



Be Informed

QUEST CORPORATION OF AMERICA PUBLICATION

2014 - Quarter 3

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Dear Friends,

Welcome to QCA's third quarter newsletter where I'm hoping to highlight our latest company milestones and provide some industry news. In August we celebrated 19 years serving some of the finest government agencies, engineering consultants, contractors and construction management firms around. Our motto at the moment is *Gratitude for Yesterday. Faith for Today. Strength for Tomorrow.* We are all about appreciating our history, yet not living in our past.

"History is a relentless master. It has no present, only the past rushing into the future. To try to hold fast is to be swept aside." – John F. Kennedy

At QCA, we know that we cannot stand still and reside in the present. We can only think of what is past or what is yet to come. Over the last 19 years we have grown from our experience and we continue to build upon our success by restarting, replacing and recreating where we have fallen short. By doing this, we believe we can master our future.

We have been on this amazing journey, which for me started personally, but evolved into what professionally stands for commitment, devotion, and ultimately the desire for "Leadership Excellence" throughout the transportation industry so that we can truly be a sustainable organization dedicated to the next generations to come.

Another Kennedy quote "Leadership and learning are indispensable to each other" means a lot to me both on an individual and on a corporate level. As a certified Disadvantaged / Small Business Enterprise, we are lifetime leaders as well as lifetime learners. We will forever be on the front end of the industry.

In 2014 we have made progress in so many areas, but one that I'm most proud of is we have promoted collaboration and communications in a way that has resulted in genuine customer partnerships and improved returns. Where we have fallen short, we continue to find the root cause and implement solutions. Ultimately we want to attain excellence in all areas of our organization. Our desire is to always provide our customers with a one of a kind, seamless winning experience. We are committed to be innovative masters of our future.

As we enter the last quarter of the year, it's an exciting time for us with many market challenges, but more importantly many industry opportunities. My employees are not only my friends, but they are heroes and heroines to me – all whom receive acknowledgments from our clients for their pristine efforts.

QCA indeed celebrated 19 years in August, and we are all very grateful. We value your business and we count on your continuous feedback to help us achieve and stay on the path of excellence.

With much love and many blessings always,



Tracking Success

Iviana Espada (left), once identified as a homeless youth, is now attending college in Tallahassee, is employed by QCA and is successfully serving Blueprint 2000. According to QCA's Susan Emmanuel, "Iviana immediately fit right in with the Blueprint 2000 team and is already contributing to a variety of projects by conducting research, securing material protected by copyrights and attending meetings with project stakeholders." ☺

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!



YOUR CONSTRUCTION CAREER CONNECTION

GET PAY'VD
The Perfect Job. The Popularity. The Paycheck.
JOBS IN CONSTRUCTION

Could it feel any more rewarding? QCA is working with our construction industry contractors to place people into jobs and to provide On-the-Job Training opportunities.

The Florida Department of Transportation (FDOT) selected QCA for this mission. As FDOT's Construction Career Consultant, QCA's goal is to increase employment in the road and bridge construction industry through targeted outreach and education initiatives.

"QCA is honored to serve in this capacity. We are pleased to work together with our construction industry partners to put our community to work," shared Jill Cappadoro, QCA vice president. **"We're geared up for a busy and productive year."** As project manager, Jill is working with the talented and dedicated associates of QCA strategically located throughout the state to develop the next generation of industry professionals.

"A nod of appreciation to the construction industry firms that support FDOT's On-the-Job Training program. It's our intention to be a solution by connecting those who are hiring with those seeking to work," said Jill. ☺



Interns: The Next Generation



Diane

QCA recently welcomed interns Kendall Cappadoro, Elizabeth Davis, Joey Francois, and Sarah Korta to the Corporate Services team to gain a new experience in learning about the corporate world. According to Senior Vice President Diane Hackney, "Interns are given the opportunity to learn firsthand, not only about the Transportation Industry, but about accounting, business management, compliance, corporate communications, crisis management, media relations, strategic planning, and more."



Maddie

QCA Intern Manager Maddie Griffin shared, "The power of teamwork is truly amazing. Interns participate in creative meetings, and serve daily on tasks that increase our employee engagement. They are tasked with writing compelling news stories about our associates out in the field and all the amazing things they accomplish on a daily basis. They are given

a glimpse into the world of social media and the importance it plays. And, they help associates in the field with their business development endeavors by assisting in the process of certifying QCA as a vendor on the city, county and state level across the country as QCA expands into more and more states." ☺

(l to r) Sarah and Kendall



WORKING WITH YOUTH TODAY FOR A BETTER TOMORROW

QCA is working closely these days with key community partners such as law enforcement, the school systems, local government, faith-based organizations and child welfare agencies to help stop homelessness, specifically youth homelessness. Federal law requires all communities to periodically count the number of homeless youth and adults and it is universally recognized that the number of homeless youth is undercounted in all communities. According to QCA President and Starting Right, Now (SRN) Mentor Sharlene Lairscey, "Our young people need us today more than ever, and quite frankly we need them." According to SRN statistics, it's hard to identify youth who do not want to be found or who do not disclose their circumstances because of fear of consequences. Sharlene states, "We have to pay attention. And we need to work together, because together we can make a difference in so many lives." ☺



QCA Welcomes Our Newest Family Members

ANTHONY CAPPADORO joined QCA's Southeast Florida team to support our public information efforts on design projects, to provide coordination and survey support for our Boca Raton Police Department contract, and to serve as an inspector aide on our I-95 project in Indian River. A recent graduate from the University of Central Florida with a Bachelor of Science degree in Public Administration and a Minor in Urban and Regional Planning, Anthony is also supporting QCA's Construction Careers Consultant (CCC) contract with development and maintenance of a web-based database for students and unemployed adults who have expressed interest in construction industry jobs. His goal is to help create a database that will ensure contractors have quick and easy access to the wealth of knowledge that will be provided in the Construction Careers database.



LISA DUHAMEL joined QCA in July to support as our website and social media team. She has more than 14 years of experience specializing in web and social media marketing. This has allowed Lisa to maximize web presence and brand awareness across a broad spectrum of industries, from live entertainment to real estate. With a long list of professional recognition, including an appearance in Website Magazine's "Social Media Crowd Sourcing Success," Lisa has firmly established herself as an industry leader. At QCA, Lisa is bringing new and innovative ideas to the table by applying search engine optimization knowledge to help assure online visibility of our website and social media profiles.



YAISEL GONZALEZ joins our South Florida team as a fully-bilingual (English / Spanish) communications professional with more than 10 years of extensive experience providing public involvement / public information support on a myriad of transportation projects in Southeast Florida. A long-time resident of Southeast Florida, Yaisel has a Master of Arts degree in Global Governance and a Bachelor of Arts degree in International Relations, both from Florida International University, where she earned a Certificate of Latin American and Caribbean Studies. Her experience in the transportation industry includes serving FDOT, Miami-Dade County, the City of Miami Beach, the City of Doral and the City of Marathon, to name a few. She is highly organized and detail oriented and possesses extensive experience developing and implementing successful communications and outreach plans for her clients. "Yaisel has already proven herself to be a valuable member of our South Florida Team," says QCA's Tish Burgher. "She is a self-starter and a go-getter and has all the qualities we strive for. We are extremely lucky to have her and look forward to continuing our successful collaboration on behalf of our projects and our clients."



JACKIE KENNEDY joins QCA's Central Florida team, currently serving the Florida Department of Transportation's (FDOT's) Kepler Operations, and will provide professional support to Mary Brooks, vice president, with Wekiva Parkway efforts. Jackie has six years of experience working as a public information officer. She has strong communication skills and the ability to deliver effectively under pressure. When Jackie is not out in the field, you can find her spending time with her family and friends. On weekends, Jackie and her husband, Mark, like to shop, attend wine tastings and explore Florida.



