



Dump the Pump

JUNE 17, 2010 SAVE MONEY. RIDE TRANSIT.

On Thursday, June 17, as part of the American Public Transportation Association's annual National "Dump the Pump" Day, commuters across America are encouraged to leave their cars at home and take an alternate form of transportation. Public transportation is one great alternative, especially in these tough economic times when gas prices remain high and everyone is looking for ways to cut costs.

National "Dump the Pump" Day promotes the far-reaching economic benefits of public transportation. The latest APTA Transit Savings Report shows that if a two-car household can downsize to one car they can save, on average, more than \$9,000 a year. The average household spends 18 cents of every dollar on transportation, and 94 percent of this goes to buying, maintaining and operating cars, the largest expenditure after housing. So on June 17, be sure to make Tri-Rail your choice, just as some of these other riders have done...



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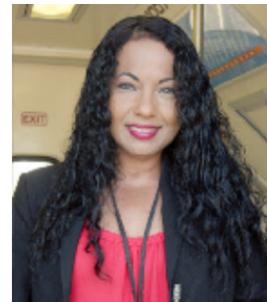


1-877-930-4287
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1-800-TRI-RAIL (874-7245)
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TELLING OUR STORY



"After commuting 220 miles to work from Stuart to Miami roundtrip every day, I realized my car was not going to survive for very long. As the price of gas went up, I wondered which would give out first, my car or my wallet; then a coworker suggested Tri-Rail and indeed Tri-Rail saved the day (or should I say Tri Rail saved my car AND my wallet)!"
-- Jane Frances



"My car was stolen one weekend in 2007 and I had no way of going to work on Monday morning. I was a new employee and did not want to call out, so I took the train to work for the first time not knowing what to expect. I have been hooked ever since! It is such a pleasure to have someone else do the driving for me, while I read, use my laptop or chat with my Tri-Rail friends! Also, I am able to exercise on my walking commute to the office, so it is very healthy, as well. I have recommended Tri-Rail to everyone I know."
-- Audrey Danet



"Other than my bike, Tri-Rail is all I use. Keep up the good work!"
-- James Fiano



"It is so convenient, reliable and gets me to work faster than if I would drive myself. I wave bye-bye to all the traffic that is backed up on I-95. I just LOVE IT! Everyone should try the Tri-Rail at least once, but if they do they should be prepared to get hooked like I am."
-- Athena Marini

onboard

JUNE 2010

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

It's that time of the year again, when all eyes to turn to the tropics for the next six months. According to the latest predictions, we're in for an above-average season; yet, every Floridian knows that even one storm can cause major disruptions.

When a hurricane threatens our service area, the decision to suspend train service is not one that the South

begins broadcasting updates within minutes of receiving information. Messages on 1-800-TRI-RAIL (874-7245) are changed to reflect the current situation at-hand, and updates are posted on the website at www.tri-rail.com.

Early preparations and establishing a plan-of-action for your family will alleviate last-minute panic when the next hurricane

Cuando un huracán amenaza nuestra área de servicio, la decisión de suspender el servicio de trenes no es una decisión que la Autoridad de Transporte Regional del Sur de la Florida (SFRTA) toma a la ligera. Nuestro gol primordial es asegurar siempre la seguridad de nuestros pasajeros y saber que si los llevamos a un destino, los podemos traer de regreso.

Cuando se predicen vientos de más de 35 millas por hora, CSX Transportation debe empezar inmediatamente a asegurar todas las barreras, causando la suspensión del servicio. Mientras esto sucede, el personal y los contratistas de la SFRTA monitorean la trayectoria de la tormenta para determinar el lugar más seguro para guardar los trenes.

Proteger los trenes es crucial, ya que la reanudación del transporte público es esencial para la recuperación económica de los residentes y comercios de la región. El Tri-Rail jugó un papel muy importante en el proceso de recuperación después de Andrew, transportando productos y voluntarios a las áreas devastadas en los alrededores de Homestead.

Cuando se presentan cambios en los niveles de servicio, el Departamento de Mercadeo de la SFRTA se lo notifica a los medios de prensa, los cuales comienzan a transmitirlos a pocos minutos de recibir la información. Se actualizan los mensajes en el 1-800-TRI-RAIL (874-7245) para reflejar la situación actual y estas actualizaciones se publican en el sitio web www.tri-rail.com.

Preparaciones anticipadas y el establecimiento de un plan de acción para su familia aliviará el pánico a último momento cuando el huracán amenaza. Esté seguro que

(Continúa en la siguiente página)

BE AWARE AND PREPARE!

Florida Regional Transportation Authority takes lightly. Our primary goal is to always ensure the safety of our passengers and to know that if we transport riders to a destination, we can take them back.

