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TAKE TRI-RAIL TO SEE TENNIS GREATS IN DELRAY BEACH

Tennis legends including John McEnroe, Patrick Rafter, Mats Wilander and Guillermo Villas will be among the stars of the game appearing at the first-ever Association of Tennis Professionals (ATP) Champions Tour to be held on American soil, when it comes to the Delray Beach Stadium and Tennis Center February 20-28. In addition to world class tennis action, the stadium will host parties, live music, children's events, charity promotions, VolleyGirl appearances and interactive between-session entertainment.

With numerous daytime and early evening matches, Tri-Rail is the perfect ticket to beat the traffic and get tennis enthusiasts right to the game via the downtown Delray Beach Roundabout connector. For more information on the ATP Champions Tour or to obtain tickets, call 561-330-6000 or log onto www.YellowTennisBall.com. For information about the Roundabout, call Tri-Rail's Customer Service at 1-800-TRI-RAIL (874-7245).



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FEBRUARY 2010

onboard

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

SFRTA POST-HOLIDAY "FOOD TRAIN" COLLECTS OVER 3,200 POUNDS OF FOOD

The South Florida Regional Transportation Authority (SFRTA) collected 3,286 pounds of food from Tri-Rail passengers as part of its "Food Train" effort to benefit the not-for-profit organization, Feeding South Florida. Formerly known as the Daily Bread Food Bank, and now part of the national Feeding America program, the organization distributes food and other essentials to 800 agencies in the region. The collection took place January 12, 2010, with a kick-off at the Fort Lauderdale/Hollywood International Airport Station at Dania Beach and was followed up with

collections at all Tri-Rail stations during the morning rush hour on January 14, 2010.

Feeding South Florida's mission is to provide food and other grocery products to those in need, while educating and engaging communities to fight hunger and poverty. Their mission to improve lives is carried out with compassion, integrity, stewardship of resources and dedication, while they also empower other South Florida not-for-profit organizations to join forces and make a difference.

"We are grateful not only to our passengers for their incredible generosity during these difficult times, but also to the members of the SFRTA staff who volunteered their time and to our contractors, all of whom contributed to the success of this important effort," said Joseph Giulietti, SFRTA Executive Director. Among the contractors who volunteered their assistance were Amtrak, Bombardier, Veolia, Wackenhut, Meridian and Bitner Goodman. An additional partner was Broadway Across America, which provided vouchers for \$20 tickets to "Phantom of the Opera" to anyone who made a contribution at the January 12 kick-off collection.

Collected items ranged from cases of canned tuna, fruits and vegetables, to box-after-box of cereal and crackers, to jar-after-jar of peanut butter and even a 25-pound bag of dog food.

For more information about Feeding South Florida, log onto www.feedingsouthflorida.org.



Tri-Rail mascot Conductor George Green thanks four "Phantom" fans for making their contribution to the "Food Train."

PASAJEROS DE TRI-RAIL ABREN SUS CORAZONES Y DESPENSAS PARA AYUDAR A LOS NECESITADOS

Los pasajeros de Tri-Rail mostraron una buena voluntad extraordinaria para ayudar a los necesitados en la comunidad al donar 3286 libras de artículos comestibles no perecederos en una campaña de recaudación después de las festividades para beneficiar a Feeding South Florida. Anteriormente conocido como el Daily Bread Food Bank, y ahora parte de un programa nacional llamado Feeding America, la obra de caridad distribuye comida y otros artículos esenciales a 800 organizaciones sin fines de lucro en la región. La recaudación tomó lugar el martes, 12 de enero de 2010 con una

(Continúa en la siguiente página)

"All of us at Feeding South Florida are so grateful for the food drive that Tri-Rail has held here today. It is important that the community understands that public transportation is not just about moving people, but it's about supporting the community and helping the community."

-- Anthea Pennant, Director of Development, Feeding South Florida

"Phantom of the Opera" cast members D.C. Anderson (center) and Bruce Winant (right), who play the managers of the Paris Opera House, sign autographs for an enthusiastic audience.



