

DRESSES RECOVERED; FAITH IN PEOPLE RESTORED

For Rozanne Sehayik, what started out as a nightmare, became an affirmation of the goodness and kindness of people. The South African native, now a resident of Jupiter, FL, spent more than six months sewing a copy of a Stella McCartney dress for a special wedding in San Diego. Rather than drive to the Fort Lauderdale Airport and leave their car, Rozanne and her husband opted for the convenience of taking Tri-Rail.

When she and her husband boarded the train, they stowed their suitcases and she hung two dresses she was carrying on the luggage rack. They got off at the Fort Lauderdale/Hollywood International Airport Station at Dania Beach, and shuttled over to the airport. As they

announced that the flight was boarding, Rozanne realized that she did not have her dresses. Panic set in. "To my horror, I realized that I had left them on the train. In my wildest dreams I never thought I'd get those dresses back," she said in retelling her story.

She frantically dialed 411 and got Tri-Rail's Customer Service number, with no idea that her luck was about to change. Upon calling, she pressed 7 for 'Lost and Found' and was answered by Lashon Johnson, a 6-year employee of the SFRTA. Lashon sensed the panic in Rozanne's voice and reassured her that she would be helped. Within four minutes, she had discovered that the G4S officer on P619, Captain Sheila Cole, found the dresses and sent them to the SFRTA headquarters in Pompano Beach. Knowing her dresses were safe, Rozanne was able to board her flight, with her son recovering the dresses from Lost and Found and another relative bringing them to San Diego in time for the big day.

"I am so impressed. Tri-Rail only gets praises and gold stars for the way they handled this situation. Lashon responded like a million dollars. She picked up on my plight and was amazing. The whole experience reaffirmed my belief that there are good people, and that they either ride or work for Tri-Rail," said a delighted Rozanne.



Rozanne Sehayik



Lashon Johnson

SFRTA WINS PROCUREMENT AND MARKETING AWARDS

The SFRTA has once again won national recognition for its procurement and marketing initiatives. The Procurement Department received the Achievement of Excellence in Procurement Award from the National Purchasing Institute. The Authority also received two first place AdWheel Awards in the American Public Transportation Association's (APTA) annual competition to recognize excellence in marketing efforts by transit systems across the nation.

"The Procurement and Marketing Departments, along with other departments at the Authority, continue to receive national recognition for their professionalism and the quality of their work. They take great pride in their work and it is gratifying to see that it is rewarded with prestigious honors such as these," said Joe Giulietti, SFRTA Executive Director.

The Achievement of Excellence in Procurement Award is designed to recognize organizational excellence in procurement. The SFRTA is one of only 21 government agencies in Florida and one of only 26 special districts in the United States to receive the award. This is the fourth time that the SFRTA has received this honor.

Tri-Rail's "Senior Idol" has become one of the Authority's signature events and it took first place in APTA's special event category this year, which honors marketing efforts specifically tailored to promote public awareness about transit. The second AdWheel Award was for the "Cleared for Take-off" campaign and promoted Tri-Rail as the most convenient and economical way to reach South Florida's three international airports. Both winning entries were created by Bitner Goodman, which has been the Authority's Marketing and Public Relations agency of record for more than a decade.



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

EXECUTIVE DIRECTOR

Joseph Giulietti



954-357-8400
www.broward.org/bct



305-770-3131
www.miamidade.gov/transit



1-877-930-4287
www.palmtran.org



1-800-TRI-RAIL (874-7245)
www.tri-rail.com

SEPTEMBER 2011

onboard

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

SFRTA AND MDT LAUNCH REGIONAL MONTHLY PASS AND REVISED TRANSFER POLICY

The South Florida Regional Transportation Authority (SFRTA) and Miami-Dade Transit (MDT) will begin selling a new product, the Regional Monthly Pass at Ticket Vending Machines on September 26, 2011. Loaded onto the EASY Card, the Regional Monthly Pass will allow for a seamless transfer between Tri-Rail and MDT's Metrorail and Metrobus, with no additional fees.

