



Be Informed

QUEST CORPORATION OF AMERICA PUBLICATION

2014 - Quarter 4

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Dear Friends,

It's hard to believe we not only made it through another year, but for the most part, at QCA, we are all healthy, and more than ever before, our thoughts turn gratefully to those who have made our progress possible.

For all of us, I believe 2014 was exhausting, but through self-commitment and perseverance, we did it. We charted our course and have never been more ready, more excited to be serving a long list of distinguished government public infrastructure clients, and their consultants. We have set the tone for a positive culture, and, for always celebrating success.

I have always had a vision for QCA! On a personal note, it is to surround myself with, and enjoy spirited adventures with, an amazing community of people. Professionally, it is to be the premier employer of passionate people, who share in my heartfelt desire to serve, and to be our industry's first choice provider of quality products and services nationwide.

It's all about tying passion into performance, to ultimately achieve better performance. As I prepare for my State of the Company meeting, I get excited for the opportunities we have ahead. With every associate I've been overjoyed to see people sharing their openhearted desires to reach for something more, their drive to do and be better. And in the process of sharing my industry stories, my mistakes and my lessons learned, I believe my own commitment to living more fully has deepened.

With 50 new contracts and nearly \$4 million in sales, I believe we are all grateful. I know we are thankful. And I'm confident that we are faithful to each other, to our organization, and to the industries for which we serve.

This year has made me so happy – we've proven that we are a sustainable organization and I'm excited that we enter 2015 knowing we have a long term presence and a continued growth plan.

We continue to gather together with wisdom, productivity, and respect for one another. At the end of the day, we know that we are so blessed to have the jobs, the careers, the relationships, the fun and the friendships that we have.

2014 was a wonderful year!

With much love and many blessings always,

Valuing Client Relationships

"A successful client relationship (I believe) is when we celebrate achievement together. I believe it happens when both parties exhibit honesty and integrity, when there is purpose, kindness and compassion, humility, communication, performance management, team spirit, courage, justice and fairness. A successful client relationship comes when you serve from the heart."

– Sharlene Francois Lairscey ☺

About QCA

Serving clients since 1995, Quest Corporation of America, Inc. (QCA) provides Communications, Community Involvement, Compliance, Construction Administrative Support, Construction Career Consulting, Creative Graphics and Web Design Services to a long list of distinguished transportation infrastructure clients. As a growing full-service, turn-key communications firm based in Florida, **QCA is DBE / SBE certified and positioned to serve nationally.** QCA works in cooperation with the staff of federal agencies, state departments and municipal governments, as well as private entities to provide the highest quality products and services. QCA's **Be Informed** is published quarterly to keep you up-to-date on our projects as well as any relevant news within the industry. If you are interested in receiving a copy, please visit our website's homepage at QCAusa.com to sign up!



Welcome Nichole Lairscey!



QCA welcomes Client Relations Coordinator Nichole Lairscey to our corporate team. Nichole is spearheading our customer relationship management program by operating as software application expert and data management control coordinator. QCA's goal is to keep all of our prospect and customer details in one organized place – at the office and on popular mobile devices. It's all about better relationships, more time and higher success.

According to Client Relations Manager Maddie Griffin, **"All QCA associates are responsible for keeping track of client and prospect details in a database. QCA uses ACT! which integrates with Microsoft Word, Excel, Outlook Google Contacts, Gmail and more to generate and track communications with our contacts."**

The goal is to house accurate customer information that can be shared throughout our organization. Nichole will track, record, store in databases, and then determine the information in a way that increases customer relations. She will keep track of client and prospect details, provide data entry and oversee database maintenance to the corporate account. The features of the program include contact, company and opportunity management, a calendar, communications tools, the ability to track prospective customers, dashboards, reports and the ability to synchronize data from other applications.

"I'm very excited to have Nichole on board," shared Maddie. **"Our corporate ACT! account ensures all of our great clients and employees stay up to date with the latest news from QCA. It also ensures we stay up to date with any changes our clients may have."** ☺

Welcome!

Welcome Sergies Duarte!



Native Miamian Sergies Duarte joined QCA in December, bringing with him significant local media and marketing experience and a strong desire to work in the transportation industry.

Sergies is an experienced fully-bilingual, integrated communications professional. His vast knowledge and practice of public relations, community outreach, marketing campaigns, social media, event planning, database management, customer service, and graphic design have allowed him to develop a consistent track record of success. As a new associate, Sergies will use his extensive knowledge and skills to support FDOT District Six.

Sergies is an accomplished multi-media and marketing professional who can identify and implement appropriate avenues and methods of communication. Having grown up in Miami, he possesses unique understanding and insight into South Florida's multi-cultural population.

According to QCA's Maggie Bruno, Sergies fits in perfectly with the QCA South Florida team. **"With 10 years of relevant experience, he adds depth and dimension to our growing team of South Florida professionals serving QCA's clients in this region,"** she said. ☺



Welcome Maggie Bruno!



QCA proudly announces that Maggie Bruno has joined the team as our Business Unit Manager in South Florida. Maggie has more than 18 years of working for public and private sector clients including the Florida Department of Transportation (FDOT) District Six and District Four, Miami-Dade County Metropolitan Planning Organization, and Miami-Dade Expressway Authority.

"Maggie is a wonderful addition to the QCA team," says QCA Senior Manager Tish Burgher. **"She is an experienced and well respected communications professional with an incredible work ethic. I feel confident that she will help us take client services and customer relations to the next level."**

As a Business Unit Manager, Maggie's responsibilities include managing local staff, overseeing contracts and client relations and supporting business development in Miami-Dade and Monroe counties. She also supports QCA's projects and pursuits nationwide.

Maggie's experience encompasses disciplines in communications, media relations, public information and project management. Her background includes developing and managing public information / communication programs, forming corporate partnerships, consensus building, interagency collaboration, community outreach, special event planning, high profile campaigns and crisis management. She has worked extensively with local media and has developed strong working relationships with local officials, civic organizations and special interest groups throughout the region. ☺

QCA Helps Contractors Recruit Workers

QCA has been busy supporting the Florida Department of Transportation's (FDOT) new initiative to help contractors recruit capable workers for roadway construction jobs, including identifying workers who qualify for the On-the-Job Training programs.



Jill

"Branded GET PAY'VD, the Construction Careers Program connects contractors with job seekers to help increase minority and female workers on federal and state funded road building contracts," notes Jill Cappadoro, program manager. *"Our effort also provides opportunities to unemployed adults including veterans and high school graduates to secure jobs with our industry leading contractors."*

Our database of candidates continues to grow and develop as a 'gold mine' resource to contractors – full of potential hires with varying levels of construction industry experience. Organized by QCA's Lori Buck, recent recruitment events have added to the list of candidates seeking work in the Tampa Bay area.



Lori

"QCA is working with the Hispanic Services Council and the Tampa Housing Authority to identify job candidates," shared Lori Buck. *"We're working to ensure area contractors get connected to Florida's workforce, in a way that is efficient and effective for their recruitment needs."*

Construction Careers Program Marketing and Outreach Coordinator Nicole Colón drives QCA's next area of focus. She is getting QCA ramped up for a busy Central Florida Construction Career Days event slated January 27 – 29 in Orlando.



Nicole

In October, QCA participated in the South Florida Construction Career Days event where more than 1,200 students attended to learn more about careers in the road and bridge construction industry.

We encourage Florida's industry contractors to contact us about recruitment. If you, or others you know, are seeking work...please introduce yourself. QCA is connecting the dots between those wanting to work and those seeking to hire. Let us serve you!

