



## SEA THE SIGHTS BY WATER TAXI

**T**he next time you hail a taxi, let it glide you through the waves instead of the road traffic. Take Tri-Rail to a water taxi and experience a ride like only possible in South Florida. Make sure you call for details on trips, prices and schedule information. (Reservations may be required)

**PALM BEACH WATER TAXI.** Discover all of the Palm Beaches and Peanut Island. Dock at the Sailfish Marina Resort on 98 Lake Drive, Palm Beach Shores 33404. 561-683-8294, [www.sailfishmarina.com](http://www.sailfishmarina.com). **How to get there:** Take Tri-Rail to the Mangonia Park Station. Take Palm Tran Route 20 (No Sunday Service) or Route 33 to Blue Heron Boulevard and Old Dixie Highway. Transfer to Route 30.



**WATER TAXI (FORT LAUDERDALE, HOLLYWOOD AND CRUISER'S EXPRESS).** Year-round service (except December 25th) to 11 stops along the water. Dock at Stop 9, at 904 East Las Olas Boulevard, Fort Lauderdale 33301. 954-467-6677, [www.watertaxi.com](http://www.watertaxi.com). **How to get there:** Take Tri-Rail to Fort Lauderdale Station. Take FL1 Shuttle Bus (weekdays) to NE 3rd Avenue and Las Olas Boulevard. Take Sun Trolley's Las Olas/Arts and Entertainment District Line to Las Olas Boulevard and SE 9th Avenue. Walk south approximately two blocks to the end of 9th Avenue directly to docking station. On weekends, take FL3 Shuttle Bus directly to taxi stop.

**WATER TAXI MIAMI.** Commute between Downtown Miami and Miami Beach, every day of the week starting at 10 a.m. Dock at Bayside Marketplace, at 401 Biscayne Boulevard, Miami 33132. 305-379-5119, [www.islandqueencruises.com](http://www.islandqueencruises.com). **How to get there:** Take Tri-Rail to Metrorail Transfer Station. Take Metrorail to the Government Center Station. Take Metromover to College/Bayside Station and walk to Marketplace.

## SOUTH FLORIDA AGENCIES ARE ALL WINNERS

**D**uring the 2011 Florida Public Transportation Association's (FPTA) Marketing Awards Competition held recently in Tampa, Florida, all the major South Florida mass transit agencies were top winners and proud recipients of several distinguished awards.

Broward County Transit won two first-place awards for print and online marketing materials, as well as an honorable mention for a sustaining public awareness safety campaign. Miami-Dade Transit won four "Best in Class" awards for signage, print advertising, sustaining and print/instructional/informational marketing materials. Palm Tran took several awards in the exterior signage, electronic media/audio visual categories, as well as the "Unit Safety Award" for systems with over 100 buses, for the second year in a row.

SFRTA took two first-place awards, one in the print media category for its bike locker campaign and the other in the audio/visual/television category for the TV spot promoting National Dump the Pump Day. The agency also won an honorable mention for its signature initiative, "Tri-Rail's Senior Idol."

The SFRTA is proud to be in the company of these agencies, and looks further to another year of working together to improve commuter mobility in South Florida.



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](http://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 Giuliatti



954-357-8400  
[www.broward.org/bct](http://www.broward.org/bct)



305-770-3131  
[www.miamidade.gov/transit](http://www.miamidade.gov/transit)



1-877-930-4287  
[www.palmtran.org](http://www.palmtran.org)



1-800-TRI-RAIL (874-7245)  
[www.tri-rail.com](http://www.tri-rail.com)

DECEMBER 2011 / JANUARY 2012

# onboard

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



## A MESSAGE FROM JOSEPH GIULIETTI, EXECUTIVE DIRECTOR

**T**he year 2011 was one filled with challenges and achievements. Perhaps the accomplishment that had the greatest impact on our passengers was the introduction of the EASY Card, the new automated fare collection system. It marked the beginning of truly seamless, regional travel in South Florida.

Comparing the SFRTA to the country's 22 active commuter rail systems, only serves to underscore the fact that the agency is an outstanding performer that operates efficiently. At a farebox recovery rate of 25% of operational costs, SFRTA ranks as the highest among the "New Starts" commuter rail systems. SFRTA ranks second in the nation for the efficient use of a small fleet, seventh in high route productivity, seventh in high station productivity, and tenth in high ridership.