SFRTA quienes ofrecieron su tiempo como voluntarios y con nuestros contratistas, quienes contribuyeron al éxito de este importante esfuerzo," dijo Joe Giulietti, Director Ejecutivo de SFRTA. Entre los contratistas que ofrecieron su asistencia como voluntarios estuvieron Amtrak, Bombardier, Veolia, Wackenhut, Meridian, y Bitner Goodman. Un socio

inauguración en la Estación del Aeropuerto Internacional de Fort Lauderdale/Hollywood en Dania Beach y fue seguida por recaudaciones en todas las estaciones de Tri-Rail durante la hora pico del tráfico en la mañana de enero 14 de 2010.

"Todos nosotros en Feeding South Florida estamos muy agradecidos por la campaña de recaudación de alimentos que Tri-Rail ha realizado aquí hoy," dijo Anthea Pennant, Directora de Desarrollo para Feeding South Florida. "Es importante que la comunidad entienda que el transporte público no se trata únicamente de mover a la gente, pero se trata de apoyar a la comunidad y ayudar a la comunidad."

"Estamos agradecidos no solamente con nuestros pasajeros por su increíble generosidad en estos tiempos difíciles, pero también con los miembros del personal de

adicional fue Broadway Across America, el cual repartió vales para boletos de \$20 para El Fantasma de la Opera [Phantom of the Opera] a las personas que hicieron una contribución en la inauguración de la campaña de recaudación de enero 12.

Para obtener más información sobre Feeding South Florida, visite su sitio de Internet en www.feedingsouthflorida.org.

PASAJE TRI-RAIL OUVRI KÈ YO AK GADMANJE YO POU EDE MOUN KI NAN BEZWEN

Pasaje Tri-Rail montre yon volonte estrawòdinè pou yo ede moun ki nan bezwen nan kominote a; yo fè kado 3286 liv atik manje ki pa perisab nan yon kanpay ranmasaj apre fèt yo ki te fèt pou benefis Feeding South Florida [Bay Sid

Laflorid Manje]. Òganizasyon byenfezans la, ke yo te konnen anvan sou non Daily Bread Food Bank [Bank Manje Pen Kotidyen], epi ki kounyeya fè pati pwogram nasyonal ki rele Feeding America a [Bay Lèzetazini Manje], distribye manje ak lòt bagay esansyèl bay 800 òganizasyon ki pa gen bi pou fè lajan nan rejyon an. Ranmasaj la te fèt madi 12 janvye 2010 avèk yon demaraj nan Estasyon Ayewopò Entènasyonal Fort Lauderdale/Hollywood nan vil Dania Beach la epi apre sa lòt ranmasaj te fèt nan tout estasyon Tri-Rail yo pandan lè ki gen plis moun yo nan maten jou 14 janvye 2010 la.

"Nou tout nan Feeding South Florida rekonesan anpil pou kanpay ranmasaj manje Tri-Rail fè isit la jodi a," Anthea Pennant, Direktè Devlopman pou Feeding South Florida, di. "Li enpòtan pou kominote a konprann transpò piblik se pa sèlman pèmèt moun deplase, men se soutni kominote a ak ede kominote a tou."

"Nou rekonesan non sèlman anvè pasaje nou yo pou jenewozite enkwayab yo pandan tan difisil sa yo, men epitou anvè manm pèsònèl SFRTA a ki ofri tan yo epi anvè founisè sèvis yo, ki yo tout kontribye nan siksè efò enpòtan sa a," Joe Giulietti, Direktè Egzekitif SFRTA, di. Pami founisè sèvis ki te ofri asistans yo te gen Amtrak, Bombardier, Veolia, Wackenhut, Meridian, ak Bitner Goodman. Yon lòt patnè ankò se te Broadway Across America, ki te ofri kupon pou tikè \$20 pou al nan Phantom of the Opera [Fantòm Opera a] bay tout moun ki te bay yon kontribisyon nan ranmasaj demaraj 12 janvye a.

Pou plis enfòmasyon sou Feeding South Florida, konekte sou www.feedingsouthflorida.org.

NEW PASSENGER FEEDBACK SYSTEM ALLOWS FOR EASIER COMMUNICATION

In case you haven't had the opportunity to submit a passenger feedback within the last month or so, www.tri-rail.com has a new and improved Passenger Feedback System. The new system is enhanced with features that will make it an easier and more efficient communication process for our passengers.

