

BE INFORMED

QUARTER 1 | 2020



STREETS  
ALIVE!



Your Future | Our Vision

America's Choice for Marketing and Communications

Credit: 2016 SHINE Artist Dasic Fernandez  
for St Petersburg Arts Alliance

# A TIME OF SELF RENEWAL

COVID-19 OR NOT, humanity is increasingly ill, and as we all recognize, the masses are struggling to just keep themselves well. Unfortunately, this reduces our ability to flourish, thrive and contribute to the greater society. At Quest, we believe it's not too late to make this year the one that changes it all (in a good way). Take responsibility for your own health and start with an entirely new lifestyle. This past quarter has been a wakeup call, if nothing else, to reconstruct your life and regain your health. Healing requires effort, effective humanity, and self-realization. We are blessed to live in this country and to serve an industry with healthy, abundant work programs. We are all part of something big, and our accomplishments will come from continuing to pursue and reach our goals. LET'S BE GRATEFUL!



At Quest, we are happy, and we believe happiness is people. Good relationships are the best predictor of a happy life. We work hard on our relationships - both at home and at work. We are people you can trust when a crisis factors in. Why? Because we are committed to urging one another to do the very things that lead to success and to a fulfilled life: exercise, hanging with friends, and pursuing goals.

During these challenging times, we believe that being overly optimistic is not harmful. Good things come out of every situation, so we encourage you to savor what is beautiful, cultivate hope by imagining your best possible self, and most importantly...be loving and kind.

**Let's make 2020 the year you become the new you!**

*Sending Healthy Hugs and Love,*

*I believe Quest's culture is one where we are practitioners of gratitude – acknowledging and expressing thanks for the good in life. And I believe as a result we experience better physical and mental health. Gratitude has traditionally been thought of as a passive emotion – for example, you sit and reflect on what you feel grateful for – but simply just saying “thank you” can trigger a gratitude attitude, alerting one that an act of kindness has occurred.*



## ON HOPE

HOPE IS NOT technically an emotion – it's more accurately defined as an attitude or trait. Some describe it as a passionate expectation that a future positive event will materialize, even if it's unlikely. What experts do know: Hope is linked to happiness, resilience, and better physical and psychological health.

According to experts, “some psychologists consider hope - and its sister, optimism - the wellspring from which many other positive emotions arrive. Many doctors who've treated patients with life-threatening illnesses maintain that hope can be as powerful as any medication: It can stop pain, normalize breathing, and even improve motor function.”

## ABOUT QUEST

Quest Corporation of America, Inc. (Quest) has maintained a reputation for providing high-quality, professional creative products and communications services to various state departments, federal and municipal agencies, and to some of the largest engineering and construction companies throughout the United States. Owned and operated by partners Sharlene Lairscey and Jessica Francois, Quest is licensed and minority certified (DBE/MBE/SBE/WBE) to serve nationally.

## OUR CUSTOMERS

We believe our goals are ultimately to build better relationships with the societies in which we operate, to initiate open, two-way dialogue seeking understanding and solutions to issues of mutual concern. Our customers mean the world to us. We consistently strive to treat them fairly, honestly and with integrity, maintaining product quality and engaging in responsible marketing and consumer information practices.

## OUR CULTURE OF LOVE

Our culture is driven by one thing – LOVE. Of course, we have revenue targets, and our goals are financially driven. Our purpose, however, is about making our employees and clients happy. We view our employees as our number one asset, and at its core is a belief that work/life balance is always a priority. We share a positive climate with motivation among workers. We are transparent, and there is open communication and trust. And, we believe no matter what, at the end of the day we should always have fun.

## A HEALTHY ORGANIZATION

Truly a healthy organization, Quest is one which strategically integrates employee well-being into our business objectives and reinforces it through our established practices on leadership support, a learning culture, healthy job quality and people-friendly practices.

# QUEST: STATE OF THE COMPANY

OUR ANNUAL STATE of the Company meeting was held on February 28 and 29 at the Westin Tampa Bay. Overall, we ended 2019 strong with nearly 80 employees, \$5.6 million in revenues and 163 active contracts. While this year's focus at the meeting was centered on the transformation of our Home Operations Policies and Procedures, we also highlighted exciting changes that have been taking place including the introduction of several high-profile programs and ongoing construction projects that Quest team members are honored to serve.

In addition, some leadership takeaways included:

- Rely on your knowledge of the past to become innovators.
- Learn how to be visionary; and dare to take risks.
- Be more innovative and futuristic.
- What you did right or wrong – Use this knowledge to your advantage.
- Keep the present in mind to see what's coming and anticipate the challenges.
- Change can be scary, but transformation is necessary for success.
- It's our people who make us successful.
- Trust and transparency are critical, let people know where they are going.
- Be enthusiastic each day and take pride in your work.
- Continue to reach new heights of excellence for our customers.



According to Owner/Vice President Jessica Francois, "With the start of a new year, we recognize the need to create strong strategic plans with an eye to the future. I had to recognize early on that work, life, profit and purpose are no longer separate and distinct. We believe in delivering value to customers, investing in our employees, dealing fairly and ethically, supporting our communities and generating long term value for all. I'm more than excited to lead this organization into the future."

**"It was great to see you all this weekend and I enjoyed learning more about Quest. We have some great people working here and I'm glad to be a part of this wonderful family."** – André Perks



**"I just wanted to drop you a note this morning to thank you for going to such great lengths to put on an excellent company meeting. It was evident that you both put out a great deal of effort, planning and expense to provide an experience that radiates the company's professionalism and its warmth. Well done."** – Tom McNiff



**"Leadership requires two things: a vision of the world that does not yet exist and the ability to communicate it."** – Simon Sinek



**"The State of the Company meeting was well planned and executed. I appreciate the commitment of each associate that contributed and all who attended. It was great to have the individual time with fellow associates."** – Jill Cappadoro



**"Thank you so much for the incredible state of the company experience. Getting to connect with employees from all over the state was amazing. I am especially thankful for the Excellence Award you gave me. Thank you so much! It means a lot to me. I am beyond excited for the future of Quest and I'm so grateful that I get to be a part of it."** – Elisa DiGrazia



# SUCCESSION PLANNING: GETTING READY TO PASS THE TORCH

LEADING WITH LOVE matters, and when your company is preparing for the future, succession planning should be at the heart of the organization. Quest Corporation of America, Inc. (Quest) was a startup company in 1995, and now as we celebrate our 25th year in business, we must also prepare for the next 25 years.

Succession planning is critical to ensure your company is prepared for the future. I believe it starts at the top. Not only was it my responsibility to establish a clear guide for advancement, encourage team members to plan for internal growth, and to build loyalty, but also, as owner/president/CEO of a DBE/MBE/SBE/WBE business, I knew it was about filling my position first.

At our 20-year mark, our grooming process began. I was open and honest with my strongest performers, who deserved to know where their careers were heading. I introduced the idea of a Leadership Launch Team where each of us would identify our replacement, then serve as mentors. What I didn't want to do was to overburden my managers, try to do too much at once, or confuse replacement planning with succession planning.

When it comes to finding your replacement, remember that your highest-potential employees will be lifelong learners who are both self-aware and socially aware. They'll also be great problem solvers, adaptable and able to take on more responsibility. You are looking for solid performers at every level of your organization. Also, it's good to know that senior leadership must forcefully advocate for it, and all parties must be held accountable. I wanted a culture of continuous employee learning and development that gives our people the possibility to thrive.

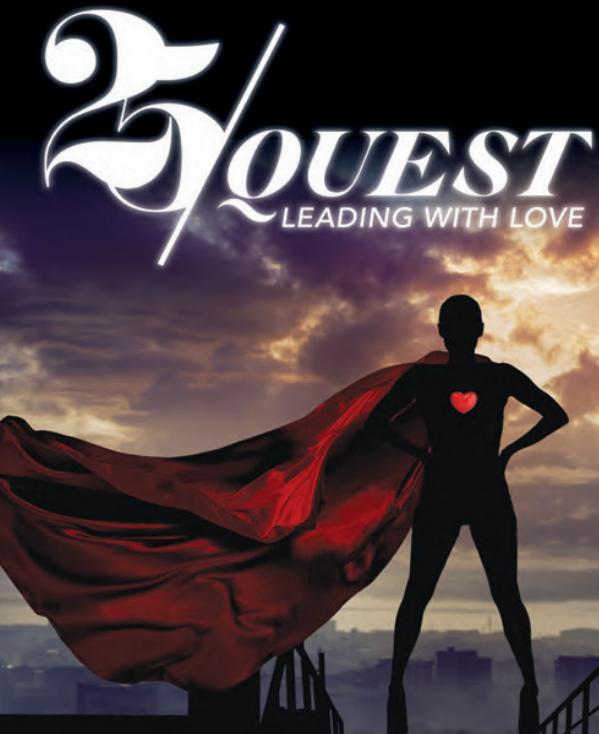
At Quest, our succession planning is an ongoing effort. Since 2015, our plan has been a living, breathing thing that gets reviewed and refreshed on a regular basis.

**Our employees are happy, and it is the desire of our associates to keep our business moving forward. As you can imagine, I did not want to mess with that.**

It's a process that once you start, you need to continue. In breaking it down, it is important that you know who you are as a company. Our vision is to become the nation's premier provider of strategic communications services. I see succession planning as a chance to engage and advance a workforce that is committed to our organization's values and vision. Our employees are the backbone of our company, especially the ones who do a good, solid job, day in and day out. I want to form a pipeline of amazing people ready for new roles.

Next, we looked at the entire organization. We identified key positions and key employees,

America's Choice for Marketing and Communications



**PROUDLY SERVING**  
FLORIDA'S TRANSPORTATION  
INDUSTRY

**SINCE 1995**

**Strategic Communications  
Work Force Development  
Public Engagement  
Compliance  
Creative Graphics  
Website Development  
Videography**



QUEST CORPORATION OF AMERICA

QCAusacom | 866.662.6273 | Corporate@QCAusacom

recognizing that sometimes key employees are not in upper leadership but in support positions. Next came strategy. Did we want a complete succession plan that included every position and employee in the organization? Or, did we want a plan that covered only upper management and other important leadership positions? For us, it was the latter.

What was our goal? First and foremost, it was to protect the company should something ever happen to me. In 2018, my daughter Jessica Francois became an equal partner and is committed to the business and our daily operations.

Now it was time to identify our rock stars. We identified key positions and found a few employees who would make good successors for each of those critical roles. We look at employee performance objectively, and we communicate openly and honestly with everyone.

Today, our Leadership Launch representatives, together with my management team members and other key personnel, meet monthly to share progress and lessons learned. It's fluid, but I can assure you that I have a loving group of individuals who are preparing the workforce of tomorrow.



This article was featured on pgs 30-31 of the Spring 2020 Florida Transportation Builders' Association (FTBA) Magazine. Thank you, FTBA, for allowing us to showcase the growth and future of Quest!

# ANNOUNCING QUEST'S 2019 EMPLOYEE OF THE YEAR

CONGRATULATIONS TO FINANCE Manager Lori Morgan, as she was named 2019 Employee of the Year. Owner/President/CEO and longtime friend Sharlene Lairscey states, "I am grateful for her loyalty and for her many years of excellence, leadership and friendship. I'm thrilled that she is part of my life and part of our desire to shape Quest and its future."

**"Lori Morgan portrays a positive attitude toward work responsibilities, co-workers, and customers and serves as a role model for others."** - Associate Vice President Joe Duhamel

**"Lori exhibits a willingness to work in a team setting within and/or outside of her division."** - Associate Vice President Mary Brooks

**"She excels in knowledge and expertise."** - Contracts Manager Elisa DiGrazia



**"Lori Morgan exhibits commitment to quality in carrying out her job responsibilities. She continues to be an asset to the organization."** - Assistant Vice President Diane Hackney

## THE GIVE BACK BOX

THE HEART OF Quest is a giving one, and every year, our associates send in suggestions for the annual philanthropy effort. This year, Give Back Box was chosen. Give Back Box® was founded in 2012 by Monika Wiela, who at the time was running an online shoe store. The idea was inspired by a homeless man she encountered in Chicago, who was holding up a sign saying he needed a pair of shoes. Wiela returned later that day with shoes for him, but he was gone. She spent that night thinking about what she could do with all the empty boxes in her warehouse and also help people like that man, and a new social enterprise was born. As Wiela researched further, she learned that, an estimated 11 million tons of clothing, footwear, towels, bedding, drapery, and other textiles end

up in U.S. landfills every year. In addition, online shopping is now the preferred method for much of the buying public. Corrugated boxes are the dominant packaging method for e-commerce. With this knowledge, Wiela's mission crystallized. If online retailers would use Give Back Box, shipping boxes and other items could be used a second time prior to being recycled. The impact would be remarkable. All you need is an empty cardboard box. Simply pack up clothes, shoes or household items, print a free shipping label from [givebackbox.com](http://givebackbox.com), and ship as usual.



**"Our associates love giving back to their communities, and Give Back Box is a perfect way to brighten up the lives of others," says GIS Lead/Innovation and Technology Catalyst Tony Cappadoro.**



# TRANSPORTATION AUTHORITY MONITORING AND OVERSIGHT

QUEST OWNER/PRESIDENT/CEO SHARLENE LAIRSCEY attended the Florida Transportation Commission January meeting held at the Florida Department of Transportation (FDOT) Headquarters in Tallahassee. The agenda included Review of FDOT's Tentative Work Program (FY 2020/21 through 2024/25) presentations by FDOT District Secretaries. In addition, Florida's Turnpike System, Jacksonville Transportation Authority, LYNX, Central Florida Expressway Authority, Osceola County Expressway Authority, MDX, Tampa Bay Area Regional Transit Authority, Mid-Bay Bridge Authority, Tampa Hillsborough Expressway Authority, and the South Florida Regional Transportation Authority presented on their performance.

The Florida Transportation Commission's (FTC) annual Transportation Authority Monitoring and Oversight Report was adopted on January 14, 2020. The FTC adopted performance measures and objectives to assess the overall



responsiveness of each authority in meeting their responsibilities to their customers. High standards were set for the authorities with the expectation that long-term improvements would be implemented. According to Florida Transportation Commission Chairman Ron Howse, "We believe the authorities will continue to utilize the findings within this report to more efficiently and effectively operate their respective expressway, toll and transit systems. The Commission, in concert with

the designated authorities, adopted performance measures and objectives operating indicators, and governance criteria to assess the overall responsiveness of each authority in meeting their responsibilities to their customers.

Shoutout to FTC Director Ralph Yoder; FDOT Secretary Kevin Thibault; FTC Commissioner and Chairman Ron Howse, and to all the FDOT District Secretaries and Expressway Leadership Representatives for a job well done! On behalf of Quest, we appreciate you!

## ENGAGING A 21ST CENTURY AUDIENCE WITH VIRTUAL PUBLIC INVOLVEMENT

**THE 21ST CENTURY** audience seeks and consumes information in a much different way than previous generations. Social media, blogs, and online news outlets are preferred over traditional forms of media such as print newspapers and radio. The Federal Highway Administration (FHWA) is offering a Public Involvement Education series to capture the attention of a distracted audience. According to

FHWA, transportation practitioners must not only embrace changes in communications and technology but become proficient users of these mediums. To help practitioners navigate this changing environment, FHWA developed a

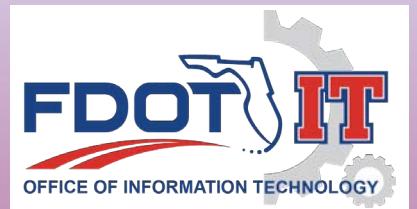
series of fact sheets and short videos highlighting innovative and proven, public involvement techniques for today's transportation plans and projects. Quest Public Engagement professionals are now using tools such as Building a Social Media Presence; Targeted Online Advertisements; and Telephone Town Halls training.



# KICKING OFF 2020 CONFERENCE PARTICIPATION

CONFERENCE SEASON FOR the transportation industry begins right at the start of the new year, and our hand-chosen conference teams eagerly prepare for it. In January, Quest associates Lori Buck, Kevin Camara, Nick Lulli and Kathy Putnam attended the TEAMFL Annual Meeting in Orlando. "I really enjoyed this year's conference theme - Resiliency Through Innovation. I'm thankful to work in an industry surrounded by people and organizations who want to move technology forward and improve the lives of others," says Nick.

