

BE INFORMED

QUARTER 4 | 2020



ALL YOU
NEED
IS LOVE



Your Future | Our Vision

America's Choice for Marketing and Communications

PRESIDENT'S MESSAGE

THE YEAR THAT WAS

I THOUGHT FOR a moment it would be difficult to put the year 2020 into words. Typically, this fourth-quarter message gives me a chance to look back on the year behind us and reminisce – to count down the best moments, top stories and highlights of a year gone by. It seems, however, most of us don't even want to bother. We just can't wait to simply get this year behind us.

For me 2020 was frenzied, yet honestly, it was also splendid. I took refuge in nostalgia, quietude, spirituality. I saw a calling for love like never before. I found opportunities to express that people are safe, that we care about them and that we value their contributions to our team.

I realize 2020 brought plenty of suffering, but the answer to suffering is not anger or bitterness. It is gratitude and thankfulness.

Sometimes the hardest thing to do is to count your blessings when things are going poorly. But for me, suffering always brings me closer to God.

I sincerely appreciate everything our associates are doing to help this organization move forward. I discovered once again that at Quest, we are united. With our extraordinary friendships, unique personalities and irrepressible charisma, we have been spreading tremendous joy.

One of the blessings I experienced in 2020 was that we could be authentic. We sacrificed who we were for who we would become. We had the freedom to march to our own very special beat, while letting go of the baggage we thought was necessary to our lives.

Before this year, I was on the road three to four days per week. You don't realize how much of your life you get back when you're not driving two to four hours each day. Also, I spent more time in nature.



More than ever, Quest is committed to making the world a better place. We believe a socially committed organization must seek not only to balance its social, economic and environmental interests, but to propose original and innovative ways of transforming the world around it.

This publication is printed on 30 percent recycled stock.

I am so grateful for trails, parks, rivers and lakes. I even did some camping with my siblings. I did not see that one coming.

God definitely quieted my heart this year. I have a new appreciation for what matters. I have cut back on distractions and realized I am truly blessed to have faith, family and friends. And that's what's important.

Through technological advances and innovation – and with our profound respect for giving back – we proudly continued to serve our communities, our clients and their customers. We spent a lot of our time outside of work helping others.

Some 25 years ago in Kenosha, Wisconsin, I sat at my in-laws' kitchen table and wrote a business plan. Little did I know it would ignite love and friendship and will continue to do so for generations to come.

I think today we stand a little taller and reach a little further than ever before. We realized we were limitless, even with limitations. Virtually, I continue to see a twinkle in our eyes, a smile on our lips and purpose in our hearts as we set our sights on the infinite possibilities before us.

Thanks to all our clients who help nurture our dream, for your trust and for being here to share this joy.

We love you! Happy New Year!

Sharlene

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 some of the largest engineering and construction companies in 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 No. 1 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 strategically integrates employee well-being into our business objectives and reinforces it through established practices on leadership support, a learning culture, healthy job quality and people-friendly practices.

RBG TRIBUTE WINS HALLOWEEN COSTUME CONTEST

THIS YEAR, 13 Quest staff members (and some of their family members) entered our annual Halloween Costume Contest. The competition was steep, but Senior Communications Manager Laurie Windham's rendition of U.S. Supreme Court Ruth Bader Ginsburg was the clear winner. Emphasizing the importance of exercise as part of self-care, Quest President/Owner Sharlene Lairscey offered the winning prize of a new bicycle of Laurie's choice.



Joan Ruth Bader Ginsburg, March 15, 1933-Sept. 18, 2020, served as an associate justice of the U.S. Supreme Court from 1993 until her death. She was nominated by President Bill Clinton and at the time was generally

viewed as a moderate consensus-builder. She eventually became part of the liberal wing of the Court as it shifted to the right over time. Ginsburg was the first Jewish woman and the second woman to serve on the Court, after Sandra Day O'Connor.

Congratulations, Laurie, and thanks to all who participated!



THE GREAT TOILET-PAPER SCARE OF 2020

FOLLOWING THE FAST spread of COVID-19 across Europe and North America in March 2020, many people started stockpiling various supplies. With the increasing spread of the virus, the demand for particular items – such as toilet paper – skyrocketed. Some companies reported an increase of up to 700% in their sales!

Despite government appeals to refrain from “panic buying” or stockpiling, supermarkets across countries faced difficulty stocking toilet paper. In response to the increased stockpiling, numerous media articles sought to explain its underlying psychology. PLOS One conducted a study examining the relationship between personality traits, the perceived threat of COVID-19 and toilet-paper hoarding.

Researchers collected participants responses on an assessment called the HEXACO Inventory, which measures personality characteristics in six areas:

Honesty-Humility, Emotionality, Extraversion, Agreeableness, Conscientiousness and Openness to Experience.

The study results suggest people who felt more threatened by COVID-19 stockpiled more toilet paper. It also found a tendency toward Emotionality predicted the perceived threat of COVID-19 and indirectly affected stockpiling behavior. Finally, people higher in Conscientiousness – traits such as organization, diligence, perfectionism and prudence – tended to stockpile more toilet paper.

What was Quest's response to toilet-paper hoarding? Quest Owner/President Sharlene Lairscey, along with Quest's corporate communications staff, developed a fun Halloween card and mailed it to staff members and clients.

“The Halloween card was a way to have a little fun during a difficult time,” Sharlene said. “Although many Quest staff members routinely work remotely, we wanted them to know we miss them when we can't gather in person.”

Sources: journals.plos.org, cnn.com



FUEL YOUR PROGRAM WITH MARKETING AND DELIVER MORE THAN A PROJECT

DELIVER HEIGHTENED EXPECTATIONS - DELIVER GROWTH DURING UNPRECEDENTED TIMES

BUILDING ROADS AND highways can be dangerous. Fortunately, through traffic safety initiatives and a combination of awareness, behavior and infrastructure strategies, government authorities throughout the world are working hard to reverse this deadly trend. Marketing and communications plans historically have been key to providing a consistent, strategic platform for developing safety plans, strategies and public information campaigns.

degree to which your project meets the needs of the public and the industry? Opportunity is wide open to leverage awareness and respect for how road and bridge construction serves Florida.

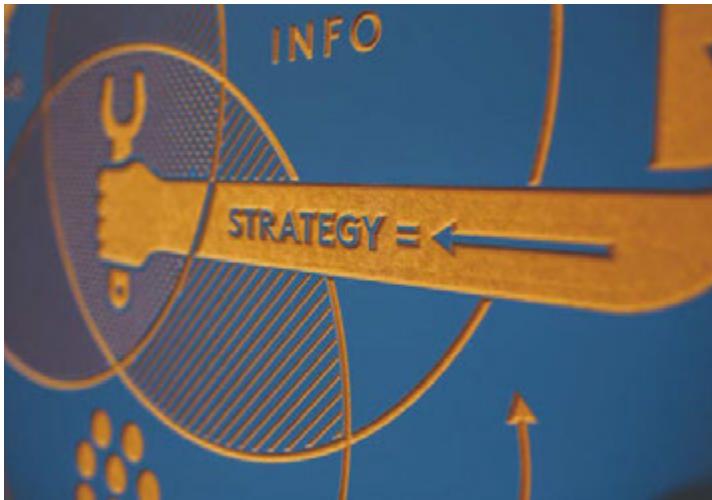
Think of the possibilities when partnering with the talent and commitment of communications experts. By showcasing new technologies and creative solutions, you also are serving as an accelerator of progress and new ideas. Publicity at the local and statewide levels, and

even receiving maximum worldwide publicity, is key. Do not be afraid to self-promote. A successful program, concept or product, or even a specific project, should be shared.