LISA MARK is FDOT's public information coordinator in Brevard Operations. Lisa is fluent in French, Italian and Spanish. We appreciate her great attitude, flexibility and her willingness to "do whatever it takes." On her time off, Lisa likes to spend time with her family, walk on the beach and relax in yoga class. She has 24 years of experience in the industry, with numerous work on FDOT projects. QCA's Nicole Colon is already impressed with Lisa. She reported, "Newcomer FDOT Brevard County PIC Lisa Mark and I were heading to the field recently. We strapped on our boots, put on our safety vests, gathered our plans and hit SR A1A to prepare residents for the upcoming SR A1A Sidewalk Project. Since Cocoa Beach is always hopping with tourists from around the world, it was no wonder someone stopped us to ask for directions. 'Can you help us, please? We are from France and do not know our way around' said a gentleman with a heavy French accent. Lisa walks over and proceeds to ask in French, Bien sù. Je parle français. Comment puis-je vous aider? Où voulez-vous aller?" Long story short, this group was looking for a place to rent kayaks and with perfect French, Lisa was able to direct them where to go and what to look for. Lisa's response was well received on every level. Nice job Lisa!"

We are pleased to have these new additions to our family! ☺

SOCIAL MEDIA CORNER: It isn't all about you, or is it?

In social media, it is perfectly fine to "toot our own horn" now and then, but we also have to remember our client relationships. Highlighting the company, our associates and our industry clientele in a positive light provides us with a successful recipe for our social media presence. Social media gives us an open platform to show off accomplishments we have made together in a simple status update. Twitter only allows 140 characters per update, so if we can provide a carefully crafted brief description in 125 characters or less, as well as include a quality visual photo or graphic (which generates a link and uses the remaining 15 characters), this would allow us the opportunity to support one another, improve our social media presence, and improve our working relationships. ☺



T-SHIRTS for the HOMELESS

QCA's Tampa Bay area team organized a t-shirt collection for the Lutheran of our Savior Church. The church works in partnership with the Public Action to Deliver Shelter throughout the Bay area to help the homeless. More than 1,500 shirts and several blankets were collected. ☺



SUPPORT EDUCATIONAL GRANTS! Nominate.AmericasTransportationAwards.org

Did you vote for the Mathews Bridge Impact and Emergency Repair Project in Jacksonville for the People's Choice Award, sponsored by AASHTO, AAA and the U.S. Chamber of Commerce? ☺



SPEAKING OF VOTES

In July more than 800,000 votes were cast in a four-week on-line competition where 58 public spaces vied for top honors. Votes came in from 570 different cities in 46 states and nine other countries. QCA's Susan Emmanuel is proud to serve North Florida's Blueprint 2000 where the American Institute of Architects (AIA) Florida's People's Choice Winner, Architects Lewis & Whitlock, designed the Smokey Hollow Commemoration at Cascades Park in Tallahassee, Florida. On July 30, in addition to honoring Architects Lewis & Whitlock, Susan joined representatives from The City of Tallahassee, Blueprint 2000 and the John G. Riley House & Museum to discuss the importance and future plans of this commemorative site. ☺



SAVE THE DATES Construction Career Days

January 27 - 29, 2015 • Central Florida Fairgrounds
4603 West Colonial Drive, Orlando, FL

March 24 - 26, 2015 • Jacksonville Equestrian Center
13611 Normandy Boulevard, Jacksonville, FL

SLOPPY JOE'S A SUCCESS

Ronald McDonald House (RMH) provides comfort, care and support to children and their families, and QCA is honored to provide meals. In keeping with the 2014 philanthropy effort to support RMH, QCA's corporate team sees a need and is inspired to do something about it.



"It was very rewarding coming back to RMH for a third time," shared QCA's Maddie Griffin. "Sometimes it is easy to take the small things, such as home-cooked meals, for granted, and it was great to be able to provide that for these families."

Save the date for our next corporate RMH event to be held on Wednesday, November 19, 2014 at 5 p.m. For more information or to join us, contact QCA Philanthropy Coordinator Maddie Griffin at Maddie.Griffin@QCAusa.com. ☺



HEALTH, SAFETY, and BACK-TO-SCHOOL FAIR

QCA's Tish Burgher has been working with a group of dedicated health professionals to coordinate the 7th Annual Holy Sacrament Episcopal Church (HSEC) Health, Safety and Back-to-School Fair. "This event takes months of careful planning and extensive coordination," said Tish. "It is a major effort and one of HSEC's most wide-reaching local missions. We are honored and blessed to be able to provide these services to our community."



After months of planning, the event was held on Saturday, July 19 on the church campus in Pembroke Pines, Florida. More than 100 attendees took advantage of free health services ranging from vision and hearing screening to mammograms and blood pressure tests. Other activities included CPR demonstrations, and a free Zumba Class.

Approximately 90 students received free school supplies in preparation for the start of the new school year. Special thanks go out to Carmen Pullens, FDOT District Four Community Traffic Safety Program Manager, who graciously donated a variety of fun safety-related items and water bottles, all which were stuffed into gym bags given to the students. ☺



LET'S TALK ABOUT TRANSIT

For QCA's Traci Missildine, Thursdays are no longer "almost the end of the week". Traci, national public transit and rail services manager, has declared Thursdays as Transit Thursdays and is celebrating each week in a big way.

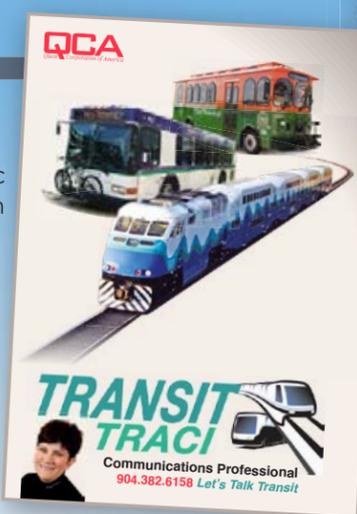
"We know you're busy, and it's difficult to keep up with changes in the industry. Every Thursday, I'm providing weekly Transit Tips, updates on what's happening in the industry and spotlights on peer agencies doing amazing things," shared Traci. **"I'm also providing innovative solutions to challenges you may be facing."**

We're sharing information with our partners, she added. **"I love talking transit! It's my passion."**

Did you know 68 percent of U.S. residents now want more federal spending on public transportation systems? I can tell you why and where they want the money to go!

QCA serves the transportation industry with a dedicated team focused on supporting transit. The transit team combined has more than 100 years of experience providing the services to meet specific transit needs.

Have a question or a topic you'd like to discuss? Has your agency received kudos for a job well done? Just want to talk transit? Join the conversation. Email Transit Traci at Traci.Missildine@QCAusa.com or call her at 904-382-6158.



QCA Wins Cobb County Community Transit Supporting Tindale-Oliver & Associates



Tindale-Oliver & Associates was selected to provide consultant services for the development of an implementation plan supporting a new transit express bus route for the Cobb County Community Transit system in Georgia. QCA is proud to have been chosen as a subconsultant and partner.

QCA's team, (l to r, below) Traci Missildine, Dylan Conway, Jill Cappadoro, Joe Duhamel and Maddie Griffin, will support Tindale-Oliver & Associates with marketing, branding and public engagement activities developed to gather community feedback and increase awareness for the service.

Activities will include the coordination and hosting of virtual town halls and e-meetings, public hearings, development of a stakeholder communication plan, creative, social media and web services and other innovative techniques used as part of a three-phase community engagement program.

"We are thrilled to be working with the Tindale-Oliver Team, the Cobb County Department of Transportation and Cobb County Community Transit," said Traci. **"We will incorporate traditional and non-traditional methods to ensure we have reached every stakeholder connected to this exciting project."**



IMPROVING THE QUALITY OF WATER

The City of Marathon in Florida's Keys has clearly demonstrated its commitment to protecting and improving the quality of near shore waters by initiating a major wastewater and stormwater improvement program. This summer Marathon's Utilities Manager Zully Hemeyer reached out to QCA to help her develop educational brochures in support of that effort.