A week later, Quest's Matthew Adams, Kevin Camara, Jill Cappadoro, Amy Lee Diel, Elisa DiGrazia, Jessica Francois and Nick Lulli joined participants at the Florida Transportation Builders' Association Annual Construction Conference in Orlando. As part of the industry's statewide workforce development initiatives, Amy and Jill had the opportunity to present these efforts to contractors and consultants on behalf of the Florida Department of Transportation Central Office. According to Amy, "This conference opens doors to new partnerships for Quest as an organization and Florida's statewide workforce efforts. The work program is strong, and the future is very exciting."



## TEXTING NOW AVAILABLE FOR FDOT

FLORIDA DEPARTMENT OF Transportation's Chief Information Officer Greg Smiley announced in March that texting is now allowed and available on FDOT devices! According to Greg, "The Office of Information Technology is implementing text message archiving for mobile devices to comply with the State of Florida's sunshine laws. Every text message sent or received on a department issued mobile device will be archived and available for public records."

## VISION 2020 TAMPA BAY BY ANDRÉ PERKS

I RECENTLY HAD the great pleasure of attending Vision 2020 Tampa Bay sponsored by CareerSource Tampa Bay. I was invited by HNTB's Darcy Foster for this Business and Education Summit. The opening Keynote Speaker was Mayor Jane Castor who spoke about her primary focus of improving transportation, affordable housing and workforce development. Mayor Castor has put together a workforce advisory committee that will provide support and insight in the community. Small businesses like Quest are the backbone of our communities, and it's very important that we educate and train the youth for our future workforce. Mayor Castor discussed plans to connect the workforce

development community. It was exciting to hear the Mayor speak about several projects to empower and develop a talent pipeline. There was a direct correlation of projects that we are currently working on here at Quest under the Florida Department of Transportation's Statewide Workforce Development initiative.

Mid-day, we had breakout sessions to learn more about specific target industries. I was selected to attend the Entrepreneurs breakout session led by a panel of experts. This was interesting to



learn the backgrounds and the passions of the individuals interested in starting a small business. Overall, it was a great networking and enriching experience to hear from industry experts and economists. The City of Tampa is ready to grow to the next level. I believe that Quest has positioned itself for great things in 2020 and beyond, and I am proud to be a part of this family.

# BUILDING THE VIDEO TEAM

## BY: TOMÁS MONZÓN



AFTER A HARROWING drive carrying almost 1,000 pounds of stuff with a dilapidated pickup truck through a tempestuous rain shower and not even a stereo to help pass the time, I finally made it to Land O' Lakes and reported to Quest's corporate office in February for my first day as Video Services Program Manager.

Taking the lessons learned from nearly two years as a Community Outreach Specialist in South Florida, I step into this role with the goal of maximizing Quest's video output by not only manning the camera myself and showing off my skills, but also taking on a supply chain manager role and closely studying client needs and expectations to maximize profits. Video is undoubtedly a critical component of our clients' public relations and marketing efforts, and Quest should be at the forefront of providing such services to them.



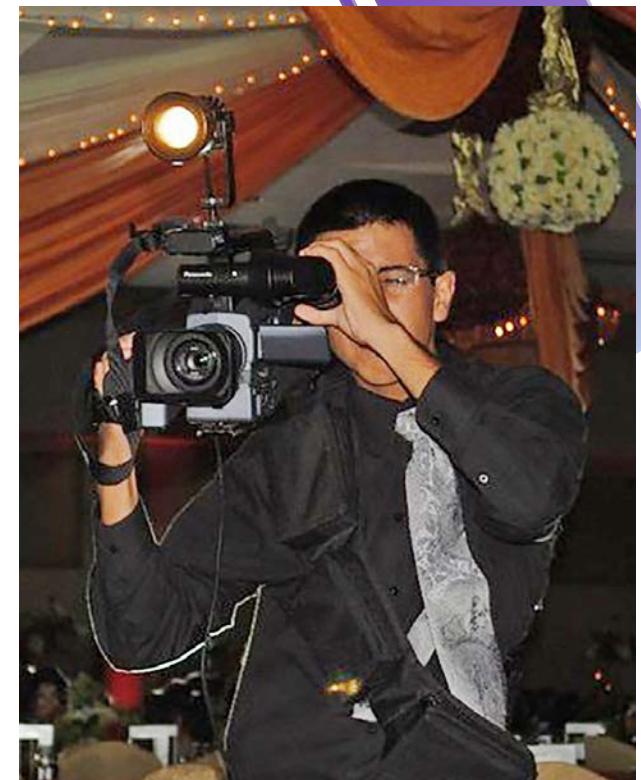
My relationship with the world of multimedia began as early as middle school. I was always fascinated by what teachers called "The Morning Announcements". They would turn on the vintage tube television mounted on the wall of every classroom and kids that I knew personally would show up on the screen, sitting on a chocolate-colored desk with a bright blue screen behind them, with microphones from the Reagan administration capturing their squeaky

voices. They would deliver school announcements like club meeting date postponements and what the lunch menu was for the day before passing it on to the principal.

In my mind, I connected the Morning Announcements and the cringey principal with another cringey daytime show - Geraldo at Large. Somehow, I got it in my head that I would go to the school library in the morning, ask to be a part of "The Morning Announcements", and host and produce my own version of Geraldo at Large. It would be called Tomás at Large, and I retrospect, it's pretty crazy how much vision I had for a little kid in seventh grade. Throughout the rest of my middle school career, I would do everything from the weather report using the blue screen, to inviting musical talent like my friend who played the sax, to delivering offbeat news stories like "Florida man plants a thousand forks in neighbor's backyard".

I continued my legacy in high school as a part of a television production magnet program, where I really enhanced my knowledge of the technology involved in making TV shows and videos and movies by working as a cameraperson, technical director, audio technician, producer, anchor and more. I even taught a course on all things TV Production by the time I was a senior. Fast forward to college, where I built on my journalistic prowess by being a briefing and features writer and a section editor for Miami Dade College's The Reporter, covering stories such as a student rally to Tallahassee to lobby for increased education spending and the profile of a media services clerk who performed as a professional wrestler by night.

Although I had to spend most of my time outside of college working to keep up with tuition payments, I kept up my creative output by producing a series of short documentaries on my own, some for profit and others for the love of the art. These included a profile of my saxophone-



playing middle school buddy who'd taken his art to the streets, while another profiled two best friends who were inseparable despite having widely different career interests.

Relocating to Quest's Corporate Office as Video Services Program Manager, I know that the only thing that's going to yield true success for me and the company is my keeping that creative fervor alive. I want the same spirit that led me to create my own news show in middle school to now lead me to business success here at Quest. More exciting projects are in the pipeline for the Quest Video Team, including training videos at FDOT's material testing labs and workforce development videos with FTBA.

# HOW QUEST CAN HELP THROUGH EMERGENCY CONTRACTS

ACCORDING TO THE Public Contract Code, an emergency is defined as "a sudden, unexpected occurrence that poses a clear and imminent danger, requiring immediate action to prevent or mitigate the loss or impairment of life, health, property, or essential public services". Emergencies can include hurricanes, tornados, viruses, and terror attacks just to name a few. No one wants to deal with a disaster, but when one happens, it's important to have a plan in place and act quickly to ensure the safety and well-being of everyone affected.

Communication with governmental agencies to notify the public about safety practices, where to go in an emergency, what facilities are open, where to find supplies and any other pertinent information is vital when tragedy strikes. Quest has the ability to put an emergency contract in place swiftly to assist with crisis communications, community

outreach, administrative, bilingual/translation services, communication plans, database management, direct mail campaigns, drone services, focus groups, GIS services, grant writing, intergovernmental/community relations, issue resolution and documentation, media relations, meeting facilitation, national outreach efforts, news releases, virtual meetings, photography, social media and strategic communications.

It's critical to have a communications liaison when disaster situations arise. Having one point of contact for agencies as well as the public, aides in lessening stress and keeping people informed. Knowing who to call or where to tune in is comforting to those affected by a catastrophe. Communication between various agencies and the public can prevent avoidable safety and transportation issues as well as speeding up the recovery time.

Our Communications Specialists have developed protocols and procedures to hold press conferences, send out press releases, notifications and other life-saving information through media relations, social media, websites, as well as personal and electronic communications. We have the ability to link up with the local emergency operations centers as well as other governmental agencies to receive and relay vital information.

In the event of an unforeseen situation, Quest can assist with crisis management in many ways. Although communication is key, other services such as inspections, bilingual translations, communication plans, mail campaigns, forming focus groups, writing grants for emergency situations, resolving issues, dealing with the media, facilitating meetings, communication through social media and documenting with photographs are some of the services we offer.

Historically, Quest has assisted with crisis situations by providing inspectors on various construction projects, providing



**"Keeping the people informed whose job it is to convey vital information to the public is critical at all times; but in a crisis or emergency situation it saves lives and gives citizens a comfort level because they know what is happening and how to get the assistance they need," states Quest Senior Communications Manager Corine Burgess, who serves as in-house Community Outreach Specialist for the Florida Department of Transportation District One.**



public information, tracking and compiling data for the amount of debris removed after a hurricane, press conferences and other vital services.

The time to prepare for an emergency is before an emergency happens. Our team can assist in putting an emergency plan in place to help minimize the stress before, during, and after an emergency arises. Our professionally trained staff stands ready to give a helping hand in the event of a disaster.

# SHOOTIN' FOR CAREERS

EARLIER THIS YEAR, Quest Senior Communications Manager Karen Harrell spent a fun-filled day of friendly competition on the 15-station sporting clay course at Jacksonville Clay Target Sports to support Northeast Florida Construction Days. Florida Department of Transportation personnel, contractors, and consultants came out to support this fundraising event.

**"I really enjoyed this event and I look forward to participating next year. Monies raised go towards a great cause," says Karen.**



## NORTHEAST FLORIDA CONSTRUCTION CAREER DAYS



NORTHEAST FLORIDA CONSTRUCTION Career Days was held February 25-27 at the Jacksonville Equestrian Center. The goal of the event was to educate junior and senior high school students on career opportunities in the transportation construction industry in Northeast Florida, an industry that is essential to improving the future of transportation that will impact us all.

Quest team members Karen Harrell and Megan Olivera volunteered as chaperones at this year's event. They guided students through the hands-on exhibits, including learning labs, career exhibits and construction equipment.

"It's a great experience to see the student's excitement as they learn about career opportunities in the transportation construction industry," explains Karen.



## SUPPORTING SAFETY DISTRICTWIDE

QUEST WORKS CLOSELY with Tindale Oliver and the Florida Department of Transportation (FDOT) District Two providing administrative services for the Community Traffic Safety Team (CTST). Quest Administrative Support Specialist Christine Aronow works in the FDOT Urban Office in Jacksonville, supporting Community Traffic Safety Specialist Andrea Atran with setting up folders for monthly Community Traffic Safety Team Meetings, creating new engineering concerns from the meetings or by email, scanning documents, shipping safety materials that have been requested by Traffic Safety Team members, sending

bookmarks quarterly to 18 libraries, compiling data for quarterly review, and keeping track of shipping and inventory. According to Christine, "Safety is FDOT's #1 priority. FDOT does numerous safety campaigns throughout the year to educate the public on various transportation related topics."



Christine Aronow

# WELCOME KRISTINE!

KRISTINE ALVEY JOINS Quest's Northwest Florida team as Communications Manager, supporting a variety of transportation and other government projects. For the last 15 years, she has dedicated her professional life to serving as a community liaison for children and adults with a wide

range of intellectual and developmental disabilities. She is excited to work with Quest government clients to help orient their customers with new projects and initiatives. In her spare time, Kristine enjoys cooking, exploring Florida's natural springs and beaches, and spending time with her family.

**"We are very excited to have Kristine on board. I know she'll thrive in her role because she loves speaking with different kinds of people and making a difference in the lives of others at the grassroots level," says Associate Vice President Sandee Launch.**



# WELCOME BACK ASHLEY!



QUEST WELCOMES ASHLEY Lay back after relocating to Panama City Beach. Ashley serves various transportation projects throughout the Florida Panhandle, including the State Road 77 Design-Build project with Jacobs in Washington County, and the Florida Department of Transportation District Three General Engineering Consultant contract with HNTB. Having served in the

**According to Owner/Vice President Jessica Francois, "I am very pleased to once again welcome Ashley to the Quest family. She's a great asset to our Northwest Florida team - we've missed her very much."**

past as a Milton City Councilwoman, Ashley understands the importance of building relationships throughout the community. "One of the things I love so much about working for Quest is the opportunity they have given me to find a work-life balance that is best for me and my family. I really am excited to be back helping inform and educate the public about important transportation issues."

# WELCOME MEGAN G.!

MEGAN GANN CAME on board to Quest in early 2020 and immediately hit the ground running. Megan is a budding designer with experience in social media content and

marketing, as well as web content production and video. She's a much-needed addition as Quest continues to grow and expand throughout Florida.

**"Megan fills an important niche in the Creative team, bringing a younger perspective and fresh ideas to the table," states Creative Services Manager Chip Boeckh. "Her personable and energetic attitude are a welcome addition, second only to her eagerness for client satisfaction and willingness to learn as much as she can."**



# WELCOME LISA!



LISA LAWRENCE JOINED Quest as Senior Graphic Designer focusing on northwest and northeast Florida divisions. Lisa brings her savvy style built on 30 years of experience to the Creative team, with talents including

marketing campaigns, advertising design, illustration, corporate identity, website design. Notably, she has worked for several print and advertising agencies and is a MarCom Creative Gold Award recipient.

**"Lisa is already breathing new life into our northern Florida product deliverables," says Associate Vice President Joe Duhamel. "Drawing upon her experience and can-do approach, as well as her willingness to dive-in to any assignment with enthusiasm, I'm excited to see what she's capable of!"**

# STAYING BUSY WITH COMPLIANCE

ALL FLORIDA DEPARTMENT of Transportation (FDOT) projects that include federal funds require that employers working on the project comply with all Federal Highway Administration guidelines. Working with Mott MacDonald on FDOT District Three Districtwide Compliance Contract, Quest's Northwest Florida team monitors construction jobs for compliance with federal regulations. Contract monitoring includes payrolls, Disadvantaged Enterprise Business (DBE) payments, OJT (On-the-Job Training), sublet agreements and EEO bulletin boards.



On projects as small as the \$90,000 repair of hurricane-damaged fences along State Road 77 and as large as the nearly \$4 million replacement of the bridge on State Road 65 over Graham Creek, Quest Resident Compliance Specialists Amanda Hopkins and Sandee Launch monitor everything from payroll accuracy to OJT compliance.



**“Compliance monitoring is a true skill and Quest has some of the best compliance specialists in the industry,” says Owner/Vice President Jessica Francois. “Both Amanda and Sandee are analytical and methodical which means they not only keep a sharp eye on their projects, they support each other by reviewing files and sharing experiences.”**

## KEEPING UP WITH CAT

IN 2015, CHATHAM Area Transit (CAT) in Savannah, Georgia, brought Quest onboard to assist with their marketing, creative, and crisis communications needs. Since then, our team has worked directly with CAT's communications department to draft media

statements, designs interior and exterior branding elements, outreach collaterals and assists with photography, printing and promotional design.



Quarter one of 2020 proved busy for the Quest team, as CAT wanted to move forward a handful of new initiatives for us to take on. The first task of the new year included script writing and storyboarding for CAT's Travel Training Program video.

Communications Managers Kristine Alvey and Ashley Lay worked together

to develop a voiceover script and general storyboard that would be used in a video to encourage and empower people with disabilities and elderly populations. This video will show them how to expand their transportation opportunities with the assistance of a Travel Trainer, who would guide and direct their learning to navigate the CAT transit system. Most importantly, when produced, the video will pique the interest and meet the informational needs of people who will benefit greatly by using the CAT transit system.

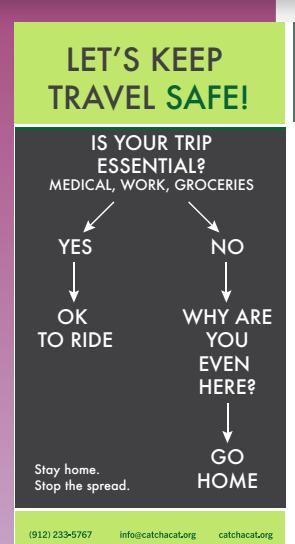
When COVID-19 officially became a pandemic, CAT placed their regular marketing efforts on hold and asked Quest to step in and design crisis communications collateral, first on how to ride the transit system safely, then shortly after, essential riding – guidance for riders to understand if they should ride the system at all.

