

WE "CARE" ABOUT RAILROAD SAFETY

The Federal Railroad Administration announced that the South Florida Regional Transportation Authority and the City of West Palm Beach, among other partners, have been successful in launching a Trespass Prevention Research Study, with the goal to reduce trespassing incidents and fatalities.

The study will concentrate on a seven-mile stretch of the South Florida Rail Corridor throughout the City of West Palm Beach, where a number of trespass fatalities occurred in 2008. Effective measures from the study and "lessons learned" will be used throughout various other rail-corridor locations across South Florida to help with the overall safety initiative.

Some framework, previously set for this initiative through "Trespassing on Railway Lines: A Community Problem-Solving Guide," discusses the topics of Community, Analysis, Response and Evaluation (CARE) as a means of creating safer communities. By fostering development of long-term prevention strategies through community problem-solving partnerships (much like those already established with the FRA, City of West Palm Beach and the SFRTA), the results can be life-altering.

"The FRA will continue to make railroad safety our highest priority," said FRA Administrator Joseph Szabo. "Efforts like this research study have the potential to reduce the number of trespassing injuries and fatalities in a big way."

The number of railroad trespass fatalities first surpassed the number of fatalities at highway-rail grade crossings in 1997 and continues to be the leading cause of fatalities industry-wide. This study complements other efforts by the SFRTA to combat trespassing, such as the 2008 Trespass Demographic Study, as well as the authority's ongoing partnership with Operation Lifesaver, Inc. to help educate the public on the dangers of trespassing, including safety blitzes at highway rail-grade crossings and areas of heavy trespass activity, safety fairs, mailers to residents and letters to students attending schools in the area.

For more information, visit www.fra.dot.gov.



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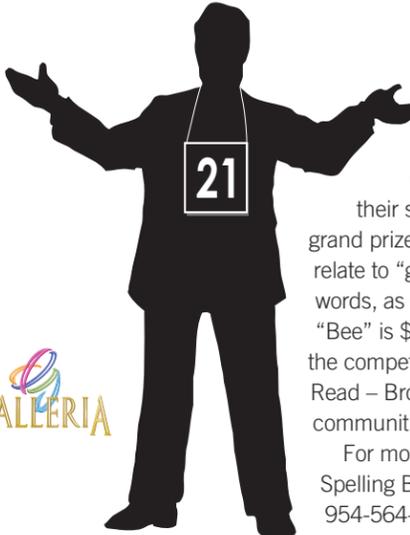
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THE BIG PEOPLE

Spelling Bee



Back by popular demand, The Galleria at Fort Lauderdale and Tri-Rail have partnered to host "The Big People Spelling Bee" on April 17 at 10 a.m. at The Galleria.

Contestants 21 years and older can show their spelling skills and compete for a \$1,000 grand prize. Competitors will be given words that relate to "going green" and many other random words, as well. Registration to participate in the "Bee" is \$25, and it's free to enjoy a front-row seat at the competition. Proceeds benefit Reach Out and Read – Broward, promoting literacy throughout our communities.

For more information about "The Big People Spelling Bee," visit www.tri-rail.com or call 954-564-1036.



MARCH 2010

onboard

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

GET MORE FOR YOUR MONEY WITH TRI-RAIL'S

RAIL

REWARDS

COUPONS, SPECIAL OFFERS & MORE!

Tri-Rail is already a great value for thousands of people who ride the train to get to work, school and some of South Florida's hottest attractions. Now, Tri-Rail riders who purchase a Monthly Ticket will get even more for their money with "Rail Rewards," a new program offering value-added, special offers and coupons from South Florida restaurants, attractions and retailers.

Getting started with Tri-Rail's "Rail Rewards" is easy – purchase a Tri-Rail Monthly Ticket and you will be eligible to download coupons from some of your favorite



eateries, sporting events and attractions. The special offers may vary each month to provide you with new and exciting opportunities - so, you must be sure to purchase a Monthly Ticket each month and register for your "Rail Rewards" to start saving!