The Regional Monthly Pass will cost \$140 and will permit unlimited rides on both systems during a calendar month. Members of Tri-Rail's Employer Discount Program (EDP) will pay \$115 for the Regional Monthly Pass and passengers traveling on a student, senior, or ADA discounted pass will pay \$70.

Tri-Rail passengers can begin purchasing October passes on September 26, 2011.

The Regional Monthly Pass was created in response to MDT's transfer policy change, which as of October 1, 2011, eliminates the free MDT transfers Tri-Rail

passengers have enjoyed since the system began operation in 1989.

Riders not wishing to purchase a Regional Monthly Pass can pay their transfer fees by loading cash value onto their EASY Cards, but they must have an EASY Card in order to receive a transfer discount on Tri-Rail and MDT. The cost to transfer to Metrorail will be \$1, to Metrobus \$0.50, and to any Express Bus \$0.85. Return fares on Metrorail and

Metrobus will be \$2, and on an Express Bus \$2.35.

On a related note, the SFRTA Governing Board voted to increase the discount amount on a Tri-Rail One-Way or Roundtrip product to \$2, for riders transferring from MDT, BCT, and Palm Tran. This new policy is also effective October 1.

SFRTA Y MDT PRESENTAN PASE REGIONAL MENSUAL Y POLÍTICA DE TRANSFERENCIAS REVISADA

La Autoridad Regional de Transporte del Sur de la Florida (SFRTA) y el Departamento de Transporte Público de Miami-Dade (MDT) comenzarán a vender el nuevo Pase Regional Mensual en las máquinas de venta de boletos el día 26 de septiembre de 2011. Cargado en la tarjeta EASY Card, el Pase Regional Mensual permitirá el traslado integral entre Tri-Rail y los servicios del MDT: Metrorail y Metrobus; sin tarifas adicionales.

El Pase Regional Mensual tendrá un costo de \$140 y permitirá viajes ilimitados en ambos sistemas durante un mes natural. Los miembros del Programa de Descuentos para Empleadores (EDP) de Tri-Rail abonarán \$115 por el Pase Regional Mensual y los pasajeros que viajan con un pase con descuento de estudiante, jubilado o de

(Continúa en la siguiente página)



persona con discapacidad pagarán \$70. Los pasajeros de Tri-Rail pueden comenzar a adquirir el nuevo pase el día 26 de septiembre de 2011 para los pases correspondientes al mes de octubre.

El Pase Regional Mensual se creó en respuesta a la modificación de la política de transferencias del MDT, la cual, a partir del 1° de octubre de 2011, elimina el trasbordo gratuito al MDT del que han gozado los pasajeros de Tri-Rail desde que el sistema comenzó sus operaciones en el año 1989.

Los pasajeros que no desean adquirir un Pase Regional Mensual pueden pagar las tarifas de transferencias mediante la carga del valor en efectivo en la tarjeta EASY Card, pero deberán tener la mencionada tarjeta para poder recibir un descuento en los traslados en Tri-Rail y el MDT. El costo de trasbordo para Metrorail será de \$1, para Metrobus \$0.50 y para cualquiera de las unidades de Express Bus \$0.85. Las tarifas para el retorno en Metrorail y Metrobus serán de \$2 y en una unidad de Express Bus será de \$2.35.

En un escrito relacionado, el Consejo Directivo de la SFRTA votó un aumento en la

cantidad de descuento en la feria de ida o de ida y vuelta de Tri-Rail a \$2, para los pasajeros que se trasladen desde MDT, BCT y Palm Tran. Esta nueva política también entra en vigencia a partir del 1° de octubre.

SFRTA AK MDT LANSE KAT ABÒNMAN REJYOJNAL PA MWA AK RÈGLEMAN REVIZE SOU TRANSFÈ

Otorite Transpò Rejyonal Sid Florid (SFRTA) ak Sèvis Transpò Miami-Dade (MDT) pral kòmanse vann nouvo Kat Abònman Rejyonal pa Mwa nan Machin Distribitè Tikè yo nan dat 26 septanm 2011. Lè Kat Abònman Rejyonal la chaje nan Kat EASY, l ap pèmèt ou fè yon transfè san pwoblèm ant Tri-Rail ak Metrorail ak Metrobus Sèvis Transpò Miami-Dade (MDT), san ou pa peye lòt frè.