According to Quest Senior Communications Manager Nick Lulli, "With monumental projects such as Wekiva Parkway, I-4 Ultimate, First Coast Expressway and more, it's a major chore to build these legacy projects, let alone market them and engage the public. Organizations such as Quest use decades of expertise in communications to sell these projects to your customers, so

contractors can focus on the bridges and roads that will serve communities for generations. Simply put, we allow contractors to work on advancing the project, and we focus on making them look good."

Nowadays, having an online presence is not an option. Today's construction industry is



But what about showcasing your excellence in general? What about recognizing innovative road projects that place the transportation construction industry at the forefront of social and economic development? What about promoting your innovative use of technologies, or taking pride in the



Quest is a proud member of the Florida Transportation Builders' Association (FTBA), the preeminent trade association promoting and supporting the transportation industry since 1933

AMERICA'S CHOICE FOR
MARKETING AND COMMUNICATIONS

ALL SIGNS LEAD TO...

QUEST

ESTABLISH A POWERFUL AND PERFORMING PROGRAM GUARANTEED TO BOOST AWARENESS AND SET YOURSELF UP FOR A NEW YEAR!

For frequent, well-planned, multi-channel marketing campaigns, let Quest help you showcase your work by providing you with an integrated campaign.

Our content professionals, editors, art directors, designers, picture editors, copywriters, proofreaders and production managers, together with our inhouse graphic artists, photographers, videographers, animators and more are dedicated to put your projects in the forefront.

QUEST CORPORATION OF AMERICA

QCAusa.com | 813.494.8505 | Corporate@QCAusa.com



During these unprecedented times in which our industry finds itself, communication has never been more important for keeping employees, owners and stakeholders up to speed with the quickly evolving construction industry landscape.”

- C. Pat McGriff, P.E., DBIA/Pursuit Manager/Lane Construction.



changing rapidly, and the days of thinking low-bid contractors don't need marketing are over. Marketing raises awareness and generates new business for any company. Content marketing educates, builds authority and drive traffic to websites. Visual content, such as infographics, provides digestible information in a visually appealing manner. With infographics, it's simple to establish your expertise in the field.

There are times when a low bid is not the only deciding factor in procuring a project. Consider design-build, best-value selection, emergency projects and the public-private partnership consortium. These days you need to build a strong reputation, and it's critical to assemble a strong proposal.

Hello, digital marketing! It's time to step out from behind the curtain and start building a better brand

now. Anyone who's been paying attention to the construction market during the past century can see the change. Contractors are venturing further and wider than ever before. The construction industry has become global and increased in sophistication.

Building brand awareness with an online presence and strategic social media is the perfect way to stay in front of potential customers while expanding awareness throughout the industry. These platforms provide your firm with an avenue for sharing high-quality photos and videos, as well as run ads that are extremely targeted. Companies positioning themselves as employers of choice elevate the opportunity to recruit top-level employees simply by doing a project spotlight in a specific city to attract local talent.

Video is versatile and with engaging, quality content, allows you to show your firm in action. Video is an effective tool for digital marketing; it should be used across various platforms including your website, social media platforms, email outreach and YouTube channel. Consider advancing your image by including links to video in your proposals.

Developing a new marketing strategy might take a little work and commitment of some resources, but believe me when I say it is an absolute must. So, figure out your niche. Put some effort into your website, add social media to the mix and develop some engaging videos. Figure out a budget and monitor your marketing campaign to gauge the return on investment. It works!

NEXT LEVEL LEADERSHIP ACADEMY GRADUATION

THIS YEAR, QUEST Executive Team members Mary Brooks and Jill Cappadoro established the Next Level Leadership Academy - a curriculum focused on program and contracts management to help participants maximize the organization, productivity and profitability of the contracts, people and plans they serve.

The purpose of the program is to inspire our associates and managers to grow personally, professionally and spiritually, and to share experiences and information that help each of us become our own best selves. The program benefits the company by increasing employee productivity, engagement and retention, nurturing future leaders and sparking better decision making.



In November, Quest held a virtual graduation ceremony that included a video in which participants shared their greatest lessons and how they plan to use the knowledge gained.

“Major kudos to Jill and Mary for putting together this virtual leadership academy and filling it with great advice, strategies and information,” shares South Florida Business Unit Leader Sergies Duarte. “The peer-to-peer sessions were therapeutic as we discussed our experiences and learned from one another. Cheers to everyone who was involved and participated!”

Congratulations to the 2020 inaugural class graduates!



Shari Croteau



Sergies Duarte



Rasheia Freeman



Nick Lulli



Yvonne McClellan



Sara Shepherd



Shemir Wiles



Beth Zsoka

QUEST GOES ABOVE AND BEYOND: CONSTRUCTION PLANS READING TRAINING FOR PIOS

THERE IS A wealth of knowledge in road construction plans. So, a group of Quest associates recently traveled to Central Florida to dive into information that will help them provide even better service to clients and community members.

In November, some of our newest Quest colleagues came together for a safe and socially distanced Quest Plans Reading Training at our Lake Mary office. This training for years has been provided by veteran roadway construction engineer Armando Perez of Elipsis Engineering & Consulting, in collaboration with the Quest team. Over time, the training has grown in scope to encompass more detail and a wider range of information. The training teaches public information specialists how to leverage construction plans to best inform residents, businesses and elected officials about public impacts before, during and after a construction project.

Quest's public information specialists learn how to read plans so they can explain the practical aspects of construction projects to the public. Having this information allows public information specialists to understand all areas of public impacts from a project, not just the basic purpose. For example, a Quest public information specialist can review plans and determine whether a business has access to a new median opening, whether new street lighting will be installed, where new sidewalks will go and how new protected turn lanes will improve traffic flow.

For this recent training, Quest employees came from as far as Pennsylvania and Miami to learn from Training Instructor Armando Perez's many years of experience. Even on a Saturday, Quest Associates Ashley Beck, Maria Camacho, Barbara Catlin, Sophia Fox, Timothy Freed, Miranda Lansdale, Esteban Meneses, Catherine Segar and Colleen Shea were



eager to dive into the training. Central Florida Construction Program Manager Lisa Mark and Associate Vice President Mary Brooks welcomed attendees and supported the session.

"Providing this crucial class during the pandemic added a new aspect to the training. With everyone's safety in mind, we were able to share important information and provide another great opportunity for staff to share experiences," Mary explains.

Participants were pleased that social distancing, masks, plenty of hand sanitizer and extra care with food preparation made the training safe and enjoyable.

SPREADING JOY WITH THE 2020 TURKEY DROP

This holiday season, Quest associates in Florida and Pennsylvania helped stock the freezers of the many food banks and ministries who feed local, struggling families. The frozen turkeys donated went immediately to the freezers of area food banks and homeless shelters. From there they went into food boxes and onto holiday meal plates, becoming



the warmth of hope and love for the unfortunate in our communities - many of whom are children.

"This year was an amazingly difficult time in the lives of so many people," says Andy Orrell, Senior Communications Manager. "It was important to our team to partner with local community organizations to bring a little happiness to those in need during the holidays."

"This year, Quest's Pennsylvania team wanted families in our community to have the best holidays possible," shares Communications Manager Sophia Fox. "At the Harrisburg area community food bank, just before Thanksgiving, we filled the turkey donation box. I love that Quest believes in giving back to those who are in need."



ROCKIN' AROUND THE CHRISTMAS TREE

Take a moment to have a little holiday fun, Quest style!
How much Christmas rock 'n roll trivia do you know (or can you guess)?