Creative Services Manager Joe Duhamel and South Florida Associate Yaisel Gonzalez worked directly with Ms. Hemeyer to create brochures, postcards and other marketing materials in English and Spanish to distribute throughout the City to raise awareness about this critical program.

"The Florida Keys ecosystem is very delicate," noted Joe Duhamel. **"QCA gets great satisfaction from working on projects like this because of their long-term positive benefits for the communities where we serve."**



Yaisel



Joe

MINUTES MATTER TO RIDER TRANSIT



Concord Kannapolis Area Transit (Rider Transit) in Concord, North Carolina has been steadily growing ridership since the inception of the service in 2004. At the same time, the populations of Concord and Kannapolis have been growing steadily as well. The QCA team is working with Rider Transit to create a series of campaigns promoting the agency's commitment to the communities it serves.



The 2014 campaigns begin with an effort to improve on-time performance and strengthen relationships with customers. QCA's Project Manager Traci Missildine and Creative Services Manager Joe Duhamel have developed a strategic plan supporting proposed service changes taking place this fall: Minutes Matter. On-Time Performance is a Team Effort.

Traci and Joe provided assistance with increasing the awareness and attendance at two public workshops by designing and producing seat drops, legal advertising, vehicle and transit center signage, media releases, website rotators and social media postings. The implementation phase of the service changes will include redesigning schedules, system maps and bus stop signs, website updating and social media promotions.

QCA Web Services Manager Dylan Conway is supporting the campaign by updating and maintaining the agency website.

Additionally, Traci is currently developing a proposal for an Advertising Revenue Generation plan and building business to agency partnerships.

CELEBRATING CTfastrak's WEBSITE AT A NEW LEVEL

QCA is celebrating the one year anniversary of the initial launch of the refreshed CTfastrak.com website developed for the Connecticut Department of Transportation (CTDOT) in Hartford, Connecticut. Visitors to the site will soon see additional features supporting educational efforts surrounding the early 2015 service opening.

QCA's Project Manager Traci Missildine, Creative Services Manager Joe Duhamel and Website Services Manager Dylan Conway are working with the CTDOT and Michael Baker International to transition the website from a construction-focused platform to an educational and implementation-focused portal of information.

The enhancements include:

- How-To educational videos explaining unique features and benefits
- Digital Guidebooks promoting destinations in proximity to the corridor
- An interactive Community Corner experience encouraging two-way dialogue between passengers
- Final fare information, schedules and route maps
- Polls and surveys
- Graphics and visuals

Launching in early 2015, CTfastrak, Connecticut's first Bus Rapid Transit (BRT) system will serve as the "backbone" of bus transit service throughout central Connecticut.



Traci, Joe and Dylan

MARKETING and MENTORING

QCA offers creative direction and gives back to the community by designing a brochure for The Arc Jacksonville (The Arc) to help them in their marketing. Creative Services Manager Joe Duhamel and Senior Vice President Diane Hackney partnered with The Arc and the University of North Florida (UNF) to support their innovative program to provide young adults with intellectual disabilities the unique opportunity of having a transformational college experience as an integral part of their transition to independence.

According to Diane, **"QCA supports their program, where students are mentored in academic, social and recreational activities through mentoring programs with UNF peers, by creating innovative marketing collaterals and outreach."**



Diane



Alicia

"Alicia's hard work ethic illuminates our district! She has a sweet disposition and an upbeat personality," stated Megan. **"She provides outstanding service to our clients!"**

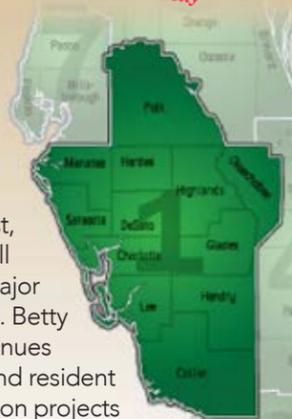
"I would like to nominate Alicia Arroyo for the Construction Employee parking space. Alicia has done an excellent job on T5419 notifying all our customers of different lane closure notices, email updates for pile driving days and handles complaints made by businesses in the area. Alicia informs us in a professional manner so we can handle complaints ASAP so she can respond back to the complainants. Alicia also has other projects in the area that at times can be stressful but once again handles them in a professional manner however ridiculous that complaint may be. Hats off to her. Thanks again Alicia for a job well done." – Michael Decker, Orlando and Oviedo Construction

Have You Met Betty?

Betty Willis is ready to support your project in District One! With more than 20 years of experience, supporting the Florida Department of Transportation (FDOT) improvements such as US 41 / SR 45; SR 70 and the Manatee County Advanced Traffic Management System (ATMS) as an office administrator and resident compliance specialist, Betty has served the FDOT, as well as municipal agencies, on both major and minor transportation projects. Betty joined QCA in 2010 and she continues to provide office administration and resident compliance support on construction projects throughout southwest Florida. According to QCA's Maricelle Venegas, "Betty is well versed in the FDOT's policies and procedures, proficient in Equal Employment Opportunity (EEO) procedures in regards to wages, on-the-job training (OJT) and sublet agreements, and has served on both state funded and Federal Aid funded projects."



Betty



Want the best Administrative or Resident Compliance Services on your next Southwest Florida project? Contact Maricelle at 863.242.1549 or Maricelle.Venegas@QCAusa.com today!

STATE ROAD 78 IMPROVEMENTS A SUCCESS

QCA communicates success to the public as the Florida Department of Transportation's (FDOT) contractor Ajax Paving Industries of Florida finalizes improvements to SR 78 (Pine Island Road) from Burnt Store Road to Chiquita Boulevard in Cape Coral. As this section of Pine Island Road opens to traffic and allows motorists to travel eastbound and westbound on a new four-lane roadway separated by a 46-foot median, this project is yet another success for FDOT, as well as for Construction Engineering & Inspection (CEI) consultant American Consulting.



Maricelle

According to QCA's Maricelle Venegas, "The widening not only provides more travel lanes on SR 78 from Burnt Store Road to Interstate 75, but will serve as an additional emergency route in the event of an evacuation. The improvements provide an excellent conduit for the continued development and economic growth for businesses and residents of Greater Pine Island, the City of Cape Coral and Southwest Florida."

American Consulting has overseen the construction, engineering and inspection on this \$8.1 million project on behalf of FDOT and has worked closely with Ajax to finish on time and on budget. Maricelle worked closely with the communities, as well as with the various agencies and utility companies, which includes the City of Cape Coral, Lee County, Greater Pine Island Water Authority, Lee County Electric Cooperative, Century Link and Comcast.



City of Lakeland South Wabash Avenue Extension

The City of Lakeland, Florida believes it's important to have an informed and engaged citizenry and encourages citizen input and participation. And QCA's Public Information Manager, Maricelle Venegas, is happy to serve. Maricelle joined Engineering Consultant Cardno recently to kick off the Wabash Avenue Extension Design project. Maricelle will develop a Community Awareness plan and will provide public involvement services which include organizing public meetings, Home Owner's Association meetings and information outreach. The proposed design of the South Wabash Avenue Extension will feature a new roadway alignment between Harden Boulevard, south of the Polk Parkway (SR 570), and the existing intersection between Wabash Avenue and Ariana Street, in a suburban area of southwest Lakeland.



Public Involvement for Project Development and Environment Studies

QCA is an important part of Project Development and Environment (PD&E) studies in Florida. The PD&E process was developed in order to determine social, economic, natural and physical environmental impacts associated with proposed transportation projects. It's designed to make the public aware of the project and to solicit comments and input during the development and evaluation of alternatives and the selection. QCA is supporting PD&E firms statewide with data collection, public and agency involvement. Recently, QCA's Eileen LaSeur gave a presentation on public involvement for PD&E projects at our Corporate Leadership Meeting held in Tampa.