GET PAY'VD

The Perfect Job. The Popularity. The Paycheck.

JOBS IN CONSTRUCTION

OnBoard4Jobs Construction Careers in Full Swing Recruiting Workers Statewide

The Florida Department of Transportation (FDOT) Central Office recently selected QCA to head up the new OnBoard4Jobs Construction Careers Program. Led by QCA's Program Manager Jill Cappadoro, QCA helps contractors and job seekers connect for jobs on construction projects through Job Fairs, Construction Career Days, agency partnerships and recruitment websites. Other key Construction Career team members include Project Principal Sharlene Lairscey, and Marketing/Outreach Manager Nicole Colón, Field Outreach Coordinator Anthony Cappadoro, Data Management and Social Media Coordinator Maddie Griffin, Industry Partner Ambassador Lori Buck and other QCA Field Outreach employees around the state.

QCA recently partnered with the Hispanic Services Council and the Tampa Housing Authority and hosted two recruitment fairs. Both agencies and job recruits were excited to hear about available jobs and On-the-Job Training opportunities. They demonstrated absolute commitment to the program and to working with us to recruit capable workers. Through these efforts, more than 60 people enrolled in the program and are ready to work.

"Recruitment efforts are in full swing. We are continuing to reach out to contractors and job seekers throughout the state for work on numerous construction projects. If contractors are interested in hiring workers for projects, they can contact us at 1-866-ONBOARD (866-662-6273) or OnBoard4Jobs@QCAusa.com" said Lori Buck.



QCA Presents at AASHTO Annual Meeting

Jill Cappadoro, QCA vice president of marketing and communications, presented on the Florida Department of Transportation's (FDOT) Construction Careers Program at the 2014 American Association of State Highway and Transportation Officials (AASHTO) Annual Meeting, held November 20 – 24 in Charlotte, North Carolina.

"It was an honor to be among such dedicated, accomplished people including the Federal Highway Administration and Departments of Transportation from throughout the U.S.," shared Jill, who also serves as QCA's program manager for the FDOT Construction Careers Consultant contract.

Addressing the TRAC (Transportation and Civil Engineering) & Rides Advisory Committee, Jill delivered information on the Construction Careers program as the FDOT On-the-Job Training (OJT) Supportive Services consultant, promoting careers in transportation statewide as well as developing recruitment, data collection and tracking for FDOT's special outreach initiatives.

"The TRAC & Rides program is an important tool for the Division and FDOT in promoting Title VI compliance and social justice," noted Jill.



Connecticut DOT's Thomas Harley (left) and Robert Card (right) discuss plans for the 2015 start of CTfastrak bus rapid transit service



Jill visits with AASHTO's TRAC Manager Linda Clifford (center) and Mississippi DOT Public Affairs Director Jarrod Ravencraft (left)

"Jill, Great presentation yesterday! Carey and I would like to thank you for taking the time out of your busy schedule to present to AASHTO's TRAC & RIDES Advisory Committee Meeting in person. Florida is so lucky to have you and your team!"

– Tracy Duval
Transportation Specialist (PDP)
Civil Rights/Realty Programs
Federal Highway Administration
Florida Division Office

CONSTRUCTION CAREERS CONSULTANT

Measures and Deliverables

As part of the Construction Career Consultant project, the Florida Department of Transportation (FDOT) requires QCA to perform extensive measuring, monthly invoicing and detailed reporting. QCA Senior Vice President Diane Hackney leads the charge in this section of the program. She creates monthly reports that include how many high schools we visited, how many new contractors have enrolled in our program and the number of people placed into jobs. Diane's dedication ensures we stay on track to meet the goals of this project.



Diane

Student Outreach

From South Florida to Northwest Florida and everywhere in between, QCA associates speak at high schools to inform students of the amazing opportunities in the construction industry. As part of the Florida Department of Transportation (FDOT) Construction Career Consultant program, these visits gain interest in working in the roadway construction industry. Using fun and interactive online tools, we teach students about the number of jobs, training programs, advancement opportunities and more.

Recently, QCA presented at King High School in Tampa, Florida, where it was very well received. *"Thank you coming to my class this morning and doing a presentation on Florida DOT jobs. The students stated they enjoyed your presentation. In fact, a couple of students said they would be applying after graduation,"* shared Virginia McGinn, business department head.



Would you like QCA to come to your high school? E-mail OnBoard4Jobs@QCAusa.com today!

Construction Careers Program Outreach Team Efforts

QCA's creative team, led by Senior Graphic Designer Joe Duhamel, delivered the collateral items for this project tremendously. He designed the fliers that target job candidates, contractors and high schools, as well as promotional items such as the Frisbees, cups and business cards. We chose lime green as the brand color. You will always know when the Construction Career Consultant team attends an event or job fair by their green table, lime green shirts and lime green giveaways.



Joe



Christmas

Christmas is celebration of the birth of Jesus Christ. Christmas in the United States brings together many customs from other countries and cultures. Around the world, family members help to decorate the tree and home with bright lights, wreaths, candles, holly, mistletoe, and ornaments. On Christmas Eve, many people go to church. Also, Santa comes from the North Pole in a sleigh to deliver gifts; in Hawaii, it is said he arrives by boat; in Australia, the jolly man arrives on water skis; and in Ghana, he comes out of the jungle. ☺

Happy Holidays!



Hanukkah

Jewish people celebrate Hanukkah, a holiday honoring the Maccabees' victory over King Antiochus, who forbid Jews to practice their religion. For eight nights, Hanukkah is celebrated with prayer, the lighting of the menorah, and food. A Hanukkah menorah has nine candles, a candle for every night, plus a helper candle. Children play games, sing songs and exchange gifts. Potato pancakes, known as latkes in Yiddish, are traditionally associated with Hanukkah and are served with applesauce and sour cream. ☺

Kwanzaa

On December 26, Kwanzaa is celebrated. It is a holiday to commemorate African heritage. Kwanzaa lasts a week during which participants gather with family and friends to exchange gifts and to light a series of black, red and green candles. These symbolize the seven basic values of African American family life that are unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity and faith. ☺

Mayor's Annual Toy Drive

QCA's Sergies Duarte attended Miami-Dade County Mayor Carlos A. Gimenez's Annual Holiday Toy Drive at The Biltmore Hotel in Coral Gables, Florida. Attendees were asked to bring an unwrapped toy to the event, and donations benefited the Irie Foundation and the University of Miami Child Protective Team.



"I am very fortunate to be in a position to contribute to the advancement of our community," shared Sergies. "As a Miami native, it's a great feeling to support our local organizations and charities."

The Irie Foundation seeks to improve the lives of South Florida's young people through educational and extracurricular opportunities that may not otherwise be available to them. The University of Miami Child Protective Team focuses on detecting and evaluating suspected child abuse, enhancing support services and increasing public awareness to prevent child abuse and neglect.



"The holidays give us the opportunity to stop and reflect, to give thanks for our blessings, and share them with those who are less fortunate," said Mayor Carlos A. Gimenez. ☺

Santa Arrives by Construction Truck for Annual Toy Drive!

