

BE INFORMED

QUARTER 2 | 2020



**Your Future | Our Vision**

America's Choice for Marketing and Communications

**GROWTH  
BEGINS**

## PRESIDENT'S MESSAGE

# LIFE'S CHALLENGES OFTEN REVEAL THE WAY FORWARD

IN THE MIDST of this global pandemic, I believe that business owners and managers recognize more than ever before that we are still leaders, and we have responsibilities with serious ramifications as we try to manage our way through this crisis. We also know we cannot do it alone. We all needed to step up our game with respect to collaboration tools, digital marketing, cloud computing and more. And, since I am no technical guru, redistributing some authority within Quest has been key. Giving teams a lot of freedom to explore the best ways to expand their responsibilities required trust, and it took foresight!

When COVID-19 hit, however, it was immediately about surviving. It was about delivering quality products and services efficiently and effectively – virtually – without skipping a beat.

Identifying effective courses of action and preparing for an unpredictable future, while managing the urgent demands of the present are discussions I have daily with my corporate officers. We are getting very creative. As visionaries, it has heightened our abilities to sense, shape and adapt. We talk a lot about how to make effective strategy decisions during these times of deep uncertainty. How do we turn what we are going through into discovering new opportunities? How do we find balance, share insight, make an impact, and continue to grow our business?

Even before the COVID-19 crisis, many of us were feeling a sense of uncertainty, but for Quest, our employees have stayed focused on embracing innovation and the future. We are helping our team members get the training and information they need to add more value to your contracts. As a result, we are seeing our teams cultivate their skills, gain confidence, and produce positive results. It is a win-win!

At Quest, we want to make good decisions. And, while doing so, we know it is also important to be our best selves as leaders. Our employees have tapped into and

expanded their capacity so that they can be the best version of themselves for you, without compromising their health, relationships, or their integrity. We now have many internal programs in place that provide opportunities to continue to learn, make a difference and achieve our goals.

I am finding that, with the power of prayer and imagination, we have been able to build a dynamic link between planning, operations and production. We have stepped up our process of constant exploration – working hard to build that flexible bridge between our present actions and our thinking about the future. Quest is not going anywhere - we are survivors!

When you ask our people how they are doing, I think you will hear that they are grateful, thankful, and faithful to our Quest family and to the industries we serve. Quest continues to gather information, monitor developments, and update our leadership on the impacts this virus has on our employees and clients. Our Home Office Management Team has a rotating schedule. We support social distancing, and our employees are encouraged to work from home using the firm's heightened technology. Our corporate office door does remain open so employees can access equipment and supplies when needed. I serve there daily. Business travel for all Quest employees is restricted. At all times, our eyes are on the ball. We are focused on excellence and on our commitment to organizational effectiveness and operations with best practices of the highest quality always in mind. From the bottom of my heart, thank you for your trust in us!

As a Christian leader, I will continue to pray daily for all of us and for all our families.

With love,



**Every day it is about discovery... a new mystery. But, we feel confident and energized.**



## 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 LEADERSHIP CULTURE

FOCUSED ON RENDERING value and creating meaningful opportunities, Quest Leadership is preparing our employees for the world as it is going to be. Here, we believe friendships are important. According to Assistant Vice President Diane Hackney, "Our best days are ahead. Our passion to empower our associates with strong values, an attitude for success and a life filled with significance is burning brighter than ever."



Diane Hackney

Diane celebrates 16 years with Quest, but over 40 years of friendship with Quest Owner/President Sharlene Lairscey. "I don't know what I would have done without Diane all of these years," states Sharlene. "She has definitely been my rock. I believe in friendships at work.

Friendship is fundamental to successful professional relationships, but I believe more that friendships give us purpose, meaning and a more positive outlook in life."

As our Corporate Home Operations Officer, Diane studied business with an interest in finance and employee health care. When asked about working so closely with Sharlene, she says, "In the beginning, I was not sure that we would be able to work well together, but Sharlene is transparent and has transferred her knowledge, providing inspiration to those who follow her path."



Studies show that work friendships yield many benefits. Yale professor Marissa King reports that your social connections are a strong predictor of your cognitive functioning, resilience, and engagement. She cites studies showing that teams of friends perform better; that people with supportive coworkers have more work/life balance and are less stressed; that strong personal ties increase information and idea sharing, self-confidence and learning; and that those who have close friends at work are more efficient in and satisfied with their jobs. Research by Tom Rath suggested that if one of your colleagues is a "best" friend, you are seven times more engaged at work than the average person.

Our relationships are special. We thrive on our relationships with each other, and our desire to have a lasting influence on an employee's future, simply by being kind and becoming a friend. As Hellen Keller once said, "Alone we can do so little. Together we can do so much."

**Having true friends at work and making a case for deeper connections with colleagues is something Quest stands behind," Diane adds. "Since joining Quest, I've developed other deep friendships through work."**

## NEXT LEVEL LEADERSHIP ACADEMY

IT HAS ALWAYS been part of our mission at Quest to inspire our associates and managers to grow personally, professionally and spiritually, as well as share experiences and information to help each of us become our own best selves. Quest leadership recently established the Quest Next Level Leadership Academy, which focuses on program and contracts management to encourage each of the academy participants to achieve elevated thinking, problem-solving and success in all professional endeavors.

Together, Associate Vice Presidents Mary Brooks and Jill Cappadoro designed training



Jill Cappadoro



Mary Brooks

modules to share experiences, best practices and tools gleaned from years of experience in the communications industry, particularly on high-profile and/or statewide programs. The goal is to help maximize the organization, productivity and profitability of our contracts, people and plans.

"We're very excited about the prospect of spending this constructive time with these individuals," says Mary. "We will be soliciting feedback on how we can continue to grow the value of this program for the long-term health of our organization and happiness and fulfillment of each of us!"



**QUEST ACADEMY**  
NEXT LEVEL LEADERSHIP



## WELCOME KIM!

WE'RE PROUD TO welcome Kim Licari to Quest's Home Office Operations team as Employee Relations Manager. Kim brings more than 10 years of experience in Human Resources (HR) administration, finance, payroll, account/contract management, and organizational development. Her experience spans over both municipal government and corporate environments. Prior to joining Quest, Kim had been serving in various management, HR and finance roles for a national healthcare laundry company. She worked closely with employees and customers managing policies and procedures, training, improving processes, and providing guidance and support. She has a strong work ethic and a great willingness to help others. When not at work, Kim has a passion for cooking, loves animals, enjoys listening to old-school freestyle music, and is an avid New York Giants football fan.

## WELCOME WANDA!

QUEST WARMLY WELCOMES Wanda Grimsley, who recently joined Quest's Home Office Operations team supporting corporate administration and recruiting efforts. Since moving to Tampa 10 years ago, Wanda has enjoyed serving her family and community in fun and meaningful ways. As a wife and mom to two tween boys, she's had the privilege of serving her local schools in various executive board positions within the PTA over the years. Wanda also enjoys being a women's ministry leader at her church. In her free time, you can find her reading, traveling with her family, rooting for her boys at a youth basketball game, or trying to refrain from cheering loudly on a golf course. We are very excited to have Wanda supporting Quest's growth by taking our hiring efforts to the next level.



# EMPLOYEE RELATIONS CORNER

GROWTH BRINGS NEW challenges, but challenges bring opportunity. In our first 25 years, Quest has grown to nearly 80 employees, and because of that growth, we're happy to announce the creation of the newly established Recruiting Program. Serving that are two new team members, Employee Relations Manager Kim Licari, and Corporate Recruiter/Administrator Wanda Grimsley, who have been diligently working to ensure corporate compliance, and to improve processes for recruiting the best talent and onboarding of new employees.

Our team is also taking the onboarding experience to the next level. In a joint effort, the Employee Relations and Video teams are collaborating to produce and implement onboarding and training videos specifically tailored to assist new employees navigate through their journey at Quest. According to Kim, "This technology will not only assist in situations where

remote onboarding is necessary but will also be available for any Quest employee to access and use as a procedural reference any time."

If that wasn't enough, there is more exciting news! We have always embraced interns, but it was time to formalize our program. We are thrilled to reveal the launch of Student Success by Quest, a 90-day student internship program.

We are delighted to welcome student intern, Olivia Diel, to the program, and to the Quest family. Olivia began her internship in June. She has been actively gaining invaluable knowledge, experience, and specialized training which will encourage career success and educational growth. We are excited to offer this wonderful learning opportunity and look forward to hosting more students in the future.

### STUDENT SUCCESS BY QUEST

With Olivia Diel

July 2020

#### MEET OLIVIA

My name is Olivia Diel, I am an intern for Quest Corporation of America (Quest), working to gain experience in an office environment. In my free time, I enjoy playing soccer, painting, hanging out with friends, and swimming. During this internship, I will gain executive office experience that will be utilized in a future career. Someday I'd like to become a zoologist, preferably at Busch Gardens.



#### A DAY IN THE LIFE OF A QUEST INTERN

What is it like being an intern at Quest? It is a wonderful and fulfilling learning experience. The 90-day program stretches from the task of organizing the production room to writing an article in the Quest newsletter. An agenda is given to me every week that includes my assignments, deadlines, and who I will be working with. One of my favorite parts of this internship is being able to work with different people on certain weeks in order to build strong connections all while gaining experience.

#### LOOKING FORWARD...

Looking ahead in my internship I will have assignments that have to deal with giving back to the community, distributing the newsletters, and assisting with the production of a video. These tasks all tie into the creation of this newsletter and are key concepts to learn and understand. This internship is full of many new and exciting duties that will help me become a more experienced employee in future job positions.

# WELCOME OLIVIA!

WE ARE EXCITED to welcome Olivia Diel to Quest's Home Office Operations team as an intern. Olivia is practicing and learning skills related to corporate communications, client relationship management, marketing and communications services, corporate philanthropy and more. She is proud to have already gained leadership and organizational experience through coaching soccer teams and is looking forward to furthering those skills through this internship. In her free time, Olivia enjoys participating in food drives, playing soccer, going to the beach, traveling, hanging out with friends, as well as sketching and painting.



## INTERNSHIP PROGRAM

WE RECENTLY REVEALED the launch of Student Success by Quest, a 90-day student internship program. The program is designed to support student learning and development in a professional environment. Learning experiences through internships are designed to teach critical thinking, effective reasoning, and the development of new ideas within a work context. They are intended to foster self-understanding, professional identity development, and personal initiative. Internships encourage the creation of professional relationships and create opportunities for collaboration.

They also develop practical competencies, such as effective communication, technical proficiency, progression toward goals, and contextual professional behavior. Furthermore, they are intended to help students identify career choices and clarify career goals, with the purpose of assisting students to secure future employment and other professional and educational opportunities. The program's application procedure is modeled on a conventional application process for other opportunities, such as employment, thus helping students develop essential skills for organizing their professional lives.

Olivia Diel is our first student to take part in our revamped internship program. Her first week was considered "Intern Bootcamp," where she learned the importance of dressing for success, time efficiency, and a clutter-free work environment. However, week two is when the fun began. She dove headfirst into the realm of Quest's Corporate Communications department, absorbing all things marketing and public relations. During her internship, she is creating her own newsletter that highlights her experiences. According to Olivia, "There is a lot of work that gets put into the

making of a newsletter. I had to learn how to write an article in AP style format using active voice, then I had to find a color scheme that fits me and my personality, and finally I had to establish a layout of my newsletter for Megan to put together. Constructing a newsletter is a long but exciting process. I think it will help me connect to the other employees."



Megan Gann

Olivia has also had the opportunity to assist with Quest's philanthropy program, most recently leading the Corporate Give Back Box initiative. While she's been able to experience many different aspects of a corporate work environment, shadowing Graphic Designer Megan Gann has been her favorite.

**Working with Megan has really helped me understand the creativity and the effort that goes into the art of graphic designing," says Olivia. "The amount of work a person does just to make a quarter-page ad is insane, but the best part of graphic design for me was being able to showcase my abilities by sketching a layout on a piece of paper, then watching it come to life on a computer screen."**

## QUEST GIVES BACK

**How to Donate:**

- 1 Gather or re-use an old box, then print the prepaid shipping label. **Click this image to generate your label!**
- 2 Fill the box with unwanted shoes, clothing, and household items and attach your shipping label to the box.
- 3 Take a picture of your box with the label attached and email the image to [Olivia.Diel@QCAusa.com](mailto:Olivia.Diel@QCAusa.com).

Each box is one entry in our 2 contests, so make sure to email us!

DONATE UP TO  
AUGUST 25TH, 2020

Two ways to win a giftcard when you donate!

DONATE THE MOST BOXES	OR	EMPLOYEE TO GET THE MOST FAMILY AND FRIENDS TO DONATE (PER BOX)
-----------------------	----	---

QUEST CORPORATION OF AMERICA





# QUEST IN 2020: WHERE ARE WE NOW

ON AUGUST 25, 2020, Quest celebrates 25 years of providing professional marketing and strategic communications services to state and municipal government agencies throughout Florida, Georgia, North Carolina and Pennsylvania.

**25** ACTIVE CONTRACTS

**5** ACTIVE CONTRACTS

**PENNSYLVANIA**  
**5** ACTIVE CONTRACTS

**80**  
EMPLOYEES

Providing

**100%**  
QUALITY PRODUCTS  
AND SERVICES

To

**95**  
CLIENTS

On

**166**  
ACTIVE CONTRACTS

**46** ACTIVE CONTRACTS  
**28** ACTIVE CONTRACTS

**NORTH CAROLINA**  
**1** ACTIVE CONTRACT

**23** ACTIVE CONTRACTS  
**24** ACTIVE CONTRACTS

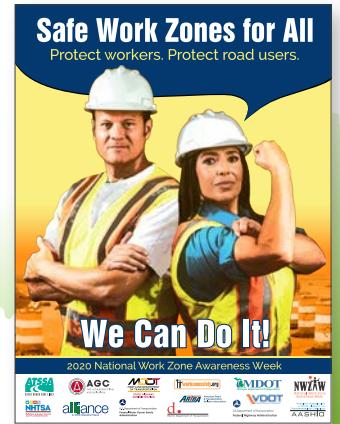
**8** ACTIVE CONTRACTS

**GEORGIA**  
**1** ACTIVE CONTRACT

# WORK ZONE SAFETY 2020

QUEST IS A proud supporter and advocate for National Work Zone Awareness Week (NWZAW), which celebrated 20 years in April. This annual spring campaign encourages safe driving through highway work zones. The key message is for drivers to use extra caution in work zones. This year's theme was Safe Work Zones for All: Protect workers. Protect road users.

**“Over the years, our associates have been able to do their part during National Work Zone Awareness Week through the contracts they serve,” says Owner/Vice President Jessica Francois. “From developing presentations and collaterals to sharing them at schools and community events, they are passionate about doing whatever they can to advocate for work zone safety.”**



## MOVING AROUND IN FLORIDA

**DID YOU KNOW** that Florida has the highest rate of bicycle and pedestrian fatalities in the U.S.? With safety being the top priority of the Florida Department of Transportation (FDOT), roundabouts are being looked at as safety solutions for roadways across the state. FDOT expects everyone to play a key part in keeping our most vulnerable road users such as bicyclists and pedestrians safe on our roadway, and Quest is proud to be one of those partners.

