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## TRI-RAIL WINS ADDY® AWARDS

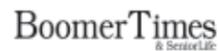
**S** FRTA/Tri-Rail's marketing and advertising agency of record, Bitner Goodman, won two ADDY® Awards for the creation of outstanding campaigns for the commuter rail system. A Gold ADDY® was awarded for the mobile billboard created as part of Tri-Rail's "Change Is Good" campaign. A Silver ADDY® was awarded for Tri-Rail's "Vision" e-newsletter, which was created to provide pertinent information to Employer Discount Program Members. The ADDY® Awards, sponsored by Ad Fed, is the nation's largest advertising competition and honors excellence in advertising and cultivates the highest creative standards.

## SENIOR IDOL TAKES THE STAGE

**T**ickets for Tri-Rail's "Senior Idol" go on sale on April 1, and you don't want to miss this magical evening of pure talent. Twelve singers, 65 years of age and older, will perform at Parker Playhouse in Ft. Lauderdale on May 17 at 7 p.m. The twelve contestants will perform one song each, and a panel of local judges will select five finalists who will then perform another number to determine the final winner. The victor will be crowned with the title 2011 Senior Idol Winner, and will receive a \$500 grand prize along with a pass to ride Tri-Rail for one year.



Attendees will also enjoy great performances by the Original Florida Follies and 2010 Senior Idol Winner Robert Kole. Tickets for the show cost \$12.50, and include parking. To purchase tickets, call 954-462-0222 or visit [www.parkerplayhouse.com](http://www.parkerplayhouse.com).

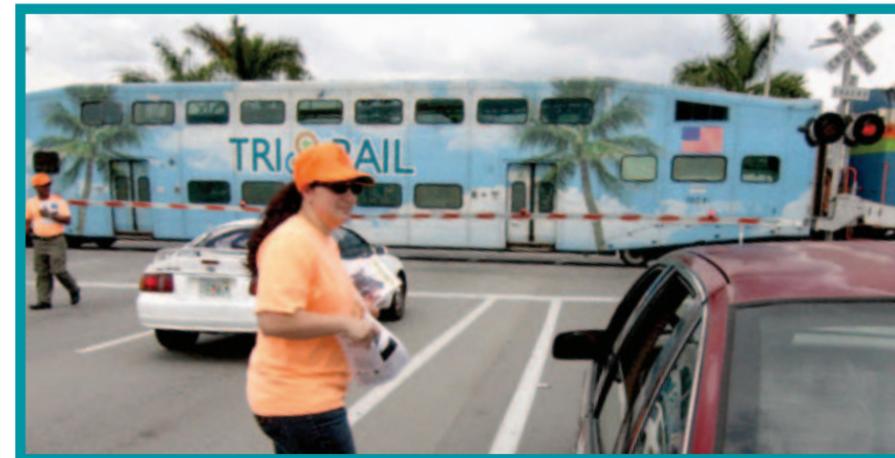


MARCH - APRIL 2011

# onboard

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

## GOVERNOR SCOTT DECLARES TRAIN SAFETY AWARENESS WEEK, APRIL 17-23



**T**he statistics are grim and chilling. Sadly, 13 tragic incidents involved Tri-Rail trains in 2010. There were 5 trespasser incidents and 8 incidents at grade crossings, resulting in 6 fatalities. Approximately every three hours, a vehicle, pedestrian, trespasser, or some form of debris is struck by a train in the United States.

Because of these statistics, Governor Scott is continuing the custom set by past governors of declaring the third week in April as Train Safety Awareness Week (TSAW), beginning Sunday, April 17th. TSAW was created to promote outreach to the general public about dangers surrounding the rails and to provide enforcement for law breakers.

As in years past, safety at grade crossings

will be promoted through the distribution of materials and by enforcement of traffic laws pertaining to rail grade crossings. TSAW efforts this year, however, will be focused primarily on trespasser prevention, an increasingly growing area of concern. Efforts to prevent trespassing on the corridor will largely be targeted between the Mangonia Park and West Palm Beach stations, where it is particularly prevalent.

In addition to the safety blitz, Operation Lifesaver presenters are scheduling appearances in schools and throughout the community to educate people about rail safety. These presentations can be tailored to any age and are available in English or Spanish. If you would like to schedule

a presentation for your group, contact Southeast Florida Regional Coordinator, Michael Jones, at 954-788-7943.

Train safety is something that impacts every South Floridian in one way or another. Make it a priority to get educated. Your life may depend on it!