QCA's Tish Burgher participated in the Second Annual Construction Industry Toy Drive, which once again, was a huge success thanks to the contributions and hard work of QCA and local construction professionals. Spearheaded by American Engineering Group's Project Administrator Scott Ryder, "We collected and donated more than 200 toys for underprivileged children," said Tish, "Thanks to the Flagler Memorial Bridge Construction Engineering and Inspection (CEI) Team, plus other industry related firms, and Florida Department of Transportation (FDOT) personnel throughout Palm Beach County." Santa's Elves, including the Flagler CEI team and FDOT Palm Beach Operations staff, wrapped gifts for three days leading up to distribution. Santa arrived on Friday, Dec. 19 and, along with several volunteer elves, distributed a variety of gifts school children at the intersection of MLK Boulevard and Avenue O in Riviera Beach, just as school let out for the Christmas holiday. Each child received at least two age-appropriate gifts. QCA proudly supports this remarkable event. Special kudos to all participants for making this event a huge success and bringing joy into the lives of children! ☺

QCA Teams Up with Metric Engineering to Bring Joy This Holiday Season

For those less fortunate, the holidays can be a tough time. In preparation for Christmas, the Saint Louis Catholic Church and Jackson Memorial Hospital came together to organize and collect food and gifts for those in need. QCA's Juliette Valencia teamed up with Frank Cajade and Felix Rodriguez of Metric Engineering to experience the joy of giving. They volunteered to deliver the items to local children and families, sing songs and spread a positive message.

"We care about giving back to the communities where we live and work. This is a joyful opportunity to spread happiness to children and families who can use a little company during the holidays." – Juliette Valencia. ☺



Juliette

QCA Associates Enjoy Many Benefits

As the premier employer of professional communicators, QCA's vision is to be the Transportation Industry's first choice provider of quality communications products and services nationwide. We know that a generous employee benefits package can be an excellent way to keep the talent we have and to recruit the cream of the crop.

According to QCA President Sharlene Lairscey, "There are many ways to measure the success of a business owner, including the number of new ideas launched, the revenue and profits earned, and the ways in which he or she serves an industry or a community; but perhaps the chief among these is the impact the business owner has on the lives of employees."



Sharlene

Beyond tangible rewards such as pay and intangibles such as mentoring, a business owner can profoundly shape a worker's life by providing a generous package

of employee benefits. Indeed, many business owners acknowledge that the effect they have on the lives of workers is one of the most rewarding aspects of being a business owner.

"It also has the potential to keep you up at night," said Sharlene.

That's because to offer generous benefits, you must first practice financial planning. Most benefits packages do not come cheap, and costs can rise as your company expands. Health insurance is the largest line item on the employee benefits budget and also typically the hardest to maintain due to rapidly rising premiums. More small businesses have opted to drop health insurance in recent years, a trend that in part prompted the health care reform legislation, which became law.

According to Benefits Manager Lori Morgan, "Although the landscape of healthcare is ever changing, QCA continues to provide all full time associates with medical health care insurance

(premium) coverage through United Healthcare at no cost to them for 2015. Additional options are also available to accommodate families and additional needs, should associates choose to do so."

QCA knows a strong retirement benefit can help to recruit employees and reduce turnover. Yet these programs are somewhat rare these days. According to Employee Benefit Guides, only 15% of companies with between five and 99 employees offer a retirement savings program.

According to Lori, "I'm proud to represent QCA's Employee Benefit program. As an employer, QCA invested up to 3% of 2014 salaries to match retirement contributions made by both full- and part-time associates this year. This is a benefit available to associates after one year of employment." ☺



Lori



Halloween Fun

Many QCA employees sent in photos of their Halloween costumes to compete for a \$200.00 cash prize awarded by the corporate office. Completely unrecognizable, Megan Olivera took the competition to a whole new level in her "old lady" costume and won first place. Congratulations, Megan! ☺



Giving Thanks

This year for Thanksgiving, QCA employees at the corporate office took a different approach to celebrating the holiday as a team. Instead of bringing in traditional Thanksgiving dishes for their annual potluck, they ventured out to a local Mexican restaurant and chowed down on chips and salsa and their favorite Mexican dishes. ☺



Beyond I-4 Ultimate Presentation

QCA's National Tollway Services Division staff teamed up with our Central Florida colleagues to help two teams win the design of the next group of I-4 express lane projects. QCA provided the public involvement for the pursuits by both URS and CH2M HILL, who were selected for the Beyond I-4 Ultimate Group 1 design projects. The 21 miles of interstate from Polk County to Sand Lake Road in Orange County will be the next phase of rebuilding and adding congestion pricing lanes to I-4; the first phase through downtown Orlando is set to begin construction in February 2015.

QCA's winning strategies included extensive and innovative coordination with tourism and industry leaders along the corridor. **"We're honored to be working with two of our long-term business partners on the future phases of this legacy project for Central Florida,"** said Vice President Mary Brooks. **"Our experience with the Department and along this corridor will be important in helping the community understand and embrace these improvements."**

Goldsboro Community Gateway Improvements, Project Development and Environment Study

QCA currently leads the public involvement for this Project Development and Environment (PD&E) Study. The project was formerly known as Sanford Amtrak Auto Train Gateway Improvements PD&E Study. A Public Kick-off Meeting was held



Eileen

June 6, 2013 and the First Alternatives Public Meeting was held on June 3, 2014. According to QCA's Eileen LaSeur, **"In response to feedback from the community, the name of the project changed to Goldsboro Community Gateway Improvements PD&E Study. Additional alternatives have been developed that would improve the connectivity, access, mobility and safety associated with the existing transportation network within and around the Goldsboro Community and other nearby facilities in Sanford."**

The Second Alternatives Public Meeting for the Goldsboro Community Gateway Improvements Project Development and Environment (PD&E) Study took place on Tuesday, October 21, 2014 at the Calvary Temple of Praise Sanford. The final meeting will be a public hearing scheduled for February 24, 2015. More than 25 additional meetings have been held with local agencies and officials, public interest groups and homeowners. Eileen LaSeur takes charge in setting up meetings; developing and distributing meeting notices, ads and public meeting materials; reserving the meeting facilities; setting up and breaking down each meeting and preparing meeting summaries and draft responses to comments.

INTERNATIONAL SPEEDWAY A WIN

QCA is excited to be working with Ghyabi and Associates, Inc. on Florida's US 92 International Speedway Boulevard project. According to QCA's Megan Olivera, **"This is an exciting project in Volusia County as pedestrian improvements and I-95 widening activities from SR 44 to North of US 92 take place."**



Megan

The US 92 pedestrian improvement project begins at Williamson Boulevard intersection and ends at the Midway Avenue intersection in Daytona Beach. Improvements include construction of a pedestrian bridge west of Bill France Boulevard. This I-95 design-build project involves the widening of 13.85 miles of interstate highway and the reconstruction of system interchange with I-4, I-95 and US 92.

QCA's Megan Olivera and Eileen LaSeur created documents and graphics. Additional QCA staff provided public meeting support by distributing fliers, coordinating mail outs and posting ads in the Daytona Beach News Journal and Hometown News.

Great American Teach-In

QCA has been supporting the Great American Teach-In for more than a decade. It introduces students to career options they might never have considered, such as construction, marketing and communications. According to Vice President Jill Cappadoro, **"It's all about giving children the benefit of our life experiences. We realize our influence can cause someone to make a life changing decision, and working as a Transportation Communicator in the transportation industry is a great career."**



Jill

Mary

Brian

QCA's Brian Hutchings and Mary Brooks put that philosophy into practice in November by taking part in the Annual Teach-In at Orange County Public Schools.

The Teach-In provides an opportunity for parents, business leaders and community members to let students know we care about them by sharing our knowledge on various topics. Brian contributed to this community effort by talking to McCoy Elementary School students about the Central Florida Expressway Authority and his job as a public information officer on construction projects. Mary spoke to about 130 Apopka Elementary School students about the Wekiva Parkway, which closes the gap in Central Florida's beltway. She used a multi-media presentation including age-appropriate maps, quizzes and other materials that QCA developed.