Kat Abònman Rejyonal pa Mwa a ap koute \$140, epitou l ap pèmèt ou fè depasman san limit nan toulède sistèm yo pandan yon mwa almannak. Moun ki nan Pwogram Rabè Anplwaye (EDP) Tri-Rail ap peye \$115 pou Kat Abònman Rejyonal pa Mwa a, epitou pasaje k ap wwayaje sou kat abònman elèv,

granmoun aje, oswa ADA ki gen rabè ap peye \$70. Pasaje Tri-Rail yo kapab kòmanse achte nouvo kat abònman an nan dat 26 septanm 2011 pou kat abònman mwa oktòb yo.

Yo te kreye Kat Abònman Rejyonal pa Mwa kòm repons pou chanjman nan règleman transfè MDT. Apati 1ye oktòb 2011, règleman sa a pral elimine transfè gratis MDT pasaje Tri-Rail yo t ap jwi depi sistèm nan te kòmanse fonksyone nan ane 1989.

Pasaje ki pa vle achte yon Kat Abònman Rejyonal pa Mwa kapab peye frè transfè yo depi yo mete valè lajan kach nan Kat EASY yo, men yo dwe gen yon Kat EASY pou yo ka resewa yon rabè sou transfè nan Tri-Rail ak nan MDT. Frè pou peye pou transfè nan Metrorail se pral \$1, nan Metrobus se pral \$0.50, epi nan nenpòt Express Bus se pral \$0.85. Frè pou peye pou transfè pou retounen nan Metrorail ak nan Metrobus se pral \$2, epi nan Express Bus se pral \$2.35.

Nan nòt ki asosye ak frè sa yo, Konsèy ki Alatèt SFRTA te vote pou ogmante rabè sou pwodui Ale-Senp oswa Ale-Retou Tri-Rail a \$2, pou pasaje k ap transfè ant MDT, BCT, ak Palm Tran. Nouvo règleman sa a ap anvigè apati 1ye oktòb.



Located next to the Miami International Airport, the Miami Intermodal Center is a ground transportation hub that will link to Tri-Rail's Miami Airport Station and is scheduled to open in 2013.