Finally, our new trailer cars built by Rotem Hyundai have begun to arrive. With ridership growth averaging 10.8% each month in 2011, we look forward to the day when we will be running all trains as three-car sets, if not four. In other rolling stock developments this year, SFRTA's Governing Board successfully awarded a contract for new locomotives to Brookville Equipment Corporation, creating new jobs in the small Pennsylvania town where the company is based.

In 2012, the SFRTA looks forward to building on the successes of 2011. I close by wishing you all a happy holiday season and only the best in the New Year to come.

### MENSAJE DEL DIRECTOR EJECUTIVO, JOSEPH GIULIETTI

**E**l año 2011 fue un año lleno de desafíos y logros. Quizás el logro que mayor impacto tuvo en nuestros pasajeros fue la introducción de la tarjeta EASY Card, el nuevo sistema automático de cobro de tarifas. Esto marcó el comienzo de un viaje verdaderamente integral a nivel regional en el sur de la Florida.

Si comparamos la Autoridad de Transporte Regional del Sur de Florida (SFRTA, por sus siglas en inglés) con los veintidós sistemas ferroviarios activos de transporte de pasajeros, solo sirve para destacar

el hecho de que la agencia desempeña un excelente trabajo y opera con eficiencia. A una tasa de recuperación de la taquilla de cobro del 25% en costos operativos, la SFRTA se coloca en los primeros lugares entre los sistemas ferroviarios de transporte de pasajeros conocidos como "New Starts". La SFRTA se coloca en el segundo lugar a nivel nacional por el uso eficiente de una pequeña flota; es séptima en productividad en rutas de alto tránsito, séptima en productividad en estaciones de alta actividad y décima por el elevado nivel de usuarios.

Por último, han comenzado a llegar nuestros vagones fabricados por Rotem Hyundai. Gracias al crecimiento de los usuarios de transporte que promedió el 10.8 por ciento en cada uno de los meses del año 2011, esperamos con ansias el día en que podamos conducir todos los trenes en formaciones de tres, o de cuatro vagones. Con respecto a otros desarrollos de materiales rodantes de este año, el consejo directivo de la

(Continúa en la siguiente página)



SFRTA adjudicó con éxito un contrato para incorporar nuevas locomotoras a la empresa Brookville Equipment Corporation, creando así nuevos puestos de trabajo en la pequeña ciudad al oeste de Pensilvania donde la empresa tiene su sede.

En 2012, la SFRTA ansía desarrollarse con base en los logros de 2011. Terminó la presente deseando unas Felices Fiestas con salud y los mejores deseos para el Año Nuevo venidero.

## YON MESAJ JOSEPH GIULIETTI, DIREKTÈ EGZEKITIF LA

**A**ne 2011 lan se te yon ane ki te gen anpil defi ak reyalyasyon. Pètèt reyalyasyon ki te gen pi gwo efè sou pasaje nou yo se te entwodiksyon EASY Card, nouvo sistèm otomatize pou touche pri tikè yo. Sa te reprezante kòmansman vrè fason pou vwayaje nan rejyon Sid Florid san okenn pwoblèm.

Konparezon SFRTA avèk vennde (22) sistèm sèvis transpò nan tren aktif peyi a ap sèvi sèlman pou montre kijan Ajans la se yon kokennchenn egzekitan k ap opere avèk efikasite. Avèk yon pousantaj 25% resèt trafik la pou depans eksplwatasyon yo, SFRTA klase kòm pi gwo pami sistèm transpò komen "New Starts" (ki fèk



kòmpanse). SFRTA klase dezyèm nan peyi a pou itilizasyon efikas yon ti konvwa, setyèm nan gwo ranman pou trajè, setyèm nan gwo ranman pou estasyon, epi dizyèm nan pi gwo kantite pasaje.

Finalman, nouvo remòk nou yo kòmpanse rive. Se Rotem Hyundai ki konstwi yo. Avèk yon ogmantasyon mwayen 10.8 pousan pou kantite pasaje yo chak mwa nan ane 2011 lan, nou pa ka tann jò pou nou fè tout tren yo fonksyone kòm gwoup twa (3) wati, si se pa kat (4). Nan lòt devlopman

materyèl woulan pou ane sa a, Konsèy Direksyon an te jwenn avèk siksè yon kontra pou nouvo lokomotiv nan Brookville Equipment Corporation, pou kreye anpil nouvo djòb nan ti vil alwès Pennsylvania kote konpayi a baze.