Eileen

The presentation included information about what a PD&E Study is and how it fits into the transportation development process, how to develop a Public Involvement Plan and stakeholder list, and tools to help plan effective public involvement activities. Questions and comments were encouraged during the presentation to help generate discussion and a variety of ideas. A packet of sample forms and checklists was distributed to each of the attendees. These forms, as well as a copy of the presentation, are available to QCA employees on our Intranet.



Lori

Suncoast Parkway 2 Design Restarts

QCA is excited to be resuming full-fledged public involvement on the Florida's Turnpike Enterprise design of the Suncoast Parkway extension, which was on hold for five years. QCA's Mary Brooks, Brian Hutchings and webmaster Dylan Conway continued to help the community keep track of the high-profile, 27-mile project in Hernando and Citrus counties during that time. Ongoing tasks included maintaining the project website, addressing project emails and mailing list requests, tracking media coverage and maintaining the database of nearly 3,000 stakeholders.

As the project is set to resume before year's end, QCA's Lori Buck has joined the team to help craft a Community Awareness Plan, develop and distribute project newsletters and other correspondence, manage a public hearing and update the suncoast2online.com website. Our firm in 2007 developed the website, which has served as a crucial resource for more than 51,000 visitors. QCA is working with prime consultant, Dewberry, to prepare this project to become a design-build job.



VETERAN'S EXPRESSWAY WIN

QCA will get another chance to provide top-notch document control for Jacobs Engineering on the Florida's Turnpike Enterprise widening of the Veteran's Expressway from the Sugarwood Mainline Toll Plaza to south of Van Dyke Road in Hillsborough County. Jacobs was selected in September to provide construction, engineering and inspection services on this design-build project.



QCA's Administrative Team serves statewide meeting the rigors of providing high-quality document control while serving Florida's Turnpike Enterprise, the Central Florida Expressway Authority, Seminole County Public Works and other local agencies.



Mary

"Our administrative personnel have been praised many times for being team players and highly organized," said QCA Vice President of Turnpike and Expressway Services Mary Brooks. "We're happy to bring our staff's close attention to detail and accuracy to this Veteran's Expressway project for our clients."



IT CORNER GOTOMEETING TIME

GoToMeeting is a tool that enables people in different locations to attend interactive meetings. Here are a few tips that can be used to improve the quality of your meetings and presentations when using GoToMeeting.



Dylan

- 1 Close all unnecessary applications and programs before joining a meeting.
- 2 The host should start the meeting about 10 minutes early to allow attendees to join prior to the scheduled start.
- 3 Avoid any background noise. Attend the meeting from a quiet indoor room. If this is not possible, dial in by telephone for best results.
- 4 Do not use Mic & Speaker settings and the Dial-in By Phone at the same time in the same room. Also, do not have more than one computer in the same room using Mic & Speakers at the same time (these situations will produce a large amount of echo and distortion).
- 5 If you are hosting a presentation, be sure to thoroughly rehearse and practice with co-workers prior to the meeting. Use feedback to fine tune your setup.
- 6 Built-in microphones and speakers in laptop computers are generally poor quality and will often produce poor sound (especially if any background noise is present). For best sound quality, a USB headset with boom microphone is recommended. Another alternative is to dial-in using a phone (land-line preferred). To do this, from the Audio section of the Control Panel select Telephone and then dial-in using the phone number, access code and PIN displayed. The phone will then be used for the audio while the computer screen displays the visuals. In all cases, background noise is to be avoided.

Going to Pennsylvania

QCA continues to make great strides in our expanding efforts to serve toll agencies nationwide. On a recent summer stop, Vice President Mary Brooks and Senior Associate Brian Hutchings traveled to Harrisburg, Pennsylvania. There they met with Pennsylvania Turnpike Commission staff to discuss possible needs and opportunities. QCA's new Turnpike & Expressway Services division is a logical progression for QCA, which has 19 years of experience providing public involvement, marketing and creative services, and construction administrative support to Florida's toll agencies.





Brian's New Arrival!

Congratulations to QCA's Brian Hutchings and his wife, Kate, who welcomed their son, James Patrick, on August 13. Baby James joins proud, big brother Joe, Brian and Kate as part of QCA's growing family!

NOW WITH MARY....



"IBTTA, as well as other professional associations, are essential to our strategic foundation when it comes to national growth. Organizations such as this provide me with the clarity I need when making critical business decisions about growth that impact our futures. They give us purpose and allow us the opportunity, with proper planning to close the gap between strategy and execution."

QCA's Vice President Mary Brooks recently attended the International Bridge, Tunnel and Turnpike Association's (IBTTA) biggest event of the year. Held in Austin, Texas, the event featured three days packed with presentations, roundtable discussions, events and more. Mary joined more than 900 attendees including QCA clients such as Atkins, CDM Smith, HNTB, CH2M Hill, Jacobs, Parsons, RS&H, Stantec and more to learn about tolling industry technology and innovation; customers and communications; policy and politics; and finance and funding.

The conference was an excellent opportunity to meet toll agency representatives from around the world, and to share how QCA has helped our client agencies to educate and garner the support of the communities they serve. Mary is currently pursuing Turnpike agencies nationwide, and was recently awarded a new contract serving the Pennsylvania Turnpike Commission.

"QCA has a reputation for building long-term relationships as a true industry partner in the success of our agency clients. Our executive level involvement, year-round availability and responsiveness, competitive pricing and commitment to personalized services set us apart," said Mary.

Leading Public Outreach

QCA's Eileen LaSeur is leading the public outreach efforts for the Florida Department of Transportation (FDOT) US 301 Project Development and Environment (PD&E) Study in Sumter County.



Proudly serving Engineering Consultant Eisman & Russo for this project, Eileen is providing a Public Involvement Plan (PIP), and organizing and executing three public meetings and a public hearing over a period of 36 months. QCA's Dylan Conway is providing the project's website design. According to Eileen, "Public outreach is critical for this project. The need for this project is based on capacity / travel demand from existing and planned development, safety issues and concerns, and consistency with local agency long-range planning efforts. The need for increased capacity is based on projected growth in traffic volumes, resulting primarily from approved, pending or proposed future development within one mile of the project corridor."

The study for this eight mile corridor is evaluating the widening of US 301 / SR 35 from CR 470 West to SR 44 in Sumter County. The study also includes identifying a possible realignment of the east-west portion of US 301. This alignment would be a new roadway that would bypass the City of Coleman.

Outreach efforts will include Sumter County, the cities of Wildwood and Coleman, and the town of Sumterville along with several miles of rural communities and agricultural lands. US 301 is heavily utilized as a trucking route by many of the local businesses such as the Dixie Lime Quarry and Stone Company, Bedrock Resources, American Cement Company and Eagle Roofing Products, as well as the Federal Correction Complex of Coleman, the SECO Electric Co-Op, The Shady Brook Golf and RV Complex, and others. There are also potential environmental justice, public lands and environmental concerns. Coordination with businesses as well as local governments, agencies and stakeholders will be imperative in order to receive public consensus for this project.



Wekiva Parkway Youth Outreach

Since many youngsters are fascinated with wildlife, QCA Vice President of Turnpike and Expressway Services Mary Brooks developed a Youth Outreach and Education Program for the Wekiva Parkway. The 25-mile toll completes Central Florida's beltway and will cross the Wekiva River, recognized as a *National Wild and Scenic River* and an *Outstanding Florida Water*. Mary is working to make sure



young people know the Florida Department of Transportation and the Central Florida Expressway Authority are developing the Parkway in a way that helps to protect the river and surrounding home to Florida black bear, deer, sandhill cranes, bald eagles and more.