### EL GOBERNADOR SCOTT DECLARA LA SEMANA DE CONCIENCIACIÓN DE LA SEGURIDAD FERROVIARIA DESDE EL 17 AL 23 DE ABRIL

**L**as estadísticas son desalentadoras y escalofriantes. Lamentablemente, los trenes de Tri-Rail se vieron involucrados en 13 trágicos incidentes durante 2010. Hubo 5 ocasiones por cruzar en forma indebida y 8 en cruces a nivel, dando como resultado 6 víctimas fatales. Aproximadamente cada tres horas, un vehículo, un peatón, alguien que cruza indebidamente o alguna forma de desecho es golpeado por un tren en Estados Unidos.

Con motivo de estas estadísticas, el Gobernador Scott continúa con la costumbre establecida por los anteriores gobernadores y declara que la tercera semana del mes de abril sea la Semana de Concienciación de la Seguridad Ferroviaria (TSAW, por sus siglas en inglés) que comienza el día 17 de abril. TSAW se creó para fomentar el alcance comunitario con el público en general con respecto a los peligros que rodean a las vías y

*(Continúa en la siguiente página)*

aplicar la ley a aquellos que la violen.

Al igual que en años anteriores, la seguridad en los cruces a nivel se promoverá mediante la distribución de materiales y la aplicación de las leyes de tránsito correspondientes a los cruces a nivel ferroviarios. No obstante, los esfuerzos de TSAW de este año se concentrarán principalmente en la prevención de los cruces indebidos, un tema de creciente preocupación. Los esfuerzos para prevenir los cruces indebidos en el corredor estarán dirigidos mayormente entre las estaciones Mangonia Park y West Palm Beach, donde este incidente es particularmente preponderante.

Además de esta intensa operación en pos de la seguridad, los presentadores del programa Operation Lifesaver programarán presentaciones en escuelas y en toda la comunidad con el fin de educar a las personas en relación con la seguridad ferroviaria. Estas presentaciones se pueden adaptar para personas de cualquier edad y se encuentran disponibles en inglés y español. Si desea programar una presentación para su grupo, contacte a Michael Jones, Coordinador Regional de la zona sudeste de Florida, al 954-788-7943.

La seguridad ferroviaria es algo que afecta a todos los habitantes del sur de Florida de una u otra forma. Priorice recibir educación al respecto. ¡Su vida puede depender de ello!

## GOUVÈNÈ SCOTT DEKLARE SEMÈN KONSYANTIZASYON SOU SEKIRITE NAN TREN 17-23 AVRIL

**E**statistik yo grav ak etonan. Avèk tristès, te genyen 13 ensidan trajik nan tren Tri-Rail yo nan ane 2010 la. Te genyen 5 ensidan endezirab ak 8 ensidan nan kwazman-a-nivo yo, sa ki te lakòz 6 ka lanmò. Apeprè chak twazèdtan, yon tren frape yon veyikil, yon pyeton, yon moun ki endezirab, oswa yon fòm debri Ozetazini.

Akòz estatistik sa yo, Gouvènè Scott ap kontinye koutim ansyen gouvènè yo te mete anplas pou deklare twazyèm semèn mwa Avril la Semèn Konsyantizasyon sou Sekirite nan Tren (TSAW), k ap kòmanse dimanch 17 avril. Yo te kreye TSAW pou ankouraje asistans pou piblik jeneral la konsènan danje nan chemennfè yo, epitou pou prevwa aplikasyon pou moun ki vyole lalwa yo.

Menm jan ak ane pase yo, y ap ankouraje sekirite nan kwazman-a-nivo yo avèk distribisyon dokiman ak aplikasyon lalwa sikilasyon ki gen pou wè ak kwazman-a-nivo chemennfè yo. Men, efò TSAW ane sa a ap konsantre sitou sou prevansyon moun endezirab yo, yon domèn enkyetid k ap devlope san rete. Efò pou anpeche vyolasyon nan koulwa yo ap sible sitou ant estasyon Mangonia Park ak estasyon West Palm Beach, kote li gaye sitou.

Anplis gwo kanpay sou sekirite a, prezantatè Operation Lifesaver ap pwograme prezantasyon nan lekòl yo ak toupatou nan kominote a pou edike moun yo sou sekirite nan tren. Prezantasyon sa yo kapab adapte pou moun nenpòt laj, epitou yo disponib nan lang Angle oswa Panyòl. Si ou ta renmen pwograme yon prezantasyon pou gwoup ou, kontakte Kowòdonatè Rejyonal Sidès Florid, Michael Jones, nan 954-788-7943.

Sekirite nan tren se yon bagay ki afekte moun k ap viv nan Sid Florid yo nan yon fason oswa nan yon lòt fason. Fè li vin yon priyorite pou jwenn edikasyon sou sa. Lavi ou ka depannde sa!