**“It’s been a real pleasure serving CAT,” says Quest Owner/Vice President Jessica Francois. “Our team is thankful to be able to provide quality products and services to the agency, even during this difficult time.”**



**LET'S KEEP TRAVEL SAFE!**

**CAT CHATHAM AREA TRANSIT** (912) 233-5767 info@catchacat.org catchacat.org



# WELCOME ANDY ORRELL!

ANDY ORRELL RECENTLY joined Quest as a Senior Communications Manager. Throughout his career, he has always followed the advice of William Butler Yeats, who wrote, "Think like a wise man but communicate in the language of the people." Andy has a quarter century of experience cultivating strong bonds with today's most important media outlets and online influencers, while tirelessly bringing communications success to government agencies like the Florida Department

of Transportation and several Fortune 500 companies whose footprints span the world.

"Andy's easy-going personality and active listening skills are strengths that make him an effective communicator! We are very excited to have Andy on board the Southwest Florida Quest Team, and we are all looking forward to working with him," says Associate Vice President Maricelle Venegas.



## EMBRACING THE VITAL FEW

**IN OUR COMMITMENT** to help the Florida Department of Transportation (FDOT) grow their workforce's ability to meet the needs of the community, Quest is excited



to be partnering with FDOT District One and Atkins to help promote FDOT Secretary Kevin Thibault's Vital Few initiative to their employees. Vital Few's goal is to emphasize how the everyday efforts by FDOT personnel can make a lasting improvement to safety; enhance mobility; help co-workers better embrace innovation; and attract, retain and train new and existing employees. Quest Senior Communications Manager Andy Orrell is embedded in the District One headquarters in Bartow, Florida, where he will help spearhead our efforts.

**Secretary Nandam and his team in District One do such an amazing job of consistently working with their employees to help them be the best in the transportation industry," says Andy. "I'm thrilled to assist them to further engage, educate and excite their workforce around this very innovative and important initiative."**

## SARASOTA ROUNDABOUT UPDATE

THE U.S. 41-FRUITVILLE Road Roundabout hit a significant milestone, now having completed a major traffic shift moving all U.S 41 traffic onto a diversion roadway to the west of the existing intersection - all while maintaining open traffic for residents and visitors alike.

"The project team has been working hard to maintain as much access as possible for residents and tourists, and sharing that information through an e-newsletter and project website," says Quest Senior Communications Manager Yvonne McClellan, who serves as Community Outreach Specialist on the project.

Coordinating with the downtown area homeowners' associations, the small mom-and-pop shops and restaurants, as well as the large hotels in the project limits, has been key in maintaining a flow of information on changes in the project limits to help keep the community informed about this important intersection.

In fact, it's a main intersection for residents on Longboat Key and St. Armands Key as many typically commute to and from this intersection on a daily basis right through our project limits. Our project team provides visually-pleasing and informative detour maps and



works with Google Maps, Waze and Apple Maps to make sure current traffic detours are available to all stakeholders, and it has been a major success in maintaining the flow of traffic and helping stakeholders wayfind throughout our project limits. "We pride ourselves in broadcasting all impacts to traffic including upcoming nightwork with temporary lane closures on the project website," adds Yvonne.



**Yvonne McClellan**

# HOUSING AFFORDABILITY IN COLLIER COUNTY

QUEST IS PLEASED to develop a comprehensive, user-friendly website for the Housing Operations of Collier County's Community and Human Services Division. Our team is passionate about their mission to spread the message of the need for housing affordability in Collier and connect those who need housing with what's available in the market, whether it's to buy or rent. Additionally, they're raising awareness among the building industry and with developers in the Collier County area about incentives and new programs they have available to build and develop affordable housing.

Quest associates Dylan Conway, Yvonne McClellan and Sara Shepherd, along with



Quest's entire creative team, showcased some of Quest's best work on this website with new infographics and a thoughtful layout of all the content and complex terms that come along with housing affordability. "We are so excited to show all the amazing work and services that Collier County's Community and Human Services Division provides relating to housing needs in Collier," says Yvonne.

[www.colliercountyhousing.com](http://www.colliercountyhousing.com) showcases eye-catching infographics that highlight the great need for more housing that is attainable in Collier County in comparison to other parts of the state, in many cases for those who provide much needed services to the county - from serving as educators and police in the community to working as nursing assistants or in retail in our local shops.

These infographics are a great way to hit home the great need for housing affordability in Collier, with more than 40% of residents being cost burdened, and of that, 50% being severely cost burdened. In 2015, two out of every five households in Collier County were cost burdened, spending more than 30% of their income on housing. It's no surprise with the average monthly two-bedroom rental hovering just above \$1,500 a month.



At times, housing affordability can bring to mind troubled low-income neighborhoods, but Collier County is working to change that mindset and will use this website as a tool to show what housing affordability really means, and tell the story of real people who need it in Collier. Our team has made an exemplary website, with content that is highly-digestible, enjoyable to read and resources that are easy to find for both those who provide housing and those who are seeking housing in Collier County.

## MCAT'S BELIEVE IT OR NOT

**MANATEE COUNTY AREA Transit (MCAT)** is a powerhouse in its community, providing much needed access to those coming and going across the county, but not all citizens in Manatee see its value.

Recently, Quest supported MCAT with developing a video to debunk the

myth that its buses run empty. MCAT simply doesn't carry more than 1.5 million passengers a year on empty buses.



**MCAT**

Now, there are portions of the route and times of the day when the buses have less than a full load, as is the case for most transit and transportation agencies. It all comes down to peaks and valleys in ridership. These peaks vary from route to route and from morning to afternoon across the service area, where the bus may fill up at the downtown Bradenton transfer station. But by the time it reaches the DeSoto transfer station, several stops away it may be half as full.

According to Senior Communications Manager Yvonne McClellan, "By shooting



real-time footage on their buses, discussing the monitoring and planning of transit needs throughout Manatee County and showing that ebb and flow of passengers, we are able to help MCAT show how much their bus service truly supports the community with their transit service."

# QUEST OPENS NEW OFFICE IN FORT LAUDERDALE

QUEST'S SOUTH FLORIDA team is proud to announce the opening of a new office in Fort Lauderdale at 6750 North Andrews Avenue, Suite 200. Now open, the office will allow the local team to better serve clients throughout Broward County and South Florida.

Quest is DBE certified through the Florida Department of Transportation. This certification is recognized by Broward County and surrounding agencies. Our team currently serves this area on special projects for the Broward Metropolitan Planning Organization (MPO), City of Fort Lauderdale, City of Weston, City of Coral Springs, City of Dania Beach and the Florida Department of Transportation.

**Let's talk about how we can support your next project!**



Beth Zsoka



**QUEST CORPORATION  
of America, Inc.**

**is Opening a NEW OFFICE in Ft. Lauderdale, FL!**

6750 N. Andrews Avenue, Suite 200, Ft. Lauderdale, FL 33309

DBE/SBE/MBE/WBE Certified  
Celebrating 25 Years  
Providing Public Engagement /  
Strategic Communications and more!

Contact:  
Beth Zsoka  
Southeast Florida Business Manager  
at 772.834.1298 or  
[Beth.Zsoka@QCAusa.com](mailto:Beth.Zsoka@QCAusa.com)



YOUR FUTURE | OUR VISION  
AMERICA'S CHOICE FOR MARKETING AND COMMUNICATIONS  
[QCAusa.com](http://QCAusa.com) | 866.662.6273 | [Corporate@QCAusa.com](mailto:Corporate@QCAusa.com)

## COMPATIBILITY STUDY FOR LANTANA AIRPORT

QUEST IS EXCITED to work with HMMH and the Palm Beach County Department of Airports (PBCDOA) to assist with community outreach and public involvement for a Part 150 Noise Compatibility Planning Study for the Palm Beach County Park/Lantana Airport (LNA). The Part 150 Study will quantify existing and future aircraft noise exposure levels, assess land uses and impacts according to federal requirements, and seek ways to minimize those impacts to the greatest extent practical.



With thousands of residents surrounding the airport and in the airport flight path, Quest is working with the team to ensure residents are aware of the study and able to provide input regarding noise and related impacts.

Palm Beach County Park Airport/Lantana Airport is located in Lantana, Florida and is 6 miles south of Palm Beach International Airport. LNA is a reliever airport focusing on the general aviation reciprocating and turbine driven aircraft, and is a busy facility with a mix of both fixed wing aircraft and helicopters. The airport is supported by one fixed based operator, Stellar Aviation. The field also has several flight schools, aircraft maintenance and a propeller shop.

Earlier this year, Quest Business Unit Leader Beth Zsoka and Senior Communications Manager Nannette Rodriguez helped facilitate a Community Advisory Committee (CAC) and a Technical Advisory Committee (TAC). Topics of discussion included temporary flight restrictions when President

Lantana Airport  
**LNA**  
PART 150 STUDY

**Palm Beach County Park Airport (Lantana Airport)  
Part 150 Noise Compatibility Planning Study**

**What is a Part 150 Noise Compatibility Study?**  
The Palm Beach County Department of Airports (PBCDOA) is conducting a Part 150 Noise Compatibility Planning Study for Palm Beach County Park/Lantana Airport (LNA).

The PBCDOA has undertaken a noise study at the Lantana Airport per Title 14 of the Code of Federal Regulations Part 150 (14 CFR Part 150). The Lantana Airport 150 Study will quantify existing and future aircraft noise exposure levels, assess land uses and impacts according to federal requirements, and seek ways to minimize those impacts to the greatest extent practical within the Part 150 regulations.

**Project Schedule**  
The Part 150 Noise Compatibility Planning Study started at the end of 2019. The Part 150 Study will conclude when the Final NCP is submitted to the FAA, anticipated to occur at the end of 2021.

[www.inpart150.com/inpart150](http://www.inpart150.com/inpart150)

Trump visits the area, noise monitoring, jet traffic and residents concerns with flight operations. The meetings were hosted on the same day at different times but both were well attended with over 30 guests at the TAC meeting and over 50 guest at the CAC meeting. Following those meetings, Quest created and mass mailed a post card to residents informing them of the study and opportunities to attend meetings in the future. Public workshops will be held in 2020 and 2021.

# COMMUNICATIONS FOR INDIANTOWN

SENIOR COMMUNICATION MANAGERS Peter Dobens and Nannette Rodriguez jumped right in to support the Village of Indiantown with communications consulting services. Working closely with the Village Manager Howard W. Brown, Jr. and Village staff, our team is supporting with creating a strategic communications plan to help the Village identify and reach the residents of the Village.

Our team will be supporting the Village with creating newsletters and social media support. Our team will help spotlight the great things the Village is already doing and help keep residents informed and up-to-date on the latest information.



**“Indiantown has a bright future, and we are excited to be a part of it,” says Peter.**

The Village of Indiantown was incorporated December 2017, being the first municipality incorporated in over 40 years in Martin County! The first election was held on March 13, 2018, with the well-attended inaugural meeting held at Indiantown Middle School on March 21, 2018.

**Indiantown**  
Where Great Things Grow.  
**NEWSLETTER**  
Vol. 1 No. 2 | Spring 2020

**INSIDE THIS ISSUE  
EN ESTA EDICION**

- Page 3 Census 2020  
El Censo de 2020
- Page 8 - 9 Fixing Village Roads  
Arreglando caminos
- Page 10 New Election Process  
Nuevo proceso electoral
- Page 11 Summer Camp  
Campamentos de verano

Photo: Flickr

## QUEST FACILITATES TURNPIKE PD&E MEETINGS

QUEST SENIOR COMMUNICATIONS Manager Eileen LaSeur currently works closely with the Florida Turnpike and HW Lochner on a Project Development and Environment (PD&E) Study for widening Florida's Turnpike from four to eight lanes from Jupiter to Fort Pierce. The project includes the potential reconfiguration of existing interchange locations and the evaluation of new interchange access locations.



This project covers over 30 miles of roadway; therefore, two meetings were held with one in Martin County and the other in St. Lucie County. Quest Southeast Business Unit Leader Beth Zsoka and Senior Communication Managers Nannette

Rodriguez and Peter Dobens facilitated the meetings in the Treasure Coast. The meetings provided great details about the project alternatives and proposed improvements. While not funded for construction at this time, residents were able to ask questions regarding right-of-way and noise.

Over 70 people attended each workshop. Public involvement is a crucial part of the transportation decision making process, so it was important that residents had a chance to stay connected and provide ideas and comments. The meetings included smart boards where residents could talk with a member of the team and look specifically at their property to understand future impacts, as well as make notes in real time on the smart boards. Several team members were on hand to answer questions and visitors had the opportunity to view three separate videos on the project, process and noise impacts.

According to Beth, “Our team thoroughly enjoys the PD&E process because we’re able to interact and engage with stakeholders from the get-go. The people in these communities are an integral part of the decision-making process – their thoughts and opinions really do matter. We’re happy to be able to provide innovative ways to guide them through this process.”



# SUPPORTING THOSE ON THE FRONT LINES OF THE COVID-19 PANDEMIC

IN AN EFFORT to publicly display support to those working on the front lines, from medical professionals to inspectors and clerks, the City of Weston launched the "Shine in White" initiative two weeks into the Safer at Home emergency order. The initiative will continue until the Safer at Home order is lifted.

The City of Weston is shining in white, too. Large white ribbons and bows don the trees at City Hall and at multiple entrance features to the city to promote the campaign. Quest Senior Communications Manager Nannette Rodriguez supports the City of Weston Communications Department with their social



media strategies including the Shine in White initiative, which also encourages the public to wear a white ribbon or wear white clothing every Wednesday. Residents and businesses are asked to display white lights or white ribbons in their front yards, balconies or windows that are visible to their neighbors during this entire period.

"Those working closely with the public are making great risks and efforts to ensure that others are safe," says Mayor Daniel Stermer, who is recovering from coronavirus. "We need to encourage those on the front lines by showing our appreciation for everything they do for the betterment of our communities."

The City encourages the public to post their Shine in White photos and videos on social media by using the hashtags #ShineInWhite, #WearWhiteWednesday and/or #FrontlineFriday and to include inspiring messages to those frontline professionals.



**We can all do this from the comfort of our homes. Let's unify the community in a positive movement," says Weston City Manager Don Decker. "We want everybody to get involved and urge other communities to join the Shine in White effort too."**

## NEIGHBORHOOD REINVESTMENT UTILITY PROJECT

THE VILLAGE OF Wellington launched their Neighborhood Reinvestment Utility Project to rehabilitate the sanitary sewer system. Quest Senior Communication Manager Peter Dobens works directly with the contractor, Lanzo Corporation, on a three-phased approach to the project. The first phase assesses the integrity of the existing lines and help pinpoint locations in need of repair, rehabilitation or replacement. Phase two includes sealing the leaks within the pipes. The final phase includes replacing and installing the lines where needed.

To notify the public of the project, Quest created door hanger templates specific to each phase of construction. Our team conducted door-to-door outreach for phase one

to reach hundreds of homes in Sugar Pond Manor, Park Place, Montauk Harbor and section four of South Shore.

"Our goal was to be sure all 1,700 homes were visited and notified of the Lanzo Construction project. Before the pandemic, the Quest team went door-to-door to every dwelling telling all residents about the beginning of the wastewater collection system improvements," says Peter. "Once the pandemic was identified, we worked with the Lanzo team and the Village of Wellington and, in the interest of safety, changed strategies. Because some of the properties have absentee owners, we mailed notices to each physical address to ensure the resident was notified about the beginning of the second phase of the project."



# THE EVOLUTION OF OUTREACH

BACK BEFORE THERE was Facebook and Twitter, Senior Communications Manager Nannette Rodriguez was already using social networks like MySpace and LinkedIn to communicate with the public. And, as such, she was one of the first in or online to open Facebook Pages and Twitter accounts. As an early adopter of social networks for public information and engagement, she is more than familiar with the functions, nuances and changes of social media. She helped form some of the network's government policies and trained many agencies across the country on why and how to use them.



Nannette Rodriguez

Public communications have certainly evolved throughout history. Today, we no longer walk or ride a horse to listen to the town crier at the town square or even wait for the 6 p.m. news broadcast – information is readily available at a click, which brings new challenges for communicators. Whereas social media is more than a place to deliver information, it is where people also share their lives, weigh in their opinions, and comment in real time – good or bad. Social media is now the mainstream media for all demographics, while social platforms may differ in use amongst age groups and interests.

Since government has a fundamental purpose to communicate and engage with the people it serves, having a social presence is not only prudent, but necessary to enhance public communication; collaborate and create an information exchange; further its strategic goals; promote its values; provide customer service; and earn a reputation as an agency that prioritizes people and services – all while having fun – when appropriate. Nannette currently supports several government clients in South Florida with her social media expertise, providing strategies and tactics to the City of Weston with the adoption of a new social media policy, the launch of new social platforms and development of social campaigns; City of Deerfield Beach with a social audit; and the Village of Indiantown with account verifications, procedures and plans.