"The kids were great and asked some really good questions," Brian noted. **"This event just fit in so well with QCA's philosophy of giving back to the community. It's always enjoyable, but especially when something resonates with the kids and you see their faces light up – priceless."**

Orlando International Airport Connector Refresh Alternatives Analysis

The Project Advisory Group discussed funding opportunities at the final meeting held for the Orlando International Airport on December 3. QCA's Eileen LaSeur led the public involvement efforts for this project and has worked closely with HDR Project Manager John Mason to conduct three public meetings, 12 Project Advisory Group meetings and 20 small group meetings with local officials, agencies and public interest groups.

According to Eileen, **"The project began with 12 potential alternatives, which were then narrowed down to four, and now a recommended alternative has been identified. The alternative is a Local Bus Rapid Transit (BRT) route which will serve the SunRail Sand Lake Road station, local neighborhoods and connect with Universal Studios and International Drive. There is also an Express BRT route that would run from the Orlando International Airport to Destination Parkway with high quality service and fewer stops."**



LET US CAPTURE YOUR IMAGE



Maddie

QCA's Maddie Griffin hit the road recently with her video camera, tripod and hard hat packed in the car. She traveled to six different offices in Central Florida for the Florida Department of Transportation (FDOT) with a mission to capture the successes of the past year. She compiled 3-minute videos that included footage of the completed projects as well as highlights of new team members, some in a comedic fashion. The videos played at the FDOT Construction University event, where these projects were discussed. The audience thought the videos were a hit.

"Thank you for your time and extraordinary effort. It is AWESOME!!!! I'm packing my bags and moving to Hollywood," – shared Michael Decker, FDOT, who starred as "Detective Decker" in his video titled CSI Orlando: Case of the Missing Plaques.

"Maddie, we are thankful that you were able work with us on this. Thanks," shared Carlton Daley, FDOT.

"Maddie, Thank you, thank you, thank you! There are no words to express my gratitude. You took ownership of this task and delivered a great product to the client. FDOT appreciates your hard work, as do I. Thank you, for taking my call yesterday evening and for contacting the client to resolve last minute issues (after hours). Everyone is enjoying the videos and having a great time. ¡Mil Gracias!" – Megan Olivera, QCA



Wekiwa Springs Clean Up - Wekiva Parkway Booth

QCA manages a robust Community Awareness Plan for the Wekiva Parkway that includes working with youth and environmental groups, and taking part in community events. To help celebrate National Park Land Day, QCA's Brian Hutchings joined with approximately 50 volunteers ranging from park volunteers, scout troops, and area students to beautify Wekiwa Springs State Park – while spreading the word about the benefits of the Wekiva Parkway.

The service event celebrated volunteerism and the importance of public lands for recreation and community health. Together, the group of volunteers removed more than 20 bags of garbage from the park.

The 25-mile Wekiva Parkway project completes Central Florida's beltway while also helps to protect wildlife and other natural resources along the Wekiva River. The \$1.6 billion expressway will be the first in Central Florida to feature All Electronic Tolling (AET) and is a collaborative effort between the Central Florida Expressway Authority and the Florida Department of Transportation.



Brian



Student volunteers enjoyed learning how the Wekiva Parkway project will help protect wildlife.

Big Shoe Award

In Florida, Leon County charged the Penny Sales Tax Team with educating the community about past successes and future projects that would be funded by the one-cent sales tax if voters approved its extension. The team of staff from the City of Tallahassee, Leon County and Blueprint 2000 worked together to produce presentations and a variety of printed informational material for use on billboards and in newspapers. The team developed and executed a successful outreach campaign, and on November 4, voters extended the penny sales tax!

The Penny Sales Tax Team received Leon County's Walking the Walk Award, also known as the "Big Shoe Award". The Walking the Walk award is Leon County Administrator Vince Long's quarterly recognition of a team (or employee) who stands out due to their reinforcing Leon County's relevance in the community, representing Leon County's Core Practices in the workplace, or delivering County Services through extremely adverse situations. The award, represented by a giant shoe filled with a plethora of treats by prior recipients, was presented at a recent County Commission meeting.

QCA associates Susan Emmanuel, Joe Duhamel and Dylan Conway all worked to support this effort. The one-cent sales tax supports the Blueprint 2000 program, which QCA has served with Michael Baker International since 2003. Congratulations to the Penny Sales Tax Team!



Susan Joe Dylan



PENNY SALES TAX

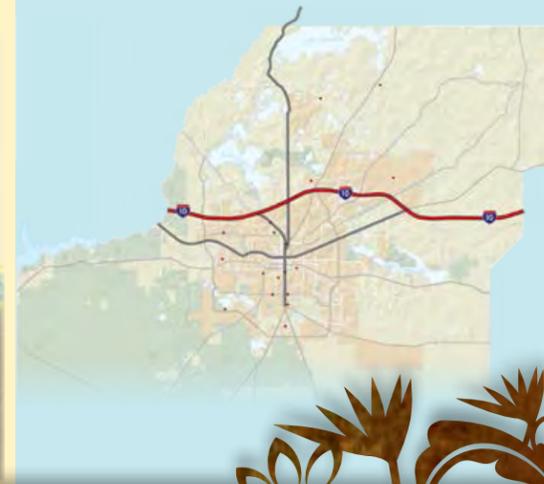
On November 4, the citizens of Leon County voted to extend the optional one cent sales tax to fund area improvements. The extension passed for many reasons, but key factors included community input and the clear and thorough communication of the past achievements and future benefits the revenue makes possible. QCA began assisting the year-long effort by developing a stunning presentation for the 2013 Chamber of Commerce Annual Meeting and continued through Election Day 2014 by working with the City and County Penny Sales Tax team. The team worked to develop collateral material, conducted community meetings and delivered presentations across the community. All efforts aimed at educating the public on the benefits the penny has facilitated in the community. The resulting vote shows the trust the electorate has that the two well-run governments will continue to work for the betterment of Leon County and the City of Tallahassee.



Capital Region Mobility Plan Workshops

When asked by Kimley-Horn and Associates to assist with workshops to obtain public input on Connections 2040, the Capital Region Transportation Planning Agency's (CRTPA) Mobility Plan, QCA's North Florida team jumped at the opportunity. The CRTPA held it's second round of workshops in October. The workshops, held on two different evenings in four different counties, required team members Susan Emmanuel, Sandee Launch, Amanda Hopkins and Cacynthia Locke to multi-task as they scheduled meetings, wrote press releases, set up equipment and signage, greeted attendees and facilitated public input.

The Connections 2040 Regional Mobility Plan, also known as the Long Range Transportation Plan, includes recommendations for a variety of transportation options, including roads, bicycle facilities, pedestrian facilities, transit, airports, freight facilities and others. The CRTPA developed this plan in conjunction with the community to set the vision, strategy and capital improvement program that guides the investment of public funds in transportation facilities.



Public Involvement Training

As a two-way communication, public involvement aims at incorporating the views, concerns and issues of the public into the decision-making process. That is the message that State Public Involvement Program Manager Rusty Ennemoser shared during the Florida Department of Transportation's (FDOT) General Public Involvement Course.

QCA's Sandee Launch attended the course held in Tallahassee in December. She shared course materials with QCA's communication professionals.

The course, held in eight separate modules, followed by practical use exercises, introduces and reinforces public involvement concepts and techniques along with policies and laws governing both public meetings and public hearings. This course encourages attendees to share best practices and learn from others' experiences.