## EXPLORE SOUTH FLORIDA'S BICYCLE TRAILS

**W**

realize that bicycles are not only a good alternative for getting to work, but they are also a lot of fun. So here are a few bike trails that can lead you to your own bicycle adventure, after getting off the train. Remember to be safe and follow the rules of the road. For more trip planning information, please call 1-800-TRI-RAIL (874-7245).



### PALM BEACH BIKE TRAIL

Bike your way to Worth Avenue and catch a glimpse of the Palm Beaches alongside the intercoastal. **How to get there:** From the West Palm Beach Station, ride eastbound to South Flagler Drive and ride south to the Royal Park Bridge. Cross over the bridge and make an immediate left at the end of the bridge to the South Lake Trail, or head south on South Lake Drive to Worth Avenue.

### EL RIO TRAIL

Take this bicycle backroad to access Spanish River Boulevard, Florida Atlantic University and other bike paths in Boca Raton. **How to get there:** From the Boca Raton Station, follow the path from north end of the Track 2 platform to the bike trail.

### QUIET WATERS PARK MOUNTAIN BIKE TRAIL

The park offers 5.5 miles of trails, geared for the novice and intermediate mountain bikers, and is conveniently located in Deerfield Beach (pre-registration required). **How to get there:** From the Deerfield Beach Station, catch the westbound Broward County Transit (BCT) Route 48 (Monday thru Saturday) from Hillsboro Boulevard to Powerline Road. Ride south approximately .5 mile to park entrance.

### HOLLYWOOD BEACH BROADWALK

Ride alongside the beach in a 2.5-mile paved stretch comprised of parks, shops and restaurants. **How to get there:** From the Sheridan Street Station, take the eastbound BCT Route 12 to Hollywood North Beach Park. Follow the boardwalk on the east side of the park, going south to connect with the Broadwalk.

### AMELIA EARHART PARK

Open year-round, from sunrise to sunset, this park's bike trails feature climbs, downhill and jumps for the bicycle enthusiast. **How to get there:** From the Opa-locka Station, take the westbound MDT Route 135 to East 65th Street and Flamingo Way/East 4th Avenue. Enter the Bill Graham Farm Village and follow road to park entrance.

### OLETA RIVER STATE PARK

Known for its wide range of mountain bike riding trails, this 1,000+ acre park offers miles of novice-to-expert off-road trails. **How to get there:** From the Golden Glades Station, take Miami-Dade Transit (MDT) Route E to NE 163rd Street and Interama Boulevard. Head south on Interama Boulevard to park entrance.

### METRORAIL M-PATH

Avoid the Miami traffic on these 9-miles of multi-use path that runs under the elevated Metrorail tracks from the Brickell Station to the South Miami Station. **How to get there:** From the Metrorail Transfer Station, take the Metrorail to any of these stations; Brickell, Vizcaya, Coconut Grove, Douglas Road, University and South Miami.



## TRI-RAIL CELEBRATES FLORIDA BICYCLE MONTH

**I**n celebration of Florida Bicycle Month, and the installation of new bicycle lockers at 15 of its 18 train stations, Tri-Rail is offering commuters the chance to win a brand new bicycle. As part of the promotion, commuters can text BIKETRIRAIL to 91011, or visit [www.tri-rail.com](http://www.tri-rail.com) to enter for the chance to win a Cannondale bicycle and a complimentary bike locker.

Due to Florida's warm weather, many cities have started promoting March as Florida Bicycle Month, two months before the customary National Bike Month in May, which is spearheaded by the League of American Bicyclists. Tri-Rail has partnered with more than 50 bicycle stores in the tri-county area to encourage commuters to ride their bicycles to Tri-Rail, secure it in a locker and enjoy a train ride to school, work or play.

## NEW TRI-RAIL OPA-LOCKA SHUTTLE SERVICE IN PLACE



**A**s we mentioned in the last edition of OnBoard, the SFRTA has successfully implemented a new Tri-Rail shuttle bus service in partnership with the City of Opa-locka. Two routes, the North Link and South Link, will serve locations including downtown Opa-locka, Central Business District, Miami-Dade College North Campus, City Library, Bunche Park Shopping Center, Jackson Health Center, Top Value Plaza and Ingram Park. This new service will operate weekdays between the hours of 6:00 a.m. and 7:00 p.m. The "Opa-locka Express" Shuttle Bus Service is a collaborative project of the City of Opa-locka and the SFRTA, and is funded by a City Job Access Reverse Commute Federal Grant.

