

ON ROUTE

A NEWSLETTER FOR PALM TRAN RIDERS

February & March 2007

2007 South Florida Fair January 12-28, 2007

Palm Tran's booth at the South Florida Fair was once again a huge hit with visitors. We were given the same location this year, outside of the Expo Center near the breezeway. Thousands of fairgoers spoke with employee volunteers from Palm Tran about our services and took a spin on the wheel-o-prizes to see what they could win. Our new BRT style bus was on display and fairgoers had the opportunity to tour the bus and check out its features. We also displayed a CONNECTION van and provided information to the public about our paratransit operations.



Jessica (left) and RoseAnn of Palm Tran's Marketing Department greet visitors at the fair.

Each year, Palm Tran arranges transportation to get seniors from several independent living facilities and community centers to the fair. This year, residents of Kings Point, Cresthaven, Fountainview, and visitors to the Boynton Beach Senior Center and the Harvin Center were escorted to the fair by members of Palm Tran's marketing department. The seniors were each given one of our famous canvas bags to carry their fair goodies in.

Palm Tran also offered transportation to the fair through a park and ride service. The service picked up passengers at Palm Beach Central High School and dropped them off at the fair.

Palm Tran definitely has a popular booth at the fair! We hope you come and visit us next year!

Have You Tried Route 40?

Palm Tran's Route 40 connects the east with the west in Palm Beach County. It travels from the main transfer facility in downtown West Palm Beach at Quadrille and Clematis all the way to the Loula V. York Public Library in Pahokee. Route 40 provides limited stop service, dropping off and picking up riders at designated timepoints only. Using Route 40, you can reach educational, shopping and medical centers—even the Palm Beach International Airport! Route 40 also stops at the Mall at Wellington Green, where you can connect with several other Palm Tran routes! Try the Route 40—see where public transportation can take you!

“Do You Ride?”

Coming Soon...Palm Tran's New Rider Rewards program!

Return your used QUIK passes to Palm Tran for a prize! *It's Easy!*

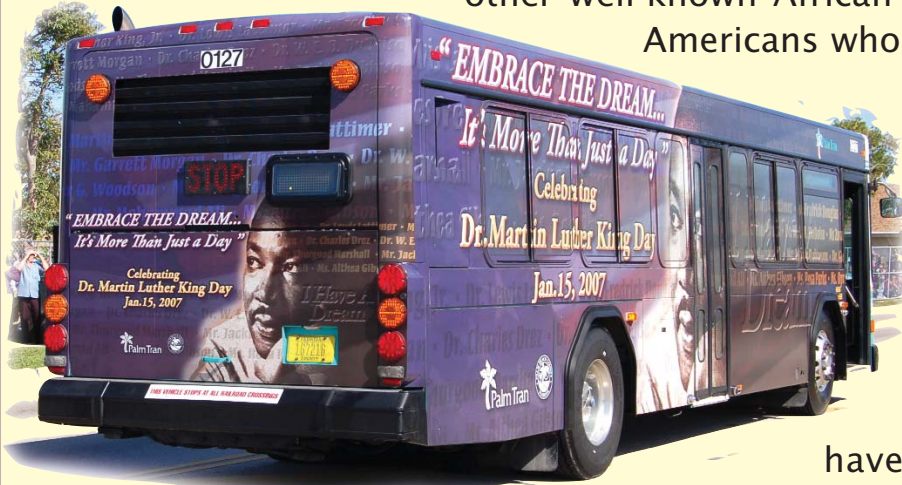
- Ride the Bus
- Save your QUIK Pass
- Send them in with your name and address
- Get a prize

In 2006, 9 million riders chose Palm Tran as their transportation provider. Be part of the IN crowd—Do You Ride?

More details coming soon!

Dr. Martin Luther King, Jr. Day Parade

Palm Tran participated in the annual Dr. Martin Luther King, Jr. Day parade sponsored by the City of Riviera Beach. This year's theme, "Embracing the Dream—It's More than Just a Day", was displayed on a fully wrapped Palm Tran bus. The wrap, designed by Lamar Advertising, features a picture of the honorable civil rights leader along with the names of other well-known African-Americans who



have made a difference in the course of history. The parade was held on Saturday, January 13, 2007 at 11 a.m. along Blue Heron Boulevard in Riviera Beach. 25 Palm Tran staff members and volunteers walked in the parade alongside the bus, passing out promotional items to the crowd. Palm Tran participates in the parade every year and will continue to do so, to show our commitment to honoring history and serving the community.

FYI...

Visit Palm Tran Representatives at the following Events:

- March 14, through 15th, 2007 - Senior Expo @ South Florida Fairgrounds - Royal Palm Beach from 10:00am - 4:00pm
- March 17, 2007 - Haverhill Community Day- Town of Haverhill from 10:00am - 3:00pm
- March 17, 2007 - Resource Fair - City of Greenacres from 11:30am - 3:00pm
- March 29, 2007 - PBCC Lake Worth Job Fair - Lake Worth from 9:30am - 1:00pm

Need A Speaker for Your Next Group Meeting? - Call Palm Tran's Marketing Department at 561-841-4343.

Interested in Sharing Your Suggestions with Palm Tran?

Attend a meeting of the Palm Tran Service Board! Meetings will be held at the Clayton Hutcheson Agricultural center located at 559 North Military Trail, West Palm Beach, FL 33415. The PTSB meets on the third Thursday of each month.

For more information, call (561) 841-4227.

Please Note...

April 19 PTSB Meeting will be held at:

Palm Tran

3201 Electronics Way, West Palm Beach, FL 33407

This change is for April Only!

Call (561) 841-4227 for more information.

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Route Info
Palm Tran's Customer Service Department is here to assist you! For the most current information on Routes and service, call **(561) 841-4BUS (4287)** or **1-877-930-4287 (toll-free)** Or visit us online at **www.palmtran.org**