**Something good may have come from the pandemic. There is now a greater acceptance to adopt change to government policies that previously prevented virtual and social communications to inform and engage with the people it serves. Gone are the days to gather people to one place to get their information and have a conversation.**

**City of Deerfield Beach @DFB\_City · 16h**

We understand the hardships that many are facing due to the #COVID19 pandemic. Let's continue to reach out to each other and lend a hand to our neighbors & friends in need. #LoveDFB #DFB #StaySafe #StayHome 🌸 #StayStrongDFB



0:49 165 views 0:07 / 0:56

1 4 10

During the COVID-19 crisis, as we practiced the art of social distancing, everyone depended on digital communication tools as their window to not only stay in touch with family and friends and receive information; but more importantly, to engage. Social media connected the global conversations as people shared their struggles, experiences, sense of humor, emotions and talents. And, throughout it all, we, as local government communicators, were there every day and night listening, answering hundreds of questions and concerns, and encouraging social engagements through creative virtual activities and public workshops and meetings.

**Posts**

**City of Weston, FL Municipal Government** April 11 at 10:10 AM

Taking Care of Our Community - The Weston City Commission talks about how the Coronavirus has impacted our daily lives. While our work life is not the same, we want you to know your services are being delivered uninterrupted. #Weston #Coronavirus

Watch together with friends or with a group Start

4 Comments 19 Shares

Like Comment Share

Welcome to the new normal. We're connected – are you?



# WELCOME BRYCE!

BRYCE PEACHER RECENTLY joined Quest as Communications Manager, supporting projects in South Florida. As a resident of the Florida Keys, Bryce will be integral to supporting the existing contract with Florida Department of Transportation (FDOT) District Six Construction Office and expanding business operations in Monroe County.

Bryce comes to Quest with a strong and diverse background in communications and marketing, which includes work in agriculture, manufacturing, healthcare, higher-education,

politics and the beauty industry. In his free time, Bryce tries his best to enjoy the weather and water of the Florida Keys.

He is currently supporting the Cow Key Channel Bridges Rehabilitation Project in Key West. Bryce will also be providing support on the Founders Park Pedestrian Bridge Project in Islamorada. He recently shot and edited a project update video for the NW 34 Avenue Bridge Replacement Project in the City of Miami. The update video received an amazing amount of positive feedback from the client, FDOT District Six Construction Office.



**We are thrilled to have Bryce on board," says Sergies Duarte, South Florida Business Unit Leader. "His background and skills are perfect for our communications and outreach needs and being a Keys local increases the presence for our Monroe County operations."**

## QUEST FILLS PALMETTO EXPRESS COS VOID

WHEN LEAD COMMUNITY Outreach Specialist (COS) for the Florida Department (FDOT) of District Six Palmetto Express Lanes Project, Marta Rodriguez, announced her retirement last year, they asked Quest for help.



We were happy to, and able to seamlessly take over the project strategic communications and daily construction updates.  
**FDOT installed Quest Senior Communications Manager Maria Camacho as the new COS and Rodriguez's replacement.**

Maria had previously provided support to the project as the back-up COS, so she was ready to hit the ground running with duties that included media responses and crisis communication services. Since then, she's launched an advertising campaign for the express lanes and is currently working on a new communications and advertising plan for the recently announced changes to the express lanes that include modified access points and revised lane configurations throughout the corridor. In addition, she continues to provide daily stakeholder coordination and participate in the team's weekly progress meetings.

The purpose of the project as envisioned in the emerging South Florida Express Lanes network is



Maria Camacho



### New Palmetto Express Lanes Connect Broward to Miami-Dade

[WWW.PALMETTOEXPRESSLANES.COM](http://WWW.PALMETTOEXPRESSLANES.COM)

South Florida residents now have another option when traveling from Broward to Miami-Dade and back. The Florida Department of Transportation recently opened the Palmetto Express Lanes from West Flagler Street to NW 154 Street and along I-75 from the Palmetto to NW 170 Street.

#### What do I need to know?

Same as the 75 Express Lanes, tolls are collected electronically. Drivers must have an active SunPass account or other interoperable transponder without exception. Toll-By-Plate is NOT an option. Toll amounts are posted on overhead signs prior to entrances.

#### What determines the toll rate?

The toll rate is based on what's called "dynamic" or "variable tolling" and it is used on express lanes as a traffic management tool to manage demand on the express lanes. As express lanes traffic builds up, the toll increases and as traffic decreases, the toll goes down.

#### What is the speed limit?

The speed limit on the Palmetto Express Lanes is 55 miles per hour.

#### How does the 75 Express Lanes connect?

The 75 Express Lanes connect directly to the Palmetto Express Lanes by way of the newly constructed flyover ramp.

#### What's the difference between the 75 Express Lanes and the Palmetto Express Lanes?

The Palmetto Express Lanes are located on the far-left side of the road and separated from the general-use lanes by express lanes markers (ELMs). The 75 Express Lanes are located in the median and are separated from the general-use lanes by a grassy median or concrete wall.

#### What about public transportation?

Broward County Transit will be providing express bus service to and from the new Miami Gardens Park-N-Ride to the Miami Intermodal Center (MIC) at the Miami International Airport. Miami-Dade Transit will be providing express bus service from the Miami Gardens Park-N-Ride to the Palmetto Metrorail station near NW 74 Street in Medley. Express bus service is slated to begin at the end of the year.

#### What are the entrance and exit locations?

Two entrances to the southbound express lanes:

- North of NW 154 Street on the Palmetto Expressway
- South of NW 170 Street on I-75 for direct connection to the southbound Palmetto express lanes

Three exits from the southbound express lanes:

- Between NW 103 Street and Okeechobee Road
- Between NW 58 Street and NW 36 Street
- Between SR 836/Dolphin Expressway and West Flagler Street

Three entrances to the northbound express lanes:

- Between W. Flagler Street and SR 836/Dolphin Expressway
- Between NW 36 Street and NW 58 Street
- Between Okeechobee Road and NW 103 Street

Two exits to the northbound express lanes:

- North of NW 154 Street on the Palmetto Expressway

• First exit from the I-75 Express Lanes northbound is just south of NW 170 Street



to improve mobility, relieve congestion, provide additional travel options, accommodate future growth and development in the region, and improve system connectivity between key limited access facilities in South Florida: State Road (S.R.) 826, I-75, S.R. 924, Florida's Turnpike, I-595, and S.R. 869/Sawgrass Expressway.

# PROJECTS IN PARADISE

QUEST IS PROUD to continue serving the Florida Department of Transportation (FDOT) District Six with a “boots on the ground” presence to support the Department’s projects throughout Monroe County.

The Florida Keys, with a single highway artery connecting each island to the mainland, is a unique place for FDOT to perform work - with challenges not often found elsewhere. It is a place where one really needs the eyes of a local to see these issues and to connect with residents and stakeholders.

The first project assigned to the Quest team was the Cow Key Bridges Rehabilitation Project. For those unaware of the Florida Keys, the Cow Key Bridges are a set of parallel bridges on U.S. 1/ Overseas Highway between Stock Island and Key West which represent the only vehicular access into or out of Key West. This presents a very unique challenge to construction and outreach, as the work to be done includes the complete closure of one bridge at a time and the redirection of both directions of traffic to the remaining bridge.

Bryce Peacher, Key West resident and Quest Communications Manager, is the local assistant community outreach specialist for the project. Bryce led the way in supporting community outreach efforts, performing door-to-door activities and interacting with many business and resident stakeholders in what amounts to a small-town community with “everyone knows everyone” attitudes and connections.

To kick off the project, Bryce represented FDOT at the public information meeting held at Key West City Hall. With a large turnout of stakeholders, the meeting combined a formal presentation by Department staff as well as an open house format where attendees could meet with project members as well as view construction plans.

Most recently, Bryce represented the project at the Cow Key Run. This event bills itself as the world’s only zero-K race and is an annual charity event where residents and visitors to Key West dress as cows, or in other costumes, and “race” across the 300-foot long Cow Key Bridge. According to Bryce, “Each year has a theme, and since this year’s theme was ‘Udder Construction’, in honor of the upcoming rehabilitation project, FDOT felt that they should have a public information presence at the event.”

The Cow Key Bridge Rehabilitation Project is just the tip of the iceberg for Quest’s business operations in Monroe County and the Florida Keys. Work will soon begin on another large and impactful project in Islamorada. Sunny days are ahead in paradise.



# COMMUNICATIONS ON A HIGHER LEVEL

SITUATIONS HAPPEN QUICKLY, and crisis communications is suddenly needed. Who can you count on? You can count on the Quest team, of course, to provide distinguished and detailed public information and outreach.

The Brickell Avenue Bridge is Miami's most important bascule bridge or drawbridge and sits at the mouth of the Miami River. It features two double-leaved bridges – one for southbound vehicular traffic and the second for northbound vehicular traffic. The original Brickell Avenue Bridge was built in 1929 and was then replaced in 1995. This bridge features an impressive sculpture dedicated to the Tequesta Native Americans.



The time came to perform a rehabilitation of this famed bridge. The Florida Department of Transportation (FDOT) District Six began a rehabilitation of the Brickell Avenue Bridge to repair mechanical and electrical bridge components. The project also includes installing pedestrian gates. These gates will provide additional safety measures for the thousands of pedestrians that cross to and from the neighborhoods of Downtown Miami and Brickell, which is home to skyscraper condominiums and office buildings.

What if this bridge malfunctioned, and crews were forced to close the bridge to vehicles and pedestrians? Hard to imagine, but it happened. For approximately 48 hours, the bridge was closed for repairs, and Quest South Florida Business Unit Leader, Sergies Duarte, who serves FDOT District Six Construction as a Senior Community Outreach Specialist, led all public information and community outreach efforts. Sergies tended to more than 300 phone calls and emails during time. He worked closely to provide updates to the City of Miami, Downtown Development Authority, Miami Police Department, United States Coast Guard, Miami River Commission, Miami River Marine Group and many other agencies, interest groups, businesses and residents.

Sergies also collaborated with television and radio media to keep the public updated on the progress of the repairs as crews worked to restore the Brickell Avenue Bridge to normal operations for the community. During a television interview with



**“It comes down to enjoying the challenge. We grow the most through challenging situations. I’m here on Earth to learn and work toward being the best version of myself at all times,” says Sergies.**



a Spanish-speaking news station, Sergies provided breaking news just seconds after one side of the bridge had been reopened to traffic and pedestrians. The level of attention to detail during crisis communications must be at an all-time high in order to have success. There is no room for error because the community is eagerly waiting for important updates, and as a communicator, you must deliver.

In the past few years, Sergies has been assigned to some of the most challenging and high-profile projects by FDOT District Six. These experiences have allowed Sergies to be prepared for any task that comes his way.

# SHOWCASING CFX

QUEST HAS BEEN serving the Central Florida Expressway Authority (CFX) and its predecessor agency since 2001. CFX was created in 2014 to construct, operate, and maintain roads, bridges, and avenues for the expressway and any rapid transit, trams or fixed guideways located within the right-of way of an expressway in Orange, Seminole, Lake, Brevard, and Osceola counties. CFX highlights reported at January's Florida Transportation Commission Meeting include:

- CFX met or exceeded nearly 80% of their performance measure objectives.
- Operating revenues have increased.
- CFX's Wekiva Parkway sections opened to traffic ahead of schedule.
- Governance and control of the Osceola County Expressway Authority were transferred to CFX and CFX began PD&E studies on two projects identified in the OCX master plan.
- CFX owns and operates 125 center-line miles of limited access expressways. This includes 69 interchanges, 17 mainline toll plazas, 74 ramp toll plazas and 339 bridges. On average, more than 1.3 million toll transactions are recorded daily, nearly 90 percent of them electronically. CFX reported toll revenue of \$441 million in FY 2018 based on 449 million toll transactions.
- The agency is an economic powerhouse for Central Florida. According to a recent report by the University of South Florida's Center for Urban Transportation Research (CUTR), CFX's Five-Year Work Plan (FY 2020 - FY 2024) is projected to stimulate \$4.6 billion in total gross business sales and create more than 5,000 jobs annually in Central Florida.



**CFX Senior  
Communications  
Specialist Brian  
Hutchings says,  
“Our current \$2.5  
billion Five-Year  
Work Plan is our third  
consecutive ‘largest  
ever’ program.”**

## CENTRAL FLORIDA EXPRESSWAY AUTHORITY



Highlights of the plan include:

- Over \$1 billion allocated for capacity improvement projects along 40 centerline miles on S.R. 408, S.R. 417, S.R. 429 and S.R. 528
- Resurfacing 43 centerline miles
- Completing upgrades to S.R. 408/S.R. 417 interchange
- Toll Collection System Upgrade that will replace or upgrade current system with state-of-the-art technology and equipment
- Five Project Development and Environment (PD&E) Studies for potential new expressways or extensions of existing expressways

Quest CFX Program Manager Kathy Putnam leads our in-house team, seamlessly serving as an extension of CFX staff. In addition to the daily public engagement, involvement and information required on the Five-Year Work Plan, the Quest team also supports education and awareness events related to CFX's E-PASS, Florida's first electronic pre-paid toll collection system.

# WELCOME ESTEBAN!

QUEST IS HAPPY to welcome Esteban Meneses as Communications Manager working with the Central Florida Expressway Authority (CFX) team. Esteban was previously involved in FDOT's I-4 Ultimate Improvement Project and is experienced in public outreach for transportation and utilities clients.

Kathy Putnam, Quest CFX Program Manager, says Esteban is a great addition. "Our client will benefit from Esteban's boots-on-the-ground public outreach experience and his background in journalism and public relations. Additionally,

his fluency in Spanish bolsters Quest's ability to communicate with Central Florida's growing Hispanic population."

In his free time, you can find him reading literary fiction voraciously, listening to music, watching all sorts of movies, and swing dancing making him the official Quest hepcat.



## CFX OUTREACH

THE CENTRAL FLORIDA Expressway Authority (CFX) is one of Quest's most valued, long-term clients. In fact, our work with this dynamic organization stretches back to 2001 when we began providing public information services for construction projects. In our history of quality products and services to the agency, our community outreach specialists have excelled in staying in front of communications to the public, media and local officials. These are incredibly exciting times for the agency. In 2017, our team entered its third generation of serving CFX, as the agency approved its largest ever Five-Year Work Plan. CFX has subsequently enjoyed two more "largest ever" work plans.

**"Our team has raised the bar with increased outreach on projects with targeted use of technology, as well as boosting efficiencies through tight program management," says Quest Program Manager Kathy Putnam. "Every day is different, and that's what makes this job so exciting."**



Over the years, the Quest CFX team has worked on hundreds of projects, helping the community navigate changing traffic patterns and construction challenges, as well as understand project benefits. Our communications professionals have met with and listened to the concerns of thousands of residents, business owners, officials, realtors and developers; and helped resolve countless issues and claims. And, we've documented every public interaction for the project record.



Our team has worked shoulder to shoulder with CFX to achieve great things:

- Managed communications since the inception of the \$600 million SR 408 improvement program, including through the heart of downtown Orlando.
- Communicated with area leaders, thousands of stakeholders and customers to grow awareness and understanding of the Authority's conversion of all of its toll plazas to Open Road Tolling.
- Organically grew and maintained positive community and media relationships along the 25-mile Wekiva Parkway, being built by CFX and the Florida Department of Transportation (FDOT) District 5.
- Helping the community understand and navigate major interchange reconfigurations like the about-to-be-completed S.R. 408/S.R. 417 interchange and the soon-to-start S.R. 528/S.R. 436 interchange near Orlando International Airport.
- Conveyed the complex tolling scheme and construction phasing for the removal of the S.R. 528 Airport toll plaza.
- Supported safety campaigns, such as Designated Texter and award-winning Wrong Way Driving.
- Served as an extension of the CFX communications staff.
- Coordinated and staffed special events to help promote E-PASS, Florida's first electronic toll collection program.

# QUEST IS ALL THE BUZZ AT CCD

TWO TEAMS OF students, facing each other, leaned over small bells serving as makeshift buzzers. They listened carefully to the clue about job interviews. Before the host could finish, their hands slammed down on the bells. This is Jeopardy, Construction Career Days style. It served as one of the most popular activities at this year's Orlando event in January at the Central Florida Fairgrounds.

Nearly 800 high school, pre-college and vocational students participated in the Jeopardy Learning Lab, hosted by Quest. The event was geared toward teaching teenagers about interviewing skills and creating effective resumes.