1. WHICH ARTIST FIRST RECORDED "BLUE CHRISTMAS?"

Elvis Presley
Doye O'Dell
Brenda Lee
Ernest Tubb

2. WHICH OF THESE ARTISTS HASN'T RECORDED "WHITE CHRISTMAS?"

The Drifters
Bing Crosby
Connie Francis
Paul McCartney

3. WHO HAD A NUMBER SEVEN HIT ON BILLBOARD'S HOT 100 IN 1970 WITH "SANTA CLAUS IS DEFINITELY HERE TO STAY?"

James Brown
Four Tops
Aretha Franklin
Marvin Gaye

4. WHAT'S THE BEST-SELLING CHRISTMAS ALBUM OF ALL TIME IN THE UNITED STATES?

"Elvis' Christmas Album"
Josh Groban's "Noël"
Barbra Streisand's "A Christmas Album"
Mariah Carey's "Merry Christmas"

5. WHICH OF THESE CHRISTMAS SONGS WAS BANNED BY BBC RADIO?

I'll Be Home for Christmas, Bing Crosby
Wonderful Christmastime, Paul McCartney
I'd Like You For Christmas, Julie London
Stop the Cavalry, Jona Lewie

6. WHICH SINGER HAS NOT RECORDED THE SONG "SANTA BABY?"

Kylie Minogue
Eartha Kitt
Madonna
Carole King

ANSWERS: 1. Doye O'Dell 2. Paul McCartney 3. James Brown 4. "Elvis' Christmas Album" 5. "I'll Be Home for Christmas" 6. Carole King

CALLED TO SERVE FARMWORKERS: QUEST GIVES BACK

AMONG QUEST'S PHILANTHROPIC efforts during the last quarter of 2020 were donations to Called to Serve Farmworkers Inc. The 501(c)(3) non-profit organization, located in Mulberry, provides farmworkers and their families with food, clothing, nutritional information and guidance to medical and dental care. The program

also supports child success in school through reading programs.

Because of COVID-19's profound effect on the Florida farming industry, Called to Serve Farmworkers was an especially important effort to which Quest wanted to contribute. From Dec. 7-11, staff members collected items ranging from food and cleaning supplies to personal items, bedding and gently used clothing. Staff members then delivered all the items to the organization's headquarters in Mulberry.

"Called to Serve Farmworkers is an amazing organization supporting such an important cause," Quest Assistant Vice President Diane Hackney shared. "It was an honor to help collect items for the family baskets and boxes."

GIVING BACK WITH CALLED TO SERVE FARMWORKERS, INC.

Due to COVID's impact, farmworkers are in need this holiday season. It is time to step in and help our fellow farmers!

The following are the most needed items for donation:

-blankets or throws	-bleach	-laundry detergent
-standard size pillows	-paper towels	-vegetable oil
-socks	-instant coffee (Nescafe)	-diapers of all sizes
-beanie hats	-Maseca (flour to make tortillas)	-feminine products
-heaters	-white rice (bagged)	-personal hygiene items
-toilet paper	-pinto or black beans (bagged)	

Please drop off donations at Quest's Corporate Office.

Donations will be accepted for 1 week ;
Monday, December 7 - Friday, December 11



"The boxes were distributed to 185 families this holiday season," adds former Quest employee Gloria Freeman. "I'm so happy to have been part of this effort at a difficult time in many farmworkers' lives."

VIRTUAL ENGAGEMENT: KEEPING THE QUEST SPIRIT ALIVE

QUEST HAS BEEN working remotely since late March. One of the first things we did in the beginning was talk directly to our employees. Just like we do with our clients, we took a community-focused approach to engaging our employees.

"I believe we took the right approach, and we continue to do so," Quest Owner/Vice President Jessica Francois says. "When speaking with our employees, we learned they're sad we are somewhat disconnected. But they communicated clearly that they feel connected to our overall mission to one another."

Quest routinely takes surveys, organizes group chats and sets up

one-on-one discussion with employees at every level.

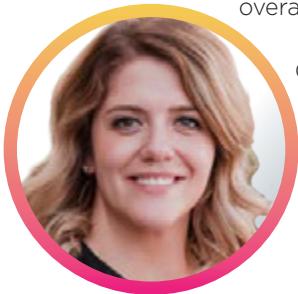
According to Employee Relations Manager Kim Licari, "Sharlene and Jessica have been transparent with weekly updates about the health of our business. We've created multiple virtual settings for our employees to get together for non-work purposes (including happy hours, coffee clubs and some game playing)."

Some advice from our company to yours: be sure to take the time to listen to your team. That's the first and most important step. You cannot effectively engage or build your



workforce relationships without first understanding where they are coming from and what they need.

It hasn't been easy, but there's one thing we know for sure: Quest was successful in 2020 because we engaged with and cared for our employees - and we're bringing them along every step of the way.



“We pay close attention to how our team members feel, what’s on their minds and what management can do,” Jessica says.

WINNING BUSINESS IS KEY

QUEST IS A relationship-based company and winning business is key. Like most professional architecture, engineering and construction firms, we subscribe to the seller-doer model of business development. What does that mean? Well, it is simple. We have leaders and managers who, in addition to their project roles, are responsible for and rewarded for revenue growth.

According to Owner/President Sharlene Lairscey, this still is the most prevalent sales structure in our professional services industry. Why? Because clients prefer to meet with people who will be managing or leading their project or projects.

Getting a meeting with the right person, and cultivating that relationship over weeks, months and even years until a request for proposal is released,

can be stressful and expensive. To maintain profitability, seller-doers and business-development staff must be efficient and effective at securing new business from existing and new clients.

The seller-doer model works when you embrace it and do it right. Employees in the field have a constant stream of communication going between existing clients and prospects where new opportunities surface. They just must pay attention and follow through. It is an advantage to be in the field.

Relationship continuity, from the initial stages through a project's life cycle, is another advantage. Seller-doers often are tasked with generating repeat work with the clients they serve, providing additional services and more. That's one of the reasons we've taken our client relationship management and marketing to a new level.

Quest is a small firm, so the responsibility for revenue growth falls to our firm leaders. It's not always easy, and it comes with some challenges - but selling and doing are equally important.

“Technology continues to change. Quest is not only keeping up, but implementing the technology that works for us,” says Contracts/Client Relationship Manager Elisa DiGrazia.



PUBLIC WORKS PROFESSIONALS DEDICATED TO COMMUNITY SERVICE

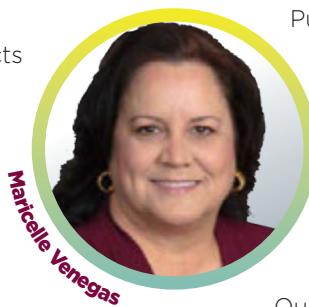
AS A PROUD member of the American Public Works Association (APWA), Quest serves public works professionals and their projects throughout Florida, and at times throughout the Southeastern U.S. Quest provides top-notch marketing, communications

and public-information products and services to local, county, state/province and federal agencies.



Quest serves transportation infrastructure including roads, bridges, pipelines, ports and airports, public spaces, public-services firms and public buildings.

“Public works departments pride themselves on customer service,” Associate Vice President Maricelle Venegas shares. “From clean water and functioning sewers to stormwater, smooth streets and seamless traffic flow, our public works clients want their citizens and visitors to be happy.”



Maricelle Venegas

Public works professionals have huge responsibilities.

Beyond implementing efficiencies and amplifying safety to critical system improvements, they're passionate about identifying and addressing their capital needs.

“And we are proud to serve them,” Maricelle says. “We collaborate and have perfected our communications programs to help promote public value. From outreach and education to awareness and community engagement, Quest is instrumental in showcasing their efforts.”