Currently, there are about 20 roundabouts on Florida's highway system and more than 300 on local roads statewide. But, those numbers are growing. Since the early 2000's our teams throughout Florida have been and are actively involved in a variety of roundabout projects. Our West Central Florida team is conducting three drone flights to document three phases of construction for the State Road 575 (Trilby Road) and U.S. 90 roundabout in Hernando County. This project for FDOT District Seven includes capturing aerial video throughout the life of the construction process. Our services include project coordination with the contractor and CEI, securing FAA Airspace Authorization application and preflight preparation, offloading and proxying footage and editing.



In Central Florida, we recently handled the public involvement for design and construction of the highly contentious U.S. 1 at Old Dixie Road roundabout design in Flagler County, which just finished construction, as well as the U.S. 1 at Matanzas Woods Parkway roundabout in Flagler County, which is under construction now. We also are leading the public involvement activities for the design of a rather controversial roundabout at S.R. 44 and Kepler Road in Volusia County. Our Southwest Florida team has stayed busy managing the community outreach portion of the U.S. 41-Fruitville Road Roundabout project in Sarasota. The primary goal of this project is to improve connectivity, access, and safety for pedestrian, bicycle and vehicular traffic flow and operations between downtown Sarasota and the Bayfront area. Construction began in October 2019 and the estimated completion is fall 2020.

Contrary to many people's perceptions, roundabouts actually move traffic through an intersection more quickly, and with less congestion on approaching roads. Roundabouts promote a continuous flow of traffic. Unlike intersections with traffic signals, drivers don't have to wait for a green light at a roundabout to get through the intersection. Traffic is not required to stop – only yield – so the intersection can handle more traffic in the same amount of time.

**“When working on a roundabout project, our team is always tasked with communicating the safety components of the roundabout's function, such as speed management,” says Associate Vice President Maricelle Venegas. “Simple infrastructure strategies like these play a major role in influencing driver behavior and increasing safety for all roadway users.”**



Maricelle Venegas

# GOVERNOR RON DESANTIS SIGNS THE FISCAL YEAR 2020-2021 BUDGET AND HB 441

ACCORDING TO THE June FES/ACEC Legislative Alert, Governor Ron DeSantis signed the state budget for Fiscal Year 2020-2021. It totals \$92.2 billion, providing over \$350 million in tax relief and including more than \$1 billion in vetoed spending. DeSantis states, "Despite the present challenges Florida faces due to the COVID-19 pandemic, the Fiscal Year 2020-2021 budget ensures the state's priorities are protected and funded." He goes on to say, "Our current economic landscape is vastly different since the Legislature passed this budget

in March. As Governor, I must remain a mindful steward of taxpayer dollars. This budget reflects a steadfast commitment to Floridians by safeguarding important investments in key areas including education, the environment, infrastructure, public safety and more. As we move forward with our 'Safe. Smart. Step-by-Step. Plan for Florida's Recovery', we will overcome the adversities before us and emerge stronger than before."



## HURRICANE SEASON – RECOGNIZING THE VALUE OF LOCAL KNOWLEDGE

**QUEST COMMUNICATIONS PROFESSIONALS** have been serving emergency contracts for 25 years. Our boots on the ground approach to research allows us to study community processes and learn from key informants such as local leaders, elected officials, and the general population. We have been on the job during times of national emergencies, so as if COVID-19 is not enough, we are prepared for hurricane season which runs from June 1 – November 30.

Quest has nearly 80 outreach professionals serving throughout the state of Florida, all experienced in working with government agencies and elected officials to communicate real-time, subject matter expertise. Quest supports community engagement programming by working with community agencies and area non-profit groups to improve citizen readiness, prepare the community for disasters, and increase awareness about disasters and other emergencies.

It is important to be prepared. According to emergency officials, there is a 60% chance of an above normal season, a 30% chance of a near normal season and a 10% chance of a below-normal season. Things you can do to protect your property include trimming your trees, clearing out clogged rain gutters, and documenting your valuables by making a list of the items and take photos of them and your property. If a hurricane threatens, cover your windows with pre-cut plywood or hurricane shutters, store your outdoor furniture, windchimes, garbage cans, decorations, potted plants and other items that could become projectiles in high winds. If you have a boat, determine how and where to secure it.

Know your evacuation route and be prepared to leave if authorities tell you to do so. Have a plan that includes transportation routes and destinations and considers all family members and pets. These are uncertain times, so do not wait until it happens.

**ARE YOU READY?**  
JUNE MARKS THE START OF HURRICANE SEASON

Make sure to be prepared this season by following these helpful tips from the National Hurricane Center:

- Determine Your Risk
- Develop an Evacuation Plan
- Assemble Disaster Supplies
- Strengthen Your Home

QUEST CORPORATION OF AMERICA



# WORKFORCE DEVELOPMENT AT ITS BEST

BRINGING NEW IDEAS, renewed passion and fresh talent to Florida's construction industry requires a huge commitment from all of us. It also requires that we care.

Building on the momentum established by the contractors and consultants long committed to Florida Construction Career Days and OnBoard4Jobs Construction Careers program, the Florida Department of Transportation (FDOT) expands how it is offering opportunities and changing lives.

In 2019, the Florida Senate Committee on Infrastructure and Security reported the highway, street and bridge construction industry will grow almost 9 percent over the next eight years.<sup>1</sup> Industry employment projections, however, indicate a shortage of trained workers. The Florida Transportation Builders' Association and leaders among Florida's road and bridge contractors have identified the need for more construction workers as a key priority for the industry.



FDOT has implemented a Statewide Workforce Development Program in response to this need that includes working with community partners to identify and connect qualified workers with contractors for gainful employment on roadway construction projects. The agency is also working to identify unemployed and underemployed workers, as well as entry-level workers throughout the state, to provide opportunities to build successful careers to improve lives.

This program involves current and developing targeted activities to connect adult job seekers with contractors that are hiring, as well as initiatives to inform students about pathways to transportation industry careers.

## Contractor Jobs-Readiness Hiring and Training Initiative

One focus of FDOT's Statewide Workforce Development Program is to enable contractors to train road construction workers for employment. Under the Contractor Jobs-Readiness Hiring and Training Initiative, contractors will receive reimbursement for recruiting, hiring, drug testing and training new employees to work on FDOT construction projects.

1. Florida Department of Economic Opportunity memo to Florida Senate Infrastructure and Security Committee dated February 22, 2019.

America's Choice for  
Workforce Development

**QUEST**  
LEADING WITH LOVE

**Bringing New Ideas and Renewed Passion to  
Florida's Construction Industry.**

**Community Outreach**  
**Construction Career Days Participation**  
**Construction Careers Consulting**  
**Contractor Needs Assessment • Job Placement**  
**Job-readiness Training**  
**Life Skills Curriculum Development**  
**Multi-industry Wage & Benefits Market Research**  
**Partnership Development • Recruiting**  
**Student Construction Career Academy**  
**Student Internships**



QUEST CORPORATION OF AMERICA

[QCAusa.com](http://QCAusa.com) | 866.662.6273 | [Corporate@QCAusa.com](mailto:Corporate@QCAusa.com)

## Correctional Transition Academy

Another key initiative is FDOT's partnering with the Florida Department of Corrections (FDC) to present the Statewide Workforce Development Correctional Transition Academy. A large part of the FDC's mission, and a goal of the academy, is to enhance the abilities of inmates and offenders under supervision so they become productive members of their communities after serving their sentence. The academy hopes to support FDC's focus on inmate rehabilitation and successful re-entry into their communities.

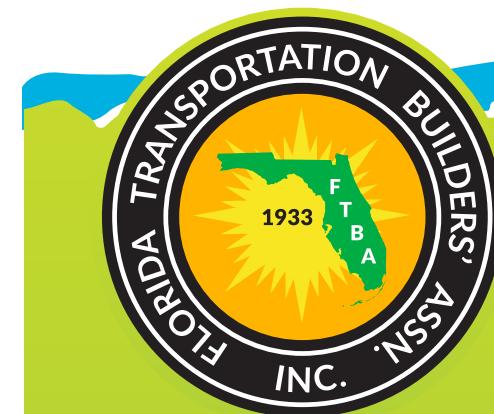
"This is a second-chance program, an untapped resource of employable workers throughout Florida that are receiving training while incarcerated in the Florida Department of Corrections," says Amy Lee Diel, Program Manager at Quest Corporation of America. "Most people are unaware that this training even occurs. We are here to help those behind the fence put that training to use to make a better life for themselves when they transition back into society. They need us, and we need them. We are here to build roads, bridges and lives together."

With the goals of increasing employment rates among transitioning inmates and decreasing the rate of returns to the correctional system, the Correctional Transition Academy will identify transitional adults (candidates) ready to enter the workforce; provide the training and skill set preparation necessary to enter industry workforce; connect them with contractors through our partner, OnBoard4Jobs Construction Careers Consultants; and work with the FDC Transition Team, OnBoard4Jobs and contractors to employ the candidate.

## Build More Than a Job... Build a Life

FDOT is working today to tee up tomorrow's talent for building our state's roads. Initiatives have been developed to facilitate partnering with contractors, community-based programs and institutions of learning for a win-win program.

Jill Cappadoro, Associate Vice President, Quest Corporation of America says, "Through the Statewide Workforce Development Program, students and young adults will have a host of opportunities to learn what it takes to build highways that keep Floridians moving - and also explore possible careers in the transportation industry."

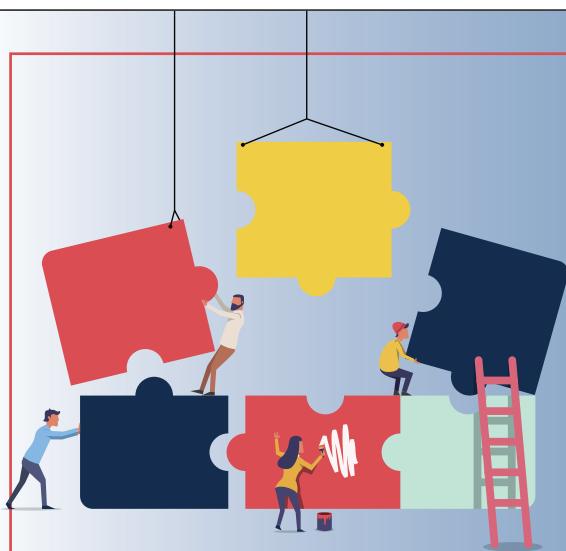


**Quest is a proud member of the Florida Transportation Builders' Association (FTBA), the preeminent trade association promoting and supporting the transportation industry in Florida since 1933. "FTBA also is the state chapter of American Road & Transportation Builders' Association (ARTBA), which,**



**according to President Ananth Prasad, "is our voice in Washington, D.C. and leads**

**the lobbying effort in our Capitol on behalf of FTBA."**



**Interested in Learning more about FDOT's STATEWIDE WORKFORCE DEVELOPMENT PROGRAM?**

Please Email  
**Quest Corporation of America**  
 at [FloridaRoadJobs@QCAusa.com](mailto:FloridaRoadJobs@QCAusa.com),  
 call **833-Road-Job (833-762-3562)**  
 or visit [FloridaRoadJobs.com](http://FloridaRoadJobs.com)

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

QUEST IS PROUD to be among the Florida Department of Transportation (FDOT) consultants and contractors long committed to promoting pathways to careers in Florida's road and bridge construction industry. Building on this momentum, FDOT is broadening how it is offering opportunities and changing lives.

Selecting Quest as its prime on the Statewide Workforce Development Program in response to this need, our team is working with community partners to identify and connect qualified workers with contractors for gainful employment on roadway construction projects. We are working with our partners at HNTB to identify unemployed and underemployed workers, as well as entry-level workers throughout the state to provide opportunities to build successful careers to improve lives.

Community and industry partnerships are, and will remain, key components for this program's success. The department appreciates the collaboration and support of contractors, Florida Transportation



Builders' Association, Florida Department of Corrections, Florida Department of Economic Opportunity, CareerSource Florida, Florida Commission for the Transportation Disadvantaged, local CareerSource offices, school districts and other community partners.

More than 348 people were hired by Florida contractors during the first few months of the Contractor Job-Readiness Hiring and Training initiative. The focus of FDOT's Statewide Workforce Development Program is to enable contractors to train road construction workers for employment. Under the Contractor Job-Readiness Training, participating contractors receive reimbursement for recruiting, hiring, drug testing and training new employees to work on FDOT construction projects.

For contractors interested in expanding their recruitment efforts, another key initiative is FDOT's partnership with the Florida Department of Corrections (FDC) to identify transitional adults (candidates) ready

**The Statewide Workforce Development Program is anchored by several key activities to connect adult job seekers with contractors that are hiring, along with initiatives to inform students about pathways to transportation industry careers:**

#### ADULT-TARGETED ACTIVITIES:

- Contractor Jobs-Readiness Hiring and Training Initiative
- Correctional Transition Academy
- OnBoard4Jobs Construction Careers

#### STUDENT-TARGETED ACTIVITIES:

- Construction Career Days Participation
- Student Construction Internship
- Student Construction Career Academy

#### The benefits of the Statewide Workforce Development Training Program:

- Provides direct economic benefits in communities in which FDOT is constructing projects
- Builds relationships with regional and local community and business groups
- Develops career opportunities/employment career path for future construction workers
- Addresses construction labor shortage by recruiting and building a pipeline of skilled workers





**“The Quest team, together with its subconsultant HNTB, is working throughout the state to provide opportunities – for both experienced and entry-level workers – to build successful careers and improve lives. FDOT is pleased to have such a committed team of people working with us.” - Joe Santos, FDOT Operations Program Engineer**

**Now Hiring & Training:**  
Florida Road Construction Jobs

Visit  
[FloridaRoadJobs.com](http://FloridaRoadJobs.com)

**Build More Than a Job... Build a Life.**

**Connect with Road & Bridge Construction Contractors**

Student-Targeted Activities	Adult-Targeted Activities
<ul style="list-style-type: none"> <li>• <a href="#">Student Construction Internship (paid)</a></li> <li>• <a href="#">Student Construction Career Academy</a></li> <li>• <a href="#">Florida Construction Career Days</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Group Recruitment, Training &amp; Hiring</a></li> <li>• <a href="#">Contractor Job-Readiness Hiring &amp; Training</a></li> <li>• <a href="#">Correctional Transition Academy</a></li> <li>• <a href="#">OnBoard4Jobs Construction Careers</a></li> </ul>

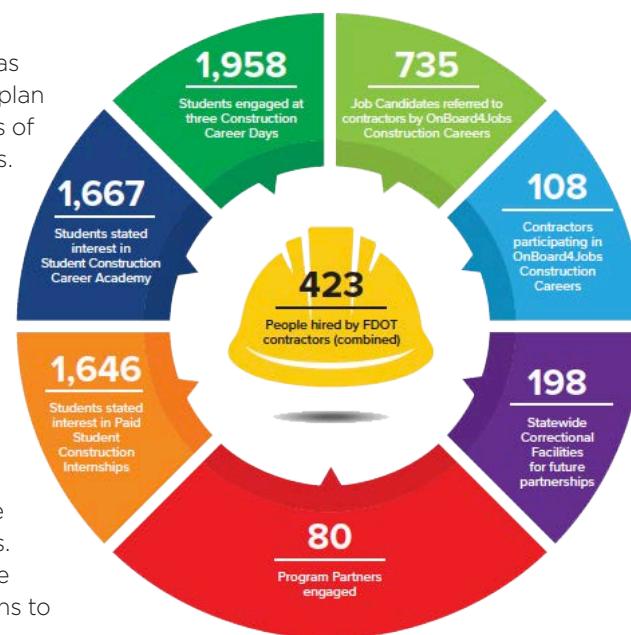
Connect with us:  
833 ROADJOB (833) 762-3562  
[info@FloridaRoadJobs.com](mailto:info@FloridaRoadJobs.com)

Florida Department of Transportation | Website

to enter the workforce. This partnership also is intended to develop a road construction focused curriculum for use in correctional institutions to provide advance training, skills and preparation necessary to enter the industry workforce upon release. Ultimately, the objective is for the CTA Initiative to be a permanent working mechanism in the daily operations of all FDC institutions statewide.

