



South Florida Regional Transportation Authority
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Para obtener más información sobre el servicio de Tri-Rail al aeropuerto internacional Fort Lauderdale/Hollywood, aeropuerto internacional de Miami o aeropuerto internacional de Palm Beach, visite www.tri-rail.com o llame al 1-800-TRI-RAIL.

ESTACIONAMIENTO EN EL AEROPUERTO \$13-\$15 POR DÍA	TRI-RAIL \$2.50-\$6.90 UNA ÍDA
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KANPAY MAKETING OTORIZASYON POU DEKOLE!

Mezion fèt la se moman ki gen plis aktivite pou wwayaj toupato nan peyi a. Kit se pou rive oswa pou ale nan nenpòt twa ayewopò prensipal Sid Florid, Tri-Rail se fason ki pi rantab pou itilize.

Nou panse koneksyon nan ayewopò nou yo tèlman se yon bon kalite sèvis, sa fè n ap lanse pa lontan yon nouvo kanpay maketing "Cleared for Take-Off" ("Otorizasyon pou Dekole"). Efò pwomosyon sa a ap touche anpil milye wwayajè posib nan piblisite nan radyo, nan piblisite nan sant komèsyal ak nan piblisite

sou Entènèt. Pwomosyon an ap bay chans pou genyen yon wwayaj enteresan pou de (2) moun.

Tri-Rail ofri sèvis chak jou avèk koneksyon nan navèt oswa otobis pou rive nan tèminal ayewopò avèk pri tikè yon ale senp pou sèlman \$2.50. Parapò ak pri pakin nan ayewopò, Tri-Rail se yon vrè valè pou wwayajè ki nan biznis oswa ki nan plezi.

Depi wwayajè yo monte nan tren an, y ap apresye konpatiman pou mete zafè yo sou wagon yo jan yo ajoute yo pou itilize ou pandan ou jwenn konfò è-kondisyone jouk lè rive kote ou prale a.

Lè w ap wwayaje pou sezon fèt sa a oswa nenpòt kilè nan ane a, asire ou jwi benefis wwayaje nan Tri-Rail. Nou garanti w ap fè ekonomi lajan epitou zanmi ak fanmi ou kapab toujou akeyi ou nan nenpòt estasyon tren ki toupre yo.

Pou jwenn plis enfòmasyon sou sèvis Tri-Rail nan Ayewopò Entènasyonal Fort Lauderdale/Hollywood International, Ayewopò Entènasyonal Miami oswa nan Ayewopò Entènasyonal Palm Beach, ale nan sit wèb www.tri-rail.com oswa rele 1-800-TRI-RAIL.

PAKIN AYEWOPO \$13-\$15 PA JOU	TRI-RAIL \$2.50-\$6.90 YON ALE SENP
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"10 FOR 10" WINNER

Melita Bellerand of Miami was randomly selected as the winner of an iPad for participating in Tri-Rail's "How to Save on Your Commute" webinar as part of the "10 for 10" Employer Discount Program promotion.

TRI-RAIL E-STORE HOLIDAY SALE

The end of 2010 is near, which means the holidays are right around the corner. In keeping with the spirit of tradition, Tri-Rail's e-Store will once again offer what is becoming a customary annual Holiday Sale.

Take advantage of recently marked down items, such as the ever-popular RTA t-shirt or the luxury-weight, limited edition RTA beach towel. Plus, shoppers can add the perfect touch to holiday decorations with the RTA Wreath Ornament for only \$9.95. Customers who spend \$50 or more at the e-Store between November 26 and December 31, 2010, will receive a complimentary RTA Wreath Ornament with their purchase.

There is a little something for everyone on Tri-Rail's e-Store, including our very popular model scale Tri-Rail passenger cars and engines, and our recently added thermal tumblers for just \$5.95. Be sure to visit the Tri-Rail e-Store at www.tri-rail.com to take advantage of our holiday sale today.



OCTOBER / NOVEMBER 2010

Onboard

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

CLEARED FOR TAKE-OFF!

The holiday season is the busiest time for travel across the nation. Whether arriving or departing from any of South Florida's three major international airports, Tri-Rail is the most cost-effective way to go.

We feel so strongly that our airport connections are a great service, that we will soon launch a new "Cleared for Take-Off" marketing campaign. This promotional effort will reach thousands of potential riders via radio, in-mall and online advertising. The promotion will feature the chance to win an exciting trip for two.

Tri-Rail offers daily service with direct shuttle or bus connections to airport terminals with one-way fares as low as \$2.50. When compared to the cost of airport parking, Tri-Rail is a real value for business or leisure travelers.

Upon boarding, Tri-Rail travelers can enjoy luggage racks on select train cars as an added convenience, while riding in air-conditioned comfort to their final destination.

When traveling this holiday season or anytime of the year, be sure to enjoy the benefits of riding Tri-Rail. We guarantee that you will save money and your friends and family can still greet you from any of our convenient train stations.

For more information on Tri-Rail's service to Fort Lauderdale/Hollywood International Airport, Miami International Airport or Palm Beach International Airport, please visit www.tri-rail.com or call 1-800-TRI-RAIL.

AIRPORT PARKING \$13-\$15 DAY	TRI-RAIL \$2.50-\$6.90 ONE-WAY
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¡LIBRE PARA DESPEGAR!

