

## GOVERNING BOARD EXTENDS EXECUTIVE DIRECTOR'S CONTRACT



Jack L. Stephens, Executive Director

The Governing Board of the South Florida Regional Transportation Authority voted unanimously to extend Executive Director Jack Stephens' existing employment contract by two years at the January meeting of the board. By mutual agreement, Mr. Stephens' contract will now expire on January 31, 2017. Mr. Stephens has served as the Authority's Executive Director since February of 2014.

Prior to assuming the responsibilities of Executive Director, Mr. Stephens served as the Authority's Deputy Executive Director for more than a decade. As such, Mr. Stephens was responsible for the day-to-day management of the Authority, with oversight of operations, human resources, administration, procurement, outreach, customer service, finance and information technology, engineering and construction, and planning and capital development. He was also responsible for negotiating with outside agencies' developers and contractors at the direction of the Governing Board or Executive Director.



## SOUTH FLORIDA FESTIVALS



### LAKE WORTH STREET PAINTING FESTIVAL Saturday, February 21, 2015 and Sunday, February 22, 2015

The world's largest street-painting event returns to Lake Worth on Saturday and Sunday, February 21 and 22. Join more than 100,000 art lovers during the 21st Annual Lake Worth Street Painting Festival and enjoy pavement masterpieces from more than 600 artists. This free, outdoor event will also include live music, street performances and on-site food and snack concessions.

Tri-Rail will once again offer complimentary shuttle service to and from the Lake Worth Station, between 10 a.m. and 6 p.m. on the days of the event, which will be held at its usual location along Lake and Lucerne Avenues in Downtown Lake Worth. Visit [streetpaintingfestivalinc.org](http://streetpaintingfestivalinc.org) for more information.



### GREEN PLANET FESTIVAL Saturday, February 28, 2015

Discover eco-conscious products and ideas at the first-ever Green Planet Festival at the Broward County Convention Center and get your picture taken with our mascot Conductor George Green! For details, visit [greenplanetfestival.com](http://greenplanetfestival.com).

### SISTRUNK HISTORIC FESTIVAL Saturday, February 28, 2015

Visit Tri-Rail's booth at the 35th Annual Sistrunk Festival at Mills Pond Park for a day of family fun, food, arts and crafts and more! For more info, visit [sistrunkfestival.org](http://sistrunkfestival.org).



# OnBoard

News from The South Florida Regional Transportation Authority/Tri-Rail

FEBRUARY 2015

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## TRI-RAIL GOES SOCIAL

Since 1989, Tri-Rail has been connecting with residents and visitors throughout South Florida. Twenty-six years later, in order to continue to meet the needs of the public, Tri-Rail has announced the addition of its most recent connection: Social Media!

In keeping with the agency's goal to better communicate with passengers, Tri-Rail has engaged in the social media spectrum to maintain an active presence with the public by disseminating timely alerts and updates to passengers who follow its social media pages. As the current culture has become integrated with social media channels, public transportation agencies throughout the country have been taking the opportunity to link with the public through this unique platform. Many passengers already depend on digital newsfeeds for instant updates and general information.

Maintaining an active presence on social media will allow Tri-Rail to connect with members of the public, amplify the agency's outreach efforts, and

alert passengers with service updates via a platform they are already familiar with. Tri-Rail has set up pages on Facebook, Twitter, Instagram, Google+ and YouTube, with additional sites being considered for the future.

To find and follow Tri-Rail's social media pages, visit:

- Facebook: [www.facebook.com/trirail](http://www.facebook.com/trirail)
- Twitter: [www.twitter.com/tri\\_rail](http://www.twitter.com/tri_rail), alerts at [twitter.com/TriRailAlerts](http://twitter.com/TriRailAlerts)
- Instagram: [www.instagram.com/trirail](http://www.instagram.com/trirail)
- Google+: [www.google.com/+Trirailofficial](http://www.google.com/+Trirailofficial)
- YouTube: [www.youtube.com/c/Trirailofficial](http://www.youtube.com/c/Trirailofficial)

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Like us on Facebook and enter to win a \$100 gift card.

It's easy. Just go to [Facebook.com/trirail](http://Facebook.com/trirail), like us and you will automatically be entered for the chance to win a \$100 gift card. Contest ends March 31, 2015.

**RTA** SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
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)

To receive an electronic version of this newsletter, enter your email address at [www.sfrta.fl.gov](http://www.sfrta.fl.gov) or [www.tri-rail.com](http://www.tri-rail.com).

### GOVERNING BOARD

Commissioner  
Steven L. Abrams  
Commissioner  
Bruno A. Barreiro,  
Chair  
James A. Cummings,  
Vice Chair  
Andrew Frey  
Frank Frione

Marie Horenburger  
Nick A. Inamdar  
Mayor Tim Ryan  
James A. Scott  
James A. Wolfe, P.E.

**EXECUTIVE DIRECTOR**  
Jack L. Stephens

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

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

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

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

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## TRI-RAIL SE INCORPORA A LAS REDES SOCIALES

Desde 1989, Tri-Rail ha estado conectando a los habitantes y visitantes de todo el sur de Florida. 26 años después, para seguir satisfaciendo las necesidades del público, Tri-Rail ha anunciado la incorporación de su conexión más reciente: ¡las redes sociales!

Cumpliendo con la meta de la organización de comunicarse mejor con los pasajeros, Tri-Rail se ha sumado al espectro de las redes sociales para mantener una presencia activa con el público, divulgando alertas oportunas y actualizaciones a los pasajeros que siguen sus páginas. Como la cultura actual se ha congraciado con canales de redes sociales, los organismos de transporte público de todo el país están aprovechando la oportunidad de vincularse con el público en esta plataforma única. Muchos pasajeros ya dependen de proveedores de contenido

digital para acceder a noticias e información general.