Online and multi-media tools were created, as well as outreach materials and awareness campaigns. The plan also employs analytics to measure the effectiveness of program online tools, and to help guide refinements. A cornerstone resource is the dedicated program website, [www.FloridaRoadJobs.com](http://www.FloridaRoadJobs.com). The interactive site launched as a portal to the various program components aimed at connecting entry-level or experienced workers with gainful employment on road construction projects. The site includes pages with specific information for contractors and other potential industry employers and jobseekers, including adults, students and young adults. Each of the pages presents viewers with multiple chances to complete forms to tap into the various program opportunities. The site uses video and animation to bring to life the potential for jobs in road construction to create paths to careers that can improve lives.

The Quest team has also launched a paid student construction internship initiative and FDOT is making it easier for contractors to find talented youth today who are interested in helping build Florida's roadways in the future. Through the Statewide Workforce Development Program, students and young adults have a wide range of exciting opportunities to explore careers in the road and bridge construction industry. If you are a parent with students who may be interested, a community resource with young adults ready for a job-readiness experience, or a contractor interested in hiring for a six to eight-week period – give us a call to find out more about how to engage.



# WHAT IS STORYTELLING?

IF WE WERE to think about the best stories we've been told, watched or read ourselves – we will find that they all share a few commonalities. It doesn't matter if we're watching a documentary, listening to a podcast, reading a breaking news story or scanning a lifestyle ad in a magazine – all of the best stories create a narrative that is visually compelling, engaging and informative.

At Quest, our role as public relations practitioners is to be the chief storyteller for the clients we serve. Our goal is to tell their brand stories with content that is relatable, digestible and interesting. We do this well by knowing our audience, creating human interest, incorporating compelling visuals and by communicating clear messages that are true to our client's brand, mission, and goals.

**KNOWING OUR AUDIENCE:** For many of our projects, our clients' target audience includes a diverse demographic of subgroups with people who have varying interests and needs. At Quest, we take the time to investigate how these stakeholders receive their information – and we identify the best way to actively engage them. Whether we are creating content for television commercials, social media posts, exterior signage, or digital content – being knowledgeable about what our audience values helps us effectively tailor our messaging for greater impact.

**CREATING HUMAN INTEREST:** Captivating your audience and keeping their attention is an important aspect of storytelling. To do that it is helpful to paint a picture that connects with people on an emotional level. For example, if you are developing a success story about a brand, then you can create human interest by telling the story from the perspective of someone who uses their services or product. Hearing the story from the voice of an individual instead of an organizational leader builds trust and makes the story more relatable and engaging. Stories deliver information more effectively than press materials or fact sheets because your audience can imagine themselves in the narrative. Using real life examples makes that narrative easier to understand and imagine.

**INCORPORATING COMPELLING VISUALS:** A picture is worth a thousand words – and that mantra rings true for great storytelling. Good visuals can bring words to life and

take your audience on a journey through your story. You can write the most colorful content with a moving narrative – but a great visual is what makes your story jump off the page. To ensure we provide our client stories with compelling visuals, our creative team is always involved in the planning stages of our projects. Quest's creative team uses state-of-the-art drones, hi-tech video and camera equipment, as well as the latest editing and animation software to help paint our clients' pictures.

**COMMUNICATING CLEAR MESSAGES:** It is important to remember that we are always competing for our audience's attention. Developing a narrative that quickly and concisely supports a client's message point is key. A story should be easily understood, memorable and contain a repeatable narrative that reinforces the larger point.

**We build public relations and marketing best practices around sharing engaging stories. We create stories that connect people to our clients' vision and goals. These stories help targeted audiences feel why our clients' message or projects are important, versus just telling them with data or talking points.**



# QUEST VIDEO SERVICES UPDATE

## BY: TOMÁS MONZÓN



WHEN I TOLD my friends in Miami that I was moving to Land O' Lakes in February of this year, they kept teasing me by saying I'd be churning butter in the new year. When I told them that my apartment complex shares a fence with a farm full of cows, I realized that I'd innocuously lent additional strength to their false claims, and even though I'm a big fan of both cheese and Land O' Lakes brand butter, the only thing that's been churning non-stop since I've gotten here is my mind.

To grow a video services division focused largely on clients in the transportation industry has a unique set of challenges, many of which I've had to struggle with at some point or another. To begin with, transportation is not inherently sexy. Cynics would liken it to putting leather seats inside an old Honda Civic while hopeless romantic types would argue that it's the beauty inside that counts. I have lost count of how many times I have piqued someone's interest when I tell them I am a video producer and swiftly lost it when I tell them I make transportation videos. People want to hear that I have worked with movie stars, musicians, rappers, or lingerie models, not a state road extension!

You can imagine, then, that I lean more on the hopeless romantic side of the argument, or else I wouldn't be here. Transportation is one of those things that nobody thinks about until it's too late. By that point, transportation as a subject isn't given a fair chance because it bears the ugly face of complex detour maps, inconveniently placed "Road Closed" signs and a surefire reminder that you won't make it in time to your destination today.

That is where I have come in, as a liaison of sorts; making the connection between the tangible but inanimate object that is Florida's road network and the people that use it. Boy, has it been a wild ride. In working with the Florida Department of Transportation, my increasingly bigger comfort zone in the world of 2D and 3D animation has allowed me to create compelling animated videos for a variety of new and ongoing construction projects there. The same is true of my work with Quest's Kathy Putnam and the Central Florida Expressway Authority, where I've produced a handful of detour videos which combine animation with satellite imagery.

I had the chance to flex my filmmaking muscle by working alongside Quest's Sara Shepherd, David Alberts and Amy Lee Diel and creating a commercial for Pasco County Public Transportation, which recognized the work their bus drivers are putting in during the global COVID-19 pandemic. I then accompanied Amy Lee Diel as she spoke to two former inmates whose lives have been changed by the construction industry. This was a documentary filmmaking effort which involved meeting the



two men on several occasions to capture their stories and get B-roll of them performing their jobs.

Drone video has also been a huge factor of my work this year. I have gotten the chance to work the camera and get some spectacular shots alongside two of our talented drone pilots, Jack Wernet and David Alberts. In my limited escapades outside of the transportation realm, I like to think I've made a splash upon our Quest associates by delivering visuals they truly never expected to see. From the time that Jimmy Neutron made a surprise appearance on our speaker box training video to the time everyone saw triple of me in the teaming video, it's been one memorable moment after another for me this year.

Regarding transportation: it takes a certain eye to see it, but there's a world beneath the overpasses and the pavement that most people don't think about. It's a privilege to get the chance to work on what many would consider a "niche" market; the chance to upend conventional thinking by showing people something and smugly saying, "Never thought about it, huh?" It's all about saying, "Yes, I do live in the land mistakenly associated with the butter company, and I'm having a dang good time doing so. Take a deeper look and you'll be surprised by what you find."

# SOUTHWEST FLORIDA TEAM CELEBRATES WINS

WHAT DO CATTLEMAN Road in Sarasota County, Solana Road in Collier County, and the Bradenton-Palmetto Connector in Manatee County have in common? They are all locations of recent project “wins” for the Quest Southwest Florida team! Each project is in a different county with unique benefits and challenges.

The Cattleman Road Phase II CEI project is located within the Sarasota area known as Fruitville. It entails widening Cattleman Road south of Palmer Boulevard and reconstructing South Packinghouse Road and a segment of Palmer Boulevard. Four main intersections are also incorporated into the project limits. According to Quest Southwest Florida Communications Manager Gerri Will, “The stakeholders include several small businesses within the project boundaries as well as a nearby Greyhound Bus Station, an American Red Cross location, and a Sarasota County Emergency Operations Center. Our team is looking forward to engaging with these groups and keeping them informed throughout the life of the project.”

Next on the list is the Solana Road Stormwater Improvements project, which will reduce upstream flooding by improving the culvert and open ditch capacity. This effort is one part of the Gordon River Improvements Master Plan. Quest is pleased to provide public involvement and outreach services on this very important stormwater infrastructure plan for the City of Naples in Collier County. The project boundaries are located along the north side of Solana Road starting from the west side of Goodlette-Frank Road and ending at the mouth of the Gordon River, east of Burning Tree



Drive. “This project requires a variety of innovative outreach methods,” states Senior Communications Manager Yvonne McClellan. “Our team has put together a thorough package of communication tools that will prove successful in reaching the communities at large.”

Lastly, the Bradenton-Palmetto Connector is a high-profile Florida Department of Transportation (FDOT) District One project that is evaluating corridors and alternatives to address regional congestion within the areas of Bradenton and Palmetto. “This project requires very strategic, grass-roots initiatives, and with COVID-19, our team had to propose a solid yet creative plan that includes ways to get in front of stakeholders and make sure their voices are heard,” says Owner/President Sharlene Lairscey.

## LEETRAN TRANSIT DEVELOPMENT PLAN

HEARING FIRSTHAND FROM the community what their needs are is a critical component to planning for the future - that’s why it’s a significant component of LeeTran’s Transit Development Plan and Comprehensive Operations Analysis update. Quest Senior Communications Manager Yvonne McClellan supports Tindale Oliver with public engagement for this critical update that assesses and plans for the future needs of transit and improves efficiency of the service over the next several years. Early on, she worked closely with the project team to develop a tailored Public Involvement Plan to identify the best methods to reach the community and garner critical feedback.

In light of COVID-19, the approach to public engagement is changing. “Rather than having in-person discussion group workshops, the project team

embraced GoToMeeting, and it had fantastic participation and engagement,” states Yvonne. “We enjoyed supporting with this important meeting and documenting the critical feedback we received about the greatest needs for the community.”

Quest looks forward to continuing to support with public involvement activities to meet the needs and well-being of the Lee County community, while still ensuring that engagement is a critical part of the transit development planning and comprehensive operations analysis process.



LeeTran Transit  
Development Plan  
Public Involvement Plan



Yvonne McClellan

# VITAL FEW EARNS NEW FOCUS IN DISTRICT ONE

IF YOU ARE a Florida Department of Transportation (FDOT) employee in District One, you are already experiencing Quest's exciting new campaign to promote the Vital Few - FDOT Secretary Kevin Thibault's initiative that emphasizes how the everyday efforts by Department personnel can make a positive improvement to safety, mobility, innovation, and employee retention.

As part of our strategy, Quest focuses on engaging, educating, and exciting employees around this important initiative, helping them understand that the Vital Few needs to be a part of their every workday.

Our messaging strategically spotlights employees whose commitment to the Vital Few has brought greater success to District One. Articles about these employees are included in newsletters and emails, posted on the District's newly constructed Vital Few intranet page, and presented at meetings.

We have also developed new branding guidelines for all internal communications around the Vital Few, assisting everyone in the District to instantly identify and understand the goals of the initiative. Along with establishing consistency in design, color schemes and logo usage,



Andy Orrell

**FDOT**

**OUR VALUES**

**One FDOT**  
We are one agency, one team.

**INTEGRITY**  
We always do what is right.

**RESPECT**  
We value diversity, talent and ideas.

**COMMITMENT**  
We do what we say we are going to do.

**TRUST**  
We are open and fair.

**CUSTOMER DRIVEN**  
We listen to our customers.

**OUR MISSION**  
The department will provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of our environment and communities.

**OUR VISION**  
As one FDOT team, we serve the people of Florida by providing a transportation network that is well planned, supports economic growth, and has the goal of being congestion and fatality free.

**VITAL FEW**

- Improve Safety
- Enhance Mobility
- Inspire Innovation

Central Office - Tallahassee

an employee contest is currently underway to choose a slogan to accompany all Vital Few communications.

"Successful communications and marketing have always depended on innovative strategy supported by reliable messaging and design," says Andy Orrell, Quest Senior Communications Manager spearheading this campaign. "Secretary Nandam and the District One Leadership Team have once again been at the forefront by inviting Quest to be a part of their efforts to use the Vital Few to support their employees as they successfully meet the needs of our fellow Floridians."

## VENICE BYPASS

EVERYDAY THOUSANDS OF cars move through the U.S. 41 Bypass corridor in Venice, Florida, in spite of robust construction of a one-mile stretch of this roadway from Center Road to Gulf Coast Boulevard. Quest Senior Communications Manager Yvonne McClellan has been supporting the Florida Department of Transportation (FDOT) District One and AECOM with stakeholder communications for this critical arterial roadway widening project, that widens this segment of U.S. 41 Bypass from four lanes to six lanes with a host of other improvements.

"There are many businesses along this corridor, and since this project began in February 2019, we have worked closely with these stakeholders to make sure they are knowledgeable about where the crews will be working, and maintaining as much access as possible," says Yvonne.

Now with COVID-19, our grassroots approach has changed, and we've coordinated more with stakeholders by phone, email or video call - whichever mode of communication they prefer to share news about upcoming partial driveway



closures that have been needed to install drainage utility improvements and paving of some of the driveways.

"It's so exciting to see this roadway taking shape after more than a year of construction activities," she adds. Crews have completed the base for the southbound lanes of the roadway and the sidewalk on the southbound side is set and open to the public for use. The drainage improvements alone will be a huge benefit to the business community once the project is completed, helping the rainwater to sheet off the roadway for a safer and more enjoyable travel experience in this corridor.

Quest continues to support AECOM, Bergeron Land Development and FDOT as work continues - replacing traffic signals and signage; paving and installing curb and sidewalks on the northbound lanes of the roadway; and installing new highway lighting.

# EAST NAPLES COMMUNITY DEVELOPMENT PLAN

REIMAGINING WHAT A community could be is always an exciting prospect and one that East Naples, Florida, is undergoing right now. That's what Collier County is asking East Naples residents, business owners and landholders to do as part of the East Naples Community Development Plan, a study to help guide the future development of East Naples. The Quest team, led by Senior Communications Manager Yvonne McClellan, supports the outreach and engagement efforts for this vital community development plan, modifying the public outreach approach to have the highest engagement with the community while maintaining social distancing.

"To develop this vision for East Naples, we need community feedback," states Michele Mosca, the project manager with Collier County's Zoning Division and Community Planning Section. "We need to know how the community envisions the future, and what aspects in terms of use and appearance are most important and desirable."

The planning project kicked off in February and is building upon findings from an earlier U.S. 41 Corridor Study which was completed in 2018. Its purpose is to establish a community vision and guide future land uses and development in East Naples, specifically addressing the types of businesses, shopping, entertainment centers and mixed-use developments that will be planned for the area in years to come.