When sustained winds in excess of 35 miles-per-hour are predicted, CSX Transportation must immediately begin securing all gates, causing the suspension of service. While this is happening, the SFRTA staff and contractors monitor the projected storm path to determine the safest place to store the trains.

Protecting the trains is critical because the resumption of public transportation is essential to the economic recovery of residents and businesses in the region. Tri-Rail played a major role in the post-Hurricane Andrew recovery process, transporting goods and volunteers into the devastated areas surrounding Homestead.

When changes in levels of service are required, the SFRTA Marketing Department notifies the news media, which generally

threatens. Rest assured that Tri-Rail has a hurricane plan! Do you?

Feel free to log onto the National Oceanic and Atmospheric Administration's National Weather Service/National Hurricane Center web page at <http://www.nhc.noaa.gov/> for important information and planning tips.

ESTAR ATENTO Y PREPARADO

Ha llegado la época del año cuando todas las miradas se fijan hacia el trópico por los próximos seis meses. De acuerdo a los últimos pronósticos estamos entrando en una temporada que sobrepasa la media pero, todo Floridano sabe que aún solo una tormenta puede causar un gran trastorno.



el Tri-Rail tiene un plan de acción para los huracanes! Usted, también lo tiene?

No dude en entrar a la página web del Servicio Nacional del Tiempo de la Administración Nacional Oceánica y Atmosférica/Centro Nacional de Huracanes al <http://www.nhc.noaa.gov/> para información importante y consejos para su preparación.

ENFOME W, PREPARE W

Peryòd lane a tounen lè tout je pral plòge sou zòn twopik la pandan sis pwochen mwa yo. Dapre dènye prediksyon yo, nou nan yon sezon ase nòminal, men tout abitan Lafflorid konnen yon sèl move tan kapab koze anpil dega.

Lè yon siklòn menase zòn sèvis nou, desizyon pou sispann sèvis tren yo pa yon desizyon Ajans Rejyonal Transpò nan Sid Eta Florid pran fasilman. Premye objektif nou se toujou pou nou asire sekirite pasaje nou yo, pou nou konnen si nou kondwi pasaje yo nan yon destinasyon, nou kapab mennen yo tounen.

Lè yo prevwa gro van pèmanan ki depase 35 mil alè, Transpò CSX dwe sekirize tout baryè yo san pèdi tan, sa ki lakòz sèvis la oblije sispann. Nan menm tan sa a, Administrasyon SFRTA ansanm ak kontraktè yo ap swiv trajektwa yo predi van yo ap fè pou yo kapab deside zòn ki gen plis sekirite kote yo kapab pake tren yo.

Li enpòtan anpil pou nou pwoteje tren yo poutèt repriz transpò piblik la esansyèl pou redresman ekonomik rezidan yo ansanm ak biznis yo nan rejyon an. Tri-Rail te jwe yon gwo wòl nan pwosesis rekiperasyon apre pasaj siklòn Andrew, kote li te transpòte machandiz ak volontè nan zòn devaste yo nan alantou Homestead.

Lè se nesèsè pou fè chanjman nan nivo sèvis la, Depatman Komèsyalizasyon (Marketing) SFRTA enfòmasyon estasyon ki bay nouvèl yo ki an jeneral kòmansè enfòmasyon piblik la sou chanjman yo kèlke minit apre yo te resevwa enfòmasyon an. Nimewo telefòn 1-800-Tri-Rail(874-7245) ap founi enfòmasyon sou sityasyon aktyèl la e yo fè mizajou sou sit entènèt www.tri-rail.com.

Si w fè preparasyon alavans e si w etabli yon plan daksyon pou fanmi w sa pral evite w panik nan dènye minit lè yon siklòn ap menase. Ou pa bezwen pè: Tri-Rail deja gen yon plan pou siklòn! E oumenm, èske ou genyen youn?

Tanpri pa ezite konekte w sou Sant Nasyonal Siklòn, Administrasyon Nasyonal Sèvis Metewolijik, Oseyanik e Atmosferik nan sit entènèt <http://www.nhc.noaa.gov> pou kapab jwenn enfòmasyon enpòtan ak konsèy pou bon planifikasyon.

FRONTLINE STAFF OFFERS COMMENDABLE SERVICE DURING EMERGENCY

Late one recent Friday evening, an unfortunate incident caused Tri-Rail service to be interrupted on the last train of the night. Two frontline South Florida Regional Transportation Authority/Tri-Rail staff members, Customer Service Lead Fabian Zarate and Station Agent Ruthie Johnson, went way beyond the call of duty to see that our passengers were cared for during this emergency situation.

Fabian Zarate was scheduled to close the Call Center at 11 p.m., but then the message came in around 10:15 p.m. that a pedestrian had been struck just south of the Sheridan Street Station. Throughout the incident, Fabian single-handedly staffed the Call Center, responding to incoming calls, sending out Very Important Passenger updates, changing the website scroll and participating in the standard operations conference call so he could provide the most current information to our passengers. He did not leave the Call Center until well after 1 a.m., after determining that the train was proceeding north and that passengers would be safely on their way home.