Mantener una presencia activa en las redes sociales le permitirá a Tri-Rail conectarse con el público, amplificar los esfuerzos de promocionar la organización y alertar a los pasajeros con actualizaciones sobre el servicio en una plataforma con la que ya estén familiarizados.

Tri-Rail ha creado páginas en Facebook, Twitter, Instagram, Google+ y YouTube, y se consideran otros sitios para el futuro.

**Para encontrar y seguir las páginas de Tri-Rail en las redes sociales, visite:**

- Facebook: [www.facebook.com/trirail](http://www.facebook.com/trirail)
- Twitter: [www.twitter.com/tri\\_rail](http://www.twitter.com/tri_rail), y alertas en [twitter.com/TriRailAlerts](http://twitter.com/TriRailAlerts)
- Instagram: [www.instagram.com/trirail](http://www.instagram.com/trirail)
- Google+: [www.google.com/+Trirailofficial](http://www.google.com/+Trirailofficial)
- YouTube: [www.youtube.com/c/Trirailofficial](http://www.youtube.com/c/Trirailofficial)

### TRI-RAIL PATI A LA KONKÈT DE MEDYA SOYO

Depi 1989, Tri-Rail ap konekte rezidan ak vizitè nan tout Sid Eta Florid. 26 lane apre sa, pou kapab kontinye satisfè

bezwen piblik la, Tri-Rail te anonse yon lòt koneksyon li fèk ajoute: Medya Sosyo!

Pou respèkte objektif konpayi a ki se kominike pi byen ak pasaje yo, Tri-Rail te penetre nan lemon mesya sosyo pou kapab kenbe yon kontak aktif ak piblik la, anmen tan l ap bay san delè pasaje k ap swiv paj medya sosyo li an alèt ak mizajou. Alòs ke kilti sa a vin entegre nan la sosyete grasa kanal medya sosyo yo, ajans transpò piblik nan tout peyi a te pran opòtinite pou lye ak piblik la sou platfòm sa a ki pa gen parèy li. Anpil pasaje depann deja sou fli enfòmasyon nimerik pou jwen nouvel ak enfòmasyon anjeneral.

Koulye a, Tri-Rail ap kapab kenbe yon prezans aktif sou medya sosyo yo ki pral pèmèt li konekte ak piblik la, anplifye jefò maketing li epi alèrte pasaje yo ak mizajou sèvis nan yon platfòm yo deja konnen byen. Tri-Rail te mete anplas paj sou Facebook, Twitter, Instagram, Google+ ak YouTube, epi l ap anvizaje lòt sit adisyonèl pi devan.

### Pou kapab jwenn epi swiv paj medya sosyal Tri-Rail la, al gade nan:

- Facebook: [www.facebook.com/trirail](http://www.facebook.com/trirail)
- Twitter: [www.twitter.com/tri\\_rail](http://www.twitter.com/tri_rail), alèt nan [twitter.com/TriRailAlerts](http://twitter.com/TriRailAlerts)
- Instagram: [www.instagram.com/trirail](http://www.instagram.com/trirail)
- Google+: [www.google.com/+Trirailofficial](http://www.google.com/+Trirailofficial)
- YouTube: [www.youtube.com/c/Trirailofficial](http://www.youtube.com/c/Trirailofficial)

# RAIL FUN DAY

Over a thousand children and families came out to Tri-Rail's annual "Rail Fun Day" on January 24 at the Fort Lauderdale/Hollywood International Airport Station at Dania Beach. The free day of family fun featured interactive games, giveaways, arts and crafts, food trucks, a kids talent show and more. If you missed the event this year, look out for Tri-Rail's "Rail Fun Day" in 2016!



As part of the "Rail Fun Day" festivities, 11 talented young stars under 17 from Palm Beach, Broward and Miami-Dade counties, took center stage competing for the \$500 grand prize and the winning title during "South Florida's Kids Got Talent."

**Commissioner Bruno Barreiro, SFRTA/Tri-Rail Board Chair (left) and Jack Stephens, SFRTA/Tri-Rail Executive Director with (left to right) first-place winner Biana Pinchuk, first runner-up Casandra Ortiz, and second runner-up Mecca Alexander.**



## MAYOR TIM RYAN APPOINTED TO SFRTA GOVERNING BOARD

The Broward County Board of County Commissioners has appointed Mayor Tim Ryan to be its representative on the Governing Board of the South Florida Regional Transportation Authority. His term began with the January 2015 meeting of the Governing Board.

A lifelong resident of Broward County, Tim Ryan was elected to the Broward County Commission, representing District 7, in November 2012. He was elected Mayor of Broward County by his fellow County Commissioners in November 2014, after serving as Vice Mayor the previous year. District 7 includes the cities of Dania Beach, Lazy Lake and Wilton Manors, parts of Davie, Fort Lauderdale and Hollywood, and the Broadview Park neighborhood in unincorporated Broward County.

Before his election to the Broward County Commission, Ryan served for eight years in the Florida House of Representatives, from 1998 – 2006, before leaving office due to term limits. During his time in the legislature, he focused on legislative initiatives to protect consumers, improve public education, enhance accountability and ethical standards for elected officials, as well as to protect our state's environment and natural resources.

Tim Ryan has been active in a number of community service organizations, including the Dania Beach Improvement Committee, the Fort Lauderdale Jaycees, the Broward County Guardian Ad Litem program, the Hollywood Rotary Club and the Fort Lauderdale Emerald Society. He has earned recognition while serving as Special Counsel for the City of Dania Beach for the past 28 years, and received the Florida Teaching Profession "Friend of Education" award, as well as the Florida Bar President's Pro Bono award for his volunteer services.