To spread the word about the project and engage the community, the county shared project information and initial findings at [colliercountyfl.gov/EastNaplesCDP](http://colliercountyfl.gov/EastNaplesCDP), and Quest supported development of a project flyer, social media graphics to promote engagement and a Constant Contact email database and email template for ongoing branded communications with stakeholders. In addition, the Quest team developed a fillable form that could be shared on the County's project website for stakeholders to automatically sign up for project updates and notifications regarding future engagement opportunities. In June, the project hosted a hybrid public meeting, where interested stakeholders could participate remotely via GoToWebinar, or could attend in person at the Collier County commission chambers while practicing social distancing.

Collier County Commissioner Donna Fiala says the study is long overdue. "For so long there was no plan," Commissioner Fiala notes. "Other areas do have a plan, and it has helped the growth in that area to formulate into something advantageous for that community."



The study area is the heart of East Naples, bordered on the west by Airport-Pulling Road, extending slightly south of the U.S. 41 corridor from Airport-Pulling Road to Collier Boulevard, slightly east of Collier Boulevard from U.S. 41 to Davis Boulevard, and bordered on the north by areas along Davis Boulevard from Collier Boulevard to Airport-Pulling Road. However, the project team is also including surrounding areas of influence beyond the study's focus area.

Along with future land use and development, the study will assess existing community assets such as libraries, schools and parks, and services including hospitals and fire stations. It will evaluate ways to improve access and connectivity for different modes of transportation, including walking and biking, and will also consider major retail developments and roadway connections of the surrounding areas of influence, explore community branding, landscaping, and style of architecture.

"We will use the land use and development preferences from the 2018 U.S. 41 Corridor study, build upon those and provide tailored options for East Naples," adds Ali Ankudowich, the project consultant with Tindale Oliver leading the study. "With the input of the community, we'll develop specific concepts with regulatory and incentive options to encourage developers and businesses to build them."

With downtown Naples, Marco Island and Golden Gate Estates just outside its borders, East Naples could truly become a shopping and entertainment destination for countywide residents looking to escape the more traffic-heavy areas of Collier County, as well as keep employees local, allowing them to work closer to home and help businesses flourish.



Donna Fiala

**GET INVOLVED**  
in the Future of East Naples!

REGISTER TO ATTEND  
EAST NAPLES COMMUNITY DEVELOPMENT PLAN  
HYBRID REMOTE PUBLIC WORKSHOP

Collier County wants to collaborate with the East Naples community to help shape its future by creating a development plan for the East Naples Study area.

Collier County Community Planning will host a hybrid Remote public workshop to present preliminary project findings and gather public input and comments for the East Naples Community Development Plan (ENCDP). The public may attend either electronically or in person.

**WE WANT TO HEAR FROM YOU!**

Monday, June 29  
5:30 p.m.

[Click here to register to attend online or by phone](#)

To attend in person:  
Board of County Commissioners  
Chambers, Third Floor, Collier  
County Government Center  
3229 Tamiami Trail E.  
Naples, FL 34112

The public is reminded that the Centers for Disease Control and Department of Health recommend social distancing and avoiding large public gatherings when possible.

This plan builds upon the US 41 Corridor Study completed in 2018. Help us continue this important work by becoming involved in the study and providing your input. This plan aims to:

- Create a community vision statement
- Guide development
- Provide multiple modes of transportation
- Highlight community assets and improvements

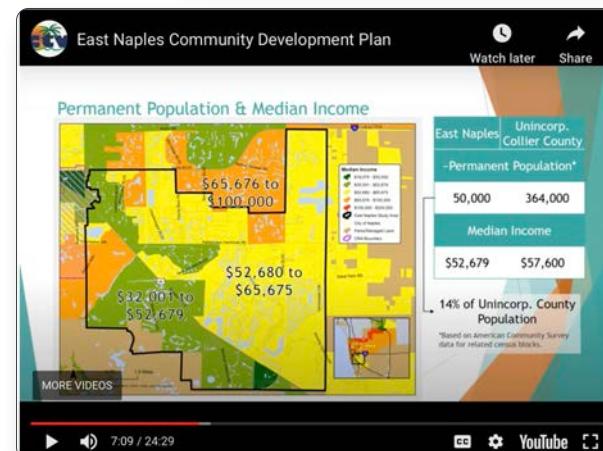
Stay in the know!  
Sign up for project updates

[SUBSCRIBE](#)

Contact us: [ENCDP@colliercountyfl.gov](mailto:ENCDP@colliercountyfl.gov)

For more information about the East Naples Community Development Plan

[Visit our website](#)



# HAVE YOU MET OUR NORTHEAST FLORIDA TEAM?



## KAREN HARRELL/Public Engagement and Outreach

Karen Harrell is a veteran communications professional with more than 20 years of experience in community engagement, public affairs, marketing and customer relations. She has been part of the Quest team for almost 15 years and is currently the Senior Public Engagement and Outreach Specialist for Quest's Northeast Florida team. Her background encompasses providing state and local public sector agencies with government relations, media relations, marketing, public meeting and special events coordination, issues mediation, public speaking and partnering facilitation. She provides public involvement services for Planning, PD&E, and Design projects. Karen has also provided public information services for several construction projects over the years throughout Florida. "I love being part of the Quest team. I am humbled to work with such a knowledgeable and professional group of associates. Client satisfaction and service has always been Quest's number one priority," says Karen.

## CHRISTINE ARONOW/Administrative Services

Quest Administrative Support Specialist Christine Aronow provides Administrative Support services in Northeast Florida. Currently, she works in the FDOT Urban Office in Jacksonville, Florida, working closely with Tindale Oliver and the Florida Department of Transportation (FDOT) District Two providing administrative services for the Community Traffic Safety Team (CTST). "My husband works in the transportation industry as well, so we relocated to Jacksonville a few years ago. Jacksonville is a great community to work and live in. I am so happy to be working with our Northeast Florida team and clients."



## LISA LAWRENCE/Creative Services

Quest Senior Graphic Designer Lisa Lawrence provides creative services for Quest clients all across North Florida. Lisa is a highly creative and talented graphic designer specializing in multimedia design. With exceptional collaborative and interpersonal skills, she is a team player passionate about creating innovative marketing strategies and campaigns and skilled at brand development. Her range of technical expertise includes web design, print advertising, publication design, newsletters, fact sheets, direct mail, signage, large format prints and logo design. "My favorite part of graphic design is bringing the client's vision to fruition," shares Lisa.

## SOCIOCULTURAL EFFECTS AND PUBLIC INVOLVEMENT

QUEST SUPPORTS AECOM and the Florida Department of Transportation (FDOT) Office of Environmental Management (OEM) with Public Involvement (PI) research. Quest Public Involvement Manager Karen Harrell helps lead activities associated with public involvement related to project development and environmental review. "We've recently been tasked with collecting research and materials on current public involvement documentation practices to provide process improvement recommendations to OEM," says Karen.

The roles of the FDOT Office of Environmental Management are to develop and ensure the implementation of quality environmental policies, procedures and practices in the

development of transportation improvements through each of the Department's core processes - plan, produce, deliver and maintain; establish

policy and procedures to ensure implementation of environmental programs and initiatives of the Department; and coordinate with federal and state environmental resource and regulatory agencies in the development and implementation of environmental processes and procedures.



# WELCOME CATHERINE!



CATHERINE SEGAR JOINS Quest as Area Manager, supporting a variety of transportation and other government projects in Northwest Florida. As a longtime resident of Tallahassee, Catherine will be integral in developing new business opportunities in the Florida Panhandle region. Catherine comes to Quest with more than 12 years of public relations and marketing experience. She recently worked with Leon County Government as a Public Information Specialist. Prior to her work with Leon County, Catherine worked as a district marketing manager for a higher education food service company. In her career, Catherine has enjoyed developing and implementing innovative public relations and internal communication strategies and systems for the YMCA, Hilton Hotels, Kennedy Space Center Visitors Complex, Diageo, and the U.S. Forest Service.

**According to Associate Vice President Sandee Launch, “Quest has proudly served Northwest Florida agencies such as the Florida Department of Transportation, Leon County, City of Tallahassee, and Tallahassee Airport for many years. We are excited to have Catherine onboard, joining us in our ongoing commitment to Northwest Florida and continuing to be part of this area’s future growth and development.”**

## NEXT SECTION OF S.R. 369 KICKS OFF

QUEST’S NORTHWEST FLORIDA team proudly supports Greenman Peterson, Inc. (GPI) and the Florida Department of Transportation (FDOT) District Three on State Road (S.R.) 369 (Crawfordville Highway) roadway improvement project in Wakulla County with public information and compliance services. Construction activities for this \$25.5 million project kicked off earlier this year on the section stretching from south of East Ivan Road to north of S.R. 267. The project includes roadway widening, milling and resurfacing, signalization improvements, drainage improvements, sewer force main construction, box culvert construction, and new signage and pavement markings.



Jessica Francois

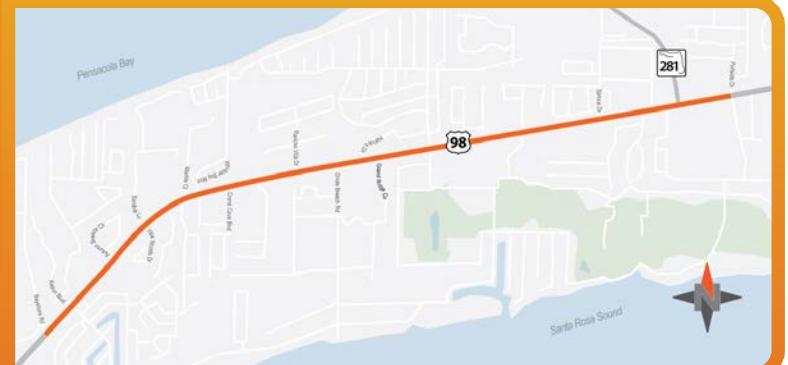
The Quest team consists of Vice President Sandee Launch, leading EEO/ compliance efforts, and Owner/Vice President Jessica Francois, leading public information activities that include traditional community outreach, social media



content creation, stakeholder database management, newsletter design, video scripting and production, and more. While the area is rural, the community waits rather patiently for the roadway improvements to be complete. Our team has been supporting the adjacent S.R. 369 project in Wakulla County since 2018 and looks forward to furthering relationships with the Crawfordville community throughout the life of the new project.

## QUEST WINS U.S. 98 PROJECT WITH MOTT MACDONALD

CONSTRUCTION SUPPORT EFFORTS are ramping back up in the Panhandle! Our team is excited to announce a recent win with industry partner Mott MacDonald, who was awarded the U.S. 98 from Bayshore Road to Portside Drive improvement project in Santa Rosa County. According to Owner/Vice President Jessica Francois, “This project is going to require a very detailed and aggressive community outreach program, and we’re looking forward ramping up those activities later this year.”



# I-10 VIRTUAL MEETING UPDATE

FOR REALTORS, THE buzz words are location, location, location. For Quest it's coordination, coordination, coordination. What do you do when you have an alternatives public meeting planned, but COVID-19 strikes, forcing an end to public gatherings? If you're Quest's Sandee Launch, you work cooperatively with client HNTB to put together a virtual project update. The project, a Project Development and Environment (PD&E) effort exploring the widening of I-10 in Santa Rosa and Okaloosa counties, requires sharing potential alternatives with the public and gathering public comment. The entire effort includes two other project teams - Volkert and HDR.



Lisa Lawrence

The Quest team, including Senior Graphic Designer Lisa Lawrence and Owner/Vice President Jessica Francois, developed meeting notifications materials and emailed officials' notifications through Constant Contact. A meeting location and date had already been chosen and was to be held in conjunction with two adjoining projects. All three teams pulled together to coordinate project branding, displays and notifications and prepare them for posting on the project update website.



**According to Sandee, "The entire group met remotely to develop a plan and schedule for the virtual project update and presented a united plan to the Florida Department of Transportation (FDOT) District Three. All this coordination and cooperation worked well as the virtual update went live as scheduled, and the project information flowed seamlessly."**

## I-10 Widening PD&E Study

From west of Log Lake Road to east of South Ferdon Boulevard in Okaloosa County  
FPID# 441038-1-22-01



The Florida Department of Transportation (FDOT) is conducting a Project Development and Environment (PD&E) study to assess present features, consider community needs and impacts, and develop possible improvements for the widening of I-10 from west of County Road (C.R.) 189 (Log Lake Road) to east of State Road (S.R.) 85 (South Ferdon Boulevard) in Okaloosa County.

The intent of the study is to widen I-10 from four to six lanes. Interchange improvements will be evaluated as necessary. This project is needed to increase hurricane evacuation capacity and to enhance freight mobility to support existing major regional employers and to prepare for economic development within the corridor. Proposed project alternatives will provide a direct link to multiple ongoing and proposed widening and interchange projects on I-10 and major north-south roads.

The FDOT has new information concerning the above-referenced project available online at [nwfroads.com/projects/413062-5](http://nwfroads.com/projects/413062-5). This information provides interested persons an opportunity to express their views concerning the proposed improvements.

### PROJECT UPDATE

Project Information can be accessed anytime, anywhere beginning 12 p.m. CST, Tuesday, May 19, 2020. Maps, drawings and other information will be available on the project website.

[nwfroads.com/projects/413062-5](http://nwfroads.com/projects/413062-5)

## KEEPING THINGS ROLLING ON S.R. 77

QUEST HAS HAD the privilege of working alongside Jacobs Engineering Group and the Florida Department of Transportation (FDOT) District Three on the State Road (S.R.) 77 Design-Build project in Washington County, Florida, since 2015. Over the last few months, the construction team has been hard

at work completing construction of the Hard Labor Creek Bridge, building a box culvert in Mobile Swamp, and laying base material in the southern section of the project.

Recently, Quest created and distributed a newsletter updating stakeholders on progress. In addition

to the newsletter, the team produced a video showcasing a day in the life of the construction team and explaining the process of pouring a concrete bridge deck.

Communications Manager Ashley Lay states, "Spending time in the field alongside the project team while filming and photographing the behind the scenes work of road construction is my favorite part of my job!"

Ashley also worked alongside Tomás Monzón, Quest Video Services Program Manager, to edit the images and video footage that was taken onsite. The video was shared on FDOT District Three's Facebook page and the S.R. 77 Facebook and Instagram pages. Ashley also posts a weekly trivia question about the project and history of the community. The goal of these newsletters, videos and trivia questions is to keep the community involved in the project. The channels also communicate important information such as lane closures scheduled within the project limits due to construction activities.



Ashley Lay



SPRING | 2020

# DDI TO IMPROVE SAFETY

QUEST'S SOUTHEAST FLORIDA team recently won the design of State Road (S.R.) 9/1-95 from south of 45th Street to north of 4th Street project with TranSystems. The design will include a Diverging Diamond Interchange (DDI) to help improve safety, connectivity and mobility in this high-crash interchange area in Palm Beach County. Quest recently worked with TranSystems on the Oslo Road and the Pedestrian Overpass Bridge and Trail Design Projects in Indian River County.



**“We are beyond thrilled to be working with Ian Biava and the TranSystems team on another design project for the Florida Department of Transportation District Four,” says Quest Business Unit Leader Beth Zsoka. “This will be a great project, and we look forward to the opportunity to provide education and community outreach throughout the design process.”**

## CROSTOWN PARKWAY WINS BEST IN CONSTRUCTION AWARD



THE CROSTOWN PARKWAY Extension and Bridge Project received the Florida Transportation Builders' Association (FTBA) Award for Best in Construction for a Local Agency Program (LAP) Project. Quest provided an extensive public outreach program for this project and served through both the design and construction phases. Quest designed and managed the project website and provided creative materials including videos, signage, flyers, website content and more. The team also supported the project with LAP filing and documentation.