Mary, who has spearheaded parkway community engagement since 2004, is coordinating with environmental youth groups, existing agency youth programs, and schools located near the parkway corridor. Working with QCA's Creative Services Manager Joe Duhamel, she's developed age-appropriate maps, coloring pages and made interactive presentations to dozens of youngsters. Groups introduced to the project include the Seminole County Greenways & Natural Lands Division's Summer Eco Camp and the Seminole 4-H Clover Kids Club. The agencies are also planning construction project tours for engineering student groups.

"The goal is to engage young people in the Wekiva Parkway's unique marriage of transportation planning and wildlife conservation," Mary said. **"We also understand youngsters can become great advocates, and will share what they learn about the parkway protections with family members."**

New Regional Expressway Authority Formed

On June 20, 2014, Governor Rick Scott signed the Central Florida Expressway Authority (CFX) bill into law. The law created a new regional tolling authority that assumed all the responsibilities of the former Orlando-Orange County Expressway Authority (OOCEA). Knowing the change was imminent, QCA's Mary Brooks and Brian Hutchings worked closely with CFX Communications and Marketing staff to compile a Transition Task List identifying the multitude of tasks that needed to be completed to help ensure a seamless transition. As the consultants managing public communications for the Five Year Work Plan, Brian and Mary updated project fact sheets, maps, exhibits, PowerPoint presentations and the Wekiva Parkway website. Brian also suggested the establishment of a committee to look at the very detailed tasks needed by all departments – not just communications – for rebranding the agency. When the bill was signed into law, this advance work paid off and helped to position CFX to continue their mission of providing for Central Florida's critical transportation needs.



CFX Leadership Orlando Tour

QCA staff members were on hand to help the Central Florida Expressway Authority (CFX) host a Leadership Orlando class focused on transportation recently. QCA's Mary Brooks and Brian Hutchings helped lead participants on a guided behind-the-scenes tour of CFX operations including toll collections, electronic billing and violation tracking, and the Intelligent Transportation System control room, as well as an update on the CFX's Road Ranger program. The tour gave the participants a new appreciation for what it takes to move goods and people, keeping them safe in the process. With more than 10 years of serving CFX, Brian and Mary also were able to answer detailed project and agency questions from attendees.



"Congratulations everyone and thank you for all your hard work resulting in our team being selected for the SR 436 and SR 552 projects in Orange County, Florida."
-- Frank Caruso, Lockrane Engineering



Palm Coast Parkway Widening Continues

QCA is proudly serving Hill International, Inc., one of the top construction management companies in the world. Traci Missildine is providing public information services for the Palm Coast Parkway six-laning construction project in Palm Coast, Florida. According to Traci who serves as a spokeswoman for the project, "the widening of one of the city's major east-west corridors is making significant progress. The \$10.5 million project stretches 1.23 miles from Cypress Point Parkway to Florida Park Drive and includes the overpass across Interstate 95. The portion of the parkway is increasing from four lanes to six and will include a pedestrian-bike path along the eastbound and westbound lanes."

Updates are available at PalmCoastPkw.com.



Destination for Success: A Highlands County Economic Development Initiative



Nestled in the center of the state of Florida is Highlands County, home to Avon Park Air Force Range, whom recently selected The Balmoral Group / QCA team to prepare an Economic Development Strategic / Marketing Plan. The mission: to develop a plan that identifies and attracts military-compatible business and industries to Highland County, complete with economic development goals, strategies, and implementation measures. QCA will work hand in hand with The Balmoral Group under the direction of the Highlands County Industrial Development Authority to craft a comprehensive community marketing plan that supports business expansion, retention, and ultimately increases sales and sales tax revenues.

QCA Vice President Jill Cappadoro will work with National Services Manager Traci Missildine, along with Joe Duhamel's creative services to design and produce strategic collateral and communication initiatives.





A SAFE WORK ZONE AT ALL TIMES IS THE GOAL!

IT'S ALWAYS ABOUT SAFETY

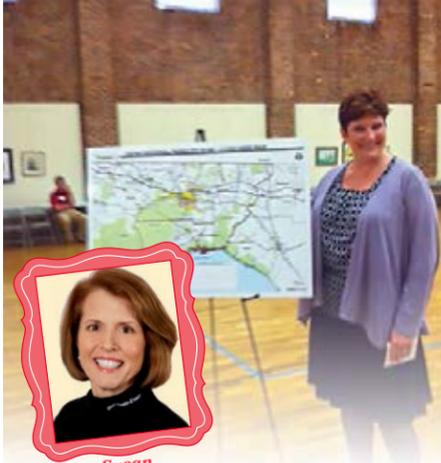
QCA's creative team, led by Joe Duhamel, continues to lead the industry in providing graphic design services. In North Florida, Joe's team currently serves on the Districtwide Safety contract with Engineering Consultant Cardno. Joe is designing billboards and other collateral for a My Seat Safety Campaign, which will tie into a future national safety campaign for the Florida Department of Transportation. This project is in the first phase, so stay tuned!

WORKING SAFELY IN THE DARK

QCA's Amanda Hopkins proudly serves RS&H Construction Services on the Florida Department of Transportation's (FDOT) SR 61 (Thomasville Road) improvement project from Live Oak Plantation Road to Woodbine Drive in Leon County. Providing a combination of compliance and communication services, Amanda says, "Unlike most projects, the reconstruction of SR 61, a major Tallahassee roadway, is being conducted exclusively at night in order to minimize impacts on commuters and businesses along the corridor." Amanda is working closely with RS&H as well as with Contractor C.W. Roberts. In addition to supporting general office administration, Amanda provided advanced notification of the pending construction to residents and business owners along the corridor, and continues to keep property owners informed of construction activities in advance.



Amanda



Susan

2040 Regional Mobility

The QCA team of Susan Emmanuel, Amanda Hopkins, Karen Kersey, Cacynthia Lock, and Traci Missildine assisted Kimley Horn in the first series of 2040 Regional Mobility plan public meetings. According to Susan, "Long range planning is key for the future growth and development of any area. It includes land use, environmental, economic competitiveness and transportation strategies, and puts forth a vision for investing in a transportation system."

Four meetings were held recently over two days in Gadsden, Leon, Jefferson and Wakulla counties. Participants were able to express their opinions and share their vision for the future of the region with the project team. A second set of meetings was held in October and built upon the ideas gathered in May. At this meeting, attendees weighed in on a variety of scenarios using hand held devices with the results provided in real time.



Navarre Pedestrian Overpass

Safe Transport Across US 98

QCA's Sandee Launch is providing public outreach for the Navarre Pedestrian Overpass project to ensure that Bassel Kassem and SAI, as the design engineers, have a clear understanding of the needs and desires of Santa Rosa County officials and residents. QCA teamed with SAI to pursue and win this project. The project will address the needs of both tourists and residents who frequent these and other waterfront locations. The objective of this project is to design an attractive, user-friendly, ADA accessible pedestrian overpass that provides safe transport across US 98 to and from the waterfront park.

For years, Sandee has watched visitors attempting to cross busy US 98 to attend events at the waterfront Navarre Park in Santa Rosa County. The park, home to a splash pad, a basketball court, walking trails and a playground, is the site of a weekly concert series, festivals and other community activities. Additionally, the Panhandle Butterfly House is co-located near the park. During many of the events at the park, Santa Rosa County Sheriff's Office deputies stop traffic on US 98 to allow park goers to safely cross the busy highway.



Sandee

INTERSTATE 10... A WIN WITH PALMER

QCA's North Florida team partnered with Palmer Engineering Company for the design of an I-10 resurfacing project in Holmes County. According to QCA's Sandee Launch who is serving as the Public Information Officer on this project, "I'm thrilled to be working with Palmer Project Manager Bob Masucci on this project which includes nearly 2.5 miles of I-10 (SR 8) from the Washington County line to Jenkins Road. I will be writing the Community Awareness Plan and will be completing both Phase II and Phase IV notifications."



Welcome Back Carlana Hoffman!