"Everyone involved in FDOT projects, whether as a contractor or an FDOT employee, benefits from this training," said Sandee. **"It reinforces everyday procedures and encourages creative thinking and problem solving in the public involvement process."**

As Rusty Ennemoser said, **"We can't control how many people attend our meetings, but we can control the quality and quantity of our efforts to reach them."**



Sandee

SR 30 Win with RS&H

North Florida's Sandee Launch serves RS&H Construction Services division as Public Information Officer (PIO) on the SR 30 / US 98 Project in Bay County, Florida. The project stretches from Harrison Avenue to Tyndall Parkway, a major commuter route for nearby Tyndall Air Force Base. Sandee, with graphic support from QCA's Creative Services department, developed and distributed project information fliers along the corridor, informing stakeholders of the upcoming construction and potential impacts they may experience once construction begins.



Continuing to Serve Florida's Aviation Industry with Tallahassee Regional Airport Win

With marketing and creative support from QCA, Michael Baker International recently kicked off its newly won contract for Architectural, Engineering and Planning Consultant Services for the Tallahassee Regional Airport. Tasked with the design, development and production of marketing and business development collateral, QCA's team, led by Project Manager Jill Cappadoro, includes Northwest Florida Area Manager Sandee Launch and Creative Services Manager Joe Duhamel.

"Tallahassee Regional Airport is well positioned for continued growth. We're pleased about the opportunity to work closely with Baker's general aviation team and TLH to ramp up its industry related promotions and outreach efforts," shared Jill Cappadoro



Jill



Above: Amanda Hopkins assists a resident at the sign-in table at a Tallahassee CRA workshop. Below: Cacynthia Locke takes notes as Sandee Launch facilitates the discussion. Residents and business owners engaged in lively conversation during the workshop.





QCA INVITES STUDENTS TO MEDIA LAB

QCA took part in a two-day South Florida Construction Career Day (CCD) fair in Broward County in October. During CCD, students from Miami-Dade and Broward counties were exposed to the many different job opportunities within the construction industry. QCA facilitated a survey station, along with an interactive media lab. At the media lab, students learned about the communications aspects in construction and the skills that are needed and developed along the way.

As part of the media lab, students worked in teams to come up with transportation safety slogans. They chose issues that were important, such as texting and driving and driving under the influence of drugs and alcohol. During this exercise, they realized the importance of team work; used multiple outreach strategies such as songs, dances and plays to deliver a message; and learned to be prepared at all times. With their message in hand, the teams were ready to be recorded, much like a Public Information Officer during media interviews. At the end, the teams were able to watch themselves in action and enjoy the footage, many of them realizing that they had a talent for communications.

Communications is a field that is not often thought of when you think about the construction industry. However, it plays an essential role in the way the public is informed and participates in the development of their community. Our role provides the community with a forum where their needs and concerns can be addressed and discussed, and where their voices are heard. QCA is proud to have played a role in exposing today's youth to the many possible construction career paths that are in demand today.



95 Express Enters Final Months of Construction

As 95 Express moves into the final phase of construction, there are many important milestones on the horizon. In order to prepare the public for changes on I-95 in Miami-Dade and Broward counties, the Florida Department of Transportation (FDOT) and the 95 Express Project Team hosted two open houses in November. The public meetings were coordinated and facilitated by QCA's team with the support and collaboration of FDOT's District Four and District Six, Florida's Turnpike Enterprise and South Florida Commuter Services.

"The main intent of these meetings was to provide the public with important information about upcoming changes on I-95," said QCA's Tish Burgher, who serves as the public information officer on this project. *"We have a lot of construction activities coming up in the next few months that are going to change the way people drive along I-95. As a result, FDOT and the project team have an extensive outreach program scheduled to carry us through spring 2015."*



QCA: PREMIER PROVIDER TO SUPPORT ENVIRONMENTAL MANAGEMENT

QCA is proud to be on the T.Y. Lin International (TYLIN) team to serve the Florida Department of Transportation (FDOT) on the district wide Project Development and Environment (PD&E) contract in Southeast Florida. QCA will support the Department with public involvement services during the PD&E process. QCA will help facilitate public hearings and will create Public Involvement Plans in accordance with the recently updated PD&E manual, as well as assist in collecting community input and data to encourage public participation. Our team will document all project coordination and ensure effective communication with officials, interested community groups, the media and the public. QCA will provide opportunities for and encourage direct citizen involvement throughout the PD&E process for projects covering Indian River, St. Lucie, Martin, Palm Beach and Broward counties. With our local team and knowledge of the communities, QCA stands ready to support this contract. Our PD&E team includes: Tish Burgher, Beth Zsoka, Eileen LaSeur, Sandee Launch, Yaisel Gonzalez and Joe Duhamel. Congratulations again to TYLIN and we look forward to serving your future PD&E projects.



Flagler Memorial Bridge Reopens Successfully!

QCA's Tish Burgher has successfully served the Florida Department of Transportation (FDOT) since the beginning. According to Tish, **"November 1 was a very important day for the Flagler Memorial Bridge Replacement Project team. On that quiet Saturday morning, the 76-year-old bridge reopened to two lanes of traffic after having been closed since May."**

PCL Construction, prime contractor for the Design-Build project, began active construction on the replacement bridge in September 2012 and quickly experienced span lock issues on the existing bridge, which resulted in several emergency bridge closures over the ensuing months.

In June 2013, the FDOT allowed an emergency contract for Archer Western to build a "redundant bridge foundation" to support the aging bridge. While the redundant foundation was being constructed, PCL worked on drilled shafts for 10 of the 12 piers, leaving the main

bascule piers until after the redundant foundations were completed.

Last November, the Flagler Memorial Bridge closed again when the span locks malfunctioned due to settlement that occurred after PCL resumed foundation work on the main bascule piers. At that time, work on the main bascule piers was suspended until May 1, 2014.

On May 12, 2014, the Flagler Bridge Replacement Project team, under the leadership of FDOT Project Manager, Sid Mailhes, Professional Engineer (P.E.), closed the Flagler Bridge completely so that contractor PCL could resume work on two main bridge piers. The closure was weeks in the planning and required extensive coordination between numerous partnering agencies.

During the closure, traffic signals and traffic patterns changed throughout the area and the U.S. Coast Guard modified the schedule of bridge openings on the remaining two bridges to ease traffic



Flagler Memorial Project CEI Team (L to R) Project Administrator Scott Ryder, American Engineering Group; PIO Tish Burgher, QCA; Project Administrator Carl Aiduck, American Engineering Group; and Senior Project Engineer Geoff Parker, New Millennium Engineering.

flow during morning and afternoon rush hours.

To say that the Flagler Memorial Bridge has had some unique challenges would be an understatement. With the successful completion of the main bascule piers before the November 1 deadline, the project is moving full speed ahead.



Anthony Cappadoro Completes Inspector Aide Training



Anthony

Since joining QCA, Inspector Aide Anthony Cappadoro has completed multiple trainings, and shadowing of associates and clients on projects throughout Florida to acquire skills ideal for the I-95 Widening Project currently underway in Indian River County. QCA serves as a sub-consultant to Johnson, Mirmiran & Thompson (JMT), the firm currently providing

Construction Engineering & Inspection (CEI) services for the widening of I-95 in Indian River County from SR 60 to the Indian River County / Brevard County line.