The \$91.5 million Crosstown Parkway Extension Project was the largest LAP funded project ever constructed in Florida and was completed under budget. The award recognizes Crosstown Parkway as a major Design-Build bridge LAP project with community awareness and utility coordination/damage prevention. The City, FDOT and all project team members are recognized for working well together to provide a signature bridge for the City of Port St. Lucie and residents.

According to Southeast Florida Business Unit Leader Beth Zsoka, who served as Public Information Officer on the project, “Unique features of the project include the superstreet intersection at Crosstown Parkway and Floresta Drive; project bid coming in \$13 million below the estimate; a dedicated public outreach program; opening the road 27 months after the start of construction; facilitating a job fair; and coordinating a Community Grand Opening Celebration. It was an honor and privilege to provide outreach services on this project. There was so much that went into making it a successful effort for all involved.”

The contractor showed innovation in mitigating delays by completing all early work, utility locates and precast pile cap construction during a permit delay. Additionally, Archer Western used a temporary trestle to construct the bridge, reducing the footprint thus minimizing environmental impacts and reducing safety concerns. The project was completed with no recordable injuries. The job met the highest standards for safety and focused on training personnel to make sure everyone went home safe.

The Best in Construction awards are meant to highlight those companies and individuals who worked on the most innovative, complex and impactful projects around the state each year. Congratulations to the City of Port St. Lucie staff and project team members including Archer Western Contractors, RS&H design team, the Construction Engineering and Inspection Firm (CEI) CONSOR Engineers, and Cardno, as well as all the workers and subcontractors who helped ensure the Crosstown Parkway Extension Project was selected as the “Best in Construction” for 2020.



# READY TO ROCK - ROCK ISLAND ROAD

QUEST'S SOUTHEAST FLORIDA team stepped in to assist the City of Coral Springs in communicating and explaining potential impacts to property owners as part of a Florida Department of Transportation (FDOT) District Four project on Rock Island Road. FDOT is adding bicycle lanes and sidewalks to this largely residential area adjacent to Coral Springs High School.

City ordinances require the residents to maintain the adjacent right-of-way (ROW). Over the years, numerous residents allowed hedges to encroach on the ROW and several placed irrigation lines into the ROW. Quest's Creative team designed an attractive flyer to illustrate the issues and explain the need to trim, cut or remove hedge or tree obstructions and the need to cut and cap irrigation lines within the ROW. The landscaping is part of the FDOT contract, and residents are not being charged for the work.



**“We offered a 24-hour hotline to discuss and explain any ROW or irrigation issues,” states Peter Dobens, Quest Project Manager. “The City took a proactive approach to communicate with residents and provide answers specifically about the trimming and sprinklers.”**

### Rock Island Road Mobility Project

**Project Limits:** Sample Road to Wiles Road  
**Project Scope:** Widen roadway to accommodate five-foot bicycle lanes, new sidewalks, landscape, mill and resurface Rock Island Road  
**Construction begins:** May 2020  
**Construction ends:** Fall 2020  
**Road closure:** One lane will be closed in each direction Monday through Friday, 9 a.m. to 3:30 p.m.  
**Potential Impacts:** Tree pruning or removal, hedge trimming, irrigation capped in the public right-of-way along Rock Island Road

The City of Coral Springs is working with the Florida Department of Transportation (FDOT) to improve mobility and safety along Rock Island Road between Sample Road and Wiles Road. The project includes widening the roadway to accommodate five-foot bicycle lanes on both sides of the road, new sidewalks and landscaping. The project is part of the City's continuing efforts to provide safe, efficient mobility throughout the City of Coral Springs.

As part of this project, the contractor will be trimming and cutting vegetation within the public right of way on the east and west sides of Rock Island Road. **The landscaping will be at no cost to the property owner.** This includes the removal of five trees from within the right of way and trimming or pruning hedges and tree branches that overhang the sidewalk and may obstruct pedestrians. Also, if the property owner has placed irrigation within the right of way, it will be cut and capped at contractor's expense. Upon completion of the project, the contractor will landscape the public right of way. If an irrigation line was cut and capped in the public right of way, it will not be restored.

**All of the work will be performed within the state's right of way and not on private property.** In general, the right-of-way line is one foot (12 inches) off the existing sidewalk. You may review the right of way and your property lines on the Broward County Property Appraiser's website, [www.bcpa.net](http://www.bcpa.net).

The City appreciates the property owners who have groomed and landscaped the right of way. Upon completion of the project, the contractor will landscape the public right of way, and thereafter, homeowners are responsible for ensuring vegetation does not encroach upon the sidewalk and one-foot right of way (see reverse for examples).

**PROJECT LIMITS**

Should you have any questions, please contact Peter F. Dobens 954-699-3556 - peter.dobens@QCAusa.com

## SOCIAL MEDIA BEST PRACTICES LEAD TO BETTER RESULTS

**BEST PRACTICES ARE** a roadmap that represent the most efficient or practical course of action to achieve success. However, with so many competing priorities around the clock these days, finding the time to implement best practices in a business workplan is a challenge.

The cities of Deerfield Beach and Palm Beach Gardens recently called upon Quest Senior Communications Manager Nannette Rodriguez for reinforcement in providing expertise in social media development, best practices and policy making. The two

cities both had a healthy community engagement plan on social media and a desire to make improvements and excel. Nannette is a recognized national leader in government communications and social media management.

“When Facebook became a household brand, a lot of cities and counties across the country jumped onto the social media bandwagon without looking or asking for any guidance. They figured they would put someone in charge of it that had experience using it personally,” says Nannette.

Government agencies must follow many regulations including those prescribed by the platforms and state and federal laws such as intellectual property, copyright, Sunshine law, records retention and the American with Disabilities Act. These rules apply to social media communications but are too often ignored.

One such Facebook rule is that a city or county page must use government in their official name. “This caused an uproar nationally as Facebook untactfully sent a threatening message to thousands of accounts that if they didn’t change their name immediately, they would be shut down.

They didn’t explain why or provided any protest procedure,” Nannette explains. “At that critical time, I was fortunate to have represented cities and counties in a series of meetings with Facebook administrators. Facebook made the changes to protect government accounts, but they went about it in the wrong way. They made some concessions with government accounts, which probably wouldn’t happen today.”

Changes continue and are inevitable but without adapting to them, you risk success and possibly legal challenges. By implementing social media best practices, you increase socialization, not distance it.



Nannette Rodriguez



# BEHIND THE SCREEN OF A VIRTUAL MEETING

WHETHER YOU USE Zoom, WebEx Teams, Microsoft Teams or GoToMeetings, live online video conferencing is becoming the new normal for gathering the public for meetings during the COVID-19 pandemic. Quest team members proudly play multiple important roles during these meetings.

For the Palm Beach County Lantana Airport, our team worked behind the screen and keyboard with our client HMMH, who took on the presenting role at two committee meetings. The meetings were round two of the Technical Advisory and the Citizen's Advisory committees that were previously held in person and well attended by members of the public. When COVID-19 struck, Palm Beach County Department of Airports made the decision to stay on course with the Part 150 Noise Study project and directed the team to hold the meetings online.

Since non-essential businesses and public offices were physically closed and door-to-door communications were prohibited, the team worked closely with HMMH to ensure outreach and follow up for meeting participants. The team followed up with phone calls to remind committee members of the virtual meeting and ensure they had the details and information they needed to participate. The meetings were open to the public and required pre-registration to attend.

There are challenges in holding any meeting; however, online meetings bring challenges to those without access to or training in technological tools. "We had one committee member who did not have an email address, smart phone or access to a computer," says Beth Zsoka, Quest Outreach Manager for the project, who took the challenging role as scribe during the meetings. "We worked closely with that committee member to make the necessary accommodations prior to the meeting."

Attendees were asked to verbally identify themselves as they entered the virtual Zoom room. This allowed us to take a virtual attendance. We were able to go in and label attendees by category (committee member, team member or public). It made it easier to identify them when they raised their hand to speak. Since each device (computer log-in ID or telephone number) is shown as an attendee, it became a challenge to identify those who did not provide their full name, logged in using more than one device, or used their partial name or initials to log-in.

"At one point we had 30 names but 34 log-ins. We had to use the previous meeting's attendance contact sheets and the registration rolls for the two meetings to cross reference emails, names or phone numbers that would appear as an attendee," explains Senior Communications Manager Nannette Rodriguez. "We also had some that registered for one virtual meeting attend another."

Lessons learned: You still need to rely on people's honest disclosure because one can enter a meeting link without an audio pin, which will place them in

## Lantana Airport LNA PART 150 STUDY



zoom LNA Part 150 Study - TAC Meeting 2 - Shared screen with speaker view

### Aircraft Operations Forecast

The FAA approves all aviation forecasts for use in any planning study

- 2021 NEM Forecast is 5.8% less than the FAA TAF
- 2026 NEM Forecast is 5.3% less than the FAA TAF
- The draft forecast has been submitted to the FAA for approval and is still under review

Forecast Element	2017 Master Plan	2021 NEM	2022 Master Plan	2026 NEM	2027 Master Plan
Local	90,000	96,877	98,596	106,007	107,860
Air Taxi	2,000	2,409	2,511	2,704	2,752
General Aviation	25,000	26,512	26,890	28,911	29,416
Military	50	50	50	50	50
Total Operations	117,050	125,848	128,047	137,672	140,077
Average Annual Day	320.7	344.8	350.8	377.2	383.8

Lantana Airport COVID-19 has resulted in a dramatic reduction in traffic levels at commercial airports and has led to a significant reduction in traffic levels at LNA.

00:26:23 / 02:13:51

listen-only mode without an attendee identification. You will not even know they are there. "It's similar to not signing in at a meeting or writing in a fake name," Nannette continues.

Overall, there was success. There were over 1,800 visits to the project website, and attendees were satisfied with the format of the virtual meeting. But when asked, they preferred for future meetings to be held in person. The next public meetings are to be held in late October; however, it remains unknown as to whether those will be held in-person, hybrid or online. Public and private venues are still not allowing reservations at the time of this writing.

# MARTIN MPO HYBRID MEETINGS

WORKING CLOSELY WITH consultant T. Y. Lin International, Quest Project Manager Peter Dobens and team members Beth Zsoka and Nannette Rodriguez held back-to-back successful hybrid open house meetings for the Martin Metropolitan Planning Organization (MPO), 2045 Long Range Transportation Plan (LRTP) Cost Feasible Plan (CFP).

In the hybrid meetings, the online presentation was projected onto a screen for in-person participants to view and ask questions. The Quest team facilitated the online workshop. With the GoToMeeting platform, online participants were able to ask questions online and in-person participants could leave written comments or directly ask questions to the staff and online team.



**“With the hybrid meeting, we had consultants off site and team members in Martin County’s Blake Library with the Martin MPO staff for live participation,” explains Peter. “To ensure safety for the in-person participants, we provided hand sanitizer stations and face masks for all visitors.”**

# IDENTITY IMPROVEMENTS IN INDIANTOWN

QUEST STEPPED UP to help Florida’s youngest municipality, the Village of Indiantown, enhance its identity by improving communications with residents and the area media. As a new municipality, the Village turned to Quest to develop a communications strategy that included social media, bilingual newsletters and press releases to improve public relations with the community.

“As a new community, the Village of Indiantown had no media outreach in place,” says Senior Communications Manager Peter Dobens, who serves as the project manager. “In the first quarter, we developed a communications plan, helped the Village get Facebook verification, produced, designed and formatted both printed and digital newsletters, set up their email notification system and provided media contacts for English and Spanish media along the Treasure Coast.”

With the COVID-19 pandemic impacting local governments and residents, the Quest team also worked with the Village to produce multiple bilingual news releases and newsletters to ensure residents are informed.

Indiantown is a small urban enclave just east of Lake Okeechobee in a rural portion of Martin County on Florida’s Treasure Coast. The Village includes a large Spanish-speaking population.



# QUEST CONDUCTS FIRST VIRTUAL PUBLIC MEETING FOR CFX

THE QUEST TEAM recently supported the Central Florida Expressway Authority (CFX) in holding a successful virtual public meeting – a first for the agency! The Quest team, led by Program Manager Kathy Putnam, was days away from holding the first in-person public meeting in late March for CFX’s 22-mile State Road (S.R.) 417 Corridor Widening Projects.

CFX is widening 22 miles of S.R. 417 from International Drive to S.R. 528 to improve traffic flow on one of the system’s busiest expressways. Each day, up to 95,000 vehicles travel this stretch of S.R. 417, and that number is expected to continue growing.



## CENTRAL FLORIDA EXPRESSWAY AUTHORITY

Then COVID-19 hit. The unprecedented turn of events called for all plans to be reevaluated, redesigned, and rescheduled, effectively launching the team on its first all-online public meeting foray, adapting to the challenges and complying with health safety protocol while still serving the needs of the client.

The team, including Shari Croteau, Kevin Camara and Esteban Meneses, worked closely with CFX and project engineering consultants to produce a live virtual public meeting. The event included a presentation, real-time replies to audience questions via a chat function, and a discussion with CFX Director of Engineering Will Hawthorne about the significance and scope of the project. Nearly 70 people were in attendance.

With best practices polished and lessons-learned in mind, the team is getting ready for another three virtual public meetings this summer.



Kathy Putnam



Esteban Meneses



Shari Croteau



Kevin Camara

## WELCOME COLLEEN!



QUEST’S CENTRAL FLORIDA Expressway Authority (CFX) team welcomes Colleen Shea as Communications Manager providing public information/involvement services for CFX’s Five-Year Work Plan. Colleen is an excellent writer and experienced communicator. She gained previous experience in social media management, copywriting and editing, community engagement, and case management while in the Washington D.C. office of a Central Florida congressman.

While with an international development firm, Colleen worked to streamline the brand image online and internally. Duties included graphics design for proposals, social media platform management, website management, Google analytics, and copywriting/editing. She has a BA in Journalism from the University of Florida (Go Gators!) and an MA in Public Relations from Georgetown University. Outside of work, she loves spending time with her husband and new puppy, cartooning, reading, and baking sugar cookies. (We’re looking forward to the sugar cookies!)

# WELCOME TIM!

QUEST'S CENTRAL FLORIDA team recently welcomed Tim Freed as Community Outreach Coordinator for the Florida Department of Transportation (FDOT) District Five Oviedo Operations. "Tim really hit the ground running at Oviedo Operations. He ramped up a new project with flyer and stakeholder list in record time and has been deftly handling last minute detours and complaints. Tim is already a valued member of the team," shares Lisa Mark, Quest Central Florida Construction Program Manager.

Tim brings more than seven years of print and online journalism experience in the Central Florida area, including numerous stories about roadway projects, public transportation, parks, utilities and new municipal buildings. He graduated from the

University of Central Florida in 2013 with a degree in journalism and immediately started covering Oviedo, Winter Springs and the greater Seminole County area for the Seminole Voice, a weekly newspaper. Tim spent the majority of his career covering the Winter Park/Maitland/Goldenrod area for the Winter Park/Maitland Observer, another weekly publication. In his most recent journalism role, Tim served as Managing Editor for the West Orange Times & Observer and the Southwest Orange Observer, leading an editorial team that provided weekly coverage of Winter Garden, Ocoee, Windermere and Dr. Phillips. Tim is an avid hockey fan and loves following the Tampa Bay Lightning and the Orlando Solar Bears. In his spare time, Tim enjoys listening to music and spending time with his wife and two dogs.