Carlana is coming back to QCA part time to support our Aviation Division. Over the years she has built and maintained positive relationships with QCA's publics. She will continue to ensure that all communications are consistent, accurate and timely as she serves in this capacity.

Residing in Tallahassee, Carlana has been part of QCA's family since 1999. She was the first Public Involvement professional to serve Blueprint 2000. She was instrumental in ramping up our North Florida division and she's a dear friend to the entire organization.



Carlana

QCA Participates in Florida Airports Council Annual Conference

QCA's Jill Cappadoro participated in the Florida Airports Council (FAC) 45th Annual Conference held August 3 - 6 in Jacksonville, Florida. 'Today's Decisions. Tomorrow's Realities' was the conference theme enjoyed by the hundreds of FAC members, speakers, sponsors, and exhibitors that gathered for the largest single-state aviation conference in the nation.



Jill

"Our speakers included federal and state leaders and industry professionals who discussed issues affecting Florida's airports," shared Jill. "The event centered on identifying ways to better serve travelers, generate non-aviation revenue, and continue to improve Florida's economy," she added. Conference highlights included the opening session with Secretary of the Florida Department of Transportation Ananth Prasad, election of new FAC officers and directors for 2014-2015, the annual achievement awards and the unveiling of FAC's new logo.

Jill is leading QCA's expansion nationally, with a focus on the aviation industry. Her goal is to continue to position QCA nationally as the 'go to firm' for quality grass roots customer engagement, market research and surveying, and support with sustainability and long-range planning efforts.

Florida Airports Council unveiled its updated logo at the 2014 annual conference



Keeping up with the Transportation Industry

In August, QCA's Lori Buck joined a virtual National Town Hall discussion on the need for a long-term transportation bill that invests in future infrastructure. More than 3,000 people from coast to coast attended the webinar, hosted by the Department of Transportation Secretary Anthony Foxx and moderated by US DOT Chief of Staff Sarah Feinberg. Secretary Foxx responded to participants' questions submitted through the event website, email, and social media. The meeting looked at the landscape of the transportation system and identified challenges and opportunities throughout the County.

During the town hall, the Secretary talked about TIGER Grants and the need for improved infrastructure. He also asked that the public share transportation issues by posting pictures about bridges or roads that need to be repaired. He said, "The problem will only get solved by you — so tell America your transportation story: #InvestNow and be the voice for your community." Visit: dot.gov / townhall or dot.gov / Grow-AMERICA



Lori



GENERAL AVIATION MASTER PLAN MEETINGS

Working together with Michael Baker International and the Tampa International Airport, QCA successfully executed three open houses within two weeks. QCA is contracted to provide Public Involvement services for the Tampa International Airport General Aviation Master Plan Update which includes the Peter O. Knight, Tampa Executive and Plant City Airports. For each of these airports, QCA is responsible for public meeting coordination support and meeting facilitation. For this project, QCA's Lori Buck and Joe Duhamel produced high-quality meeting collaterals, which included comment cards, directional signage, sign in sheets and nametags. QCA's Maddie Griffin provided staffing support to Lori at the September meetings, by providing attendees with information and answering questions.

"The public meetings are an important part of developing the Master Plan Update. Through the meetings, stakeholders are able to share ideas and comments as well as receive the most up-to-date project information," said Lori. She went on to say, "With more than 19 years of experience, QCA is known for developing teams of skilled, knowledgeable professionals who demonstrate exceptional performance in the office and in the field. We guarantee to add value to the total team by providing quality full service communications."



Interstate 75 Gearing Up for More

The Florida Department of Transportation (FDOT) is gearing up for a series of planned improvements on Interstate 75 (I-75) in Central Florida and QCA is right there assisting with all of their Public Involvement needs. QCA Public Information Officer, Irina Lallemand successfully presented an Open House Public Meeting recently for the first of two I-75 Design-Build widening projects in Sumter County.

The improvements on this FDOT interstate project will include widening from four lanes to six, upgrading Intelligent Transportation Systems (ITS), drainage system revisions, new medians and a complete interchange reconstruction at exit 314 (SR 48) comprising of two new bridges over I-75.

The Open House which was held at the Sumter County Lake Panasoffkee Recreation Park Meeting Room was staffed by Irina with additional team support from QCA colleagues, Megan Olivera, Jackie Kennedy and Anthony Cappadoro. They and various members of the project team hosted about 45 participants and provided detailed information on the planned widening.

And as is typical of QCA's above and beyond approach to all its contracts, meeting attendees were also able to learn about the next segment of the widening, which is estimated to get underway in early 2015. Irina provided a heads up to FDOT staffers who came equipped to the September 18 Public Meeting with maps and plans for not one but two projects.



(l to r) Jackie, Megan, Irina, and Anthony



Beth

CONSTRUCTION SUPPORT

QCA is honored to be working with the Carnahan, Proctor and Cross team as part of the Florida Department of Transportation's (FDOT) Construction Engineering & Inspection

contract to provide construction support for the FDOT's Broward Operations Center. QCA's support staff will serve, as needed, to support all construction projects out of the Broward Operations Center. "From administration, to document scanning, compliance to contract support, QCA stands ready to serve," shared Beth Zsoka



CARNAHAN - PROCTOR - CROSS

BIKE LANES IN BROWARD COUNTY



Yaisel

QCA is excited to support efforts to create a more pedestrian friendly city! That's why we're energized to be working with CTS Engineering on the design of a 4-foot bike lane to each side of NW 19th street in Broward County.

QCA's Beth Zsoka and Yaisel Gonzalez will provide public involvement services. They have extensive knowledge of the stakeholders throughout the project area and are familiar with key staff from each of the cities potentially affected by the construction. Beth and Yaisel will ensure communication between all involved and all interested persons or groups. This includes preparation and implementation of public meetings with the use of PowerPoint presentations, and one public meeting during the projects design phase to embrace the public's opinion in the plan.



QCA - Always Camera Ready!

Serving as spokespersons for our clients and our projects means that QCA associates need to be able, often at a moment's notice, to talk with the media. For this reason, QCA makes sure that all of our Transportation Communicators have extensive media and crisis communications training and are "camera ready."

QCA Associate Juliette Valencia is a perfect example. She is currently working on the I-95 Rehabilitation Project in Miami-Dade County, which includes replacing large sections of concrete pavement on the highway. Since this project affects the busiest corridor in the County, it has been the target of both English and Spanish-language media.



"Generally, media requests come through the District Public Information Office," Juliette explains. "It is not unusual for us to receive a request for an immediate on-camera, live interview and we always try to accommodate last-minute deadlines. This creates a positive working relationship with the local media, which is very important."

It is Juliette's job to coordinate with her project team, develop a list of potential questions and responses, and to work closely with the Florida Department of Transportation's District Six Public Information Office to meet deadlines and make sure that the information provided to the media is informative and accurate. Most importantly, she keeps the interview focused on the big picture, including the need for the project and how, once completed, drivers will benefit.



I-95 Industry Forum

This summer, more than 100 industry professionals along with elected and appointed officials and members of the public attended a forum on the upcoming 95 Express Phase 3 Project. The purpose of the forum was to explain the project and provide important information about the implementation of this next phase of congestion management on one of South Florida's busiest corridors.

QCA is proud to continue to be on the forefront of congestion management in Florida, having served on the Lee Roy Selmon Expressway, 95 Express Phases 1 and Palmetto Express / I-75 Express. As a subconsultant to New Millennium Engineering, QCA's Tish Burgher currently leads the Public Information efforts on 95 Express Phase 2, which is extending express lanes north from Miami-Dade County into Broward County.

Tish serves on the Public Involvement Team, which is comprised of agency and project partners including the

Florida Department of Transportation, Broward County MPO, Miami-Dade County MPO, Florida's Turnpike Enterprise, Broward County Transit, Miami-Dade County Transit, South Florida Commuter Services, and the South Florida Regional Transportation Agency.