Amy Lee Diel

Our social media capabilities are available to build awareness about the industry. According to Quest Technology Division Team Leader Amy Lee Diel, “Our public works agency clients use social media to convey updates and announcements to their communities. We're assisting with videos, photos and commentary to help enhance their community relationships, build trust and tell their stores.”

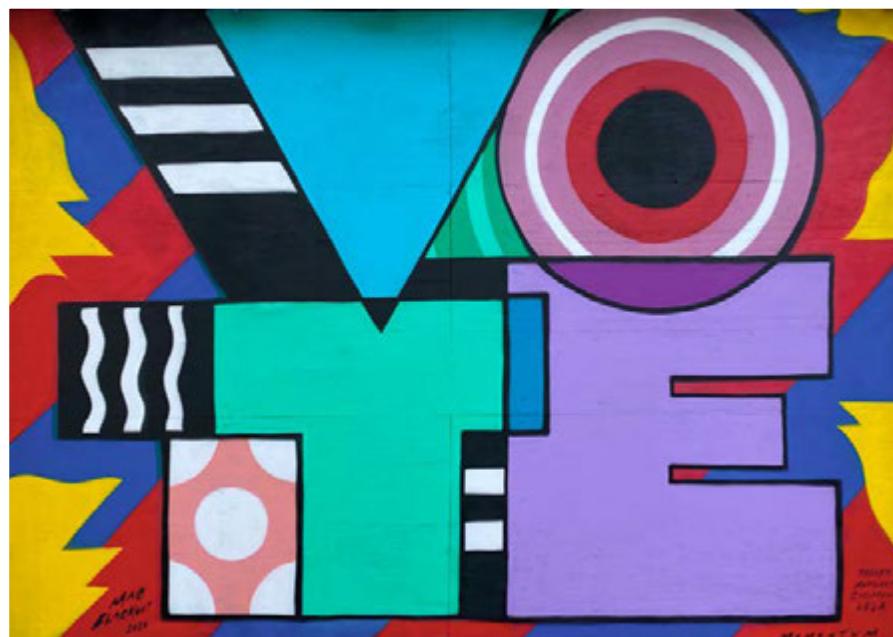
VOTE - IT'S YOUR RIGHT!

VOTING IS ONE of American citizens' most important rights. Originally under the U.S. Constitution, only white male citizens over the age of 21 were eligible to vote. Today, citizens over the age of 18 can't be denied the right to vote, regardless of race, religion, gender, disability or sexual orientation. However, in every state except North Dakota, citizens must register to vote, and laws regarding the registration process vary by state.

The path to full voting rights for all American citizens was long and challenging. Women were denied the right to vote until 1920, when the Nineteenth Amendment was passed. Previously, women only had been able to vote in some states.

The vote was first extended to African Americans under the Fourteenth and Fifteenth Amendments to the Constitution, passed during the Reconstruction period after the Civil War. But because of widespread discrimination in some states, African Americans weren't assured full voting rights until President Lyndon Johnson signed the Voting Rights Act in 1965.

Source: whitehouse.gov



WELCOME JOHN MILLS!



JOHN MILLS, ORIGINALLY from St. Augustine, joins Quest as an Area Manager for our Northwest Florida Division. He's responsible for pursuing public information and community outreach opportunities in construction programs throughout the Florida Panhandle.

John previously worked as a welder and maintenance engineer for Turner Industries. While working at a chemical plant in the Panhandle, he gained experience in crisis communication efforts and workforce management.

John earned his bachelor's degree in communication, with a concentration in public relations, at the University

of North Florida. During his time there, he directed a public-relations campaign for a local nonprofit to maximize revenue, rebrand their image and garner a larger media presence.

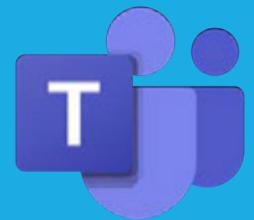
Before joining Quest, John was employed with an agency whose clients ranged from nonprofits and banks to international industrial companies. John facilitated all facets of their communications efforts. Through those experiences, he realized his passion for helping people and making connections.

John spends his free time with his dog, Sadie, and enjoys cooking, binge-watching football (he's a huge Jacksonville Jaguars fan) and immersing himself in good documentaries.

If you need assistance with public information or community outreach in the Panhandle, Quest would love to help! Please reach out to John at John.Mills@QCAusa.com.

“We're so pleased to have John join the Northwest Florida team,” Associate Vice President Sandee Launch says. “His enthusiasm and passion for communicating with the public is contagious. He is a great addition to the team and we can't wait to introduce him to our many clients and friends.”

TUESDAY TECH TALKS BY TONY



THIS YEAR, QUEST Innovative Catalyst Tony Cappadoro implemented Microsoft TEAMS as the main source for team collaboration and meetings, file management and more. The importance of TEAMS implementation

on effective business continuity during the COVID-19 epidemic cannot be overstated.

During the implementation, Tony came to Quest's Corporate leadership with the idea of holding a Tuesday Tech Talk - a weekly, 30-minute lunchtime TEAMS session covering important topics related

to software and equipment, specific industry training and company announcements. He even helped arrange virtual happy hours, bringing employees together from afar and keeping morale up in the strangest of times.



Tony Cappadoro

“The ability for our corporate-office employees to easily move from the office environment to working from home was key to Quest's ongoing success,” states Quest Owner/Vice President Jessica Francois, “especially with respect to understanding and participating in company-wide training and initiatives, and staying connected as a Quest family.”

QUEST PROJECTS WIN AWARDS

QUEST'S "THANK YOU Bus Drivers" video, led by Business Unit Leader Sara Shepherd, for Pasco County Public Transportation (PCPT) – along with social media posts and more – placed second in the Potpourri Campaign category for the 2020 Florida Public Transportation Association (FPTA) Awards.

Another Quest-produced video for PCPT, "Keep Pasco Moving," demonstrated the agency's COVID-19 safety and sanitation efforts and introduced their new Gillig buses. Quest provided live filming; on-site photography and drone



Thank You Bus Drivers! (PCPT)



KeepPasco Moving (PCPT)



Crosstown Parkway Extension Design

filming; wrote the script and storyboard; and provided narration with in-house talent. The video placed second in the 2020 FPTA Awards Sustainable Campaign category.

The City of Port Saint Lucie's Crosstown Parkway Extension Design-Build placed first as Category (Transportation-Structures) Project of the Year for the 2020 Florida Region

Design-Build Award. Quest Southeast Florida Business Unit Leader Beth Zsoka served as the community outreach specialist and as public information officer through design and construction. The Quest team also designed and managed the project website and provided creative materials including videos, signage, flyers and more.

HURRICANE ETA BRINGS HEAVY RAINS, FLASH FLOODING

HURRICANE ETA, A devastating Category 4 hurricane, wreaked havoc in early November. The record-tying 28th named storm was the 12th hurricane and fifth major hurricane of the 2020 Atlantic hurricane season. With a peak intensity of 150 mph, it was the third most intense November Atlantic hurricane on record behind the 1932 Cuba hurricane and Hurricane Iota two weeks later.

Eta's extreme initial intensity and erratic path afterward brought widespread impacts to Central America, the Greater Antilles, the Bahamas and Florida. Heavy rainfall, strong winds and flash flooding caused most of the damage.

Eta's outer bands brought tropical storm-force gusts to South Florida. Florida Power & Light reported over 30,000 power outages in the Miami metropolitan area, including

nearly 16,000 in Miami-Dade County. About 48,500 businesses and homes lost electricity throughout South Florida. Heavy rainfall also impacted the region, with a total of over 16 inches in Miramar, while Davie, Hollywood, Pembroke Pines and Sunrise received over 10 inches. Streets flooded in Broward, Northern Miami-Dade and Monroe counties. One of the state's largest COVID-19 testing sites, at Hard Rock Stadium in Miami Gardens, was flooded. In Brickell, recently installed stormwater pumps helped clear the floodwater.