## WHEN TIMES CHANGE, QUEST'S CENTRAL FLORIDA TRAINING PROGRAM INNOVATES

THE ROLE OF a public information specialist for public sector agencies is highly specialized. For organizations such as the Florida Department of Transportation and Orange County Public Works, there are many policies and protocols that we must adhere to, as well as a wealth of institutional knowledge that typically can only be gained through experience. Given Quest's 25-year history of providing public information services to the transportation construction industry in Central Florida, our local team is often asked to assist in training staff for various public involvement roles.

Clearly put, COVID-19 impacted the way we train new staff. Rapid-fire innovation became necessary to continue our successful training program. With social distancing requirements and most of our in-house consultants working remotely, our training—like the vast majority of

meetings and public interactions—went from 100% in-person "shadowing" activities to a totally remote environment.

Our company culture thrives on connection and communications. We would not allow the pandemic to change our core values. In our move to remote training, we used Microsoft Teams video meetings as an engagement platform, in order for new staff to engage with the trainers via one-on-one training opportunities, and as well as remotely attend the gamut of industry meetings, from precon to field and progress meetings. Managers are asked to check in daily with the trainee, to support the training and also provide day-to-day structure to the program.

To further enhance the remote training, we took a very specialized approach. This

entails understanding the trainee's background, as well as intended role. That way we can focus on the type of training according to the need and cover specific topics, whether in areas that are totally unfamiliar, could use improvement or just review. We also try to have the "expert" train on his/her topic. For example, we are fortunate to have three ex-journalists on our team, two of whom were recent editors. They are an excellent resource for instruction on writing traffic advisories, press releases and time management tips.

"I really liked the time learning from the team. I'm a hands-on learner, so I especially like the writing exercises and follow-up feedback. The whole team was great in providing useful information for me to use moving forward," shared recent trainee, Communications Manager Colleen Shea.



**Central Florida Construction Program Manager Lisa Mark adds, "We all feel fortunate to be able to share our industry experience and expertise. We will continue to improve our program with handouts, tutorials and online instruction. The best is yet to come!"**

# BUILDING PUBLIC TRUST IN THE AGE OF COVID

COVID-19 profoundly impacts the way public information professionals communicate with citizens across the state of Florida. Prior to the emergence of the pandemic, professional communicators used a variety of techniques to keep the public apprised of important initiatives being undertaken by Quest's many clients, including the Florida Department of Transportation (FDOT). But when it became clear that social distancing was an important defense against the spread of this deadly disease, communicators had to cut back or eliminate effective approaches that involved face-to-face contact with citizens.

Quest Senior Communications Manager Tom McNiff discovered just how challenging this could be when FDOT prepared to widen a busy, four-mile stretch of U.S. 441 through The Villages retirement community in north Lake County. A public hearing introducing the project two years ago drew dozens of area residents and business owners, many of whom expressed concerns about how the work would impact their ability to get around.

But as FDOT got ready to break ground on the project in July, Tom – like many of his colleagues assisting with FDOT projects throughout District Five – had to scrap FDOT's and Quest's tried-and-true approaches for familiarizing the public with large-scale projects. There would be no public meeting for citizens and government officials to ask questions of FDOT managers and engineers. Tom would extend no invitations to meet in person with business groups or local homeowner associations. There would be no door-to-door flyer distribution to give citizens a personal introduction to the project.

In this case, FDOT officials decided against doing a virtual public meeting. Tom instead had to rely on mass mailings of carefully crafted project flyers and letters, email blasts and phone calls to those who had previously expressed strong interest in the project.

**“In some ways, it was a more efficient use of time using only mail and electronic communications to push out important information about the project,” explains Tom. “But you lose something by not having personal contact with citizens. It’s more difficult to create trust, which is an important commodity when you’re a communicator.”**

Tom found that, even without personal contact, it is possible to create that trust with the public if you are relentless, responsive and warm in your communications – whatever medium you're using.



## U.S. 441 ROAD WIDENING

From Lake Ella Road to Avenida Central in Lady Lake

Lake County

Typical cross-section of the completed roadway

KEY  
Project Limits

Follow us on social media

[CFLRoads.com](http://CFLRoads.com)
[Facebook.com/MyFDOTCFL](https://www.facebook.com/MyFDOTCFL)
[@myfdot\\_cfl](https://www.instagram.com/myfdot_cfl)
[@MyFDOT\\_CFL](https://www.linkedin.com/company/myfdot_cfl)

“It’s obviously important to get good information in the hands of everyone who is likely to be impacted by, or interested in, the project,” he adds. “But then it’s also vital to identify those who are most likely to have concerns or objections and develop a relationship with them.”

Toward that end, Tom researched the public hearing records to start a list of all those who had expressed concerns, then began contacting them by email and phone and personally inviting them, their neighbors and friends to stay in touch throughout the duration of the project. Identifying and contacting the most concerned citizens is time-consuming, but it definitely pays off.



## SHOUTOUT TO ALAN HYMAN

**Director of Transportation Operations, Florida Department of Transportation District Five**

**Congratulations on your retirement! It has been an honor to know and serve you!**

# UTILITY PROJECTS JUST KEEP COMING

WE'RE STAYING BUSY, busy, busy! Quest's Central Florida team recently kicked off two new Orange County projects. The first project calls for the replacement of sewage system pipes and pumps in five locations throughout Orange County. Communications Manager Ashley Beck is assisting on this effort, supporting Communications Manager Laurie Windham on this Orange County Utilities sewage replacement project with Prime Construction Group, Inc. While the work at each location is very similar, each of the neighborhoods is unique and presents different challenges. The

### Gravity Sewer Improvements

**FAST FACTS**

**Work Start:** Summer 2020

**Estimated Cost:** \$2.8 Million

**Anticipated End Date:** Summer 2021

**CONTACT**

For questions, concerns or email updates, please contact:

**Ashley Beck**  
Public Information Specialist  
407.436.7333  
Ashley.Beck@OCUSA.com

**PROJECT DETAILS**

To improve long term wastewater service reliability, Orange County Utilities will be improving the existing sanitary sewer system at five locations in East Orange County.

Work will include replacing or lining existing manholes and attached pipes, installing pipe chambers, replacing one pump station and eliminating a second pump station by installing a manhole and pipe system.

Work will take place in the following areas:

- Lynnwood Estates
- Academy Drive
- Cypress Bend
- Autavia Park
- Park Manor

Expect temporary lane closures and local detours with construction activities between 7 a.m. and 5:30 p.m. Monday through Friday.

Construction will be within the Orange County right of way and utility easements and will require the removal and replacement of asphalt, curbs, sidewalks and select driveway aprons. Once the work is completed and tested, the areas will be restored and the road re-opened.

Temporary bypass pipes will be installed above ground to allow continuation of service during construction at each location. Residents are asked to avoid on-street parking during work hours to prevent potential damage to vehicles. Weather or other unknown circumstances could impact the construction schedule.

**PROJECT LOCATIONS**

**Lynnwood Estates:** Replacement of 900 feet of 8-inch gravity sewer pipe and five manholes on Forest Road between La Palma Court and Gibraltar Road. Work is scheduled to begin in July and take about four months to complete.

team began another utilities project with a new client, Intercounty Engineers. This project will replace pump stations at two locations. The first location includes building a much larger structure to house a new gravity pump system right in the backyard of two neighborhoods. The second location for this project is a well-developed area with lots of homes, schools, businesses and traffic.

Since this project called for sheet piles, which can be extremely noisy, Laurie and Ashley altered the residents regarding what to expect, when to expect it and for how long. As a result of these early communication efforts, the sheet piles were installed with no issues or complaints. The community includes very active homeowners and business owners' organizations to help get the word out, again preparing people for what to expect and when.



**The secret to being successful at public information is letting people know what to expect and when," Laurie says. "I have learned over the years, you cannot upset and surprise someone on the same day!"**

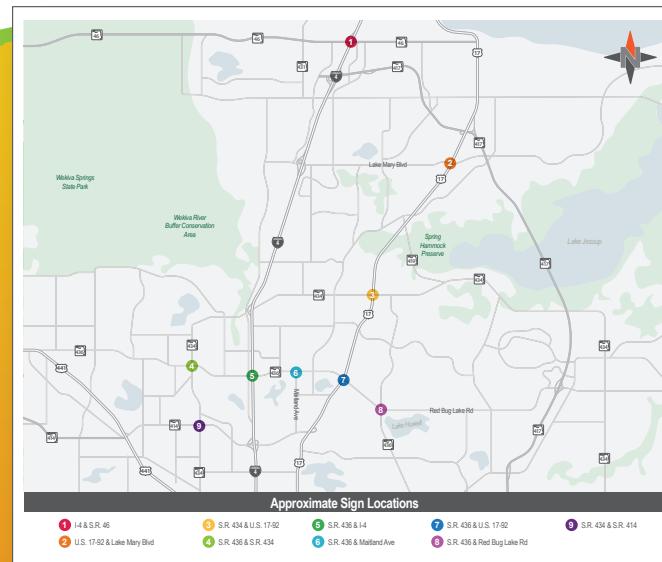
# MISSION CONTROL

THE FLORIDA DEPARTMENT of Transportation (FDOT) recently kicked off a project to update and expand the advanced transportation management system (ATMS) in Seminole County. Work will involve removing and replacing 20 arterial dynamic message signs (ADMS) along U.S. 17-92, S.R. 436, S.R. 434 and Lake Mary Boulevard, as well as installing 12 new closed-circuit television (CCTV) cameras across the county. Those signs allow staff at the Seminole County Traffic Management Center (TMC) the ability to communicate information about road conditions, road construction, traffic accidents and more in real time to motorists. The cameras, meanwhile, help the TMC staff continue to keep a watchful eye on traffic patterns at key intersections.

It all works together in concert to help enhance mobility on arterial roadways. According to the Seminole County government website, the TMC is located off of U.S.17-92 in Sanford and includes a 20-foot-wide by 5-foot-high, state-of-the-art display wall that's manned by a full-time

operator keeping watch over numerous camera feeds. More than 140 Bluetooth readers have been deployed across the county to calculate travel times on major roadways, and the TMC staff uses the information not just to inform the public through message signs, but also to adjust signal timings as necessary, according to the Seminole County government website.

Tim Freed, who serves as Community Outreach Coordinator for the FDOT Oviedo Operations in District Five, sprang into action to create a flyer that informs the public about the project. With input from his District Five colleagues, Tim went with a map that depicts the nine intersections where the 20 new updated message signs will be placed, as that work will require lane closures and occasional detours during evening hours.



# QUEST EXCITED TO KICK OFF THREE OSCEOLA WIDENING PROJECTS

ACCORDING TO RECENT U.S. Census estimates, Osceola County is the nation's eighth-fastest growing county. It is no wonder the county is working hard to meet the area's growing traffic challenges. Quest is grateful and excited to support CONSOR Engineers, Johnson, Mirmiran & Thompson (JMT), and Dewberry on three new widening projects kicking off this summer. The projects look to increase capacity along Poinciana Boulevard, Boggy Creek Road and Partin Settlement Road.

Quest provides public involvement support for the Part A Alternatives Analysis and Part B Design phases for each project. Work began

in July with developing the public involvement plans for each project and will proceed on an aggressive schedule to advance these projects to construction.

"Osceola County is such a fast-growing area and we know from our experience that residents are eager for some relief to their traffic congestion challenges," explains Quest Project Manager Carolyn Fitzwilliam. "At the same time, we recognize the balance required to avoid negative impacts, and we are excited to work with the county, project team and community to build consensus around alternatives that make sense for each project area."



## SERVING THE FDOT DISTRICT FIVE DESIGN TEAM

IN AUGUST 2019, the Florida Department of Transportation (FDOT) District Five Design leadership opened an in-house Public Engagement Consultant position to serve as a liaison with the district's Communications Office and work with the team to take public engagement efforts to the next level. Serving under the AECOM General Engineering Consultant (GEC) contract with District Five, Quest Senior Communications Manager Carolyn Fitzwilliam gladly jumped at the chance to join the team.

"It has been an amazing experience," says Carolyn. "First, all of the FDOT design staff and consultants welcomed me so graciously and have been wonderful to work with. I have learned so much from them, and together we have been able to develop some new tools and approaches that help raise our efforts to engage the communities effectively and at the right level."

In her role, Carolyn helps to develop and review the public engagement plans for projects, develops project fact sheets,

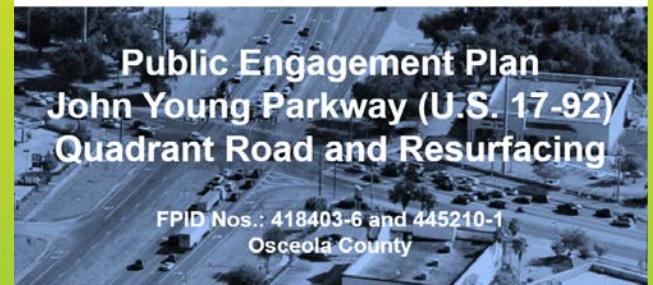
and works to help keep the CFLRoads website updated. She reviews documents and works with the Communications Office to promote consistency. She also has been helping to develop standard

templates and gather non-project-specific educational tools related to alternative intersections and other design elements that may be new to Florida drivers.

"My goal is to be an effective resource for the project managers and their teams," she adds. "There are definitely some best practices and innovative ideas that have been employed by various teams at various times. This position provides an opportunity for FDOT to identify what has worked well and then share it more easily with other teams facing similar challenges."



Carolyn Fitzwilliam



FPID Nos.: 418403-6 and 445210-1  
Osceola County

FDOT Project Manager: Naziru Isaac, P.E.

# MANAGING PROJECTS THAT TAKE UNEXPECTED TURNS

ONE THING A person learns quickly when working in the construction world is that not all projects are created equal. Sometimes, a project can have a few twists and turns. That has been the case with the State Road (S.R.) 33 Green Swamp Bridge replacement project out of the Florida Department of Transportation (FDOT)

Leesburg Operations. Initially, the maintenance of traffic (MOT) plan for the project involved a 17-mile long detour around the work zone.

However, that plan did not go over well with local officials, who felt the detour would cause traffic headaches and negative impacts to the businesses along that stretch of S.R. 33.



Shemir Wiles

**“We were very close to starting construction, so naturally I sent out flyers and emails to stakeholders to give them proper notice. The news about the 17-mile detour lasting roughly five months caused an uproar that resulted in me having to field a lot of complaints from business owners, drivers who frequent S.R. 33 and the county,” says Quest Communications Manager Shemir Wiles, who initially handled community outreach for the project.**

Once these concerns reached the governor’s office, it became clear the project would need to stop and a new MOT plan would need to be designed. Shemir helped distribute information to stakeholders about the change in direction. For roughly 10 months, FDOT worked on designing a temporary bridge that would be used to direct vehicles around the work zone, eliminating the need for a lengthy detour. Shemir redistributed flyers and stakeholder emails and created an informative social media post announcing the new start date for the project and the new MOT plan, which was well received by the public and local government.