QCA is tasked with maximizing outreach and education efforts on this congestion management project and building support and consensus for this initiative. Together with our project partners we are building the foundation for successful implementation of a regional network that will ease congestion in the tri-county area. QCA continues to be excited about the expansion of this innovative transportation option in Florida and looks forward to participating in future projects locally.



Tish



Port St. Lucie's Crosstown Parkway Extension CEI Win

QCA has been strategically following the Crosstown Parkway Extension Project for several years, patiently waiting for the project to move forward and for the opportunity to provide exceptional public relations services to the City of Port St. Lucie. The wait is over! QCA was selected as part of the Target Engineering and Cardno Engineering Construction Engineering and Inspection (CEI) team.

As the lead public information specialist, QCA's Beth Zsoka will work closely with project team members

throughout design and construction. According to Beth, "QCA's Dylan Conway will provide website support and QCA's Joe Duhamel will lead our Creative Team with the development and execution of project collaterals."

Port St. Lucie is one of the fastest growing cities in the nation and experiences substantial traffic congestion problems.

The Crosstown Extension Project will provide a third crossing over the North Fork of the St. Lucie River to US 1. This six lane divided highway and bridge will also serve multi-modal transportation.

The City first adopted the extension in their comprehensive plan back in 1980.

"The Crosstown bridge project is very similar to the recent Indian Street Bridge in Martin County," said Beth. Beth served as the Public Information Specialist for Indian Street Bridge from 2009 to 2013. She went on to say, "In fact, the public information efforts for Indian Street were recognized and highlighted by the City Council during the selection process. We are honored and we look forward to working closely with the City of Port St. Lucie, the community and the project team on this project."



Communicating the Value of Seaports and Waterways

QCA clearly understands our seaports and waterways have served as a crucial economic lifeline by bringing goods and services to people around the world for hundreds of years.

We are honored to support area seaport and waterways by providing the organization, logistics and coordination of meetings, workshops and training, as well as by offering creative solutions by developing and maintaining a stakeholder web page, generating project collaterals such as newsletters and by providing other communication media support.

Seaports don't always get the credit they deserve, and QCA can help! From economic development, to progress reporting

to the development, revision and updates of publications, training and presentation materials, QCA's support team also includes graphic designers, community outreach professionals, research and development associates, IT / data management / web managers, partnering / training facilitators and more.

Typically seaports need better cooperation from the communities they serve and from the policy makers who provide funding and votes for industry initiatives. Please call Traci Missildine at 904-382-6158 to hear how we can educate and communicate the importance of this industry. ☺

Water Flowing Into Reservoir

Tampa Bay Water began once again storing surface water in the C.W. Bill Young Reservoir. Since then, approximately 120 million gallons of water has flowed into the reservoir each day. QCA's Jill Cappadoro was on hand to assist Tampa Bay Water with a media event at the reservoir highlighting this day.



"To be a part of the media day was thrilling," noted Jill. QCA has been providing public information services on the Tampa Bay Water Reservoir Renovation project for more than two years. As part of this project QCA supported Kiewit Infrastructure South, CH2M Hill and Tampa Bay Water providing weekly construction updates which were posted on the website, newsletter content and coordination and staffing the reservoir hotline.

The reservoir's renovation was done from the bottom up, so refilling could begin while construction around the top of the facility was completed. The Florida Department of Environmental Protection has currently authorized Tampa Bay Water to fill the facility to approximately seven billion gallons. Construction is expected to be completed by the end of 2014, after which Tampa Bay Water can fill the facility to its 15.5-billion gallon capacity.

On Thursday, July 31, Tampa Bay Water invited local media to the reservoir to obtain video and photos of water flowing into the facility. QCA's Jill Cappadoro assisted with the event that was widely covered by local television stations and print media. ☺



2014 TRANSPORTATION SUMMIT

Senior Manager Lori Buck attended the 2014 Transportation Summit in July hosted by Floridians for Better Transportation (FTB) in partnership with Transportation and Expressway Authority Membership of Florida (TEAMFL) at the JW Marriott Orlando Grande Lakes. Events included Keynote Speaker Sam Gennowey, Katherine Padillo & Associates, as well as high profile presentations by industry professionals such as Noranne Downs, district secretary, Florida Department of Transportation; Phillip Brown, director, Orlando International Airport; Julie Edwards, vice president, All Aboard Florida; remarks from Matthew Ubben, FBT President; the Honorable John Mica, United States Congress and Ananth Prasad, secretary, Florida Department of Transportation.



"QCA is a huge supporter when it comes to mobility management," stated Lori. **"We are united in supporting goals such as focusing on satisfying customer needs, innovation, and cultivating partnerships and multi modal agency activities."**

As the industry's premier provider of Transportation Communication services, QCA offers a single point of contact to communicate to customers on multiple travel modes. ☺

QCA ATTENDS 2014 SASHTO

QCA's Sharlene Lairscey was proud to be in New Orleans during the 2014 SASHTO event in August. Serving the needs of transportation professionals nationwide by providing such services as Project Branding, Marketing, Social Media and innovative Communications Outreach support for major highway and bridge projects across the Americas, we take great pride in developing and maintaining strategic relationships with our nation's leading transportation agencies.

As a woman-owned / certified disadvantaged and small business enterprise (WBE / DBE / SBE), QCA can help you discover successful communication strategies, identify trends, exchange ideas, and produce creative solutions you can implement immediately.

For emergency contracts, such as those needed after Hurricane Sandy delivered havoc to the Northeast in 2012, QCA can tackle the communication challenges when disaster hits. Nine years after Hurricane Katrina, New Orleans was proud to showcase their City, and QCA was proud to be there while they did. ☺

SASHTO 2015
COMING TO NASHVILLE
AUGUST 1 - 4, 2015



19 YEARS AND COUNTING

A sure sign of a healthy, growing organization is its commitment to its associates, to its customers, to its communities and to the industry it serves. In August, QCA celebrated 19 years of service to the Transportation Industry.



"WOW! Hard to believe it's been 19 years!! Congratulations! I'm glad I was around when you started QCA! I'm really really impressed by you and QCA and wish you many more years of success! God Bless!"

Patrick Stanford, P.E.
Parsons Brinckerhoff

"I believe every individual, every department, every neighborhood, and every community is one idea, one voice, one action — one person — away from being better tomorrow than it was yesterday. By understanding the leadership approach the times require, you can be that one person. Congratulations on a job well done!"

Ian Hill, Leadership Coach

"I know it's a hard decision to go into business for yourself; it's costly and a lot of sleepless nights go along with it. You have done an outstanding job. Your company has grown by leaps and bounds and you have selected a wonderful group of people to work for you. I'm grateful to be a part of it."

Eileen LaSeur, Senior Associate
QCA

"Congratulations — This is quite an accomplishment, and I can't wait to see (and be a passionate part of) what is ahead!"

Susan Emmanuel, Senior Manager, QCA

"Quest has been a great partner for many years. We appreciate all of the participation you and the rest of the QCA team has been able to offer to advance women in transportation."

Liz Peak, Regional Services Coordinator
Jacksonville Transportation Authority

"The Innovative Task Team has been a great success so far," shared Maddie. *"We have been getting a lot of great feedback from the associates and I can't wait to see what this team will achieve."* ☺



"Congrats Sharlene!!! Well done — hope for another 25 or more!!"

Angelo Rao, PE
Director of Local Government Services
BCC Engineering, Inc.

Ride-4-Ronald 60 Mile Bike Ride

On Sunday, September 26, most people could be found sleeping in or spending the day relaxing. But QCA Vice President Mary Brooks had other plans in mind. She took to the roads with her bicycle to ride 60 miles with hundreds of other cyclists for the Ronald McDonald House (RMH) of Central Florida. The fifth annual Ride-4-Ronald event is a bike ride benefiting the 1,800 children and families who stay at one of the two Orlando Ronald McDonald House locations each year.