Anthony has successfully completed the earthwork construction inspector level 1, asphalt paving level 1, concrete field inspector specifications, and mechanically stabilized earth (MSE) wall qualifications RedVector on-line courses. The training taught him how to use, apply, and maintain the various field inspector tools such as the Speedy, the Concrete Slump Cone, and the Nuclear Density Meter. He learned how to properly install MSE wall and where it should be used as well as the necessary steps in the delivery, mixing, placing and curing of concrete. In addition, he learned how to obtain and transport core samples of concrete for testing.

"I am proud to be a part of a company that commits to training employees to better serve our projects and clients," Anthony said. *"On a daily basis, I see the QCA team demonstrate their expert knowledge and experience in the field and can't wait to put my training into practice."*

Anthony is excited about the opportunity to work with the JMT team as an inspector aide in 2015.

QCA Congratulates Mario Cabrera!



Our heartfelt congratulations go out to Mario Cabrera, Professional Engineer (P.E.), who was recently promoted to Florida Department of Transportation (FDOT) District Six Construction Engineer. Mario, who began his FDOT career as a P.E. Trainee, worked his way up the ranks through his professionalism, hard work and steadfast dedication to the Department's Vision and Mission. QCA has had the pleasure of working with Mario for almost 10 years and we look forward to working with him in this new role.



BAYWAY BRIDGE OPENING BASH

The Pinellas Bayway Bridge (SR 682) is complete and has opened with a bash. On October 17, hundreds of runners and bridge enthusiasts joined The Florida Department of Transportation (FDOT) and community leaders of St. Petersburg in celebration of the completion of the Pinellas Bayway Bridge with a 5K Run and opening event. QCA's Gloria Freeman, Diane Hackney, Maddie Griffin, Lori Morgan, Maricelle Venegas and Lori Buck participated in the celebration with a run over the bridge.

"Running over the bridge while the sun was setting was just breathtaking. The bridge is amazing and adds so much to the community", said QCA's Lori Morgan.

Local elected officials, including United States Congressman David Jolly (13th District), took part in the lighting of the bridge ceremony. The \$41 million project features four-lane high-level fixed bridges, which replaced a two-lane bascule bridge built in 1962.

QCA's Maricelle Venegas provided public information services support for this FDOT project including development of project brochures, fact sheets and public correspondence as well as coordination and facilitation of the public meeting.



LET'S TALK WATER

QCA's Jill Cappadoro and Lori Buck are wrapping up public information activities for the Tampa Bay Water C.W. Bill Young Reservoir Renovation project. Water is now flowing into the newly renovated reservoir, which holds 15.5-billion gallons of water and is an integral part of Tampa Bay Water's supply system. Working with

Kiewit Infrastructure South and Tampa Bay Water, QCA supported development of fact sheets, wrote construction updates for the project website, wrote and coordinated newsletter production and distribution, public meeting coordination and facilitation, staffed a project hotline and other general public information tasks.

As part of the project wrap up and to document public information activities,

Jill Cappadoro and Lori Buck compiled a project information binder. The binder included a collection of community information documents developed during design and construction phases. **"This was an extremely interesting project, and we had the pleasure of working with such a great team of professionals,"** said Jill Cappadoro, QCA vice president. Thank you Kiewit for including us on your team!



Yvonne

Rhonda

Amber

Maricelle

Gloria

Lori

General Engineering Contract Win!



Congratulations Cardno! QCA is proud to be part of the Florida Department of Transportation (FDOT) General Engineering Consultant contract with Cardno for another five years. A number of QCA associates including Yvonne Fichter, Rhonda Kaeser, Amber Hernandez, Lori Buck, Maricelle Venegas and Gloria Freeman serve on this contract. **"We are delighted to continue working with FDOT and Cardno providing public information and administrative services for the FDOT District Construction Office,"** said West Central Florida Manager Lori Buck. QCA has served on this contract for more than 10 years and looks forward to continuing to provide outstanding service to the department.



"I'm very excited about the possibility of a CCD in Tampa in the near future," shared Maddie. **"I think the students here will enjoy and benefit from this opportunity."**

BRINGING CONSTRUCTION CAREER DAYS BACK TO TAMPA

In early December, QCA's Jill Cappadoro and Maddie Griffin attended a meeting at the Florida Department of Transportation District Seven office held to gauge interest in bringing Construction Career Days (CCD) back to Tampa. The event was well attended by contractors and other industry representatives from throughout the district and deemed a success.

Welcome ladies to the QCA West Central Florida team!



Yvonne

With loads of experience in the construction industry, Yvonne Fichter joined QCA and serves the Florida Department of Transportation Oak Park Resident Office scanning documents into the Electronic Document Management System. Yvonne also supports QCA's corporate office with transportation projects including the Florida Department of Transportation's (FDOT) Central Office Construction Careers Project. Yvonne attended Eastern Michigan University where she obtained her bachelor's degree in education.

Amber Hernandez recently joined QCA as an administrative associate. Amber has six years of administrative and customer service experience, with more than four years dedicated to the utility construction industry. As a QCA associate, Amber supports our Construction Services Division by serving at the Florida Department of Transportation's Brooksville Operations Center. Additionally, she supports QCA's Corporate Services Division in the accounting department. Amber is working towards her bachelor's degree at the University of South Florida.



Amber

WHAT'S a LAP?

QCA's Karen Kersey partnered with Eisman & Russo Consulting Engineers for the Florida Department of Transportation's District Two Construction Engineering & Inspection (CEI) support contract for their Local Agency Program (LAP). LAP is a procurement process where local towns, cities and counties develop, design, and construct transportation facilities with federal funds. The District LAP Administrator will provide project level support and oversight for the agency. **"We thank Eisman Russo for making QCA part of their team,"** said Karen. **"We have Resident Compliance Specialists (RCS), Contract Support Specialists (CSS) and Public Information Officers (PIO) staff excited and ready to support any task."**



Karen

Client Relationship Management Training

Recently, QCA associates gathered in Tampa, Florida for a day-long training session on client relationship management. Using the company tool ACT!, associates learned how to effectively detail their interactions with clients, generate monthly reports, track calls, set up meetings and to-dos, and more.

"As someone who already uses this software on a daily basis, it was great to expand my knowledge and learn the tasks and reporting methods to make my job easier and expedite the process," shared QCA Client Relations Manager Maddie Griffin.



Maddie

Mathews Bridge Impact and Emergency Response Project Wins 2014 People's Choice Award!

The Florida Department of Transportation (FDOT) Mathews Bridge Impact and Emergency Response project in Jacksonville earned more than 300,000 online votes, making it the winner of the 2014 Peoples' Choice Award as part of the America's Transportation Awards competition presented by the American Association of State Transportation Officials (AASHTO), AAA and the US Chamber of Commerce. The bridge project was honored at the AASHTO Annual Meeting in Charlotte, North Carolina, on November 23.

According to QCA's Karen Kersey, **"FDOT's \$3.8 million Mathews Bridge Impact and Emergency Repair Project required a fast and efficient fix for a major Jacksonville crossing that was struck by a naval ship. The bridge**



Members of the Mathews Bridge repair team proudly gather on the repaired structure prior to the re-opening. Picture obtained from FDOT District Two "Highlights" Newsletter

reopened for traffic 12 days ahead of schedule and only 33 days after the collision. RS&H served as the lead designer for this FDOT award-winning project. Congratulations FDOT District Two!"

National Traffic Incident Management Response Training



QCA Construction Inspector's Aide Anthony Cappadoro attended the National Traffic Incident Management Response training course held in December in Fort Lauderdale, Florida. The goal of

the course is to reduce the duration and impact of traffic incidents through effective teaching of Traffic Incident Management (TIM). The four-hour course teaches that improving the efficiency of TIM can greatly improve the safety of motorists, crash victims, and emergency responders. This requires the preparation and cooperation of police officers, fire rescue, EMTs and tow truck operators to create a team that works as efficiently as a well-orchestrated pit crew.