A sailboat became lodged partially underneath the Matlacha Bridge. The bridge temporarily was closed, cutting off transportation to and from Pine Island. In the same area, other boats sank and a dock at the Bridgewater Inn floated away. The Pinellas County Sheriff's Office rescued several people from flooded homes and roadways. In Gulfport, sailboats became



Tropical Storm Eta made landfall in the Florida Keys on Nov. 9.

unanchored and ran aground or were pushed against a seawall. Losses statewide have been estimated at \$1 billion.

We hope our Quest clients, who also are our friends, remained safe during Hurricane Eta. Our thoughts are with those who still are recovering from the devastating effects of the storm.

Source: wikipedia.org/wiki/Hurricane_Eta

QUEST FAMILY PLAYS IN SPECIAL OLYMPICS GOLF TOURNAMENT

QUEST OWNER/PRESIDENT Sharlene Lairscey, her husband Lance Lairscey, Central Florida Senior Communications/PD&E – Design Program Manager Carolyn Fitzwilliam and her husband Scott Fitzwilliam represented Quest at the David Haines Memorial Special Olympics Golf Tournament in November.

The tournament, held at Cove Cay Golf Club in Pinellas County, was a four-man scramble format tournament.

The mission of Special Olympics Florida is to provide year-round sports training and competition in a variety of Olympic-type sports for people with intellectual disabilities. The event gives them continuing opportunities to develop physical fitness, demonstrate courage, experience jobs and share gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Florida programs are offered at no cost to the athletes or their families. Support for the organization's events makes it possible.



“We were honored to be a foursome sponsor for this event,” Sharlene says.

For more information, visit SpecialOlympicsFlorida.org.

Quest Remembers FREDDIE VARGAS



OUR TEAM WAS sad to hear about the unexpected passing of Freddie Vargas. Our South Florida team first worked with Freddie on the Florida Department of Transportation University Drive Design Project in the City of Coral Springs.

“Freddie was passionate about his work and loved presenting and talking to the public. He had a great appreciation and skill for public involvement,” Quest Owner/President Sharlene Lairscey shares. “We were fortunate to continue to team and work with him for several years following our first project together. Our team will miss him greatly!”

Freddie was born in Mayaguez, Puerto Rico. He had over 36 years of professional engineering experience and was working with Carnahan Proctor & Cross. Our thoughts and prayers go out to Freddie's family and those who had the opportunity to work closely with him.

STANDING STRONG FOR BREAST CANCER AWARENESS

OCTOBER WAS NATIONAL Breast Cancer Awareness Month (NBCAM), an annual international health campaign organized by major breast cancer charities. The campaign helps increase awareness of the disease and raise funds for research into its cause, prevention, diagnosis, treatment and cure. The campaign also offers information and support to those affected by breast cancer.

A variety of events throughout the world are organized in October, including walks, runs and the pink illumination of landmark buildings. In the U.S., the National Football League promotes breast cancer awareness by incorporating pink on and off

the field, and comic strip artists use pink on one day in October. The first Susan G. Komen Race for the Cure was held in October 1983, two years before the first NBCAM was founded. The race is now a year-round event.

It's vitally important to take steps to detect breast cancer in its early stages. According to the American Cancer Society, when breast cancer is detected early, and is in the localized stage, the 5-year relative survival rate is 99 percent.

Quest encourages all women to follow the American Cancer Society's recommendations



for prevention and early detection. In October Quest developed, and posted to social media, this graphic honoring the importance of working together and inspiring hope in the fight against the disease.

We stand strong, and together, for breast cancer awareness.

QUEST DESIGNS FAWD 2020 PROGRAM

WHEN SHE WANTED a fresh look and professional design for the Florida Association of Wholesale Distributors (FAWD) 40-page, 2020 Conference program book, President Beth Gosnell contacted Quest Associate Vice President Joe Duhamel.



Joe Duhamel

Based in Tallahassee, FAWD is an association of Florida tobacco, candy, food and general merchandise wholesale distributors and associate members. Through an inclusive membership program, FAWD represents and advocates for members' interests in state, local and federal government; in industry and educational matters; and in other matters impacting members' business. The FAWD positively represents members' business concerns and image within and outside the industry.



"We hold a multi-day annual meeting and reached out to Quest to assist us with our program and printing needs. The innovative approach highlighted our ability to pivot during the 2020 environment, and we look forward to working with Quest in the new year!"



APTA, PUBLIC TRANSPORTATION INDUSTRY UNVEIL HEALTH AND SAFETY PROGRAM

THIS FALL, AT a virtual launch event, the American Public Transportation Association (APTA) announced the Health and Safety Commitments Program. The program is the public transportation industry's pledge to passengers that public transit systems are taking all necessary measures to operate safely as the nation recovers from the COVID-19 pandemic.

From the start of the pandemic, public transportation systems have worked tirelessly to keep riders safe from the coronavirus infection. The health and safety of transit passengers is the most important priority for public transportation agencies. As of the launch date, over 100 public transit systems already had signed on to the program.

The Program was developed after asking transit users throughout the country what would make them feel more confident riding public transportation amid concerns about COVID-19. From this research, the industry identified four key areas transit systems needed to address to earn riders' confidence:

- Following public health guidelines from official sources
- Cleaning and disinfecting transit vehicles frequently, and requiring face coverings and other protections

Source: American Public Transportation Association

- Keeping passengers informed and empowered to choose the safest times and routes to ride
- Putting health first by requiring riders and employees to avoid public transit if they've been exposed to COVID-19 or feel ill



Transit systems throughout the nation have pledged to meet these commitments by creating specific policies that are effective for their systems, riders and communities. A key component of the Health and Safety Commitments Program is transit systems' and riders' shared responsibility to follow the guidelines. Riders rely on public transit systems to follow these commitments, and systems rely on riders to protect themselves and other customers.

QUEST GIVES BACK TO U.S. ARMED FORCES

QUEST LOVES AND supports all veterans, so it was an easy decision for Quest's Philanthropy Team to support two great organizations near and dear to our hearts. Quest is proud to announce donations of \$1,500 to The Fallen Outdoors and \$1,000 to the Sergeant Audie Murphy Club.

The Fallen Outdoors is an all-veteran volunteer group connecting veterans to each other and the great outdoors. The group, open to veterans of all military branches and periods of service, facilitates outdoor activities such as hunting and fishing. They're special not only because they connect U.S. Soldiers, Airman, Sailors and Marines, but because they assist veterans who have many types of disabilities.



Veterans from all branches have one major thing in common: sacrifice. To give back to a foundation that

“Our service members sacrifice their time and families for our country,” Sharlene shares, “and I’m honored to do what I can to give back.”

offers them a chance to bond and enjoy the very land they served is very special. With a staggering suicide rate among veterans, this group offers an outlet for servicemen and women in arms.

“The holiday season is a great time to show the U.S. military we care, and that we thank them for their service,” Quest Owner/President Sharlene Lairscey says. “I have connections to all branches of the military, but supporting the Army touches my heart most at the moment.

“My stepson, Brandon, currently serves the U.S. Army as a Sergeant First Class. He enjoys organizations that get vets out and focused on therapy through tasks. He was part of The Fallen Outdoors and is part of the Sergeant Audie Murphy Club, which focuses on community outreach through volunteerism.”



U.S. Army Sergeant First Class Brandon Lairscey

SAMC is a private U.S. Army organization for enlisted non-commissioned officers (NCOs) whose leadership and performance deserve special recognition. Members must be recommended by an NCO chain of command and participate in a rigorous board examination process. Only the top 10 percent of Army NCOs are chosen.