MIAMI AIRPORT TRI-RAIL STATION CLOSED SEPTEMBER 12

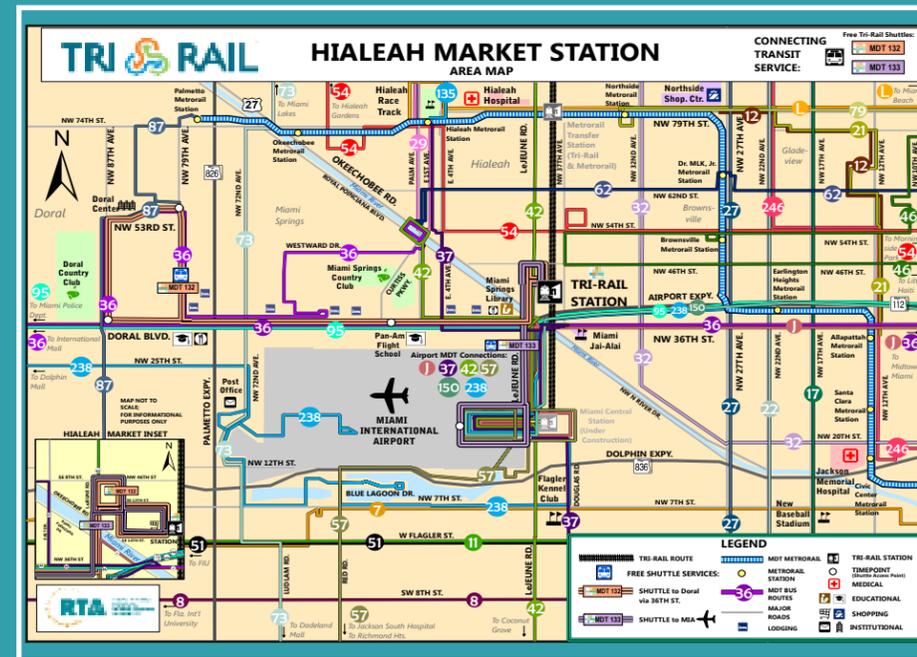
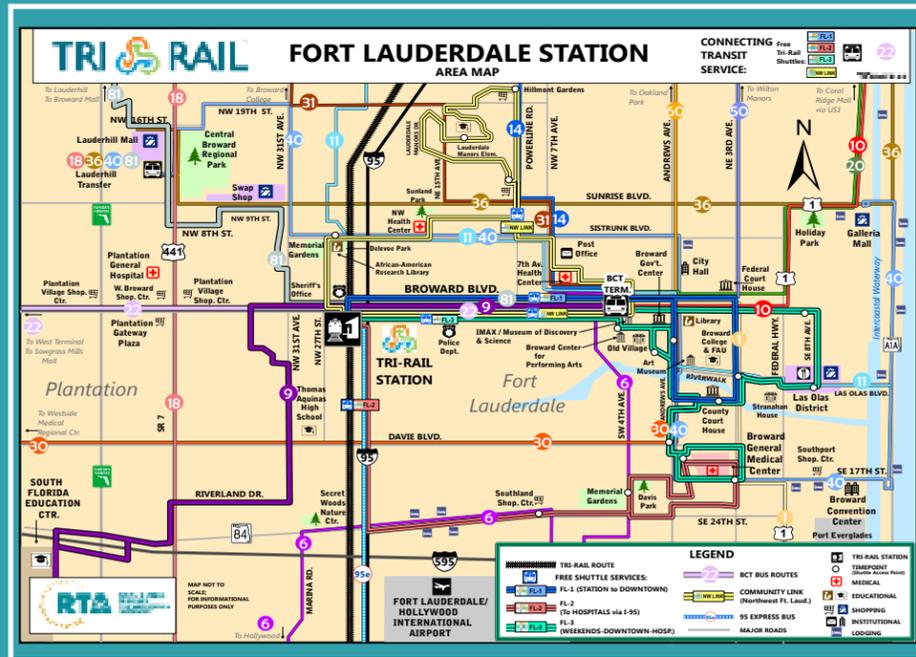
Tri-Rail's Miami Airport Station temporarily closed on September 12, 2011, to facilitate construction of the Miami Intermodal Center (MIC). The station is expected to be closed for a period of approximately two years, during which time it will be rebuilt and connected to the airport via an escalator and people mover.

During this two year period, the southern terminus of rail service will be the Hialeah Market Station, where bus transportation will be provided to and from the Miami International Airport through this station. Trailers have been installed to house a Station Agent Kiosk and restroom facilities. There will be 24-hour security at the station, and additional parking spaces.

Two northbound trains, P638 and P642, will originate from the Metrorail Transfer Station. Two southbound trains, P631 and P635, will terminate at the Metrorail Transfer Station. Passengers will be bused to and from the Hialeah Market Station and the Miami International Airport for these trains.

By closing the Miami Airport Station, the construction time of the MIC will be reduced by approximately 21 months and will result in taxpayers saving approximately \$10 million in construction costs. The impact to passengers should be less than 10 minutes in extended travel time to the airport.

For additional information, log onto www.tri-rail.com or call 1-800-TRI-RAIL (874-7245).



TRANSIT CONNECTION AREA MAPS

The maps are available in printable format online at www.tri-rail.com.

SFRTA has produced a new map that shows the many connections and destinations accessible from each Tri-Rail station. You may have noticed the Transit Area Connection Maps that are posted at every station, from Mangonia Park to the Hialeah Market Station. Each map gives you a birds-eye view of the surrounding area of the station, including educational, recreational and governmental points of interest. In addition, all Tri-Rail shuttle, county fixed-route and community bus route information is also incorporated into the maps, to show you the connections you need to make in order to get you to your chosen destination.