It was one of a dozen Learning Labs highlighting various topics to help students learn about



Susan Clary

and prepare for future roles in Florida's booming construction industry. Senior Communications Managers Susan Clary and Tom McNiff dreamed up the game as a fun and interactive way for students to learn and remember the tips and tricks for securing construction jobs. Team members and audience members all took part.

**"We wanted something that not only educated the students, but entertained and engaged them," explains Susan. "It was gratifying seeing the students compete and laugh, but also watching their chaperones smile and nod their approval."**



## MAINTAINING RELATIONSHIPS

### QUEST COMMUNICATIONS MANAGER

Nick Lulli was recently promoted to Senior Communications/Client Relationship Manager serving Florida's Turnpike Enterprise (FTE).



FTE is responsible for the management of Florida's Turnpike System (Turnpike) and the collection of tolls on nine other facilities owned and operated by the Florida Department of Transportation (FDOT). Of the nine other toll

facilities, seven are FDOT-owned (Alligator Alley, Pinellas Bayway System, Sunshine Skyway Bridge, 75 Express, 95 Express, 595 Express, and Wekiva Parkway), and two are FDOT-operated (Garcon Point Bridge and Mid-Bay Bridge/Spence Parkway).



Over the next several years, FTE will invest in new revenue-generating projects and continue to provide safe, well-maintained roadways for ease of travel and toll collection efficiency. Nick is eager to support the agency with their efforts.



**According to Nick, "Our intent is to continue to build our Customer Quality Care program and provide FTE with quality communications products and services. I'm very grateful and excited to lead this division."**

Answer: A) Florida Expressway

## SUNTRAX

Florida is leading the way in the testing of Connected and Autonomous Vehicles (CAV), centrally located between Tampa and Orlando in Polk County. SunTrax is a large-scale, state-of-the-art facility being developed by FTE dedicated to the research, development, and testing of emerging transportation technologies in safe and controlled environments. The 2.25-mile-long test track provides an opportunity for high-speed testing, while a 200-acre infield allows for the testing of a multitude of different technologies.

### TRIVIA:

What was the original name for Florida's Turnpike Mainline?

- A) Florida Expressway
- B) Sunshine State Parkway
- C) Hurricane Avenue
- D) The Florida Road

# WEKIVA PARKWAY CONSTRUCTION HEATS UP

QUEST IS PROUD to continue to support Florida Department of Transportation (FDOT) District Five and AECOM with public information and community outreach services for the Wekiva Parkway. Quest's Nick Lulli, Ashley Beck and Clarence Reynolds support the effort.

FDOT has six active construction projects along the corridor in 2020 – both tolled and non-ttolled improvements to Seminole and Lake counties. "With so many miles under construction, and major milestones planned for this year and next, we've been busier than ever," says Nick.

Section 3A/B of the endeavor – which is the widening of State Road (S.R.) 46 in Mount Dora – is scheduled to be completed this year. As work ramped up to complete the project, traffic on S.R. 46 was split by a new median – requiring a robust outreach effort to drop off flyers and notify businesses of changed access.

**Digital distribution of construction alerts is a big part of the community outreach strategy.**

**"Our growing distribution list of stakeholders and community members is critical to getting the message out about construction impacts," states Ashley. "The community praises us for our email blasts and notifications."**



Clarence Reynolds

"Prior to the current health emergency, door-to-door campaigning gave us a unique opportunity to meet with stakeholders at their home or business," explains Clarence. "We were able to answer their questions and get the word out in person."

Section 6 saw a huge milestone with the opening of the new service road bridge over the Wekiva River. This bridge currently serves all S.R. 46 traffic, but in the future will handle only local trips. Two parallel bridges are currently under construction to accommodate tolled expressway trips.

The communications team has worked diligently over the years to build positive, trusting and constructive relationships with area media outlets. The agencies have worked in transparency over the long-term in providing parkway information to the media; their coverage reflects their understanding and trust in key project messages. The team was able to continue to maximize earned media, a cost-effective method of communicating with the public, to get the word out about construction starts, traffic pattern changes and milestone events on other parts of the parkway.



One of the overarching goals in using the media to publicize project news has been to show the agencies were honoring the commitments to improve regional mobility, while trying to minimize community impacts, help protect surrounding wildlife, and create a facility that has an iconic "parkway feel."

Parkway coverage continues to be overwhelmingly positive, with a number of the stories dealing with new project section starts and the important role the expressway will play in local municipalities' economic development and jobs creation plans. Through the agencies' proactive media strategies, transparent operations and positive, constructive relationships with media members, the project has largely been successful in helping the press to disseminate accurate key messaging – and positive coverage – to the public.

In close coordination with the agencies, Quest Community Outreach Specialists provided



NICK LULLI

COMMUNITY OUTREACH SPECIALIST, WEKIVA PARKWAY



extensive information, project visuals and on-camera interviews for local media looking for an official perspective on the project. The team was also busy crafting the 2019 Annual Report on engagement and outreach efforts for the project. The statistics for the previous year were finalized.

In 2019, project website [www.wekivaparkway.com](http://www.wekivaparkway.com) received 22,542 visits from 15,587 unique visitors. Since it launched on June 15, 2012, the site has received 295,620 visits from 223,030 visitors. The site continues to be an invaluable resource for community members interested in the details, benefits and progress of the project.

# COORDINATING WITH I-4 ULTIMATE



AS THE POPULATION of Florida continues to increase, it is inevitable that roadways must be improved to accommodate the traffic that comes with this growth. Quest Program Manager Lisa Mark oversees a team of public information coordinators who work closely with the Florida Department of Transportation (FDOT) to inform residents, drivers, and businesses that call Maitland home about future travel pattern changes and lane adjustments from one construction project to another. This community outreach effort will ensure a smooth merge of the final phase of the Maitland Boulevard FDOT project into completed portions of the I-4 Ultimate project. As construction on both projects continues, coordination will be more

frequent to provide a more efficient commute for drivers in the area.

The roadway expansion on Maitland Boulevard from east of I-4 to Maitland Avenue will alleviate traffic congestion and keep up with the development in the city. By expanding Maitland Boulevard to six lanes from four lanes, FDOT is creating an efficient transition into I-4 while preserving the charm that makes Maitland one of the most beautiful suburbs in the Orlando region. Other improvements along Maitland Boulevard include improved lighting and pedestrian walkways, as well as bidirectional median access points into residential areas off State Road (S.R.) 414.



*Lisa Mark*

## PEDESTRIAN SAFETY EFFORTS

Pedestrian safety in Central Florida is always a concern to the Florida Department of Transportation (FDOT). Quest's Central Florida division is proud to announce roadway construction projects in areas of high on-foot traffic continue to draw positive comments from residences and businesses. In cities such as Longwood, Quest has made pedestrian safety awareness accessible to citizens with disabilities through the news, providing facts to outlets reporting progress on a roadway construction project in Seminole County. As part of a \$1.5 million effort, contractors are making sidewalks more ADA-compliant by installing crosswalk buttons in a more accessible place for disabled pedestrians.

"We live, work and play here. Our team is very passionate about improvements to communities, especially when it comes to safety," says Quest Central Florida Construction Program Manager Lisa Mark.

## HOWEY BRIDGE HAPPENINGS

**HOORAY FOR HOWEY BRIDGE!** The Florida Department of Transportation District Five opened the northbound lanes of the new bridge, connecting Howey-in-the-Hills with Tavares, in February and the new southbound lanes in March. Quest Senior Administrator Ginger Miller serves as Construction Administrative Support on this \$22 million project, which began in 2017.



*Ginger Miller*

The first bridge, built in 1926, was a 7,800-foot wooden structure between Howey and Astatula. It had a single lane and a small structure in the center where a man could

hand-crank the bridge open to allow a boat to pass through. That bridge was replaced in 1950 with a 3,130-foot structure. Unlike the old bridge, the new 3300-foot structure just east of it has 10-foot-wide shoulders and an 8-foot-wide sidewalk separated by a barrier.

According to Ginger, "Packs of bicyclists would often jam the narrow lanes of the old bridge. Impatient motorists would then swerve around the cyclists and encounter oncoming traffic. The new bridge has greatly improved safety for both bicyclists and motorists." Demolition of the old structure is currently underway.



# WELCOME CLARENCE!

CENTRAL FLORIDA'S PLANNING, PD&E, and Design team is thrilled to have the talented and versatile Clarence Reynolds on board. Clarence joined Quest in early 2020 and will be supporting PD&E and design contracts, as well as assisting with construction public information services for the Wekiva Parkway project.

Before joining Quest, Clarence had been serving the Telecommunications Industry Association as Director of Communications and Event Content. In this role, he designed and implemented digital event communication strategies to educate stakeholders including policy makers, technology innovators, industry analysts, top-tier media, executives,

social media influencers, and service providers about the development of emerging technologies like 5G, IoT, smart buildings, and blockchain.

As a former television news anchor in Atlanta, and producer at Orlando's Orange TV, Clarence is skilled at media relations, writing and editing, as well as community outreach.

"Clarence obviously had the skills to be a valuable asset to our team, but from the moment I met him, I knew he would also be a good fit for Quest," says Planning/PD&E/Design Program Manager Carolyn Fitzwilliam. "He has a warm and friendly personality and he is incredibly easy to work with. I look forward to working with him to make our division even stronger!"



## FLORIDA'S TURNPIKE KICKS OFF PD&E STUDY



Nick Lulli

**FLORIDA'S TURNPIKE ENTERPRISE (FTE)** is evaluating alternatives to increase capacity and improve operations on this 10-mile stretch of Florida's Turnpike to accommodate projected traffic conditions in 2045. Based on traffic needs, widening solutions will be developed, including options with managed lanes. The study will also evaluate operations at existing interchanges and the need for new interchanges within the project limits.



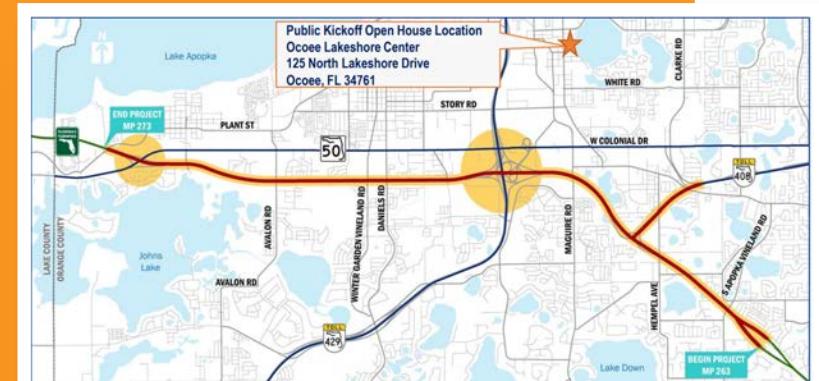
Carolyn Fitzwilliam

Planning/PD&E/Design Program Manager Carolyn Fitzwilliam proudly brought her best team to recently support RS&H at the project open house. She was joined by newly promoted Quest Client Relationship Manager Nick Lulli, and also Quest colleagues Clarence Reynolds, Elaine Rodriguez and Eileen LaSeur. About 50 area residents and business owners came to the Ocoee Lakeshore Center in March to

help kick off the new Project Development & Environment (PD&E) Study to widen Florida's Turnpike from just south of State Road (S.R.) 408 to S.R. 50 in Orange County.

The open house featured a looping video presentation about the study, display boards and exhibits, interactive smart boards, and videos about noise studies and the PD&E Study process. More than 30 FTE staff and consultants were on hand to help answer questions and explain the project to interested attendees.

An alternatives public meeting will be held later this year, followed by a public hearing in 2021. Quest is pleased to help produce informational materials, collect and document public comments, and assist with meeting coordination.



# WHEN THE MAYOR REACHES OUT

THE U.S. 1 at Canal Street Intersection project is bringing about much-needed improvements to the busy intersection in New Smyrna Beach's historic downtown business area. The project will add turn lanes, bike paths, and signalization. As the project progresses, residents have become more inquisitive about what is planned for the intersection. The Mayor received questions and concerns from residents, some confused about the lane closures and worried they were permanent. The Mayor wanted something he could use on the



**Amber Mullins**



**Chris Ward**

City's social media channels and website that would show the intersection when complete, so he reached out to Quest Communications Manager Amber Mullins, in-house Community Outreach Coordinator for Florida Department of Transportation projects in Volusia and Flagler counties.

Amber got to work with Quest Creative Manager Chris Ward. According to Amber, "Together, using project plans and input from the construction team, we quickly turned around a rendering that was easy to understand and highlighted the new intersection improvements."

The City was very appreciative, and the Mayor commented it was the best graphic he had seen



**U.S. 1 at Canal Street Intersection Improvement**

reflecting the project. It is now being utilized on the City's website and social media channels.

## SMALL THINGS, BIG IMPACT

BEACH SAND, DUNE walkovers, and driveways – all small parts of the nearly \$24 million State Road A1A Permanent Repair Project in Flagler County, though these small parts of big projects can sometimes unexpectedly gain the most attention. Adding 85,000 tons of sand to fortify a sea dune would seem to be no problem for a project that was at the beach. But, as projects go, it is often the unexpected thing that brings about the biggest impact. The sand traditionally found on Flagler Beach was orange and shell based, and what was placed was white and fine. It blew at such a rate that, during windy days, it appeared as though a blizzard had hit the beach. This left the construction project team dealing with upset residents and with no real solution. The sand was permitted by the Florida



### S.R. A1A Reconstruction



Department of Environmental Protection, and the dunes couldn't be covered or altered due to sea turtle nesting season.

Quest's Amber Mullins, Community Outreach Coordinator on the project, had the tricky task of relaying the message to residents that the team was working on a solution. Daily calls and emails came in about the intrusion of sand. Amber worked closely with the construction team to provide a consistent and positive message. Concerns stayed constant, but as the project came closer to finishing the beachside, residents were very concerned about their access to the beach and properties. They were excited to see the roadway near completion but were most concerned that their dune walkovers would be rebuilt. Timely responses and an accurate message helped ease residents' concerns.

Often on large projects, smaller details that can be impactful to the public can be overlooked in the construction process. "We work hard to collaborate with clients in order to mitigate and prepare for issues large and small that may arise," says Amber. "In the case of the blowing beach sand, the team placed a temporary silt fence to mitigate the sand and is working to find a more permanent solution. Sometimes our job as Community Outreach Coordinator is just to listen to constituents and show that we care and are working to find a solution."

**At Quest, our motto is to lead with love, and that is exactly how Amber dealt with the influx of constituents' issues each day.**



# ADAPTIVE SIGNAL CONTROL SYSTEM COMING TO WEST VOLUSIA

ACCORDING TO THE Federal Highway Administration, on average, travelers spend 36 hours per year in traffic tie-ups. For those in urban areas, the number is much higher. Implementing Adaptive Signal Control Technologies (ASCT) can help improve those delays.



Using ASCT allows real-time adjustments in traffic signal timing in response to changing traffic volumes. Strategically placed sensors along corridors collect data on the number of vehicles passing each point. The system

then analyzes the data and can change the timing cycles of the signals to improve traffic flow. ASCT helps improve the traveler experience, increases the efficiency of traffic maintenance systems, and provides an additional safety

measure on our roads and highways. These traffic systems are proven to work, yet only make up about 1 percent of traffic signals. ASCT also offer environmental benefits, using ASCT can reduce emissions due to improved traffic movement.

The U.S. 17-92 Adaptive Signal Control project covers an 11-mile stretch from Orange City in Volusia County to Sanford in Seminole County. Adaptive Signals are replacing the current signals at every intersection, which will improve the traffic flow of this busy stretch of roadway. Quest Communications Manager Amber Mullins leads community outreach efforts on this project, reaching out to local businesses along the corridor with project flyers and answering questions. "Residents and business owners are excited for this change and are looking forward to the summer when the project will wrap up," says Amber.

Financial Project Identification No.: 437842-1

**ADAPTIVE SIGNAL CONTROL SYSTEM**

**U.S. 17-92 from Monroe Road to Minnesota Avenue**  
**Volusia County and Seminole County**

**PROJECT DESCRIPTION**  
The Florida Department of Transportation will begin installation of a Traffic Adaptive Signal Control System on U.S. 17-92 from Monroe Road to Seminole County to Minnesota Avenue. The Adaptive Signal Control Technologies (ASCT) will allow real-time adjustments in traffic signal timing in response to changing traffic volumes. Strategically placed sensors along the corridor will collect data on the number of vehicles passing each point. The system then analyzes the data and can change the timing cycles of the signals to improve traffic flow. ASCT helps improve the traveler experience, increases the efficiency of traffic maintenance systems, and provides an additional safety measure on our roads and highways.