"We are excited about rolling out 'Rail Rewards' as another way we can highlight how Tri-Rail offers passengers a great value with monthly service for just \$100," said Director of Marketing Bonnie Arnold, South Florida Regional Transportation Authority/

Tri-Rail. "We anticipate that this effort will engage new riders to get onboard and enjoy all that Tri-Rail has to offer, including low fares, convenient train stations, easy access to bus and Metrorail connections and, now, special offers as an added savings."

Tri-Rail's Employer Discount Program members can also enjoy "Rail Rewards." Not only can EDP riders purchase their Monthly Ticket for only \$75, but they, too, will save more with the special offers available each month.

Visit www.tri-rail.com and access the "Rail Rewards" banner on the Home Page, so you can learn how to get even more for your money with Tri-Rail's "Rail Rewards."

(Translations on next page)



Participating retailers are subject to change on a monthly basis.

RECIBA MÁS POR SU DINERO CON "RAIL REWARDS"

Tri-Rail ya representa un muy buen precio para miles de personas que viajan en tren para ir al trabajo, la escuela y algunas de las mejores atracciones del Sur de la Florida. Ahora, los pasajeros de Tri-Rail que compren un Boleto Mensual recibirán aun más por su dinero con "Rail Rewards," un nuevo programa ofreciendo valor adicional, ofertas especiales y cupones para restaurantes, atracciones y tiendas al detalle del Sur de la Florida.

Comenzar con "Rail Rewards" de Tri-Rail es fácil – compre un Boleto Mensual de Tri-Rail y usted tendrá elegibilidad para descargar cupones por el Internet de algunos de sus restaurantes, eventos deportivos y atracciones favoritas. Las ofertas especiales pueden variar mensualmente para ofrecerle a usted oportunidades nuevas y emocionantes – ¡así que, usted debe cerciorarse de comprar un Boleto Mensual cada mes y registrarse para recibir sus "Rail Rewards" y comenzar a ahorrar!

"Estamos emocionados de implementar "Rail Rewards" como otra manera en la que podemos resaltar cómo Tri-Rail le ofrece a sus pasajeros un muy buen precio con servicio mensual por solamente \$100," dijo la Directora de Mercadotecnia Bonnie Arnold, Autoridad Regional de Transporte del Sur de la Florida/Tri-Rail [South Florida

Regional Transportation Authority/Tri-Rail]. "Anticipamos que este esfuerzo traerá nuevos pasajeros a venir a bordo y disfrutar de todo lo que Tri-Rail tiene para ofrecer, incluyendo tarifas bajas, estaciones de tren convenientes, fácil acceso a conexiones de autobús y Metrorail y ahora ofertas especiales que representan ahorros adicionales."

Los miembros del Programa de Descuento para Empleadores [Employer Discount Program] de Tri-Rail también pueden disfrutar de "Rail Rewards." No solamente pueden los pasajeros del programa EDP comprar su Boleto Mensual por solo \$75, sino que ellos también ahorrarán más con ofertas especiales disponibles cada mes.

Visite www.tri-rail.com y haga clic en el anuncio de "Rail Rewards" en la Página de Inicio, para enterarse de cómo puede obtener aun más por su dinero con "Rail Rewards" de Tri-Rail.

JWENN PLIS POU LAJAN OU AVÈK "RAIL REWARDS"

Tri-Rail deja pote anpil avantaj pou plizyè milye moun ki monte tren pou al nan travay, lekòl ak nan atraksyon ki pi alamòd yo nan Sid Laflorid. Kounyeya, wwayajè Tri-Rail ki achte yon Tikè Mansyèl ap jwenn plis toujou pou lajan yo avèk "Rail Rewards," yon nouvo pwogram ki bay òf espesyal ak kupon avèk valè ajoute pou

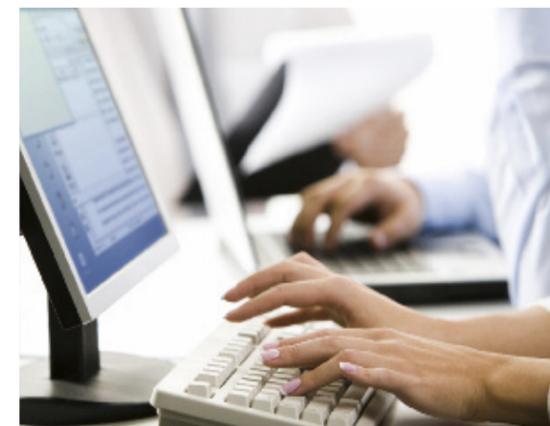
restoran, atraksyon ak distribitè nan Sid Laflorid.