In January, the initial construction activities, such as clearing and grubbing and building the temporary traffic signals and lighting, went well. However, a new set of challenges cropped up. The new MOT plan involved having northbound and southbound traffic share the short, one-lane bridge over the Green Swamp.

**S.R. 33 Bridge Construction to Start**

The State Road (S.R.) 33 bridge replacement project in Clermont is tentatively scheduled to start next week.

A one-lane, temporary detour bridge will be built along S.R. 33, adjacent to the current bridge. There will be daytime and possible nighttime lane closures with flaggers to build the temporary bridge. Expect some travel delays in this area.

To allow drivers traveling each direction to alternate crossing the temporary bridge, special lighting and signals will be installed for both northbound and southbound traffic.

If the signal is green for northbound S.R. 33 traffic, they may cross the bridge until the signal turns red. If the signal is green for southbound S.R. 33 traffic, they may cross the bridge until the signal turns red. Both directions of traffic cannot cross the bridge at the same time.

For more info, visit [CFLRoads.com](http://CFLRoads.com) and enter "433860-1" in the search bar to open the project page.

Temporary traffic signals were erected at both ends of the bridge to allow motorists to alternate crossing the structure. Plenty of warning signs and structures were put in place to advise drivers of this situation, and off-duty police officers were temporarily stationed at either end of the bridge with lights flashing as an added safety measure while drivers adjusted to the new lights.

However, in the early weeks of this new MOT, officers often found themselves untangling tie-ups on the bridge because impatient drivers would run red lights and come nose to nose with oncoming traffic that began moving when the light turned green on the opposite end of the bridge. There were also several rear-end collisions at the lights caused by inattentive drivers. As a result, FDOT scrapped its plans to reduce the number of officers stationed at the bridge around the clock in the interest of public safety, and the number and frequency of mishaps seems to have dwindled.

## LAST MINUTE RIBBON CUTTING



Melanie Hand

COME RAIN OR shine, the new I-95 interchange at Ellis Road in Melbourne, Florida, was successfully opened earlier this month after a rather wet ribbon cutting celebration. Lead by Communications Manager Melanie Hand, our Central Florida team helped plan and execute the last minute

event in conjunction with the Florida Department of Transportation (FDOT) District Five Communications Office. FDOT District Five Secretary Jared Perdue, along with Brevard County, Orlando-Melbourne International Airport, Space Coast Transportation Planning Organization, and local officials were all in attendance.



# QUEST'S TURNPIKE DIVISION RAMPS UP

FOR MANY YEARS, Quest has used our wealth of experience in community engagement to support Florida's Turnpike Enterprise (FTE) and its consultants. From critical construction administrative services to high-level public involvement, Quest stands ready to continue our strong relationship with "The Less Stressway."

Quest FTE Client Relationship Manager Nick Lulli recently supported Hardesty & Hanover, WGI, and FTE with completion of the Community Awareness Plan (CAP) for the design of a new interchange on the Turnpike mainline at Taft-Vineland Road in Orange County.



"Central Florida continues to see an explosive amount of growth," explains Nick. "FTE understands the need to improve regional mobility and this new interchange will help accommodate the uptick in traffic volume expected near this interchange."

Just north of there, FTE is conducting the Project Development and Environment (PD&E) study for widening the Turnpike mainline between State Road (S.R.) 50 and S.R. 408. Quest has been supporting RS&H and FTE with the project mailing list. Another public meeting is scheduled for later this year.

In Miami-Dade County, Quest supports Stanley, Arcadis and FTE with widening of the Turnpike's Homestead Extension. This project will impact the heavily traveled terminus of the Turnpike at U.S. 1.



FLORIDA'S  
TURNPIKE



**We are not sure what the future holds for public events due to the ongoing COVID-19 pandemic," says Nick. "Quest stands ready to support FTE with in-person, virtual, or hybrid-style events."**

## ASHLEY BECK PROMOTED TO COMMUNICATIONS MANAGER

A BIG CONGRATULATIONS to our own Ashley Beck who recently moved into the role of Communications Manager. Ashley had been serving the Wekiva Parkway program as Assistant Communications Manager. She has quickly proven that her willingness to learn and grow has no bounds.



"At Quest, we like to promote from within," says Nick Lulli, who leads Quest's efforts on the Wekiva Parkway program. "Our mission includes contributing to the personal and professional development of our associates."

Since becoming Communications Manager, Ashley has dived head-first into the exciting world of public involvement and community outreach. She continues to support the Wekiva Parkway program with public engagement. She recently coordinated with nearly two dozen property owners in the Mount Dora area for post-construction settlement surveys. Ashley also supports our Central Florida Construction Services and Project Development and Environment (PD&E)/Design teams. Most recently, she kicked off community outreach efforts for a utility replacement project in Orange County. She's also supported public involvement efforts across Central Florida for the Florida Department of Transportation's robust design program.

**It's so exciting to be part of an organization that values my growth and goals," states Ashley. "I'm looking forward to seeing what happens next."**

# HAVE YOU MET BRYCE?

QUEST RECOGNIZES THE importance of having representatives in every region in which we work, so we were ecstatic to obtain the services of experienced marketing communications professional Bryce Peacher to expand our presence and business operations in Monroe County, Florida.



Quest Owner/President Sharlene Lairscey states, "When Bryce joined our South Florida team, he brought with him a wealth of experience from a varied background of international marketing and corporate communications. He also came with an impressive portfolio of skills, including public relations, messaging, branding, graphic design, web design, photography and video production. He recently became an FAA-licensed small unmanned aircraft operator with experience flying drone operations around the world."

With Quest, Bryce quickly brought himself up to speed in the world of transportation and infrastructure

working on projects for the Florida Department of Transportation (FDOT) District Six. He joined the

construction community outreach team for the high-profile Cow Key Bridges Rehabilitation Project in Key West and the distinguished Founders Park Pedestrian Bridge Project in Islamorada, both in his backyard in Monroe County. He has also been on the public involvement teams for high-profile projects in Miami-Dade County, and his services have been routinely requested by FDOT for video production and photography.

On these public involvement teams, Bryce has led the way in supporting community outreach efforts, performing door-to-door activities, interacting with many business and resident stakeholders, and participating in public events. Bryce has also represented projects at public information meetings held with residents, business owners, and elected officials.

In addition to being involved in public and community outreach, Quest added Bryce to our growing drone and video services teams. With many years of experience producing high-quality video content, and as the holder of an FAA small unmanned aircraft operator license, Bryce is in the position to grow our services portfolio and allow us to better serve our clients.



## CREATING AVENTURA BRIGHTLINE SURVEY FOR MIAMI-DADE TPO

AS PART OF an ongoing contract with WSP, one of the world's leading professional services firms, Quest Senior Communications Manager Maria Camacho spearheaded the creation of a survey for the Miami-Dade Transportation Planning Organization. The survey was needed to identify multimodal improvements by transit, bicycle, pedestrian and/or vehicle that would allow residents to travel to and from a new Aventura Brightline Train Station. IT Support Manager David Alberts worked with Maria to create the digital survey and QR code. The new

train station, a result of a collaboration by Miami-Dade County and Brightline, will provide a direct connection to downtown Miami, Fort Lauderdale and West Palm Beach. Located at 19700 West Dixie Highway, the station will include a park-and-ride commuter lot and is scheduled to be completed in fall 2020.



Maria Camacho

According to Maria, "The primarily online survey asks residents in Aventura and the Ojus community to provide feedback essential to identifying the appropriate mobility improvements. Some of the improvements described in



the survey included wide/continuous sidewalks, shared-use lanes for bicyclists and frequent operational hours for transit and/or shuttles."

# LIFE IN THE FIELD – COW KEY BRIDGE PROJECT BY: BRYCE PEACHER

LIFE IN THE infrastructure communications world so far has been pretty great. Luckily, I was able to join a fantastic team with an ever-increasing portfolio of projects and activities to keep me busy. Soon after I started, I was assigned to the Cow Key Bridges Rehabilitation Project here in Key West. For those of you not familiar with 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 and represent the only vehicular access into or out of Key West. This presented a very unique challenge to construction and outreach, as the work being done includes the complete closure of one bridge at a time and the redirection of both directions of traffic to the remaining bridge.

For this project, I have been the assistant community outreach specialist. In this position, I have supported community outreach efforts, performed door-to-door activities, and interacted with many business and resident stakeholders. In spite of its fame and name recognition in the outside world, at its heart, Key West is a small-town community where everyone knows everyone, and being a local resident has been a big help in making those personal connections.

The two activities on this project that really stand out for me are the Cow Key Run and the project's public information meeting. The Cow Key Run 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. Each year has a theme, and this year's theme was "Udder Construction," in honor of the bridge rehabilitation project. Nothing represents this town more than people partying in costumes! It was a great introduction to doing business in the unique environment of the Florida Keys.

The other moment that stands out to me is my first public information meeting. By the time of the meeting, I had already done a substantial amount of outreach in the community, so it was nice to arrive with those existing connections and relationships. It was also great to meet and discuss the project with other residents, business owners and elected officials in the Council Chamber at Key West City Hall.

In addition to my public involvement activities, I have also been able to spend quite a bit of time working with the project team and visiting the project site. Frequent visits to the area have allowed me to review project progress and keep abreast of traffic conditions



to anticipate and prepare for any possible complaints from the public. Monitoring the traffic has also helped project team decisions, such as when to complete the planned traffic shifts to convert the open bridge from two inbound lanes and one outbound lane to one inbound lane and two outbound lanes. My visits have also given me the opportunity to continually document project progress and create video content to keep the public updated and informed.

The project has now entered its second phase, with the reopening of the outbound bridge and closing of the inbound bridge. Everything has gone smoothly so far, and I look forward to continuing to support the project as we work through this new phase and get closer to finally completing the rehabilitation and providing the citizens of Key West with a safe and strong bridge for generations to come.



# ENHANCING CONSTRUCTION PROJECTS WITH VIDEO AND ANIMATION

RECENT STUDIES ANTICIPATE that nearly 80% of internet traffic will come from video content. This, perhaps, is why we have seen an increase in construction firms testing drone footage on build sites, providing the public with video updates on projects, or streaming live video feeds of construction zones. Whether from a marketing perspective or through the lens of public engagement and outreach, video content has become a necessity for many firms who want to showcase their capabilities, secure new projects or inform their stakeholders.

When it comes to construction projects, the phrase “showing is better than telling” comes to mind. Often, these projects take shape over long periods of time that inoculate stakeholders and viewers to actual progress on the work site. As such, descriptions of work and status updates have a limited value for these stakeholders as compared to video content showing the real progress being made on a project.

This video content can come in many different forms and can be much more accessible than many companies expect. Large, high-profile projects can incorporate longer form, more professional content featuring interviews, voice overs, substantial B-roll footage and high production values. Other projects can be satisfied with drone flyovers of build sites, video updates of milestone moments in a project, time-lapse footage of projects taking shape or even live video of a work zone.

Video content also does not have to be limited to what is usually thought of as a video. That is, this content can simply be the display of information or material in a motion environment, such as animation. In this process, motion graphics, dynamic text and parallax photo effects can be combined to create content just as compelling as a standard video. The parallax effect is an especially vital tool, as it allows simple, static still photos to come to life as dynamic animations.

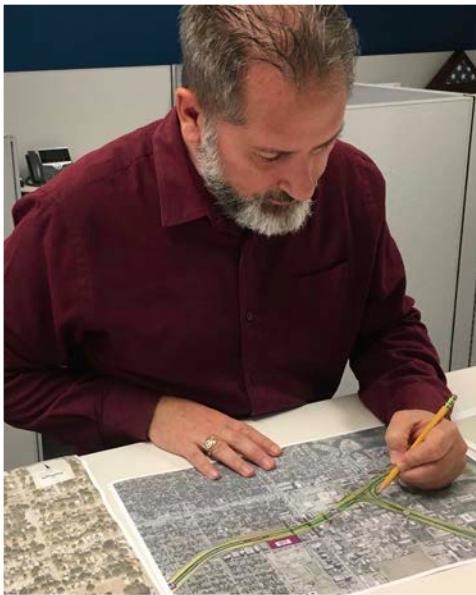
**Due to the increasing importance of video content, Quest has been building an experienced and robust video services team. From full-service productions to drone videos, milestone updates to animations, our team is uniquely equipped and ready to serve our clients.**



# THE MAN BEHIND THE MAPS

## BY: JOE DUHAMEL

DO YOU EVER think about maps? While not necessarily in the forefront of our minds, they are helpful when they are easy to understand and have meaning. In my role supporting the Florida Department of Transportation (FDOT) Tampa Bay Next program, I serve as the man behind the maps and my favorite types of illustrative challenges, cartography. That is to say, roadway project maps.



Illustrated project maps are paradoxical in nature. They must be simplified for easy-to-understand, public consumption, and yet be dead-on accurate. We don't need to see every little bend in the road, but relevant street names and physical features can't be in error.

Typical transportation map exhibits involve work project/meeting locaters, work limits, and detours. Through the Tampa Bay Next program, maps take on a whole new dimension. Working closely with Tampa Bay Next Owners Representative HNTB engineers and FDOT, I take engineering drawings, usually referred to as roll plots, and reimagine them in a simplified version. Essentially, turning them into cartoons.

This process involves using the industry standard, vector tool Adobe Illustrator. It has the ability to take a PDF export from an engineer's CADD drawings and then manipulate it to reduce or eliminate certain elements while enhancing and exaggerating others. When the audience is the public, they are most interested in the improved efficiency, safety and effectiveness of the new roadway, and less concerned with actual turning radius vectors and other specification details.

Having an illustrative passion, learned skills in construction drawings, and a fascination with roadways, creates the perfect mix to tackle the unique roadway exhibits for Tampa Bay Next.



## WELCOME LISA!

LISA LEMASTER RECENTLY joined Quest's West Central Florida team as Secretary/Clerk Typist, serving in-house for the Florida Department of Transportation District Seven Pinellas Operations. Lisa has more than 20 years of experience working in construction, manufacturing and administrative positions, all of which have enhanced her skill for processes, procedures and accuracy. Lisa moved to Florida from Iowa nearly six years ago, and while she doesn't miss the snow, she sure misses her children and grandchildren. In her free time, she enjoys being outside, whether on the boat or beach, and spending time with friends.



# ALL THINGS VIRTUAL

PUBLIC INVOLVEMENT IS a critical component in the transportation decision-making process, allowing for meaningful consideration and input from interested individuals. As daily users of our transportation systems, the public has useful opinions, insights and observations to share with their local or state agencies. When Quest serves a project, we focus on early and strong public engagement, typically with a boots-on-the-ground focus, as it helps move the project in the right direction and helps identify and address public concerns early in the planning process. But what happens when you can no longer meet face-to-face with stakeholders?

There have been ups to the many downs of the COVID-19 pandemic, one of the ups being the complete re-evaluation of everything that is made possible by the Internet and online meeting software packages like Zoom, Microsoft Teams and GoToWebinar. Quest clients have embraced virtual public involvement, which supports agencies' efforts to engage the public more effectively by supplementing face-to-face information sharing with technology.

These strategies create efficiencies in how information is disseminated and how input is collected and considered. With the increased use of social media tools and mobile applications, we've been able to provide stakeholders and interested parties with access to user-friendly features such as online videos, podcasts, crowdsourced maps, and other interactive forums to receive information and provide input. Through these strategies, our clients are reaching more people at a lower cost, aiding community collaboration, and getting real-time information during public involvement activities.