SAMC members work with Habitat for Humanity, participate in establishing a scholarship fund and raise money for hurricane relief.

CREATIVE TEAM COMPLETES FIRST LINKEDIN LEARNING SESSION



PROFESSIONAL DEVELOPMENT FOR Quest's Creative Team is in full swing. The goal is for the team's six members (Joe Duhamel, Chip Boeckh, Sophia Tingle, Lisa Lawrence, Chris Ward and Megan Gann) to earn their Adobe Certifications, through LinkedIn Learning sessions, by April.

Adobe certification is an industry standard recognizing expert capabilities with the software. Also on the Adobe LinkedIn Learning path are Sophia Fox, Andy Orrell and Amber Mullins. Tomás Monzón is studying a personalized video and animation path.

LinkedIn Learning offers tens of thousands of courses and videos in all subjects and disciplines. LinkedIn bought Lynda.com and has made it all available via subscription. Each session for Quest team members has been curated to help develop their personal skills, but all content is available to advance personal skill sets.



“There are few things you can do ‘wrong’ in the world of video, so an innovative mindset is paramount to producing high-quality products that stimulate people’s senses,” Tomás says. “These courses have helped tremendously in keeping that creative fervor alive.”

“The courses have allowed me to grow in a really exciting way. In addition to Adobe Premiere, I now have experience in Photoshop, Illustrator and InDesign – and the learning will continue next year. I can’t wait to apply what I’ve learned and add the new skills to my resume,” Sophia Fox shares.

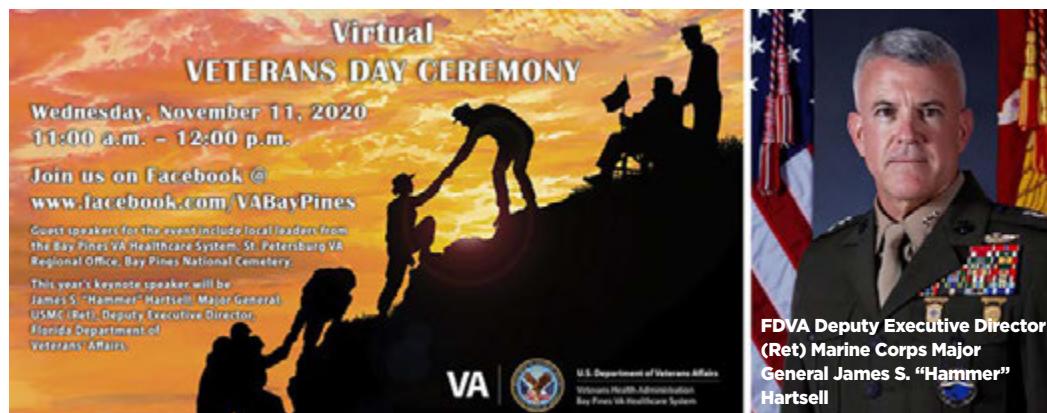


“I’ve used the programs in the Adobe Creative Suite for over 20 years. Learning about the newer features makes me even more excited about what I can do for our clients,” Andy states.

QUEST, FDVA HIGHLIGHT VETERANS DAY 2020

VETERANS DAY IS an extremely honorable day for millions. Why do so many of us cherish this day? Veterans Day is a time to pay our respects to those who have served. For one day, we stand united in respect for you, our veterans.

This holiday started as a day to reflect on the heroism of those who died in our country's service and originally was called Armistice Day. It fell on Nov. 11 because that is the anniversary of the signing of the Armistice that ended World War I. However, in 1954, the holiday was changed to "Veterans Day" to account for all veterans in all wars.



FDVA Deputy Executive Director (Ret) Marine Corps Major General James S. "Hammer" Hartsell

In 2020, the Florida Department of Veterans' Affairs (FDVA) and Quest worked diligently in partnership to pay their respects to the Florida veterans they serve. They promoted and celebrated the 2020 Florida Veterans' Hall of Fame with a virtual ceremony commemorating 20 inductees. They also released a Quest-created graphic and a proclamation from Gov. Ron DeSantis saluting and honoring veterans throughout all social-media platforms. Additionally, FDVA Deputy Executive Director (Ret) Marine Corps Major General James S. "Hammer" Hartsell was the keynote speaker at the Bay Pines VA Healthcare System. All was in honor of commemorating Veterans Day 2020.

"It's an overwhelming feeling of pride to work with others who truly believe in honoring those who served and protected our country, so we may be free to live as we do today," says Quest Project Manager Amy Lee Diel. "May we never lose sight of that."

QUEST FACILITATES VETERANS' HALL OF FAME VIRTUAL CEREMONY

THE FLORIDA VETERANS' Hall of Fame recognizes and honors military veterans who, through their work and lives during or after military service, have made significant contributions to the state of Florida through civic, business, public service or other pursuits. It is not a traditional military hall of fame, as it focuses on post-military contributions to the state.

Each year, an elaborate ceremony commemorates new Florida Veterans' Hall of Fame inductees. This year, we had to approach the ceremony differently to ensure the safety of our veterans and their families. The Florida Veterans

Foundation created a virtual ceremony with the help of James S. "Hammer" Hartsell, Major General, USMC (Ret),



Working with FDVA has expanded my knowledge about military veterans. It's given me the insight to be more aware and appreciative of their accomplishments and sacrifice," Sophia says.

Deputy Executive Director of the Florida Department of Veterans' Affairs (FDVA).

For the pre-recorded event, Quest Social Media Coordinator and Graphic Designer Sophia Tingle created "teasers" and strategically blasted them on FDVA social-media platforms. In November, our Quest team released the 2020 Florida Veterans' Hall of Fame Ceremony on all FDVA social media for the entire community's viewing and involvement. The ceremony commemorating 20 Hall of Fame inductees immediately had over 1,000 views on social media.

Everyone at Quest was extremely proud to watch and share this amazing event with our statewide community. The honor of working with the FDVA is deeply rooted in our Quest team.



QUEST SUPPORTS FDVA MILITARY VETERANS RECRUITMENT INITIATIVE

THE MISSION OF the Florida Department of Veterans' Affairs (FDVA) is to connect over 1.5 million veterans throughout Florida with their earned benefits, support and services. Quest helps FDVA fulfill that mission daily through outreach and community engagement.

During these unprecedented times, one of the top priorities became employment for our veterans residing stateside and those returning home. We quickly realized the need to expand our partnerships to prepare our Florida veterans for the job force and guide them through the process of obtaining gainful employment.

We partnered with several community agencies including Veterans Florida; Microsoft Military; Recruit Military; CareerSource; the Florida Department of Transportation (FDOT) Statewide Workforce Development; Paychecks for Patriots; OnBoard4Jobs Construction Careers; and Veterans' Affairs. These amazing community partnerships allowed

us to promote and engage Florida veterans in numerous training programs, virtual career fairs, career-preparation classes and entrepreneurship programs, and obtain transition toolkits for the private sector career realm.

We held numerous virtual town hall and training sessions via social media and the response has been impressive. We partner our social media outreach initiatives and share them on the FDOT's Statewide Workforce Development Program and OnBoard4Jobs Construction Careers social-media platforms. Our outreach and engagement for these recruitment initiatives have become vast and fluid.

We eagerly anticipate a more elaborate Quarter One with the FDVA and look forward to fulfilling their mission as we move into the new year – a better year with more gainfully employed veterans.

WE RECRUIT VETERANS!