An 2012, SFRTA pa ka tann pou eksplwate siksè ane 2011 lan. M ap fini pou swe nou tout pou pase yon sezon fèt an sante ak kèk kontan, epitou mwen swete nou tout sa ki bon pou Ane Tounèf k ap rive a.

## SOUTH FLORIDA'S KIDS GOT TALENT: AND THE WINNER IS...

**M**ore than one hundred fans and mall-goers looked on as the 11 finalists in Tri-Rail's "South Florida's Kids Got Talent" took the stage at The Galleria at Fort Lauderdale on December 10. As part of the first-ever song-and-dance competition for kids 15 and under, each of the contestants put his/her best foot forward for the chance to win the \$500 grand prize and four tickets to see Cirque Dreams "Holidaze."

With singing performances to hits such as Adele's "Rolling in the Deep" and Maroon 5's "Sunday Morning" that brought the audience to their feet, judges Earl Bosworth, executive director of ArtServe, Camasha Cevieux, deputy director of Miramar Cultural Center and Lenora Taylor, costume designer for Cirque Dreams, had a tough decision to make. However, it was Shelsie Matarranz of Pembroke Pines and her rendition of Beyonce's "Listen" from the "Dreamgirls" soundtrack that took home the grand prize, with Elizabeth Schwartz of Weston as first runner-up and Julia Faris, Christina Harrison and Desiree Scott of Pembroke Pines to follow.

Thanks to our sponsor, Pollo Tropical, for making this event a success!



## SFRTA IMPLEMENTS NEW TRANSFER PROCEDURE FOR BCT AND PALM TRAN

**B**eginning February 1, 2012, all EASY Card customers who transfer to BCT or Palm Tran can obtain a Transfer-to-Bus Ticket to receive a transfer discount. This new feature will greatly benefit EASY Card users with 12-Trip, Round-Trip and One-Way passes, who have not been able to obtain the discount prior to the creation of this new ticket.

To get the Transfer-to-Bus Ticket, passengers must tap on prior to boarding Tri-Rail and tap off after exiting the train.

This includes monthly pass holders. Once tapped off correctly, passengers must tap their card on a Ticket Vending Machine (TVM) target and select "Reload/Transfer-to-Bus" from the menu screen. From the next menu, select "Transfer-to-Bus" and then select either BCT or Palm Tran. The Transfer-to-Bus ticket will print automatically and will be dispensed in the tray at the bottom of the TVM.



Passengers should show their ticket to the bus operator to obtain their transfer discount.

EASY Card customers who do not have a Transfer-to-Bus Ticket will not receive a transfer discount and will be charged the full bus fare. Receipts will no longer be accepted for transfer discounts. Customers who use a Tri-Rail paper ticket will continue to show it to the bus operator to obtain their discount. The Transfer-to-Bus Ticket is only valid for a discount when transferring from Tri-Rail to a bus that serves a Tri-Rail station.



## METROBUS SERVICE UPDATES

**M**iami-Dade Transit made changes to several of their Metrobus routes effective November 27, 2011, including the elimination of Route 49, which served the Golden Glades Station. For more details on this change, and a list of all other service adjustments, please visit [miamidade.gov/transit](http://miamidade.gov/transit) or call 305-891-3131.

## BICYCLE LOCKER PROGRAM NOW OFFERED WITH NO FEE

**E**ffective January 1, 2012, Tri-Rail's Bicycle Locker Program will be offered to passengers without a registration fee. Rather than paying for a 6-month or 12-month registration, participants will only have to submit a refundable \$20 security deposit to have a locker registered for 12 months. Registrants who wish to continue participating in the program after 12 months, must renew their agreement prior to its expiration.

Due to the steady high cost of gas, and growing concerns for the environment, bicycles have become a more popular means of transportation for South Floridians. The Bicycle Locker Program was launched in the summer of 2010 at the West Palm Beach Station, primarily to help make more space available onboard trains as more passengers used their bicycles to continue their trips from Tri-Rail. There are now 578 lockers throughout the corridor, with more than 400 of them currently available. Bicycle lockers are available at every Tri-Rail station, with the exception of Pompano Beach, due to pending station construction in early 2012.

For registration information, call 1-800-TRI-RAIL (874-7245) or visit us online at [www.tri-rail.com/bikelockers](http://www.tri-rail.com/bikelockers).