Ruthie Johnson, a brand new addition to our Station Agent Team, was on duty at the Fort Lauderdale/Hollywood International Airport Station at Dania Beach. She was scheduled to leave around 10:17 p.m., on what turned out to be the train that was involved in the incident. She kept the Ticket Kiosk open to assist passengers during the emergency. Ruthie finally got home at 2 a.m. and was back on shift the next morning at 7 a.m. to open the Metrorail Transfer Station Ticket Kiosk.

The SFRTA commends both Fabian and Ruthie for their dedication to their work and in making sure the passengers who depend on us were taken care of to the very best of their ability.



Fabian Zarate



Ruthie Johnson



AND THE WINNER IS...

With 11 talented seniors 65 years and older competing for the title of Holy Cross Hospital's "Senior Idol," Robert Kolodin of Tamarac was selected as the winner to receive \$1,000 and a pass to ride Tri-Rail for one year, as presented by Holy Cross Hospital's Marketing & Public Relations Director Christine Moncrieffe.

Coming in as a very close first runner-up was Gail Solomon of Coral Springs, followed by Bob Mainelli of Pompano Beach. Congratulations to all of our "Senior Idol's" for another great performance!

PALM TRAN ROUTE ENHANCEMENTS

Working together for enhanced regional connectivity, Palm Tran has established several changes to routes that may directly affect Tri-Rail passengers. Please contact Palm Tran's Customer Service Department at 1-877-930-4BUS or Tri-Rail's Customer Service Department at 1-800-TRI-RAIL for more information.



• **NORTH COUNTY COMMUTER EXPRESS** - The new North County Commuter Express / Route 11 bus is the second express route that Palm Tran now offers with service to and from Martin County and Tri-Rail's West Palm Beach Station. Two buses in the morning and two in the evening provide connections to and from Palm Beach County's Donald Ross Road, Florida Power & Light's Juno Beach Complex and much more.

• **95 COMMUTER EXPRESS** - The 95 Commuter Express route no longer departs from Halpatiokee Regional Park at 5 a.m. and instead, the two southbound morning routes are scheduled to depart at 6 a.m. and 6:30 a.m., arriving at Tri-Rail's West Palm Beach Station at 7:10 a.m. and 7:40 a.m., respectively.

• **ROUTE 1** - The Route 1 weekday southbound bus that previously departed from Tri-Rail's West Palm Beach Station at 8:55 p.m. has been changed to 9 p.m. for better connecting service.



Last month, we challenged you to test your knowledge and play Tri-Rail Trivia, a series of questions relating to South Florida's commuter rail system. Those participants who answered all five questions correctly were entered for the chance to win a \$15 Pollo Tropical complimentary coupon. We are pleased to announce Angel Hernandez from Hollywood as the winner of Tri-Rail Trivia! See below the answers to the trivia questions, and be on the lookout for Tri-Rail's next Trivia Challenge.

- **What year did Tri-Rail run its first train?** A: 1989
- **According to the American Public Transportation Association, how much money can you save per year by riding Tri-Rail and other modes of public transportation?** A: \$9,453
- **What is the name of the governing body under which Tri-Rail operates?** A: South Florida Regional Transportation Authority
- **What number do you call to get assistance for trip planning involving Tri-Rail, Broward County Transit, Miami-Dade Transit and Palm Tran?** A: 1-800-TRI-RAIL
- **What is the name of Tri-Rail's program that allows riders to purchase a Tri-Rail Monthly Ticket for just \$75 per month?** A: Employer Discount Program



BICYCLE LOCKERS AVAILABLE SOON AT OUR WEST PALM BEACH STATION

The South Florida Regional Transportation Authority is pleased to announce that bicycle lockers will be available at our West Palm Beach Station as of June 14. For a minimal fee, you can register to use a locker and avoid the hassle of dragging your bicycle with you during your commute! These lockers will be available on a first-come, first-served basis, so be sure to register for yours on June 14. For convenience, online registration will be available at www.tri-rail.com/bikelockers or you may stop by Tri-Rail's West Palm Beach Station Ticket Kiosk to pick up a Bicycle Locker Application & Agreement Form. Please call 1-800-TRI-RAIL for more information.



COUPONS, SPECIAL OFFERS & MORE!

Now in its third month, Tri-Rail's "Rail Rewards" continues to be a great value to riders who purchase a Tri-Rail Monthly Ticket. Monthly ticketholders can enjoy coupons and special offers from nearly 50 South Florida restaurants, retailers and more. New "Rail Rewards" partners starting this month are featured below. To learn more about "Rail Rewards," visit www.tri-rail.com.