CONSTRUCTION JOBS ARE AVAILABLE

ONBOARD 4 JOBS

MISSISSIPPI ROAD CONSTRUCTION

OnBoard4Jobs.com OnBoard4Jobs@UCAusa.com

866 ON-BOARD [866.662.6273] ext. 3

Here's How it Works

THE PROGRAM
The Florida Department of Transportation (FDOT) has an initiative to help contractors recruit capable workers for roadway construction jobs. This includes hiring workers who qualify for the On-the-Job Training programs. The Construction Careers Program connects contractors and workers to help increase minority and female workers on federal and state funded road building contracts. The program also provides opportunities to unemployed adults including veterans and high school graduates to secure jobs with our industry's leading contractors.

JOB SEEKERS
• Experienced and entry level workers interested
• Local construction jobs available
• On-the-Job Training
• We need hard working, reliable people who want to work in roadway construction

IT'S EASY
Contact us today!
OnBoard4Jobs@UCAusa.com
866 ON-BOARD [866.662.6273] ext. 3

IT'S FREE
This program is for you and is provided at no charge to job candidates and participating contractors. Contact us today!

FDOT **UC**

Connecting Workers with Contractors through the Construction Careers Program

VIRTUAL CAREER FAIR

November 24, 2020

RECRUIT MILITARY

CONNECTING VETERANS WITH EMPLOYERS

QUEST WEBSITE REDESIGN UNDER WAY

QUEST IS COMPLETING its 25th year of service to the industry. What an amazing accomplishment! With magnificent accomplishments comes change. A big change occurring now is a complete revamp of the Quest website, which will launch in the beginning of 2021. WOW is right!

This is such an exciting task for the new Technology Division! This opportunity to step into the

forward-moving, technology-driven future gives the Technology Division Team a platform to showcase their talents and capabilities. We plan to surpass the expectations of our associates, as well as our current and future clients.

The website revamp isn't a task for the feeble. It requires strong commitment from our team and pushes each of us to step out of our comfort zones and be our best selves for the betterment of our organization. Teammate David Alberts has been tasked with developing the new site, and we're so excited to see his talents shine through.



“The best part about taking on the Quest website revamp is being in a team environment,” says David Alberts, Quest IT Support Manager. “For most of my career in the IT division, I’ve handled issues or projects solo. The website revamp truly is a collaborative effort. Each staff member brings a different and important skillset to the project. It’s comforting and a blessing to be part of such a supportive and talented team. It’s exactly what Quest stands for and what the new website will represent. Stand by for 2021!”

QUEST TEAMS UNITE TO PROVIDE CONSTRUCTION VIDEO SERVICES

THE FLORIDA DEPARTMENT of Transportation (FDOT) Statewide Workforce Development Program works with community partners to identify and connect qualified workers with contractors for gainful employment on roadway construction projects. The program also works to identify entry-level workers throughout the state and provide opportunities to build successful careers to improve lives.

The Quest Technology Team and the Quest FDOT Statewide Workforce Development Program's Contract Team have partnered to develop campaigns engaging jobseekers and students throughout Florida. The student initiative offers a host of opportunities to learn what it takes to build highways that keep Floridians moving – and explore possible careers in the transportation industry.



“Interviewing the re-entry candidates for our Fast-Track Initiative was one of the best moments in my creative career,” shares Business Unit Leader Amy Lee Diel. “Being part of their second-chance journey was such an honor. Seeing their smiles when they realized there are people who truly care for them, and want to help them succeed, was the most heartwarming experience.”

Video series are researched, produced and forwarded to our social-media coordinator who creates campaigns for the Statewide Workforce Development Program's two social-media platforms. The campaigns engage jobseekers and contractors statewide and provide outreach to the program's community partners. The services are an opportunity for the Tech Team to learn more about the road and bridge construction industry, which serves many of our clients.



READY, SET, DREAM ... WITH THE QUEST TECH TEAM

QUEST RECENTLY ADVANCED its magnitude in the industry as one of Florida's leading marketing and communications firms with the introduction of the Quest Technology Division. The Technology Division is packed with skilled, talented associates ready to burst into 2021 with a technical savvy so advanced and creative we've expanded our corporate office to accommodate the division's unlimited future possibilities.

“We're reconfiguring our corporate headquarters into three dedicated production rooms,” Video Services Manager Tomás Monzón says. “They'll complement our current video-editing



Tomás Monzón



Dylan Conway

computer network and allow us to work faster and more collaboratively.”

“This will increase Quest's competitive edge in today's technology-driven world and allow us to exceed our clients' expectations,” Webmaster Dylan Conway said.

Business Unit Leader Amy Lee Diel, a 20-year industry professional, leads the Technology Division Team. Her team includes these experts: Quest IT Support Manager/Drone Pilot David Alberts; Webmaster Extraordinaire Dylan Conway; Video Services Manager/Drone Pilot Tomás Monzón; Creative Services Manager Sophia Tingle; and Sound Engineer Intern Joseph Antonini.

Welcome JOE ANTONINI

The Technology Team gives a great big welcome to Sound Engineer Intern Joseph Antonini!



Joe joins Quest as a graduate of the Florida Institute of Recording Sound and Technology and has four years of audio/video experience. He's worked with PSAV as an audio visual technician for the Hilton Bonnet Creek resort and has set up live venues for national talent such as John Legend, Tedeschi Trucks Band, and Shovels and Rope.

“It's always a busy time at Quest,” Joe shares, “and there's always something new going on, which is great!”

QUEST LAUNCHES NEW STRATEGIC MARKETING SERVICES DIVISION

QUEST IS EXCITED to announce the launch of a new division focused solely on marketing, branding and advertising services, including:

- Branding and brand management
- Corporate identity
- Promotions and promotional campaigns
- Digital and social marketing
- Products marketing (graphic design, including newsletters, cross-platform and banner ads, flyers, animation, magazines and more)

Quest Business Unit Leader Sara Shepherd is leading the new division.

Sara brings more than 12 years of strategic and integrated marketing-communications experience to the division. She has worked in the public sector, supporting marketing programs for the Florida Department of Transportation, Florida Department of Highway Safety and Motor Vehicles, a region of CareerSource's youth programs and a county 4-H youth-development program.

Sara is supported by Catherine Segar, who serves as an area manager for the division. During the past 12 years, Catherine has led innovative integrated marketing and communication campaigns for the YMCA, Kennedy Space Center Visitors Complex, Hilton Hotels, Leon County Government and a higher education food-service agency.

Together, Sara and Catherine will lead Quest's pursuits of integrated marketing and communication projects. The new division will deliver innovative strategies, digital campaigns, creative concepts and marketing content tailored for public- and private-sector clients. The division will pursue marketing-services contracts for state, city and county government, as well as tourism and hospitality projects in the private sector. Currently, the team is supporting branding and marketing projects for Collier County Government, Chatham Area Transit and Pasco County Public Transportation.

We look forward to supporting clients with a more strategic approach to marketing services through this new division.



Sara Shepherd



Catherine Segar

AND...THAT'S A WRAP! A NOTE OF THANKS FROM MURPHY, THE SOUTHERN FOX SQUIRREL

LAST QUARTER, WE reported on the new, first-ever animation component of a marketing and educational video the City of Ocala's Water Resources Department needed to promote their first-of-its-kind water recharge park. Quest Senior Graphic Designer Chip Boeckh flexed his creative muscles by learning After Effects and working closely with Quest Video Production Manager Tomás Monzón, a skilled animator, to bring Murphy - the southern fox squirrel - to life.

In addition to Chip and Tomás, the project team included Senior Communications Manager/ Business Unit Leader Sara Shepherd as project manager; IT and Website Support Manager/FAA Certified Drone Pilot David Alberts; and Senior Communications Manager Karen Harrell as our

movie star extra! The video also features Ms. Slocumb, who was recognized in July as one of Ocala Magazine's "40 Under 40."

