouvo pwogram maketing kreyatif sa yo ap ede entwodui nouvo pasaje yo nan Tri-Rail, epitou pou di mèsè pou sipòtè fidèl nou yo.

Kontinye jwenn enfòmasyon sou tout pwomosyon maketing nou yo. Pou fè sa, ale nan sit wèb [www.tri-rail.com](http://www.tri-rail.com).

## SFRTA WINS NATIONAL AWARDS

**T**ri-Rail passengers love the "Rail Rewards" program and so did the judges of the American Public Transportation Association's (APTA) Annual AdWheel Awards. AdWheels are awarded through a national competition that recognizes excellence in marketing and advertising initiatives in the public transportation industry.



In addition to winning first place with "Rail Rewards" in the promotional category, the South Florida Regional Transportation Authority (SFRTA) received first place honors for the special commemorative tickets created for the 2010 Pro Bowl and Super Bowl service provided to Dolphin Stadium, and for the "Vision" newsletter, created exclusively for employers enrolled in the Employer Discount Program.

The SFRTA will be recognized at an awards ceremony at APTA's Annual Meeting scheduled for October in San Antonio.

## E-STORE SALE GOING ON NOW!



**F**or a limited time only, Tri-Rail e-Store merchandise has been marked down. Traveling tote bags, children's engineer hats and other custom-designed items are just a few of the many selections designed for the train enthusiast, that are now at the lowest prices ever offered at the Tri-Rail e-Store.

In addition to our special sales event, we are pleased to introduce the new insulated Tri-Rail travel mug to our exclusive line of items. These thermal tumblers are convenient for on-the-go travel, and designed with uniquely identifiable Tri-Rail artwork.

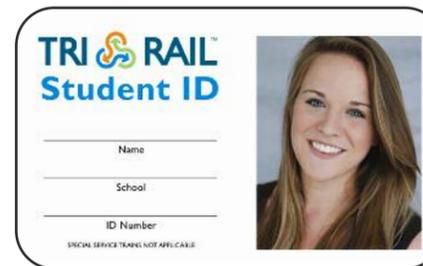
Don't miss out on these and other special items. Be sure to log onto [www.tri-rail.com](http://www.tri-rail.com) to order yours today.

## STUDENT ID'S UPDATE

**A**ttention All Students: It has become necessary for Tri-Rail Station Agents to heavily enforce the verification of student ID expiration dates, in order to

eliminate any abuse of the discount policy. Therefore, if your school does not provide an expiration date on their school ID, or if the issue date has gone beyond four years, or if they do not issue a school ID at all, we ask that you visit the Pompano Beach Station Ticket Kiosk to obtain a Tri-Rail-issued student ID card. Those seeking a Tri-Rail-issued ID must provide a letter on school stationery indicating part-time or full-time status, term dates, and a dated registration fee schedule.

To request your Tri-Rail-issued ID, please visit the Pompano Beach Station Ticket Kiosk with the necessary documentation, or call 1-800-TRI-RAIL (874-7245) for more information.



## TELLING OUR STORY



*"I ride the train because it's very convenient for me. It's very close to my work and it's also very affordable when used with the Employer Discount Program. It saves me \$10 a day in gas! Plus, I truly believe we need to be much*

*more active in protecting our environment. I have become much more involved with recycling and environmental awareness. However, I started using Tri-Rail because of the need to save money. The trains, themselves, are always very clean and well-maintained. I enjoy the time I have to read and do work on my laptop."*

*--Frank Mach*



*"Public transportation means a carefree and relaxing ride to and from work, without the stress and uptight feeling when having to deal with the traffic, bad drivers and strain of having to keep my mind alert and eyes open*

*after a long and hard 10-hour day. I thank God for Tri-Rail. Without it, I would have had to give up on my Miami job after 25 years to try and find something closer to home. Tri-Rail helps me save a substantial amount of money on gas, tolls and wear and tear on my vehicle. Thanks Tri-Rail!"*

*--Sherma Noel-Buck*



*"I take public transportation instead of driving to Miami to get to my American Airlines plane at the airport. It's a joy to sit and relax, instead of driving. I love to take to the tracks — just listening to my music and enjoying the*

*sights is always much better than looking at all of the brake lights. So when I see the Tri-Rail logo, I say to myself, that's the way I always want to go! Thanks for being there for me."*

*--Dominic Potenzi*

## ACTIONS OF OFFICER REUNITES PASSENGER WITH LOST CASH

**T**ifarel Ambrose was very lucky that G4S Wackenhut Custom Protection Officer (CPO) James Dobrinski was on duty the night of July 29. Back from visiting his native Haiti, Mr. Ambrose left behind his light blue Nike backpack on train P648. When CPO Dobrinski spotted the bag on the train, he checked with the passengers seated nearby to see if anyone claimed it as theirs. No one did; so by following procedures, the officer opened the bag to determine its contents and to try to find identification that would enable it to be returned to its owner.



What he discovered were personal items of clothing, Mr. Ambrose's Haitian passport and an envelope containing \$1,800 in cash. CPO Dobrinski quickly notified his supervisor and the bag was transported to the SFRTA headquarters in Pompano Beach, where an astonished and overwhelmingly grateful Mr. Ambrose retrieved it the next day.

CPO Dobrinski is a perfect example of the honest, hard-working officers who watch out for our passengers every day. The SFRTA salutes him and thanks him for his actions.

To report a lost item at a Tri-Rail Station or on a train, just call our Customer Service Department at 1-800-TRI-RAIL (874-7245).