

## THE STEERING COLUMN



# SUN PASSAGES

NEWS &  
UPDATES FOR  
**SUNPASS**  
CUSTOMERS

Fall 2004 Newsletter

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### We need your input!

**Dedicated to your safety**

**Five steps to safer roads**

**Innovative new uses for SunPass**

**Hit the road for holiday fun**

**New SunPass-only lanes relieve toll plaza traffic**

**Service plazas offer enhanced access and new options**

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## We need your input!

It's that time of year again - time to tell us what you think about Florida's Turnpike. Over the past year, we've added more than 500,000 new SunPass customers for a total of more than one million! It's clear that you think SunPass is a valuable and efficient program, but we don't want to stand on our laurels. Every organization can improve in some way, and Florida's Turnpike is no exception.

We ask you to please complete the enclosed Customer Satisfaction Survey and send it back to us as soon as possible (before Nov. 30, 2004). Your feedback is important and helps us to serve you better. For example, your comments and suggestions last year helped us to implement the Mainline Safety Program, improve our service plazas, and much more.

The greatest measure of our customers' satisfaction is the size of their smiles. Thank you for the opportunity to serve you this past year. We look forward to serving you in 2005 and beyond! From all of us at Florida's Turnpike, we wish you a safe and happy holiday season and a prosperous new year!

Sincerely,

A handwritten signature in black ink that reads "James L. Ely".

James L. Ely, DPA  
Chief Executive Officer  
Florida's Turnpike Enterprise



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