"Mike McGee and Jim Jennings were terrific speakers and kept the training entertaining and informative," shared Anthony. "I learned of the many dangers that are associated with being a first responder to an accident or working alongside a busy road." The training educates students on the simple errors that are committed on a daily basis, followed by fairly simple practices that can make the accident site significantly safer for these brave men and women who put themselves in harms way.

As the Florida Department of Transportation's (FDOT's)

District Four TIM Team Coordinator, Mike McGee's ambition for this program is to create a national standard in the way TIM is handled. The application begins with a size up report from the first responders to all responding officials and the suitable high-visibility attire, followed by the appropriate positioning of vehicles and temporary traffic control zones to create an effective buffer zone in which to work, and emphasizes the importance of creating a Unified Command. "I highly recommend this course for anyone whose job may someday put them at the scene of a traffic incident," said Anthony.

QCA's Beth Zsoka notes, "Our QCA team regularly attends the Traffic Incident Management Team meetings to provide project updates and to stay informed on activities, rapid incident scene clearance information, presentations and safety tips. This is a great opportunity for us to work closely with the FDOT, SunGuide Center, Florida Highway Patrol, Turnpike, Sheriff's office and other important emergency response personnel." QCA is proud to work with Mike McGee and emergency responders on projects throughout District Four.



Anthony



Beth

SERVING MUNICIPALITIES



Lisa

Sumter County

QCA's Lisa Harpke soon kicks off administrative services for Engineering Consultant Eisman Russo on the Florida Department of Transportation's Construction Engineering and Inspection Services (CEI) I-75 project in Sumter County. According to Lisa, "This project will widen I-75 to six lanes and includes the complete interchange reconstruction at CR 470."

City of Sarasota

QCA's Lori Buck and Maricelle Venegas will provide Public Involvement services on an upcoming project with Kimley-Horn for the City of Sarasota, Florida! Kimley-Horn is the City's choice in providing Professional Engineering Services relating to programs to construct road projects. With more than 20 years of experience, QCA's Public Outreach duo knows how to take road projects from design to construction. On these City of Sarasota projects, QCA will execute a successful community awareness plan and coordinate various public meetings. Kimley-Horn understands the value that QCA brings to any of their projects, as we are currently serving them on the following projects throughout Florida:

- FDOT Central Office Congestion Management Study;
- FDOT's SR 22 PD&E Study;
- Northwest Florida's 2040 Regional Mobility Study; and
- Osceola Parkway Extension PD&E Study



Lori



Maricelle

Transit Website Design and Social Media Move Forward

QCA partners with Tindale Oliver to support the website redesign for Manatee County Area Transit in Florida.

QCA's Traci Missildine, Dylan Conway and Joe Duhamel plan to upgrade the existing website and create a more intuitive and user-friendly customer experience. The new site will be built with responsive technologies and will be compatible with mobile devices.

Features will include new quick link icons, real time arrival and trip planning capabilities, social media cross linking, better connectivity between all departments, more efficient site navigation and an enhanced forum for two-way dialogue generation.

"To help attract and keep riders, Manatee County Area Transit desires a website that is more user friendly, with frequently used information readily available for customers and potential customers," said James Fogarty, Tindale Oliver project manager. "QCA was selected after demonstrating experience with several similar designs, including those for CTfastrak in Connecticut and for Rider Transit in North Carolina."



Traci

Dylan

Joe

COMPLETE STREETS INITIATIVE TO IMPROVE SAFETY FOR BIKES AND PEDS

Beginning summer 2015, Atkins plans to provide Construction Engineering and Inspection services for the Lee County Metropolitan Planning Organization (Lee MPO) Complete Streets Initiative in Southwest Florida. QCA's Maricelle Venegas and Joe Duhamel will support Atkins with public outreach and creative services on these projects.

The Lee MPO takes great strides to improve the safety and quality of roadways for their bicycling and pedestrian communities. The Complete Streets Initiative kicks off three major projects throughout Lee County with the Bi-County Connector, Tour De Parks and University Loop projects. Improvements include construction of paved shoulders, pathways, sidewalks, and installation of 11 bus shelters and way finding signs.

Maricelle's grass roots approach ensures that these communities will be kept up-to-date on construction activities and schedules. QCA plans to customize a community outreach strategy for these Lee MPO projects which will include coordinating, publicizing and documenting public information meetings; developing a Community Awareness Plan (CAP); making community presentations; producing and distributing weekly RoadWatch updates, letters, fliers and other project materials; professionally responding to and documenting all emails and telephone calls; and keeping up with special community events. In addition to regular communications with the Atkins project team, QCA commits to coordinate closely with Lee County representatives.

"Joe and I look forward to working with Atkins again," said Maricelle. "Over the years this same project team worked together on the Florida Department of Transportation's, District One, Lee County Incident Management System (IMS) Project and the Sarasota County Jacaranda Boulevard / Venice Avenue Roundabout Project."



Utilities Extension Project: Keeping the Public Informed!

QCA's Lori Buck, Maricelle Venegas and Joe Duhamel continue to support Cape Coral's Southwest 6 & 7 Utilities Extension Project (UEP). This extensive City Utility project extends water services to more than 6,100 properties in southwest Cape Coral, Florida. The City's engineering firm, Tetra Tech, Inc. oversees the installation of new potable (drinking) water, sewer and irrigation lines to properties south of Pine Island Road. In addition, property owners will receive new roads and drainage improvements as part of the UEP. QCA works hand-in-hand with Tetra Tech by supporting the project's public outreach efforts, which include providing clear and concise content to their newly launched project website; additionally, we assist with the writing and publication of their newsletter. QCA is also on hand to develop and produce eye-catching door-to-door fliers, fact sheets, signage, communication of key messaging, and other pertinent information to each neighborhood.

For more information on this project, please visit www.sw6and7uep.com



QCA on Winning Team for PHL Air Service Development

Going national...again! In keeping with our vision of serving nationally, QCA is on the ICF International winning team awarded a portion of the Air Service Development contract for Philadelphia International Airport (PHL).

"We look forward to working with ICF International to develop air service that meets the growing demands of national and international travel at PHL," shared Jill Cappadoro, vice president of marketing and communications. QCA has been placed in the City of Philadelphia Office of Economic Opportunity (OEO) Registry; the OEO Registry was established in accordance with Mayor Michael Nutter's "Inclusion Works" Economic Strategy.



National Services Division: Multimodal Service Providers

QCA Transit Manager Traci Missildine has a mission for 2015. She has committed to becoming a full-service multimodal service provider.

"According to the American Public Transportation Association, nearly 70% of millennials use more than one form of transportation per week to get around cities. Americans are returning to cities with multiple transportation options, and creating multimodal partnerships will be key to sustaining long-term transportation solutions for the industry," said Traci.



Traci

"One project I've been honored to support that really shows a strong partnership with other transportation categories is the Palm Coast Parkway six lane widening project," she said. "This project requires close coordination with the City of Palm Coast, Florida and Hill International Inc. as well as with residents and businesses in the local community."

Traci is providing public information services for the six lane-widening project, which is expected to be fully completed in December. The widening of Palm Coast Parkway consists of adding one lane in each direction to the outside of the existing four-lane divided roadway. The project also includes the addition of pedestrian bike paths on both sides of Palm Coast Parkway.