**WHAT TO EXPECT**  
The project will require nighttime detours and lane closures, and are limited to nights between the hours of 10 p.m. and 7 a.m.

**KEY**  
PROJECT AREA

**CONTACT INFORMATION:**  
Amber Mullins  
Community Outreach Coordinator  
386.740.3566  
Amber.Mullins@dot.state.fl.us

**Follow us on social media**  
CFLRoads.com Facebook.com/MyFDOT\_CFL @MyFDOT\_CFL @MyFDOT\_CFL

## WHEN RUBBER MEETS THE ROAD

A STRONG PROJECT manager can make the difference between the success and failure of a project or initiative. It is said that the manager "steers the ship." While project managers don't oversee all aspects of every project, they provide leadership to their team and ensure all expectations, including project timelines and budgets, are met. The seasoned project manager oversees staff bandwidth and ensures that projects and requests are a productive use of the team's time, bringing them closer to team objectives. When the unexpected occurs, project managers navigate any roadblocks and resolve conflicts.

The leadership skills of a strong manager provide the motivation and guidance to enable the team to achieve or exceed its goals. The successful project manager will encourage staff leadership abilities, including applying good judgment and decision-making throughout the project. This team empowerment enables projects to run smoothly and efficiently, with

less down-time. In times of a crisis, the good project manager's team will not miss a beat, and strive to innovate.

As a project manager for a range of contracts, from short-term municipal construction projects supported by one staff person to districtwide public information service programs supported by teams of five or more, Quest Construction Program Manager Lisa Mark has a hands-on perspective on the project manager role. She shares, "I believe a strong manager is proactive, not afraid to ask questions and is always a good role model for the team. Also, it is essential to understand the needs of the project and its stakeholders, have open and ongoing communications at all levels, and a super positive outlook - no matter what comes your way!"



Whether for a large complex initiative or smaller project, the best managers must always be effective communicators at all levels, communicating with the client, top-level management and the team with clarity and purpose. This is essential to provide much-needed direction ensuring throughout any project, each contributor knows what's expected.

Lisa Mark has enjoyed working in project management for over 20 years. She is the recent recipient of Quest's Above and Beyond Award given for meeting and exceeding all standards and top-quality performance.

# FIBER FAST - SERVING OCALA FIBER NETWORK

THE CITY OF Ocala's Fiber Network Department (OFN) hired Quest in 2018 to provide comprehensive, strategic and innovative advertisement campaigns for Ocala Fiber Network's broadband product line as well as engage residents in specific neighborhoods to obtain service from OFN per City Council direction. To better utilize Quest's services this year, our project manager, Sara Shepherd, is currently serving in-house for the agency.

Since Quest began working with OFN, we have worked together to create deliverables that reinforce their brand and provide a unified look that extends from the website to informational flyers and fact sheets for both residential and commercial users, a "Benefits of Fiber" poster for events, postcards for direct mail campaigns and announcements, digital ads, a community education presentation and a new look for the Fiber



Sara Shepherd

Network website. These deliverables proved to be a true collaboration between Quest and Ocala Fiber Network staff.

"Through our vendor, Division D, we implemented short-term digital ad campaigns, with the goal to generate brand awareness of Ocala Fiber Network as well as their fiber internet service to select residential and most commercial areas," says Sara. "The overall strategy was to drive traffic to OFN's website to generate new business."

Using geofencing capabilities, the short segments allowed the Quest team to gauge responses from the community so as not to overwhelm the approximately 20 staff at OFN. With mobile geofence ad click-through rates (CTR) varying by audience size, targeting, budget, etc., and an average benchmark is between 0.15-0.20%. Additionally, both audience segments exceeded promised ad impressions

**During the past year, Quest has provided or supported community outreach and engagement by:**

- Attending and supporting OFN representatives at multiple homeowners association (HOA) meetings and presenting their services at one HOA meeting
- Attending and supporting OFN staff at community events such as a local neighborhood block party and live demonstrations using OFN's mock living room trailer at a local community center and park
- Facilitating focus groups
- Conducting door-to-door marketing and sign ups in neighborhoods
- Creating direct mail campaigns to select neighborhoods (about 1,900 residents) and about 380 businesses
- Accompanying OFN staff with door-to-door outreach to businesses in one specific area
- Stocking flyers at key local community program locations
- Initiating digital marketing campaigns

during both campaigns. Residential and commercial mobile geofence ads were served across a variety of news, business, finance, real estate, home, and entertainment and lifestyle sites.

Quest provided OFN with its first analysis of their webpages in February 2020, specifically analyzing the impact of the campaigns to page visitors, where it was apparent that both digital ad runs clearly sparked consumer interest and propelled visits to the site. We are looking forward to seeing the results of two more digital marketing campaigns.

In addition to upcoming digital ad campaigns, there will soon be an advertisement focused on business internet services displayed on one of the directories at Ocala's Paddock Mall, the leading shopping destination in Ocala and Marion County, with more than 100 specialty stores and 8 million annual visitors. Other upcoming marketing efforts include working in-house alongside OFN staff, door-to-door sign-ups in select neighborhoods and a telephone survey performed by Quest staff to collect data from residents that will help determine sign-up decisions and guide future marketing outreach strategies.

**FIBER vs. COPPER CABLE (COAXLE)**

<b>Fiber</b>	<b>Copper</b>
Flexible strands of glass transmit light	Traditional cable, internet uses cable TV infrastructure to transmit data
No limit to bandwidth capacity or latency or buffering, includes multiple devices in use at the same time = happiness	Actual speed depends on variables like shared use
Data sent at speed of light and over greater distances	Buffering and lag time due to bandwidth capacity limits = frustration
Reliable through severe weather	Weather affects dependability
Does not corrode, offers longer lifespan	Copper corrodes over time, needs replacement
Data, voice and video transmissions are faster	Copper and cable are unable to support heavy internet tasks
Does not generate heat	Easier to hack
Most secure internet option	Copper generates a lot of heat during use

Commercial customers are given one public IP address. Additional IP addresses can be purchased for an additional charge. Other extra services include MAN connections, dark fiber and a secure NOC location to store equipment.

**IT'S NOT JUST FAST, IT'S FIBER FAST!**

**FIBER INTERNET SERVICE AVAILABLE TO MOST BUSINESSES IN OCALA**

**CONTACT OCALA FIBER NETWORK FOR MORE INFO!**

**LOCAL STAFF LOCAL CUSTOMER SERVICE. COMPETITIVELY PRICED AND 99.99% RELIABILITY.**

SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE	TITANIUM PACKAGE
<b>\$99/MO</b> Bursting up to 100 Mbps <small>Average of 3 Mbps of sustained bandwidth</small>	<b>\$139/MO</b> Bursting up to 100 Mbps <small>Average of 5 Mbps of sustained bandwidth</small>	<b>\$159/MO</b> Bursting up to 150 Mbps <small>Average of 8 Mbps of sustained bandwidth</small>	<b>\$250/MO</b> Bursting up to 250 Mbps <small>Average of 20 Mbps of sustained bandwidth</small>

Commercial customers are given one public IP address. Additional IP addresses can be purchased for an additional charge. Other extra services include MAN connections, dark fiber and a secure NOC location to store equipment.

[WWW.CITYOFCALAFIBER.COM](http://WWW.CITYOFCALAFIBER.COM) | 352.401.6900 | [TELECOM@OCALAFL.ORG](mailto:TELECOM@OCALAFL.ORG)

# REACHING THE FORGOTTEN POPULATION

BEFORE A ROAD or utility improvement project begins, one of the most important jobs a public information specialist has is to alert anyone impacted by the work. Historically, this included residents, businesses, school and transportation officials, first responders and local elected officials. An Orange County improvement project, recently started along Holden Avenue, uncovered a new group who needed to be advised. The project calls for Holden Avenue to be extended

# **NOTICE TO VACATE**

Any person on this Orange County property  
**must vacate** this area by:

Beginning Jan. 6, 2020, this area will become a construction zone for the extension of Holden Avenue from Texas Avenue to John Young Parkway.

**It will not be safe to stay. Trespassing is considered illegal and could result in removal by law enforcement.**

For Shelter/Services:

Coalition for the Homeless - 639 W Central Blvd  
Salvation Army - 416 W. Colonial Dr.

## HUBs for Housing Assessment:

United Against Poverty (UAP Center)  
150 West Michigan Street, Orlando, FL  
Edition 4-2004 A-15

**Fridays 1:30 pm - 4 pm**

from Texas Avenue to John Young Parkway through a heavily wooded area. The area was populated with an unknown number of homeless people, many who had called those woods home for a number of years.

Quest Senior Communications Manager Laurie Windham quickly realized it would take extra steps to reach this population. They certainly didn't have an address or a

physical house to visit. Statistics show about 4,800 people in Central Florida do not have a place to live. With this in mind, Laurie reached out to Orange County officials who put her in touch with local advocates to help her properly navigate communications.

Working with Quest's Creative team, Laurie designed, created and produced posters that advised of the upcoming work, as well as places anyone displaced could get help. The posters were laminated and placed on stakes in the wooded area. Laurie identified a different kind of need, reached out to resources for help, and was able to get the area cleared and people safely moved out. This is just another great example of Quest staff working with local officials and contractors to provide community and project support and mitigate potential issues.



**I learned there are many unknowns about the population currently experiencing homelessness in our neighborhoods.**

A circular portrait of a woman with long, light-colored hair and glasses, looking slightly to the side.

**While most have cell phones, they often live in wooded areas, on the street and some in shelters, carrying their worldly possessions in a pack,” states Laurie. “I had to get creative to alert them of the upcoming work and how it could impact them.”**

# THE FIRST OF ITS KIND

**THE PEDESTRIAN HYBRID beacon (PHB) project on U.S. 441 in Orlando is the first of its kind for the Florida Department of Transportation (FDOT) District Five. These specialized beacons, which are being installed between Holden Avenue and 36th Street, will be used to help control traffic and keep pedestrians and bicyclists safe when crossing the busy highway. When Quest Communications Manager Shemir Wiles found out about this pedestrian safety improvement project, she quickly jumped to create deliverables and pitch ideas for community outreach.**



56

**Not only did she create a flyer that contained information about how to use PHBs, but Shemir also spearheaded the creation of an instructional flyer that gave step-by-step direction on how**

**the PHBs work for both pedestrians and motorists. This flyer was distributed to a number of local stakeholders and shared via FDOT District Five's social media accounts. "I felt that pedestrians and motorists who frequent that stretch of U.S. 441 would be very unfamiliar with these beacons, so that's what really prompted me to have the instructional flyer created," Shemir explains.**



**press release, the Orlando Sentinel has expressed interest in writing an article to highlight this pedestrian safety project. Additionally, Shemir helped organize community outreach efforts on the ground. She recently enlisted the help of other Quest employees to help distribute tip cards to businesses within the project corridor. The tip cards provide information on how to use PHBs. Several of the businesses expressed excitement over having the new beacons and were more than happy to take the tip cards so they could share them with customers. Sometimes, nothing beats face-to-**

Sometimes, nothing beats face-to-face interaction with the public, especially when a project has an educational component. Being able to talk with business owners and managers and explain how these beacons will work is invaluable. It's information they will be sure to share with anyone who patronizes their business.

# BREVARD'S BRIDGES

IN A COUNTY where the eastern half is a connection of waterways and beaches, working on projects that involve bridges is inevitable. Bridge projects are unique in that they come in different shapes and sizes. Many bridge projects involve simple routine maintenance, and a lot of the work can be completed at night and from underneath the bridge with little or no public impact. Then, you have those that heavily impact the public. While it's never fun explaining that a bridge project will require a detour, knowing your project, area and audience goes a long way in effectively communicating the need-to-know information with a positive outcome.

**According to Melanie,  
“Through this  
project I realized  
the importance of  
communicating  
closely with a  
community – no  
matter how small the  
message, people want  
to feel included.”**

It was challenging to get specific information from the contractor regarding dates and times for closures. Melanie did her best to keep the area residents updated. In her efforts, she coordinated with the local municipalities who included her contact information in their monthly newsletter to all residents in the two adjacent towns. For Melanie, the toughest part was not having any updates for the community each month that went by.

While waiting for the contractor to begin work, Melanie fielded calls, kept informed on the progress of the contractor, and updated a contact list with names of residents who reached out to her. Two months before the contract ended, the contractor began work and was able to limit the closure of the bridge to nighttime hours. Using the contact list she created over the months, Melanie was able to quickly communicate the good news with the community. The project was successfully completed, and the contractor only shut down the bridge twice.

Quest Communications Manager Melanie Hand, who serves the Florida Department of Transportation District Five as a Community Outreach Coordinator, was tasked with the outreach for a bridge maintenance project located in southern Brevard County. The scope of the project was simple, but the unanswered questions concerning a possible closure of the bridge presented a challenge when communicating with the community. The bridge was in the middle of a six-mile stretch of roadway; shutting down the bridge would mean a very long detour for residents on either side of the bridge, not to mention the consideration for school buses and emergency responders alike.



**FDOT** **Grant Road Bridge**  
Maintenance Project

Financial Project Identification  
No.: 441804-1  
Brevard County

**Project Description**  
The Florida Department of Transportation (FDOT) is conducting routine maintenance to the Grant Road bridge that crosses over Interstate 95 (I-95) between U.S. 1 and Babcock Street in the town of Grant-Valkaria.

**What to Expect**  
Work activities will occur during day and nighttime hours. Some activities will require periodic bridge closures. A detour using Babcock Street, Valkaria Road, Old Dixie Highway, First Street and U.S. 1 will be in place during bridge closure times. Signage will also be in place to help direct traffic around the work zone.

**Grant Bridge Closure**  
The bridge will only be closed during the following days and times. The project team will reopen the bridge after each work period.

- Monday-Friday, 10 p.m. - 6 a.m.
- Saturday, 8 p.m. - 6 a.m.
- Sunday, 6 a.m. - 6 a.m. Monday

Please note, project schedules are subject to change depending on weather and other unforeseen circumstances. Project updates can be found under Brevard County current construction projects at the following website [www.cfrroads.com](http://www.cfrroads.com).

**Project Location & Map**

 A map showing the location of the Grant Road Bridge over Interstate 95 (I-95). The map includes surrounding roads like Babcock St, Valkaria Rd, Old Dixie Hwy, First St, and U.S. 1. A red rectangle highlights the "WORK ZONE" on the bridge. A legend indicates the colors for "Road Closed" (orange), "Eastbound Detour" (blue), and "Westbound Detour" (green). A north arrow is present.

Your source for information on state roadway projects in Central Florida is just a "click" away! Visit [www.cfrroads.com](http://www.cfrroads.com) to view lane closures and other current information.

[CFLRoads.com](http://CFLRoads.com) [Facebook.com/MyFDOTCFL](https://Facebook.com/MyFDOTCFL) [@MyFDOT\\_CFL](https://Twitter.com/@MyFDOT_CFL) [@MyFDOT\\_CFL](https://Instagram.com/@MyFDOT_CFL)



# TINY PROJECT, BIG CHALLENGES

SPANNING JUST OVER a quarter of a mile, the Northeast 36th Avenue project in Ocala is a tiny construction project by Florida Department of Transportation (FDOT) standards, but it might be the most active work site in Central Florida, inch for inch. Any given day, dozens of workers and more than a dozen trucks, cranes and earth movers share a work site not much larger than a few football fields in a highly coordinated effort to widen the two-lane road, build a bridge over the CSX Railway line, and add a median, bike lanes and stormwater retention ponds.

Launched in 2019, the project is part of a larger effort by FDOT to build bridges over tracks that intersect with local and state roads along CSX's very busy "S Line." The S Line saw a significant uptick in train traffic a few years ago when CSX moved many of its freight trains there to make way for Sunrail on its other lines.

**"I always feel energized when I'm around this project," says Tom. "It's a thriving little construction ecosystem where workers, residents and business owners work hand in hand to ensure this ambitious undertaking gets accomplished efficiently, but also with minimal inconvenience to all involved. The give-and-take is terrific."**



Northeast 36th Avenue is the favorite work site of Quest Senior Communications Manager Tom McNiff, who marvels at the symphony of sounds, sights and movement along this tiny stretch of road. It's also his most complex work site because of the compact nature of the project and sheer amount of coordination needed for utility workers, heavy equipment operators and bridge builders to work effectively side by side and within feet of businesses and townhomes straddling both sides of the road.