This new Passenger Feedback System is accessible from the "Passenger Feedback" link on Tri-Rail's Home Page. This will be the sole channel for all comments submitted to the South Florida Regional Transportation Authority/Tri-Rail as a method for greater tracking and quality-assurance measures; therefore, please note that as of March 31, 2010, we will be discontinuing the use of both marketingresponse@sfrta.fl.gov and edp@sfrta.fl.gov e-mail addresses.

Any feedback should be submitted by utilizing the "Passenger Feedback" link, as mentioned above, or by calling 1-800-TRI-RAIL so that a Customer Service Representative can assist you.



SUPER BOWL SAFETY BEHIND THE SCENES

The game plan for protecting the more than 70,000 football enthusiasts attending the Super Bowl was more than a year in the making. It involved law enforcement agencies at the local, state and federal levels, with more than 500 Miami-Dade police officers serving as the core of the safety/security team. A Visible Intermodal Prevention and Response (VIPR) team was at the Golden Glades Station, providing additional security for the almost 2,000 passengers who rode Tri-Rail to the game. The VIPR team is made up of Transportation Security Administration (TSA) employees, Department of Homeland Security (DHS) law enforcement and undercover federal air marshals. Underscoring the success of the security mission is the fact that no incidents involving Tri-Rail passengers were reported before, during or after the game.

TELLING OUR STORY

APTA Chair M.P. Carter has made "Telling Our Story" her signature initiative, encouraging the American Public Transportation Association (APTA) and all of its members to tell the story of public transportation's many benefits in new ways and to even wider audiences.

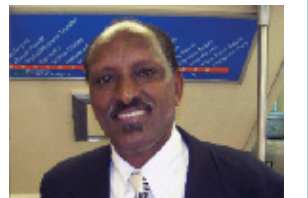
Our story is one of great importance for law makers and the general public. Whether it's a stronger economy, better environmental sustainability or greater energy independence, public transportation takes us there.

As part of the APTA program, SFRTA has started a "Telling Our Story" column in Onboard. We are launching it with this issue. Over the next year, our roving reporter Genevieve Bajwa and photographer Ari Rothenberg will be visiting stations and riding trains, talking to passengers and photographing them for both the newsletter and the website. Think about what public transportation means to you and share your thoughts with them if asked. We'll thank you for participating by giving you the SFRTA "Telling Our Story" t-shirt, while supplies last.



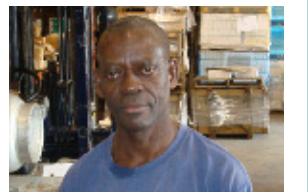
"I take the train from the Miami Airport Station to Delray Beach where I work at Tamiami Tile because they moved ten years ago. The benefit to me is it allowed me to keep my job."
-- Virginia Pineiro

"When taking Tri-Rail, I get home relaxed and can help my children with their homework."
-- Abebe Teclé



"By taking Tri-Rail for the last 20 years, I've saved approximately \$75,000 in fuel, maintenance and not having to purchase another car."
-- Ed Brennan

"All of the Tri-Rail employees are my friends. The conductors, the engineers and the security guards know me."
-- Jean Dominique



GOT VISION?

Tri-Rail has partnered with Miami Subs Pizza & Grill to launch "Got Vision?", a challenge to riders and businesses to register in Tri-Rail's Employer Discount Program. As part of this effort, new riders and companies that register for the program now through March 31, will receive a \$5 complimentary coupon to enjoy a taste of Miami Subs Pizza & Grill.

"We created our "Got Vision?" challenge to help our passengers and local businesses 'see' the great value in Tri-Rail as a transportation alternative," said Bonnie Arnold, director of marketing for the SFRTA/Tri-Rail. "Tri-Rail is the way to go to save gas, time and money, and the Employer Discount Program helps you save even more."

The word is out about our "Got Vision?" challenge with promotional spots airing on several tri-county radio stations and in major newspapers. All of this is encouraging consumers to join the Employer Discount Program to take advantage of the 25 percent savings on Tri-Rail's already-low fares. This means someone can ride Tri-Rail with unlimited service for one month for just \$75.

The good news is that the program is free and registration is as easy as 1, 2, 3. Companies are happy to provide cost-saving employee benefits, while recruiting a strong workforce. From our point of view – it's a win-win for both the company and the employee! So, visit www.tri-rail.com to show us you have vision and start saving today.