Widening is necessary along this corridor to alleviate current and future traffic congestion, improve hurricane evacuation efforts and speed mobility for emergency vehicles. When this project is finished, Palm Coast Parkway will accommodate the growing vehicle and pedestrian traffic that has been building in this area.

In addition to the additional lanes, the Hill team is providing new asphalt pavement, drainage, concrete curb, gutters and improved sidewalks. The project will include new streetscape and irrigation with the planting of 458 new trees and landscaping to complement medians in the I-95 area; upgrades to storm water retention ponds; and traffic control improvements such as signage, striping and signalization.

QCA is proud to be serving Hill International Inc., one of the top construction management companies in the world. Hill International has successfully managed some of the largest, most complex projects in locations globally, and their formula is simple: Hire the best people, understand the clients' needs and objectives, and take ownership of each and every project.



Pennsylvania Turnpike with Michael Baker

QCA's National Transportation Services Division is excited and humbled to begin serving clients in yet another state – this time in Pennsylvania. QCA will be assisting long-time client Michael Baker International on the General Consultant Engineer contract for the Pennsylvania Turnpike Commission.

Our highly qualified local staff, supported by QCA's corporate team, will provide public involvement and marketing services promoting the agency's projects and programs. Beyond the home state of Florida, QCA also serves, or has served, agencies in Connecticut, North Carolina, Alabama and Georgia – to name a few.

"We're very excited to be working in the Keystone State, particularly with Michael Baker," said Mary Brooks, vice president for national transportation services. "Our two firms have a long history of successfully collaborating to provide great service to our clients. We hope this will be just the beginning of the great things we want to accomplish in Pennsylvania."



QCA Chosen to Support Gateway Transit with Agency Rebranding



QCA will develop a website for Gateway Transit that is intuitive and easily navigable as well as dynamic, engaging and built to the latest web standards.

Once the brand is defined, QCA will create a Comprehensive Marketing Strategy to outline how the agency should raise awareness in the community about the new branding. The strategy will include such public involvement as grass roots outreach, media relations, technological innovations, advertising, web and social media platforms. Additionally QCA will develop a plan to connect all branding and communication outlets.

"We are thrilled to be expanding our presence in North Carolina with Gateway Transit," said Traci Missildine, QCA's national services manager for transit and rail. "Our efforts will not only connect the agency to current passengers, they will reinforce Gateway's commitment to the community."



"We commit to provide Gateway Transit consistent strategic branding," she added. "This will lead to strong brand equity, which will bring added value to the agency."

QCA has been selected as the agency of record for the City of Goldsboro, NC and the Goldsboro – Wayne Transportation Authority (Gateway Transit).

QCA's team of public transit professionals, consisting of Traci Missildine, Jill Cappadoro, Mary Brooks, Joe Duhamel, Dylan Conway and Maddie Griffin, will support Gateway Transit with a full scale rebranding effort guaranteed to define the agency's voice in the communities served and to raise awareness for services and programs.

The team will assess target markets, key messages and effective methods of communication to prepare a Rebranding Strategy. To support the Rebranding Strategy, the team will design a new agency logo and refresh route schedules, systems and introduce an agency Ride Guide.



QCA Supports the Design-Build Industry



QCA loves Design-Build and looks forward to attending the Design-Build Conference in San Antonio in 2015. Working closely with design-build teams, QCA provides communications and construction support services directly to the contractor in many cases. Many believe that streamlining project delivery through a single contract between the owner and the design-build team transforms the relationship between designers and builders into an alliance, which fosters collaboration and teamwork. United from the outset of every project, an integrated team readily works to successfully complete a project faster, more cost effectively and with fewer change orders.



National Services Team Growing In Connecticut

QCA's National Services Division is expanding northward and adding a new associate to our growing team to support pursuits in the state of Connecticut.

"We will be opening an office in the Hartford area in early 2015," said Traci Missildine, national services manager. "We have been reviewing resumes and interviewing some amazing candidates and look forward to expanding our presence."

The Area Account Manager will continue

to partner with Michael Baker International and the Connecticut Department of Transportation to provide website, creative and outreach support for CTfastrak, Connecticut's first Bus Rapid Transit system launching in March.

Additionally, QCA Connecticut will continue to grow relationships within the transportation industry to include transit and rail, aviation, expressway and toll authorities as well as road and bridge projects.



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Third Quarter 2014 and all QCA Newsletters are available at QCAusa.com!

Bicycle and Pedestrian Friendly



Bicycle and pedestrian master planning has come a long way since the first wave of non-motorized transportation plans were produced in the 1970s. It was the environmental movement of the 1960s that sparked initial federal interest in non-motorized transportation policy. Today, practically every transportation agency globally has a vision to improve conditions and opportunities for walking and bicycling and to integrate walking and bicycling into their transportation systems.

According to the Initiative for Bicycle and Pedestrian Innovation, "Federal and state policy developments, leadership at the local level, higher expectations for public involvement, more sophisticated planning methods, and new infrastructure types all have influenced comprehensive planning for walking and bicycling."

QUALITY OF LIFE

Local citizens and private organization representatives state clearly that they appreciate some of the health benefits of walking and bicycling for transportation and recreation. According to QCA's Maddie Griffin, "I believe walking and cycling improve personal health, allows me to save money on transportation, increases my opportunities for social interactions, and simply provides enjoyment."

PUBLIC INVOLVEMENT

A thorough public participation process is essential, and QCA is taking a more proactive role in pursuing opportunities in planning for and implementing successful programs and projects. Public outreach, education and active engagement are key to the success of any master plan. The best plans require extensive conversations between the public agency, the consultant, and the public. According to QCA Vice President Jill Cappadoro, "The public participation process is also a unique opportunity to build excitement and support. Each public involvement activity is an opportunity for two-way education; planners and other local stakeholders all know that there is much to learn from a community's local knowledge."



SAFETY

When it comes to bicycle and pedestrian programs, it's all about Transportation Safety. As cyclists, QCA President Sharlene Lairscey and Vice President Mary Brooks pay close attention to bicycle and pedestrian planning efforts nationwide. According to Sharlene, "QCA works in partnership with our clients to develop programs to improve safety, facilities, and access for walkers and cyclists. We provide community outreach and education by developing and executing campaigns." Mary added, "Our organization is proud to work with both government as well as local communities to improve walking and cycling conditions and to encourage more people to try these healthy transportation choices. As Public Involvement professionals we encourage everyone to get involved to ensure consensus among the jurisdictions and the people regarding regional planning and programming activities."

Whether pedestrians are crossing at crosswalks or walking to destinations along sidewalks or other routes, providing a safe route is always a priority.

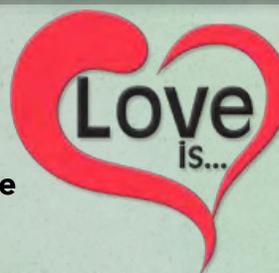
IT'S OUR PASSION

Enhancing livability and community pride is our passion. QCA has been serving Bicycle and Pedestrian projects nationwide for nearly 20 years. We support meetings and planning data, coordinate focus groups, workshops and surveys, as well as provide brand identity campaigns and other well-planned initiatives that support informal research through the launch of campaigns and grand openings.

Working closely with our clients, QCA's efforts have culminated in the planning, design, construction and community use of bicycle trails and pedestrian pathways throughout Florida and nationally. We're excited about what the future brings for transportation choices and for QCA.

QCA offers public outreach and community engagement support, as well as a wide range of public survey and research services to support long-range planning, master plan updates and land use initiatives, as well as project branding and community education. Contact us to learn more about how we can support your projects.

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