"We have such a wonderful QCA family that is very community-focused," Mary shared. **"So in addition to getting some great exercise, this is a great opportunity to give back to the community - and a great organization that does so much to try to keep families together during a medical crisis."**

Great Job, Mary! 🙌

Brian on Location



QCA's Brian Hutchings worked with News 13 Traffic Reporter Ryan Harper on a story about the progress of the Central Florida Expressway's SR 417 / Boggy Creek Interchange project. 🙌

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GET PAY'VD Campaign kicks off for QCA's Construction Career Consultants



Jill

QCA is proud to announce it was selected by the Florida Department of Transportation (FDOT) to serve as its Construction Careers Consultant and to act on behalf of the Department in its efforts to recruit and champion the On-the-Job Training Program, Construction Career Days, and Career Fair events.

The primary goal of the On-the-Job Training (OJT) Program is to increase the number of minorities and females on federal and state funded road building contracts. To accomplish this goal QCA is providing assistance to unemployed adults and high school students who are preparing to graduate to secure jobs with prime contractors.

Contact us to learn more about how QCA can help benefit you.

📌 Let us help you locate a job in the road and bridge construction industry

- ◆ Connect with construction contractors
- ◆ Get tips on resume development and interviewing techniques

📌 We stand ready to support Contractors and Consultants

- ◆ Recruiting Efforts
- ◆ On-The-Job Training
- ◆ Matchmaker Conferences
- ◆ Career Resource Events. 🙌

QCA EXPANDS TRANSIT SERVICES



Traci

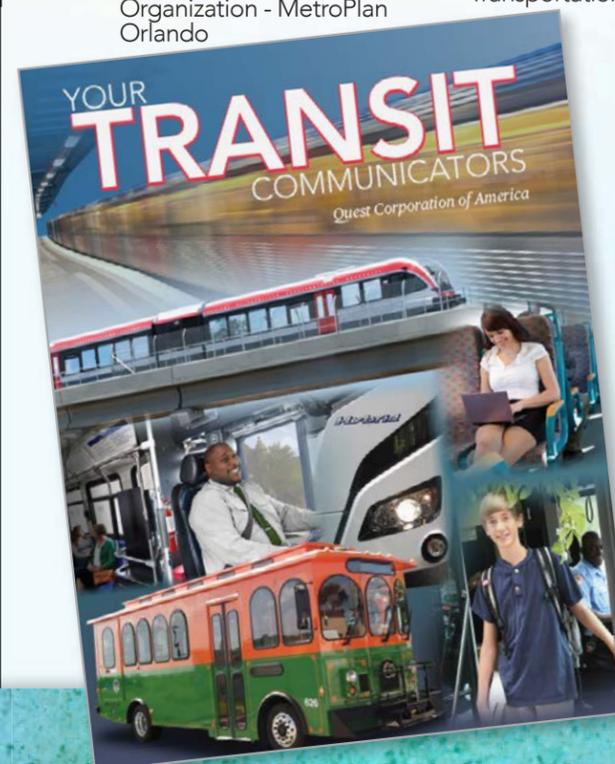
"QCA is strongly dedicated to the public transit, rail and port industries. We are passionate about the marketing, communication, public engagement, education and image development for agencies large and small," shares Traci Missildine, national transit and rail services manager. **"Public transit marketing is not for the inexperienced. Having us on your team ensures innovative two-way dialogue generation. Our awareness programs are always strategic. Our efforts are guaranteed to educate and communicate the importance of this industry."**

PARTNERS WE SERVED

- | | | | |
|---|--|-------------------------------------|--|
| • AECOM | • Gannett Fleming | • Kimley – Horn and Associate, Inc. | • Tindale – Oliver and Associates |
| • Atkins North America, Inc. | • Georgia Department of Transportation | • Michael Baker International | • Transportation Management and Design |
| • CDM Smith | • Hatch Mott McDonald | • Parsons Brinckerhoff | • T.Y. Lin International |
| • Data Transfer Solutions | • HDR Engineering, Inc. | • PB Americas, Inc | • TranSystems Corporation |
| • Dyer, Riddle, Milles & Precourt, Inc. | • Herzog | • PCL | • Vanasse Hangen Brustlin |
| • Florida Department of Transportation | • HNTB Corporation | • The City of Doral | • Volkert |
| | • Jacobs Engineering | • The City of Concord, NC | |

TRANSIT ORGANIZATIONS WE SERVED

- | | | | |
|--|--|--|---|
| • Birmingham-Jefferson County Transit Authority | • City of Doral Trolley System | • Gainesville Metropolitan Planning Organization | • Lee County Transit |
| • Capital Region Transportation Planning Agency | • Cobb County Transit | • Gainesville Hawthorne Rail - Trail Downtown | • Miami Dade Metropolitan Planning Organization |
| • Central Florida Commuter Rail Transit | • Concord Kannapolis Area Transit | • Hillsborough Area Regional Transit Authority | • Pinellas Suncoast Transit Authority |
| • Central Florida Metropolitan Planning Organization - MetroPlan Orlando | • Connecticut Department of Transportation – CTfastrak | • Indian River County Metropolitan Planning Organization | • SunRail |
| | • Florida Department of Transportation | • Jacksonville Transportation Authority | • Tampa Hillsborough Expressway Authority |
| | | | • Tampa Historic Streetcar System |



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- Special Events
- Web Design and Maintenance



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

Driving Forward the Power of Public Transit

From the first horse and buggy in the 1600s to modern high speed rail systems, the history of public transit is directly connected to industrialization, urbanization and quality of life. While forms of transit have changed over the decades, the reasons people use public transit have remained constant.

People travel to meet their needs for existence – going to work, acquiring food, seeking medical attention; for personal development – going to school and attending faith-based facilities, and for entertainment, such as sports and social gatherings. People rarely travel for the sake of travel itself.

By the beginning of the 20th century, London, New York, Boston and other major cities had fixed-rail subway systems, and by the 1920s buses were common. In the United States, use of public transit grew steadily with six billion passengers per year in 1900 to more than 17 billion in 1927.

Support of transit plummeted during the Great Depression, but loyalties grew again during World War II, peaking in 1946 at 23 billion riders. For the next 30 years, ridership decreased steadily. The total number of passengers in 1970 was less than that of 1910. The reasons are complex and often political. Inexpensive gasoline, suburban and highway development, the deterioration of older subway lines and the greater freedom of cars offered, helped turn the U.S. into a car culture.

However, as the public has grown increasingly concerned over the impact of cars on the environment and the quality of life in urban areas, there is growing support for the development of efficient and comfortable mass transit systems. Mobility is an essential feature of life and, oftentimes, defines one's ability to participate in society.

Currently buses account for 60% of transit rides in the United States. Innovations such as articulated buses



and reserved lanes are balanced by the problems of noise, air pollution, and traffic. The issue of public transit has come full circle; it is once again a central social and political issue.

Public transit performs important economic, social and environmental functions within communities, ranging from securing the viability of dense business districts, to meeting all the transportation requirements for those unable to use automobiles and to reducing the negative impacts of automobile congestion. Decisions about what services to provide and how to provide and pay for them should be based on an understanding of the mission of transportation in a particular community.



"In the same way we have a long-term plan for building roads we have to have a long term plan to build transit."

— Kathleen Wynne, Politician

The main challenges facing public transit policymakers are the dispersal of development through suburban growth and increases in capital and operating costs, which require either higher fares, greater subsidies or both. Responses to these challenges

include alternative service concepts, new technology and automation, more efficient service delivery and alternative sources of funding.

"There is a fundamental shift going on in the way we move about our communities. Access to public transportation matters. Community leaders know that public transportation investment drives community growth and economic revitalization."

QCA offers public outreach and community engagement support, as well as a wide range of aviation survey and research services to support long-range planning, air service development projects and economic impact studies. Contact us to learn more about how we can support your aviation projects.

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