Sa fasil pou kòmanse ak "Rail Rewards" Tri-Rail la – achte yon Tikè Mansyèl Tri-Rail epi w'ap elijib pou telechaje kupon pou restoran, evènman espòtif ak atraksyon ou pi pito yo. Òf espesyal yo gen dwa varye chak mwa pou ba ou nouvo opòtinite fòmèdab - donk, pa bliye achte yon Tikè Mansyèl chak mwa epi enskri pou "Rail Rewards" ou yo pou ou sa kòmanse ekonomize!

"Se avèk antouzyas n'ap sòti "Rail Rewards" ki se yon lòt jan pou nou souliyen kijan Tri-Rail ofri pasaje anpil avantaj avèk sèvis mansyèl pou \$100 sèlman," Bonnie Arnold, ki se Direktè Maketin South Florida Regional Transportation Authority/Tri-Rail, di. "Nou prewva efò sa a pwal ankouraje nouvo wwayajè monte abò pou pwofite tout sa Tri-Rail gen pou ofri, sa enkli tikè bon mache, estasyon tren komòd, aksè fasil pou bis ak koneksyon Metrorail epi kounyeya òf espesyal k'ap pèmèt plis ekonomi toujou."

Manm Pwogram Rabè pou Anplwayè [Employer Discount Program] Tri-Rail yo kapab pwofite "Rail Rewards" tou. Non sèlman wwayajè EDP kapab achte Tikè Mansyèl yo pou \$75 sèlman, men yo menm tou ap ekonomize plis avèk òf espesyal ki disponib chak mwa yo.

Vizite www.tri-rail.com epi al sou bannye la sou Paj Dakèy la, pou ou sa konnen kijan pou jwenn plis pou lajan ou toujou avèk "Rail Rewards" Tri-Rail yo.



PASSENGER FEEDBACK

Out with the old, in with the new. One final reminder that as of March 31, 2010, we will be discontinuing the use of both edp@sfrrta.fl.gov AND marketingresponse@sfrrta.fl.gov e-mail addresses, to make way for the new and improved Passenger Feedback System.

Thanks to the enhancements of our new system, the feedback process will be streamlined to ensure greater efficiency. To access the new Passenger Feedback System, visit www.tri-rail.com and click the "Passenger Feedback" link at the bottom of the Home Page. For further assistance, call one of our Customer Service Representatives at 1-800-TRI-RAIL.

ALL ABOARD TRI-RAIL'S BIRTHDAY CLUB

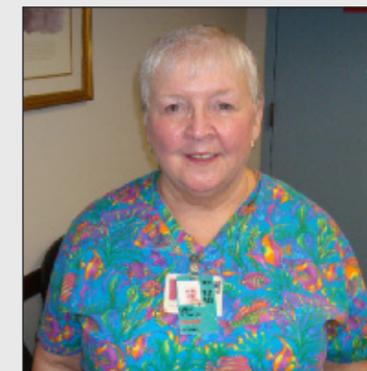
Tri-Rail's Birthday Club is still going full-speed ahead since last year when Tri-Rail launched the club and mascot, Conductor George Green, as part of the 20th Anniversary celebration.

Children 10 years and younger can still register to receive a special "Adventures of Conductor George Green" coloring book and a free Tri-Rail Roundtrip Ticket.

All families that registered in 2009 were entered for the chance to win a Key West Getaway. Lisa Allmendinger of Pompano Beach was randomly selected as the winner of the grand prize, and will enjoy a two-night stay in a cottage at Singh Resorts' "Parrot Key Resort" in Key West, four tickets for the Conch Train Tour and \$100 to spend at Jimmy Buffet's Margaritaville. We congratulate Lisa and her kids and encourage all families to get onboard Tri-Rail's Birthday Club!