What goes on below ground is no less complex. Ocala has some of the strangest and most unpredictable geology in the state. As Ocala Operations Engineer Mike McCommon notes, you can dig in one location and find soft sand, dig 20 feet away and become mired in thick clay and hit solid rock another 20 feet farther on.

Adding yet another element of complexity to this endeavor is the ballet that ensues every so often between the massive cranes rumbling through the construction zone and the trains that ferry hundreds of tons of cargo across the work site a dozen times a day. Getting these machines from one side of the tracks to the other takes time and patience – as well as careful scheduling – to keep cranes and trains from meeting under unfortunate circumstances.

When the project's contractor, SEMA, had to close the road to move the crane, ideally, the company would have done so at night when traffic is light to avoid affecting daytime commuters. SEMA discovered that much of the train traffic moves at night, however, forcing them to do something FDOT officials are reluctant to do – close the road during the day instead to move the crane.

Such challenges keep Tom busy helping the businesses, homeowners and government partners stay abreast of the many lane closures and detours needed to keep steel giants apart, motorists safe, and businesses and homeowners content.



# RAIL, ROADS AND RELATIONSHIPS

VIRGIN TRAINS, FORMALLY known as Brightline, is making quick progress on its train project that will connect Orlando to Miami via high-speed rail. When this project began, Quest Communications Manager Melanie Hand began receiving calls regarding construction work in her area. She was hard-pressed to find any information about who was clearing a large portion of land on the north side of westbound State Road (S.R.) 528.

To further complicate the situation, S.R. 528 is managed by Florida's Turnpike Enterprise and the Central Florida Expressway Authority. "Not only is S.R. 528 managed by two other agencies, but there has been an ongoing paving project being completed in that same area. Most people assumed they were widening the roadway," Melanie explains about her early challenges

working on this project. After doing some digging, Melanie was able to determine that there was a privately funded project clearing the land for a high-speed commuter rail that would make the turn to Miami in this area, affectionately named the "Cocoa Curve" by the project team for obvious reasons.



Once it was determined who was responsible for this work, Melanie reached out to the project team for Virgin Trains to coordinate public inquiries. Since S.R. 528 is a heavily traveled roadway, when folks started seeing a large clearing of land being done, they all started calling. Melanie jumped in to get the Virgin Train project team and the Florida Department of Transportation (FDOT) on the same page. Virgin Trains hired a Public Information Officer (PIO), and Melanie reached out to the new PIO immediately to help her hit the ground running. Virgin Trains is now working seamlessly with FDOT and local municipalities thanks in part to the quick work and coordination by Melanie.

"Ongoing coordination is necessary due to the roadway impacts from this project and questions from the public," Quest Construction Program Manager Lisa Mark states. "Melanie does a superlative job of coordinating lane closures and detours, and also sharing weekly updates with FDOT Brevard Operations and District Five Communication Office." With numerous railroad crossings, a tunnel and flyover being constructed in this area, project impacts are expected for the next two years; to this Melanie proudly expresses, "I am happy to follow it through to the end, helping where I can, and building strong relationships with Virgin Trains, its contractor and FDOT."



Melanie Hand



Lisa Mark

## Fast Facts

- There will be 170 miles of track between Orlando and West Palm Beach when this project is complete.
- 30 bridges (including bridges at Narcoossee Road, S.R. 417 and Dallas Boulevard) as well as three underpasses (including one at Goldenrod Road) are planned for the 35 miles of track between Orlando and Cocoa.
- The train will travel up to 125 miles an hour on the stretch from West Palm Beach to Cocoa.
- The effort is expected to bring 10,000 jobs project-wide at a cost of \$4 billion.
- A one-way trip will cost \$60 to \$100.
- The 225 million pounds of steel for the project is manufactured at a plant in Indiana and made from recycled materials.
- Project estimated completion is late 2022.

# FRAME-WORK FOR SAFER HIGHWAYS

IN TECHNICAL TERMS, it's known as Florida's Regional Advanced Mobility Elements, which sounds dry and uninteresting. But the FRAME project unfolding along I-75 and U.S. 301/441 in Sumter, Marion and Alachua counties is anything but dry. In fact, it may be one of the most fascinating applications of cutting-edge technology anywhere in the state highway system.



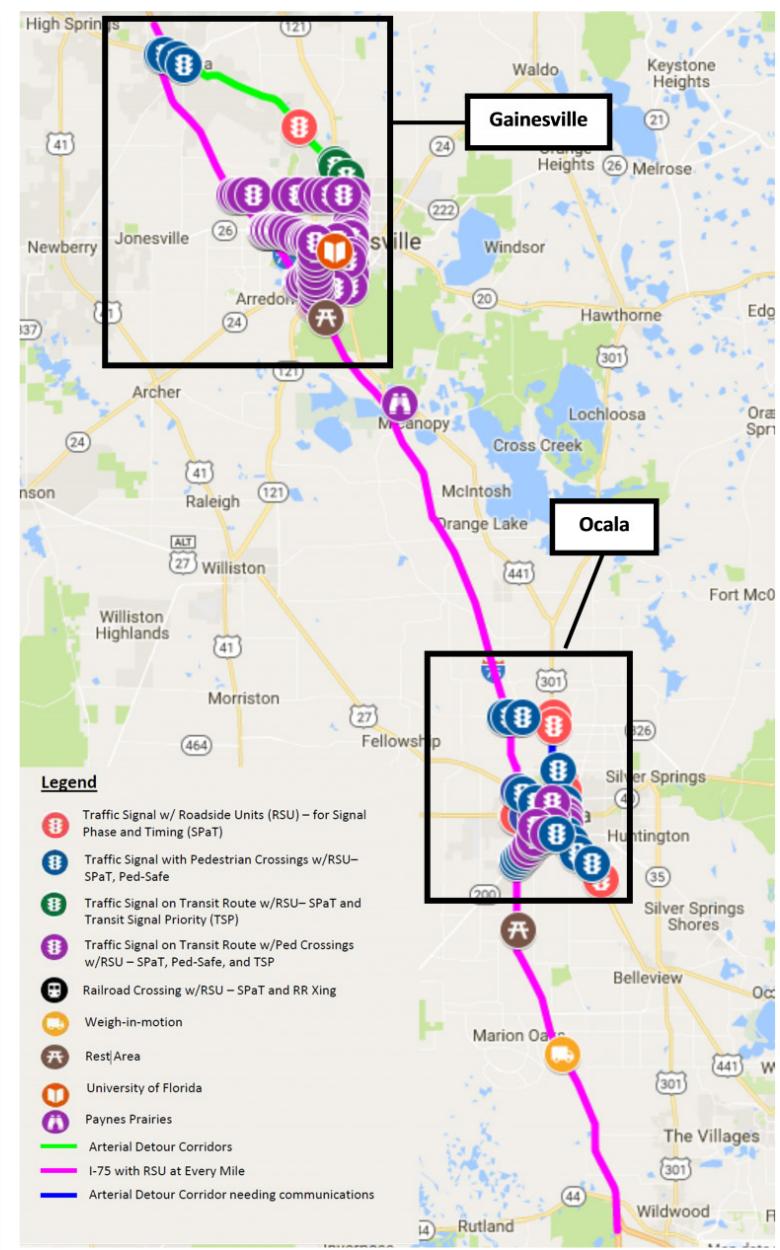
The project grew out of a 2011 study conducted by the I-75 Relief Task Force established by the Florida Department of Transportation (FDOT) to find solutions for the growing congestion along one of the state's most important corridors. The Task Force noted, among other things, that traffic crashes completely closed I-75 on average every nine days and partially closed it at least once a day, that the road is a major evacuation route and that 20 percent of the 63,000 vehicles that traveled I-75 daily were towing freight. Commuters, travelers and businesses can't afford major tie-ups routinely, and the problems will only grow exponentially as the state's population and visitor census swells in the coming decades.

Faced with such challenges, FDOT began exploring how technology might be employed to move people and freight more efficiently along this vital north-south route, as well as U.S. 301/441 adjacent to it. The solution was to employ an array of technologies to keep traffic moving smoothly along a 74-mile stretch of I-75, 82 miles of U.S. 301/441 from Wildwood to Alachua and the arterials that connect those two highways. Quest Senior Communications Manager Tom McNiff serves as Community Outreach Specialist for this project, providing construction updates to the public, media and officials through FDOT Ocala Operations.

According to Tom, "The system's sophisticated network of roadside sensors, closed circuit video feeds, fiber optic cable and in-vehicle data collection systems will feed real-time information to both automated traffic control units and the region's Traffic Management Centers, where operators can react to changing conditions."



**I-75 FRAME is an example of FDOT's commitment to enhancing the safety and convenience of drivers along this and other vital corridors throughout Florida," says Denise Larkin, FRAME Project Manager for FDOT Ocala Operations. "This is an early look at the smart highways of tomorrow."**



FRAME, according to FDOT analysts, supports the U.S. Department of Transportation's goals for increased highway safety and mobility, and it is being executed in partnership with the region's Metropolitan Planning Organizations and local governments.

# ENERGY AND EXCITEMENT IN THE AIR

THE THIRD ANNUAL Skyway 10K took place over the Sunshine Skyway Bridge across Tampa Bay in February. As part of Florida Department of Transportation Tampa Bay Next community outreach efforts, Quest Associate Vice President Lori Buck spoke with more than a hundred attendees at the Skyway Bridge 10K Expo, as people picked up their race bags and strolled through the vendor area. "You could feel the energy and excitement at the event.



Lori Buck

People were really looking forward to the challenge of running over the Skyway Bridge and interested in learning about planned transportation improvements in the area as well as sharing ideas," says Lori. To date, the Skyway 10k has raised more than \$1.2 million for the Armed Forces Families Foundation in its first two years! One hundred percent of every registration fee dollar goes to fund projects that support the families of our service members.



## A PIECE OF THE PUZZLE

TAMPA BAY HAS a traffic problem but how to solve it is the question. Since 2017, Quest has been part of the Florida Department of Transportation's (FDOT) Tampa Bay Next Public Involvement team, engaging with the community about transportation projects throughout the area. Recently, Quest supported the Tampa Interstate Study (TIS) Supplemental Environmental Impact Statement (SEIS) that includes the Westshore Area Interchange (I-275/S.R. 60), Downtown Tampa Interchange (I-275/I-4), and the I-275 Corridor that connects them. Quest's Lori Buck, working alongside HNTB, FDOT, AECOM and American Engineering, supported the Public Hearings in February. Held at Port Tampa Bay and Hillsborough Community College, the public hearings provided opportunities to review the proposed designs and provide comments. The study is being finalized and will be submitted to the Federal Highway



Administration for approval and a record of decision. In October 2019, Governor DeSantis announced \$1.4 billion for the reconstruction of the Westshore Area Interchange and improvements to I-275 from Westshore to downtown Tampa, all part of the SEIS.

The purpose of the SEIS is to upgrade the safety and efficiency of the existing I-275 and I-4 corridors that service the Tampa Bay region, while maintaining access to the surrounding community. The project also intends to provide congestion relief that improves accessibility, mobility, travel times, system linkages, and multimodal connections, while supporting regional economic development goals and enhancing the quality of life for residents and visitors.

## SETTING THE STAGE FOR THE FUTURE

**QUEST IS DELIGHTED** to be able to provide public involvement support to WBQ Design & Engineering for Florida's Turnpike Enterprise Suncoast Parkway 2 (S.R. 589), Phase 2 Design Project. Suncoast Parkway 2, Phase 2 is a new four-lane (two lanes in each direction), limited access tolled roadway that will extend the Suncoast Parkway northward from S.R. 44 to C.R. 486 (W. Norvell Bryant Highway). This new Suncoast Parkway 2, Phase 2 facility will serve the future traffic needs of Citrus County as well as the public traveling to or from the Tampa Bay area through Citrus County.



Karen Harrell

Senior Public Involvement Specialists Karen Harrell and Eileen LaSeur lead the public involvement activities for the design team, including planning and facilitating a public meeting that was held at the

Citrus County National Guard Armory in Crystal River earlier this year. Quest's support team came out in full force to assist with the highly anticipated public meeting. According to Karen, "A lot of the public is eager to see this project move forward. We're currently in the design process, so after this meeting, a public hearing will be held later this year, then it goes to right-of-way, with construction anticipated to begin in late 2022."



WBQ Design & Engineering and the Quest team received praise from Francisco J. Cardona, P.E., Project Manager GEC for Florida's Turnpike Enterprise, "Please extend my sincere gratitude to the entire project team. Tonight's public meeting was a success!"

# WELCOME ANDRÉ!

WE'RE PLEASED TO welcome André Perks to our Statewide Workforce Development team, where he'll be supporting Quest's role in developing and launching a Correctional Transition Academy. This initiative is a collaborative effort between the Florida Department of Transportation and the Florida Department of Corrections. André will be tapping his experience

serving Abe Brown Ministries/Ready4Work, building employment partnerships to connect unemployed and underemployed people with firms that are hiring. An active volunteer with Trinity Café and Feeding Tampa Bay, André is a proud graduate of Elon University and its Alumni Tampa Bay chapter.

**"André brings a calm demeanor and commitment to serving the community that complements Quest and its associates. He'll help make great things happen for FDOT, fellow state agencies and our community," says Amy Lee Diel, OnBoard4Jobs Program Manager.**



# WELCOME LATOYA!

A WARM WELCOME to LaToya Carter, who comes to Quest as a Senior Communications Manager. She joins the Statewide Workforce Development team, helping to lead the development and launch of a new Student Internship initiative. LaToya is a Tampa native and a graduate from Brandon High School (Go Eagles) and the University of South Florida (Go Bulls).



She is truly excited about being a part of the Quest family as she comes from a long legacy of service. A highlight of her career and life happened in 2016 when she rescued a woman and four children from a burning truck; she was honored by the Hillsborough County Board of County Commissioners and received a commendation for her efforts.

**"We're pleased to have LaToya join our team. Her commitment to serving the community is right in line with Quest's mission," shares Associate Vice President Jill Cappadoro.**

# WELCOME BRITTANY!

BRITTANY REIFFELDER JOINS Quest as a Communications Manager supporting the Florida Department of Transportation OnBoard4Jobs Program. After college, she began her career in communications where she gained experience in recruiting, client

relationship management, and marketing. Brittany is passionate about interacting with others, so she is excited to be working to connect contractors with workforce candidates throughout Florida.

**According to Contract Compliance Specialist Rasheia Freeman, "Brittany shares the same passion and drive as our current Statewide Workforce Development team members, and brings the perfect set of skills and background for the program."**



# WELCOME LONNIE!

LONNIE THOMPSON JOINS Quest as Communications Manager for Quest's Statewide Workforce Development team. Lonnie has managed community engagement campaigns for nonprofits across the



state, worked in government and business to help the underserved, and led successful projects in affordable housing. In his spare time, he runs a dog rescue and enjoys cooking.

**"Lonnie brings experience in partnership development and connections to resources that will help us serve FDOT, industry contractors and the community. We're pleased to have him shore up our efforts," states Associate Vice President Jill Cappadoro.**

# WELCOME MATTHEW!

QUEST IS EXCITED to welcome Matthew Adams as Communications Manager supporting Quest's Statewide Workforce Development team, as well as a full spectrum of other government agency contracts and pursuits. Matthew is a seasoned professional with more than ten years of experience developing and utilizing digital marketing, social media marketing,

social media management, brand management, publishing, content production, SEO/PPC, copywriting, campaign configuration and eBlast production to engage the public. He is responsible for creating and implementing social media strategies and engaging content for transportation, infrastructure and other government projects.



## STEPPING UP FOR FDVA

QUEST PROVIDES THE Florida Department of Veterans' Affairs (FDVA) with media outreach and branding services, including social media, website design and development, brochure and tri-fold development, public service announcements (PSAs), and videography and photography services.

When the initial contract with the agency kicked off in 2016, Quest was given the goal of reaching 14,000 likes on Facebook, 1,000 followers on LinkedIn, and generating more than 300 pieces of content for social media by December 2016. We met all goals one month early by utilizing content development, distribution and management tools, including strategic guidance, ideation, curation, messaging and visual design. Content ranged from upcoming award ceremonies to tributes to veteran heroes, new benefits information, local stories and more.

Quest's Creative team stepped right in to redesign FDVA's existing mobile application, branding it consistently in name, color and messaging. An array of features was also added, including a geolocation feature that allows veterans to view the closest VA Medical Centers, Outpatient Clinics and Vet Centers; it also provides veterans with one-click access to instant directions to the selected VA facility. It gives in-depth information for each benefit available to veterans, provides easy access to the FDVA Benefits Guide and to an up-to-date list of veteran events throughout the state. Our team actively advises and counsels on ways to increase the number of people downloading the existing FDVA mobile application and provides monthly summaries of all activities.