La temporada festiva es el período de mayor movimiento para viajar por todo el país. Ya sea que arribe o parta de alguno de los tres principales aeropuertos del sur de Florida, Tri-Rail es la manera más rentable de viajar.

Estamos tan plenamente convencidos de que nuestras conexiones de aeropuerto son un excelente servicio, que próximamente lanzaremos una nueva campaña de



marketing llamada "Cleared for Take-Off" ("Libre para despegar"). Este esfuerzo promocional llegará a miles de pasajeros potenciales a través de publicidades en la radio, en centros comerciales y en Internet. La promoción presentará la posibilidad de ganar un apasionante viaje para dos personas.

Tri-Rail ofrece un servicio diario con puente aéreo o conexiones de autobús a las terminales de aeropuerto con tarifas de ida de apenas \$2,50. Cuando se compara con el costo del estacionamiento del aeropuerto, Tri-Rail es un verdadero valor para las personas que viajan por negocios o por placer.

Al abordar, los pasajeros de Tri-Rail disfrutarán portaequipajes en trenes exclusivos como una comodidad adicional, mientras viajan a su destino final disfrutando del confort del aire acondicionado.

Cuando viaje esta temporada festiva o en cualquier momento del año, asegúrese de disfrutar los beneficios de viajar por Tri-Rail. Le garantizamos que ahorrará dinero y que sus amigos y familiares podrán recibirlo en cualquiera de nuestras estaciones de trenes convenientes.

(Continúa en la última página)

NOVA SOUTHEASTERN UNIVERSITY: SUPPORTING MASS TRANSIT

Nova Southeastern University (NSU) has been a member of Tri-Rail's Employer Discount Program (EDP) since June 2008, and consequently, has become an avid supporter of public transportation. Aside from their employees saving 25% on Tri-Rail's Monthly and 12-Trip Tickets through their EDP membership, NSU is now providing employees the option to purchase their tickets with pre-tax dollars, offering them an additional savings.

This organization continues to carry out several methods to promote Tri-Rail throughout its three major campuses in Davie, Miami and West Palm Beach; including mass mailings, poster placement, website advertisements, feedback surveys and features in the company newsletter.

In addition to running its own internal shuttle at the Main Campus in Davie, NSU staff is currently involved in discussions with the South Florida Education Center (SFEC) Transportation Management Association, in hopes to increase the hours of the SFEC shuttle buses to accommodate employees and students who work and attend classes in the evening.

We offer thanks to NSU for their continuous efforts in support of public transportation. For information on how you can enroll in the EDP, just visit www.tri-rail.com; or for additional information, including offering Tri-Rail tickets as a pre-tax benefit, contact a member of Tri-Rail's EDP Outreach Team at 954-788-7929.



Nova Southeastern University's Risk Management employees (L. to R.) Elizabeth Guimaraes, Alexandra Epstein and Charmaine Beckford



CALL CENTER RELOCATES TO POMPANO HEADQUARTERS

After more than a decade of residing in the Hialeah Rail Yard, the SFRTA Call Center has recently relocated to the agency's Pompano Beach headquarters. The move has been years in planning and eagerly anticipated.

"By bringing the Customer Service Representatives to Pompano Beach to join the rest of the agency's departments, we will be able to more effectively and efficiently serve our passengers," said SFRTA Executive Director Joseph Giulietti.

The move allows the authority to begin to establish a true command zone to deal with emergencies. Amtrak, which dispatches trains over the New River Bridge, is already located in offices adjacent to the new call center. The plan is to establish a 24-hour security post in the same part of the building.

Of special benefit to passengers is the fact that numerous administrative staff members have been cross-trained to answer the phones, so in the case of an emergency, they can step in and help lessen the response time to passengers' calls.



SFRTA ANTICIPATES DELIVERY OF NEW CAR

The first of 24 new cars is scheduled to be rolling into Tri-Rail's Hialeah Rail Yard sometime in December 2010. The new cars, built by Hyundai Rotem, are among the first in the nation to incorporate a crash energy management system. The vibrant-looking cars have stainless steel bodies and an aerodynamically shaped nose.

The double-decker cars feature vinyl seating, work tables and rubber matting on the floors. The ten cab cars cost \$1.8 million each and the fourteen coaches cost \$1.6 million each and are being paid for with funds from the Federal Transit Administration, the Florida Department of Transportation, and gasoline tax monies.

The second car is anticipated to arrive around the end of January 2011, shipped from Korea to be assembled in Los Angeles, CA. Once they arrive in Hialeah, the cars will go through some additional testing and be wrapped with Tri-Rail's signature tropical motif of clouds, blue skies and palm trees.

Look for the first new car to be in service on the corridor sometime in February 2011, if not sooner.

RAIL FUN DAY



Tri-Rail's "Rail Fun Day" was a great success, with a record-breaking attendance of more than 2,500 families this year! Event-goers enjoyed free samples from Blue Bell Ice Cream and Pollo Tropical, as well as balloon art, interactive games, activities and more. Kids were also dressed in Halloween costumes, and had the opportunity to have their photos taken with Tri-Rail's mascot, Conductor George Green. "Rail Fun Day" proved to be the area's premier family celebration, and we hope to see you at the event next year!