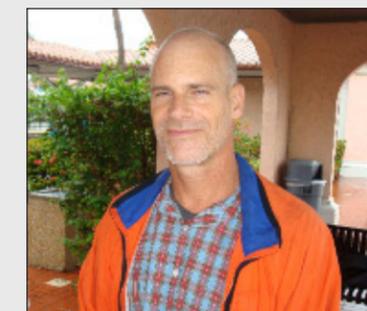
TELLING OUR STORY



"I've enjoyed Tri-Rail as being a clean, safe and efficient way of transportation."
-- Cheryl Adler



"When I first started working in Miami I was driving 200 miles roundtrip. It was costing me between \$30 and \$50 a day in gas and tolls. Tri-Rail basically costs me \$75 a month, which is a significant savings."
-- Bill Arcuri

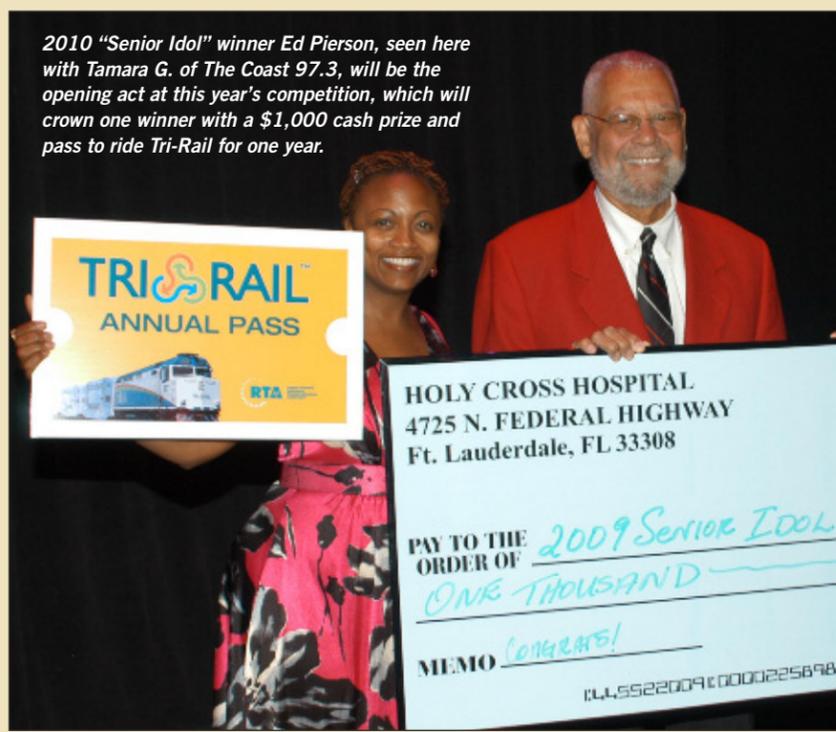


"For me, taking the train is less stressful than driving in rush-hour traffic. I can relax on the train, read a newspaper or get work done. Overall, it is a positive experience and I enjoy it."
-- Eric Husky



"I save about 9,000 miles on my car a year by taking Tri-Rail. That's about \$1,400 in gas that I don't have to buy."
-- Tim Vogel

2010 "Senior Idol" winner Ed Pierson, seen here with Tamara G. of The Coast 97.3, will be the opening act at this year's competition, which will crown one winner with a \$1,000 cash prize and pass to ride Tri-Rail for one year.



ARE YOU A SENIOR SINGER?

If you are a "Senior Singer," come out and show your vocal talents for Holy Cross Hospital's "Senior Idol," sponsored in part by Tri-Rail, as well as Boomer Times, John Knox Village and Winn-Dixie. Seniors, 65 years and older, will audition in front of a panel of judges on Tuesday, March 23 for a spot in the Top 12 to compete in the final competition on May 11 at Parker Playhouse in Fort Lauderdale.

Now in its fifth year, "Senior Idol" will crown one lucky winner, who will enjoy a \$1,000 cash prize, free pass to ride Tri-Rail for one year and more!

The competition is open to solo singers who are residents of Broward, Miami-Dade and Palm Beach counties. To register for an audition time, or for more information, call 954-351-7804 by 5 p.m. on Friday, March 19.