“Although these are trying times we’re living in, Quest has found a way to make the best of it by doubling down on its commitment to pushing the envelope and staying ahead of the curve,” explains Contracts Manager Elisa DiGrazia. “We look forward to making more magic happen as these peculiar circumstances continue.”

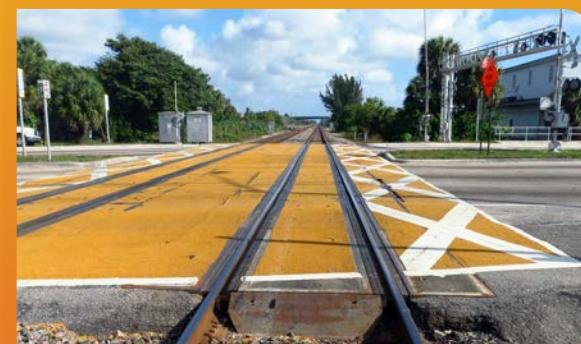
## RAIL PROGRAM MANAGEMENT CONSULTANT WIN WITH HNTB



QUEST'S STATEWIDE TEAM is proud to announce a recent win with industry partner HNTB on the Florida Department of Transportation (FDOT) Rail Program Management contract. This contract includes wide range of professional engineering, planning, policy, and other technical services to support FDOT Central Office in conducting its rail activities.

The Quest team will contribute to public engagement, safety education

and market research. According to Associate Vice President Mary Brooks, “Understanding the statewide initiative to improve rail grade safety, Quest staff has a long track record of working with community partners to successfully develop and implement effective safety education campaigns and public engagement programs. We’re looking forward to supporting the Department on this contract.”



Mary Brooks

# QUEST'S VIDEO PRODUCTION TEAM IN HIGH GEAR FOR NEW CLIENT

ALL CALL! ALL Call! Calling all available video talent! Quest kicked off a branding and marketing services contract with Pasco County Public Transportation (PCPT), our video production team at the forefront producing three videos within two months. The highly praised videos are part of Quest's plan to help PCPT with their branding and marketing goals to increase awareness of the value and benefits that PCPT provides to the overall transportation infrastructure in the Tampa Bay region; build and maintain positive relationships between PCPT customers, taxpayers and community partners; refresh and advance the PCPT brand; encourage customer, community and stakeholder participation in PCPT's planning efforts and public involvement opportunities; and create a comprehensive marketing plan.

Our video production team hit the road running! For the first video, Quest Video Services team members David Alberts and Tomás Monzón filmed PCPT Director Kurt Scheible as he updated their ridership on safety steps implemented to help stop the spread of COVID-19 and a separate one advising of operational service changes. Then, in the second month after kickoff, the team shot and produced a tribute to bus drivers and captured B-roll drone footage. Tomás and Project Lead Sara Shepherd scripted and storyboarded the video. Sara also supported the team during the "Thank You, Bus Drivers" video shoot driving ahead of the bus to secure release forms from riders before they boarded the bus, as well as to assist

*(cont. on pg 38)*



**“I love our PCPT client,” adds Sara. “I work directly with Rose Bruckner who is managing the contract, and her enthusiasm is contagious! It’s a pleasure to work with her. I look forward to bringing the vision of PCPT to fruition.”**



**“I am very proud of the Quest team serving this client,” says Quest Associate Vice President Jill Cappadoro. “They have taken the rapid-fire requests from PCPT and handled all coordination and delivery with outstanding professionalism. I look forward to seeing more great things from this team as they continue to provide outstanding service to PCPT.”**

wherever needed. The video shoot, which started dark and early at 4 a.m., was joined by PCPT’s Transportation Program Manager Rosemarie Bruckner.

The video was shot in documentary style, where Quest staff followed a volunteer PCPT bus driver as he went about his morning routine at his house, prepared his bus at the bus barn for the day’s journey, drove his route in Pasco County, Florida, and returned safely home to his wife and son. Contrary to pre-scripted film shoots where the talent has time for do-overs and re-dos, our crew shot most of the action as it was happening, making quick decisions as to the angles and camera settings needed to make each shot work. During post-production, Quest Government Relations Program Manager Amy Lee Diel embraced Quest’s dynamic culture and giving spirit, lent her lovely voice talent for narration.

“My background is in documentary filmmaking,” explains Tomás. “I’m used to this kind of work, and it was fun to flex my creative muscle on-the-fly to create a short and compelling video that conveys a very important message.”

After the contract kickoff, the Quest team received access to PCPT’s social



media accounts, where we have enhanced and grown their social media presence by posting consistently, providing high quality images and multimedia, and established Instagram and YouTube accounts. On the creative side of the house, Senior Graphic Designer Chip Boeckh is designing and producing social media elements, branding concepts and their internal department newsletter.

PCPT is also launching a new route this year, should the timeline proceed as planned. The new route will offer services to an underserved, low socioeconomic level area of the county. It will directly connect to a Hernando County bus route on the north end and provide connections to other nearby counties at the route’s south end. The new route will open at the same time the county transportation system should receive new GILLIG buses and their brand refresh rollout should happen within this timeframe. Quest will be helping PCPT market the new route and launch their brand refresh through a robust campaign incorporating bus wraps, a ribbon cutting, digital outreach methods and more, as circumstances allow. Please follow us on our journey with PCPT!



David Alberts



Tomás Monzón



Chip Boeckh

# CONTINUING SERVICES WITH 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, newsletter development, public service announcements (PSAs), and videography and photography services.

As we move into our fifth year of the contract, we are developing amazing strategies to better serve the Florida veteran population and we strive to surpass the excellent service we provide.

In addition to the Quest Creative team's redesign of FDVA's existing mobile application, they added vital COVID-19 information to help serve veterans throughout the state. It provides veterans with one-click access to in-depth, up-to-date information regarding the disease and how veterans or their families can receive help, if needed. 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 created a combined Memorial Day message video from two separately recorded videos: one from previous Executive Director Danny Burgess and one from Governor Ron DeSantis. The Quest FDVA and creative team went to work creating an unbelievably patriotic video, which was aired on PBS stations and YouTube. The video saturated social media and was the highest-ranking post for the week. "It was the perfect way to honor those who paid the ultimate sacrifice for our freedom," says Quest Program Manager Amy Lee Diel.

The Quest team wrote a PSA titled, "Our Mission is You," which was released in June 2020 on YouTube. The PSA featured several men and women veterans from the Tampa Bay area and was filmed at the Veterans Memorial Park and Rear Admiral Leroy Collins, Jr. Museum in Tampa, Florida. Quest's Amy Lee Diel narrated the PSA, and Quest's Tomás Monzón performed the edits. The collaborative effort was flawless, and execution was admired by FDVA.

So, what is in store for Quest and FDVA in 2020? We just renewed our contract for another year of servicing the



FDVA, and we could not be more excited.

Quest is hard at work strategizing on how to further increase engagement through social media. We have 1.5 million veterans to connect with and we are going to keep pushing until we do! We are implementing more aggressive strategies for a traditional media approach, as well as providing crisis communications services, such as deliverables for the COVID-19 pandemic. We must keep our veterans and veteran homes safe through outreach, awareness and education.

The end of this quarter was the ending of other sorts for the FDVA team. The team said goodbye to Danny Burgess, (previous) Executive Director. Danny is a veteran and an advocate for FDVA's mission. He worked relentlessly to connect veterans with their earned benefits, services, and support. We wish him well on his political journey.



# TAKING WORKFORCE TO HIGHER GROUND

## ONBOARD 4 JOBS

QUEST IS POSITIONED to take workforce development to higher ground for the road and bridge construction industry. Our team works closely with Florida Department of Transportation (FDOT) contractors, helping them identify and train entry-level workers and build a network of skilled workers for future projects. Quest serves as the consultant for FDOT's OnBoard4Jobs Construction Careers Program. This program seeks to increase minority and female workers on federal and state funded infrastructure contracts. Unemployed adults, veterans and recent high school graduates are also mentored and assisted in securing jobs with our industry's leading contractors. Maintaining partnerships with different agencies and organizations throughout Florida is key to the OnBoard4Jobs Construction Careers Program success. We are thankful for our industry and community partners that continue to champion us and inform their stakeholders about this initiative.



Rasheia Freeman

Quest team leaders Rasheia Freeman and Brittany Reissfelder represented OnBoard4Jobs Construction Careers at the South of Gandy Career Fair sponsored by the office of State Representative Jackie Toledo. OnBoard4Jobs engaged with Representative Toledo about the program and opportunities available throughout the state from the contractors in the road and bridge industry. Rasheia led the efforts for continued partnership by engaging with Vice President Emily Hone, Secretary Shawn Brown, and Board Member Vivian Hart of the Gandy Civic Association. More than 80 job seekers interested in obtaining gainful employment attended the event.

the virtual Florida Transportation Builders' Association (FTBA)/FDOT spring Contractors' meetings. In these meeting, contractors discussed their projects and any related issues. During all the meetings, OnBoard4Jobs was recognized and provided the opportunity to interact with over 100 different contractors throughout the districts. Even with the circumstances of COVID-19, this was still a success. It was a great way for OnBoard4Jobs to continue servicing the district contractors and their projects.

services of this program."

During these visits, the team learned about the projects, engaged with current employees, and obtained information on job opportunities. Our team took the time to visit veteran offices to build new workforce development and community partnerships and provide resources for industry workforce candidates. They visited the Army Coast Guard, Air Force and Marines veteran's office. During each visit, they discussed the services of OnBoard4Jobs and left flyers for those seeking a career in the road and bridge industry.

This quarter, the program was represented as an agenda guest speaker during

According to Quest Owner/Vice President Jessica Francois, "Brittany took a new approach to engage with contractors by visiting various construction sites to provide awareness of the



**“We would like to thank the prime and subcontractors currently enrolled in FDOT's OnBoard4Jobs Construction Careers Program. Let us work together to enhance awareness of industry career paths and build a stronger workforce for the transportation industry,” says Brittany.**

# QUEST CONTINUES SERVICES ON NEW PTC CONTRACT

RECENTLY, QUEST CLIENT Michael Baker International was again awarded the five-year General Consulting Engineer (GCE) contract with the Pennsylvania Turnpike Commission. What makes their relationship unique with the Turnpike is that they have held the GCE for the past 63 years. Proudly, Quest continues to serve as a subconsultant on the contract.



allows me to see how the contract evolves for the ever-changing needs of the Turnpike Commission.”

Like many organizations, the Pennsylvania Turnpike has had to make changes due to the COVID-19 pandemic. In March, as a safety measure to protect toll collectors, cash and credit transactions stopped being accepted in the lanes on the PA Turnpike. The Turnpike became an All-Electronic Tolling system. Meaning, if customers do not have an E-ZPass, cameras will snap a picture of their license plate when entering and exiting the system. A few weeks later, they will receive a PA TOLL BY PLATE invoice in the mail.

“It is thrilling to be a part of a team that has a long historic relationship,” says Communications Manager Sophia Fox, “Being part of the GCE

In June, the Commission voted to make All-Electronic Tolling permanent on the Pennsylvania Turnpike. Originally, the conversion was planned to take place in the fall of 2021. But, with the uncertainties of what will occur with the pandemic, the conversion’s timeline was shortened.



Mark Compton

All non-essential Turnpike employees have been teleworking since March and will continue to do so in the near future. To help communicate changes and important information while employees are apart, the Turnpike’s communications department has been creating biweekly internal digital newsletters. Once a week, PA Turnpike CEO Mark Compton records a video message that is included in the newsletter. Sophia works with the Communications department to gather the content and format the newsletter. She also helps with the recording and editing of the weekly CEO video messages.



**“During these uncertain times, having good sources for communications is greatly needed,” says Sophia. “The biweekly newsletters and weekly video messages have been a great outlet of information for all Turnpike employees. I’ve also enjoyed expanding my video editing skills and getting to work on a video at least once a week.”**

# SUPPORTING AGENCY COLLABORATION FOR TRANSPORTATION - STIC

DID YOU KNOW the Pennsylvania Department of Transportation (PennDOT) is responsible for approximately 40,000 miles of highway and 25,000 bridges? PennDOT oversees programs and policies affecting highways, urban and rural public transportation, airports, railroads, ports and waterways.

To help create a more innovative transportation program in Pennsylvania, the State Transportation Innovation Council (STIC) was established. STIC is a partnership between PennDOT, FHWA and other local partners, and looks for innovative ways to improve construction and maintenance of roadways. To improve repair times of roadways, STIC recently implemented hot pour mastics.

Currently, Quest serves an open-end agreement for the STIC Planning and

Communications Support project with McCormick Taylor. Associate Vice President Megan Olivera supports the contract by developing storyboards and short video scripts used for social media promotion. She recently completed the script for a video about hot pour mastics, which will inform the public and local agencies on the advantages of using hot pour mastics as a quick, reliable and long-lasting alternative for maintenance of roadways and bridges.

“During this project, I’ve learned more about pavement maintenance than I have throughout my 14 years working in the industry” says Megan. “I look forward seeing the final video.”

Previously, Quest prepared a script for Pennsylvania STIC Incentive Funding. The video was produced by PennDOT

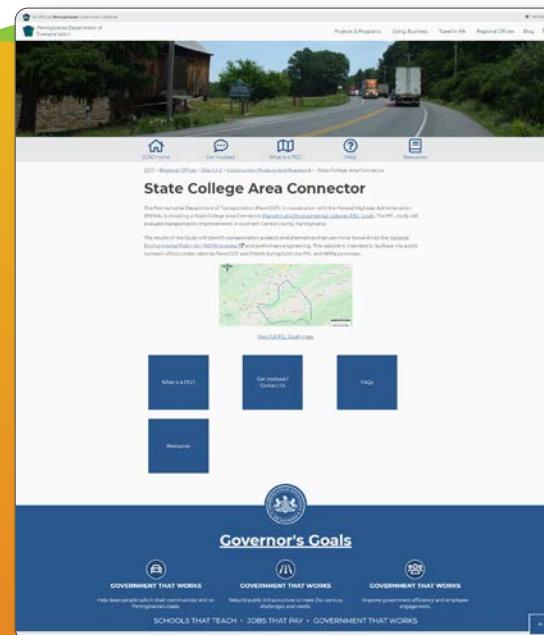


in fall 2019. Right now, the Quest team is working with McCormick Taylor and subconsultant Susquehanna Civil to develop another script. Stay tuned for more!

# COLLEGE CONNECTOR COMMUNICATIONS

QUEST CONTINUES TO support Johnson, Mirmiran and Thompson (JMT) with the Pennsylvania Department of Transportation (PennDOT) District Two Centre County State College Area Connector Study. The study aims to increase safety and mobility in the southern Centre County area.

Associate Vice President Megan Olivera, Communications Manager Sophia Fox and Senior Graphic Designer Chris Ward stay busy developing website content and other materials for the project. The team prepared the website mockups and study area map, and stylized text and graphics for the webpages. PennDOT Central Office will do the coding and updates. Scheduled to go live this summer, the website will give visitors an outline of what will occur during the study, how they can get involved, project FAQs, resources and much more.



“We have been working closely with JMT, Michael Baker International and PennDOT staff to create a website that is easy to understand and accessible to all,” says 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

QCAusa.com | 17220 Camelot Court, Land O' Lakes, FL 34638  
o: 866.662.6273 | f: 813.926.2962 | Corporate@QCAusa.com