Our team also designs and develops graphic materials such as a trifold brochure focusing on the recruitment and retention of medical professionals

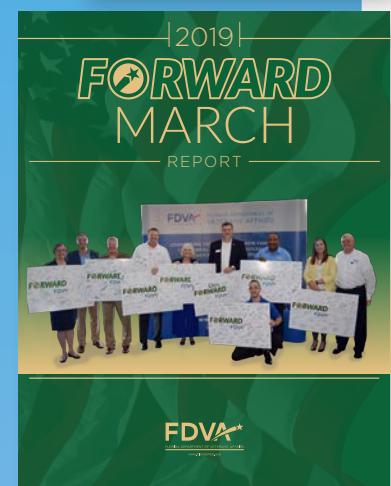
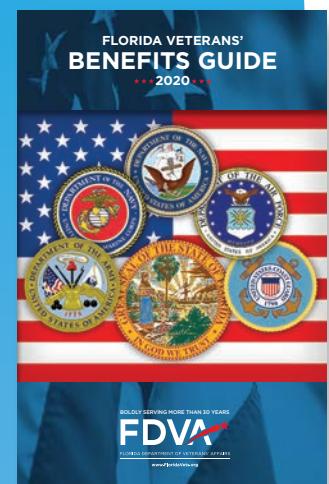


and the annually produced Florida Veterans' Benefits Guide, as well as Forward March. The Forward March veterans' outreach initiative aims to unite the combined energy and resources of state agencies, veteran service organizations, private partners and local communities. The resulting report identifies where Florida needs to reinforce best practices, reduce redundancies and implement solutions to fill gaps.

We direct PSAs for the FDVA from concept and writing to recording, post-production and editing. The PSAs are captured in high definition and include music, narration and closed captioning for the hearing impaired.

So, what's new in 2020? We're working on further increasing engagement through social media and traditional media, implementing more aggressive strategies, as well as providing crisis communications services, such as deliverables for the COVID-19 pandemic. We've even implemented a campaign through Pandora, which has resulted in nearly one million impressions. The voice behind the message is FDVA Executive Director Danny Burgess, who you can hear welcoming veterans home and urging them to discover what resources are available to them through [floridavets.org](http://floridavets.org).

Earlier this year, Quest Communications Manager Matthew Adams was in attendance to highlight social media and photograph the perfect image as the men and women of the Florida Department of Veterans' Affairs congratulated the 16 inductees from the Florida Veterans' Hall of Fame Class of 2019. "What an honor to be a part of something so special. I had a great day with the client and learned so much about each of them," says Matthew.



# QUEST TEAM OPENS NEW DOORS FOR ONBOARD4JOBS PROGRAM

THE FIRST QUARTER of 2020 has been a busy time for Quest's OnBoard4Jobs Construction Careers team, as they've continued engaging the road and bridge industry with the Florida Department of Transportation (FDOT) OnBoard4Jobs Construction Careers program. This program focuses on helping contractors identify and recruit On-the-Job Training candidates.

As a new effort, our associates worked relentlessly to create an opportunity to serve in a workforce development partnership with the Florida Department of Corrections (FDC). FDC management and OnBoard4Jobs are developing criteria to identify suitable inmates to be prepared for employment with statewide construction contractors once released through the FDOT Statewide Workforce Development Initiative, specifically under the Correctional Transitional Academy's Fast Track Program. Several contractors have responded



positively to working with these individuals, and we anticipate implementing this initiative in early to mid-2020.

We continue to actively match job seekers with active road and bridge contractors through the OnBoard4Jobs Construction Careers program by sharing resumes and enrollment forms to specific contractors. Quest focuses on ensuring that active contractors enrolled in the OnBoard4Jobs Construction

Careers program take advantage of accessing the statewide candidate database regularly. Currently, more than 108 contractors can access and take advantage of this service.

The 2020 Construction Career Days (CCDs) proved fruitful for engaging students who are interested in construction and engineering, and in January and February, we supported three CCDs with phenomenal student turnout. Additionally, we expanded our network of high schools through these CCD events, opening more doors for the team to serve as speakers, experts and mentors.

We also added consistent email blasts to students about upcoming events and open positions with statewide contractors.

As a new methodology, Quest implemented mass texting as part of our outreach communication with the Statewide Workforce Development Initiative, whom OnBoard4Jobs has partnered with to create event awareness and enhance recruitment efforts statewide.

**According to Quest OnBoard4Jobs Construction Careers Program Manager Amy Lee Diel "Through this program, we continue active and aggressive outreach efforts. We even enhanced the**

**[www.onboard4jobs.com](http://www.onboard4jobs.com) website to include articles, links to jobs, and upcoming hiring and other events.**

**The OnBoard4Jobs team continues to build valuable connections with industry partners throughout Florida."**



## 2020 QUARTER 1 ACHIEVEMENTS IN A NUTSHELL

- There are 105 contractors enrolled, with 22 FDOT contractors actively participating.
- Five (5) people were hired by FDOT contractors as a direct result of OnBoard4Jobs Construction Careers.
- 135 individual job seekers were introduced to these participating contractors, with a total 424 referrals provided during these three months.
- OnBoard4Jobs Construction Careers is facilitating a new partnership with the Florida Department of Corrections, developing criteria about job placement services for individuals being released from incarceration; the framework for this initiative will be implemented through FDOT's Statewide Workforce Development program.
- OnBoard4Jobs Construction Careers participated in 13 events engaging directly with candidates for industry jobs and enhancing awareness of careers in road construction, including Central Florida, Tampa Bay and Northeast Florida Construction Career Days.

# BUILD MORE THAN A JOB... BUILD A LIFE

ADVANCING OUR COMMITMENT to serving the Florida Department of Transportation (FDOT), road and bridge contractors, and communities throughout our fine state, Quest is proud to have been selected as the Statewide Workforce Development program prime, working shoulder to shoulder with our partners from HNTB.

The Florida Transportation Builders' Association (FTBA) and leaders from Florida's road and bridge contractors have identified the need for more construction workers as a key priority for our industry. The Florida Senate Committee on Infrastructure and Security's 2019 Senate Bill 7068 Staff Analysis reports that our highway, street and bridge construction industry will grow 8.75% over the next eight years, further acknowledging the growing gaps in skilled tradesmen and woman forging careers in construction.

Our Quest team is focused on addressing the need for general and trained workforce for construction projects today, and in the future. FDOT's Statewide Workforce Development program has three main elements: to recruit, train and place construction workers with industry contractors; create a talent pipeline that meets the future needs of the roadway construction industry; and, enhance existing FDOT workforce program elements.



**"We're proud to be serving FDOT on this meaningful program,"** shares Associate Vice President Jill Cappadoro, who serves as Statewide Workforce Development Program Manager. "It combines our mission to serve with our experience developing and launching new programs for FDOT."



If you are an FDOT contractor, an institution of learning, a community service agency or association, or someone interested in building a career in the road and bridge construction industry, we encourage you to contact us at [FloridaRoadJobs@QCAusa.com](mailto:FloridaRoadJobs@QCAusa.com). Or, give us a call at **(833) ROADJOB** or **(833) 762-3562**. We have an amazing team dedicated to advancing opportunities in this industry. Let us connect you to FDOT's:

- **Student Construction Career Academy**
- **Paid Student Internships with FDOT contractors**
- **Construction Career Days participation and sponsorships**
- **Construction Training and Recruitment into jobs with contractors**
- **Correctional Transition Academy**
- **OnBoard4Jobs Construction Careers program**

We'll be keeping you up to date on this new program. Keep an eye out as we'll be announcing a website, videos, social media platforms and other outreach activities to engage industry professionals.

#### **The benefits of this contractor-driven, community-focused program include:**

- **Providing career opportunities in communities where FDOT is constructing projects**
- **Building relationships with regional and local community and business groups**
- **Developing a job pipeline for adults who are unemployed or underemployed**
- **Developing a career path for future construction workers**
- **Proactively addressing the construction labor shortage**

# INFORMING EMPLOYEES THROUGH MILEPOSTS

AT THE PENNSYLVANIA (PA) Turnpike Commission, keeping all 2000 employees and retirees informed on internal happenings is a communication necessity. To successfully do this, two internal digital newsletters are distributed through email on a monthly basis, while a print newsletter is sent in the mail quarterly to all employees and retirees.

Each newsletter content is different, but they all fall under the Turnpike's internal communications brand of "Mileposts." Quest Communications Manager Sophia Fox works closely with the PA Turnpike's Communications Department to help create the newsletters.

Each month, Sophia attends the agency's New Employee Orientation to take pictures of new employees and distribute a questionnaire



that asks about their hobbies, hometown and previous work experience. With the pictures and questionnaires, Sophia creates the New Employee Newsletter, which consists of short bios of each new employee. At the end of each month, the newsletter is emailed to all PA Turnpike employees to introduce them to their new colleagues.

In the middle of each month, PA Turnpike employees receive eNews in their email inbox. eNews informs employees on current important news, such as legislative updates, messages from the CEO, human resource information and more. With the PA Turnpike's Manager of Media and Public Relations, Sophia helps create the content and format of eNews. Lastly, the magazine-style Mileposts print newsletter consists of longer, employee-focused features. Sophia assists the Communications Department with planning, which begins months in advance, and content creation.



**I really enjoy writing content for the print Mileposts," says Sophia. "I have been able to meet and learn about so many different Turnpike employees. From the Manager of Training and Development, who is a former Army Sergeant First Class, to the Manager of Strategic Sourcing and Asset Management, who is an avid local theater performer, everyone has a different story to tell."**

## RAMP UP YOUR PA TURNPIKE TRAVELS!

WINTER, SPRING, SUMMER and fall, the Pennsylvania (PA) Turnpike is a 24/7 operation that must keep its daily 500,000 customers moving through any and all weather conditions. To help better prepare motorists for their trip along the PA Turnpike, Quest Communications Manager Sophia Fox supports the Communications Department by creating a seasonal website full of helpful information on safety, signage, fuel, refreshments and more.

"The original idea for the Ramp Up website was to have a one-stop shop for summertime travelers," explains Sophia. "The PA Turnpike always sees a spike in travel over the summer

months as families go on vacation. There is also an increase in out-of-state travelers using the Turnpike, who may not be as familiar with the system."

To help ease any PA Turnpike confusion, before they head off the door, motorists can hop on [www.paturnpike.com/RampUp](http://www.paturnpike.com/RampUp) to view seasonal information about:

- Safe driving tips
- Planning your trip through the toll calculator
- Signage they will see while traveling the roadway
- Common tolling questions or problems
- Where to find fuel and fun information for the whole family

**MILEPOSTS**  
A publication for and about PTC employees • ISSUE THREE • WINTER 2018

Reliability drives our winter roadway

**RAMP UP FOR SPRING TRAVEL**

Spring has officially sprung! While there's more sunshine and blooming flowers don't let your guard down while driving this season because springtime brings its own driving hazards. Here you can ramp up to driving on the PA Turnpike with safe driving habits, how to prepare for your upcoming trip and much more!

"While summer is the busiest travel season, Ramp Up has evolved into a reliable source of information for the entire year," Sophia adds. "I help write the new content, which is then promoted through PA Turnpike's website and social media."

# STORYBOARDING FOR PENNDOT STIC

THANKS TO HOT summers and cold winters, the roads in Pennsylvania are prone to potholes and other pavement impurities. The Pennsylvania Department of Transportation's (PennDOT) State Innovation Transportation Council (STIC) is changing the way roads are maintained. STIC is committed to supporting and promoting the deployment of the Federal Highway Administration's (FHWA) Every Day Counts (EDC) innovations. STIC also looks at what innovations have been implemented at the state, national and international levels that could be applied to Pennsylvania.



Megan Olivera

As a cost-effective, fast and permanent solution, Hot Pour Mastics (HPM) can repair cracks, potholes and other pavement distresses. The Maintenance Technical Advisory Group (TAG) began HPM in 2018, which is now ready for deployment. Already used and demonstrated in various locations across the state,

PennDOT has approved a manufacturer, and three other vendor companies have applied for approval.

A repair material, using the properties found in hot pour rubberized crack sealants, has been developed by crack sealants manufacturers. As the success of mastics grow in the western states, the products are moving east at a consistent pace. Quest is helping STIC spread the word on HPM. Working together with McCormick Taylor, a short video is currently in the works to explain the innovation and its effectiveness to local agencies and stakeholders.

According to Quest Associate Vice President Megan Olivera, "STIC remains unique in its approach to transportation innovation. The organization also looks beyond EDC innovations to identify other innovations at the local, state,

national and international levels for statewide implementation."

Chaired by the PennDOT Secretary and FHWA Pennsylvania Division Administrator, STIC works to develop and deploy innovations that improve roadway safety, reduce traffic congestion, accelerate construction, improve project delivery and enhance sustainability. In addition to PennDOT, FHWA and the Pennsylvania Turnpike Commission (PTC), STIC members represent academia, other federal and state agencies, planning partners, local public agencies, contractors, and consultants.



## KICKING OFF THE STATE COLLEGE AREA CONNECTOR

**THE WAIT IS over!** The State College Area Connector Project, in Centre County, officially kicked off in March. Quest is serving as the public involvement subconsultant to Johnson, Mirmiran & Thompson, Inc. (JMT) on the Pennsylvania Department of Transportation (PennDOT) contract.

Quest's tasks include project branding, website development and management, database management, public involvement, community outreach, social media, video and more. Associate Vice President Megan Olivera leads public involvement tasks and branding.

A PennDOT District Two project, Centre County State College Area Connector will improve a 13-mile stretch of U.S. Route 322 from Seven Mountains to the State College Area. Community involvement

will be a critical component of the project-development process, which aims to increase safety and mobility in the often-congested area.

Extensive collaboration with local communities, businesses and other stakeholders will continue through the Planning and Environment Linkages (PEL) study and design, which looks at transportation, environmental, community, and economic goals. Using information developed during planning, the PEL informs the environmental review process. The study team will also hold multiple community engagement meetings to involve the public, identify needs, collect data and develop strategy packages.

"We are excited to be part of JMT's community outreach team for this project," expresses Megan.





ADMINISTRATIVE | ADVERTISING CAMPAIGNS | AGENCY ADVOCACY | ANNUAL REPORTS | ANIMATION  
BILINGUAL/TRANSLATION SERVICES | BILLBOARD DESIGN | BRAND IDENTITY/BRAND STRATEGY | BROCHURES/FLYERS  
BUS STOP SIGNAGE | COMMUNITY EVENT PLANNING | COMMUNITY SPONSORSHIP PROGRAMS | COMMUNITY OUTREACH  
COMMUNITY WORKING GROUPS | COMMUNICATION PLANS | CONSENSUS BUILDING | COPYWRITING  
CREATIVE SERVICES | CRISIS COMMUNICATIONS | CUSTOMER APPRECIATION/EMPLOYEE APPRECIATION PROGRAMS  
DATABASE MANAGEMENT | DIRECT MAIL CAMPAIGNS | DRONE SERVICES | ECONOMIC IMPACT BROCHURES AND SURVEYS  
ENVIRONMENTAL COORDINATION | FOCUS GROUPS | GAMIFICATION TECHNIQUES | GIS SERVICES | GRAPHIC DESIGN  
GRANT WRITING/GRANT REPORTING | IMAGE CAMPAIGNS | INTERGOVERNMENTAL/COMMUNITY RELATIONS  
INCENTIVE PROMOTIONS | ISSUE RESOLUTION AND DOCUMENTATION | LOGO DEVELOPMENT | MARKET RESEARCH  
MARKETING CAMPAIGNS/MARKETING PLANS | MASTER PLAN UPDATE REPORTS | MEDIA BUYING/PLANNING/PLACEMENT  
MEDIA RELATIONS | MEETING FACILITATION | NATIONAL OUTREACH EFFORTS | NEWS RELEASES | NEWSLETTERS  
ONLINE/VIRTUAL MEETINGS/BRIEFINGS | ONLINE FOCUS GROUPS | PARTNERING FACILITATION  
PHOTOGRAPHY | PUBLIC ENGAGEMENT | SOCIAL MEDIA | SPEECH WRITING | STRATEGIC COMMUNICATIONS  
VIDEOGRAPHY | WEBSITE DESIGN | WORKFORCE DEVELOPMENT

DBE | MBE | SBE | WBE CERTIFIED



/QCAUSA



QUEST CORPORATION  
OF AMERICA, INC.



@QCAUSA



@QCA\_USA