Murphy recently stopped by the office and thanked us for promoting the city's efforts to replenish the North Floridan aquifer for his family and other squirrels, and the monkeys that live along the Silver Springs River, as well as the plethora of other animals and plants reaping the benefits. He enjoyed visiting with Quest's team during the video shoot and shared some of the pictures he took of us.

Pictured here is a behind-the-scenes look at the Ocala Wetland Recharge Park video shoot. If you get a chance, watch and share the three-minute video, available at vimeo.com/qcausa.



“I just heard back from the granting agency and they LOVE it!” writes Rachel Slocumb, City of Ocala water resources conservation coordinator. “Thank you and your team for all of your work. Everyone that has seen the video just loves it. Your team should be really proud.”

QUEST SUPPORTS VIRTUAL RIBBON CUTTING FOR NEW BUS SERVICE

IN OCTOBER, QUEST supported the Pasco County Public Transportation (PCPT) virtual ribbon cutting ceremony for their new bus service, Route 20, also known as the Shady Hills Route. Quest helped the agency by livestreaming the ceremony on Facebook.



The livestream included a preview of the new route as a countdown to the ribbon cutting. We filmed the video using a GoPro attached to the bus windshield and fast forwarded during post-production to destinations along the route. The video and livestream can be viewed at <https://youtu.be/TZfoFhsPp9s>.

As part of the campaign to inform residents of the new service, the Quest team designed postcards and mailed them to those along the route. We also created digital advertising deployed to mobile apps and websites through geofencing targeting. The team also designed and shared a flyer with businesses, medical centers and educational facilities the new route will serve.

NEW SERVICE

Route 20
Fivay High School to TheBus Blue Route (Hernando County) at Bayfront Health Spring Hill

LEGEND
 Landmark (Street)
 Time Point
 Street
 Connecting Route
 Regional Connection
Not to scale. Informational only, additional stops are available between timepoints.

Route Starts
Monday, October 5, 2020

Destinations Include

- Arthur F. Engle Memorial Park
- Veterans Memorial Park
- Pasco County Health Department/Premier Community HealthCare
- Bayfront Health Spring Hill

REGIONAL CONNECTION

TheBus Blue Route (Hernando County)

SCAN FOR INFORMATION

Follow us

For more information, visit ridepcpt.com or call 727-834-3322.

BRINGING THE HARVEST HOME IN OCALA

THE ANNUAL “BRING the Harvest Home” holiday food drive that helps stock the Ocala area’s three largest food banks – Brother’s Keeper, The Salvation Army and Interfaith Emergency Services – took place



in December. This year’s efforts resulted in collecting 13,000 pounds of donated items to benefit the food banks. The campaign was the ninth Bring the Harvest Home in 10 years, and Marion County officials have spearheaded the expanded drive for the past eight years.

Organizers asked residents to collect canned food, as well as baby and toiletry items, and bring the supplies to one of nearly 100 government locations. Last year, the agency collected about 10 tons of food.

The government offices delivered

all their collections to the Ocala downtown square, and many people made donations at that time. Others donated at designated county offices and departments such as the Marion County Supervisor of Elections, Ocala City Hall, libraries, district sheriffs’ offices and solid waste recycling centers.

Quest Senior Communications Manager Sara Shepherd, who lives in Marion County, dropped off Quest’s donations.



“
**Quest Owner/
 President
 Sharlene Lairscey
 approved supporting
 this effort by allowing
 Quest to spend \$200
 on needed items,”
 Sara says. “It was a
 privilege to share our
 good fortune with the
 community.”**

QUEST SERVES COLLIERCARES COVID-19 RELIEF FUNDS MARKETING CAMPAIGN

QUEST CONTINUES TO provide marketing services for the second round of funds distributed as part of Collier County’s CollierCARES programs: small business; household assistance; and non-profit community health care and public-safety programs.

Quest provided news releases, social media graphics and content for this Second Chance effort, including Creole and Spanish translations. Quest also coordinated the launch of the public service announcement (PSA) video, “Cover up, Collier!” The PSA was live Nov. 9 on FOX 4, ABC, NBC, WINK and WXCW.

Ongoing services include media management to ensure the highest return on investment; website updates to ensure content is current; and any other services related to the CollierCARES efforts.

NORTHEAST FLORIDA UPDATE

QUEST NORTHEAST FLORIDA is where Senior Communications Manager Karen Harrell, Senior Administrator Chris Aronow and the Division's newest member - Business Unit Leader and Senior Communications Manager Garold Smith - use their expertise to serve existing clients and build relationships with new ones. With the Florida Department of Transportation (FDOT) District Two office located in Lake City, and the nearly endless opportunities in Gainesville and Jacksonville, Garold believes the talented staff are poised to achieve new heights.



Karen Harrell



Chris Aronow



Garold Smith

"It is really an honor to be a member of the Quest team and use my years of experience to serve clients, help improve the lives of Floridians through our projects, and contribute to the growth of this amazing company," Garold says. "The team is working together to continue our growth and success in Northeast Florida, and we look forward to what 2021 brings for our group."

The Division is focusing on securing contracts with FDOT, municipalities and agencies as well as supporting A/E and CEI firms on their pursuits

Quest Sponsors 8th Annual Construction Career Days

Quest is proud to be a Gold Sponsor for the 8th Annual Northeast Florida Construction Career Days (NFLCCD) event to be held in 2021. Over the years, Quest has had the honor of supporting the NFLCCD in several capacities, including publicity committee member, food committee member, event chaperon, learning lab, event photographer, Golf Tournament participant and Clay Shoot participant.



"Participating in Northeast Florida Construction Career Days has been a great experience," says Quest Senior Communications Manager Karen Harrell. "I've loved seeing the students' excitement as they learn about career opportunities in the transportation construction industry."

The goal of the event is to introduce high school students, through a hands-on environment, to the range of career opportunities available in the construction industry. Partner agencies and organizations responsible for the event include FDOT, the Florida Transportation Builders Association, the Suncoast Utility Contractors Association and the Federal Highway Administration.

The dates are set for fundraising events! Garold and Karen look forward to participating in the NFLCCD Clay Shoot fundraising event. Quest corporate staff will participate in the NFLCCD Golf Tournament.

HERE ARE THE IMPORTANT DATES!

- **NFLCCD Clay Shoot - Jan. 28, 2021 at Jacksonville Clay Target Sports**
- **NFLCCD Golf Tournament - April 16, 2021 at Eagle Landing Golf Club**
- **NFLCCD Main Event - Virtual format; 2021 dates are to be announced**

These days are subject to change. For more information about NFLCCD, visit NFLCCD.com.

Community Traffic Safety Team Ships Banners to Public

Quest works closely with Tindale Oliver and the Florida Department of Transportation (FDOT) District Two, providing administrative services for the Community Traffic Safety Team (CTST). Quest Administrative Support Specialist Christine Aronow works in the FDOT Urban Office in Jacksonville, supporting Community Traffic Safety Specialist Andrea Atran.

Christine has been busy sending three CTST banners throughout Northeast Florida. She shipped "Seatbelts Save Lives" banners to fire stations, middle and high

schools and Florida Highway Patrol stations; "Phone Down Buckle Up" banners to high schools, libraries and some fire stations; and "Buckle Up Religiously" banners to many churches throughout the area. With each shipment, Christine asks recipients to take a photo of the banners and send them to the Community Traffic Safety Team to share on social media.

Also, this is the time of year the CTST team promotes "Celebrate Safely." Christine has assisted with shipping posters and stickers to area bars and restaurants, to remind patrons not to drink and drive.



NORTHWEST FLORIDA TEAM KICKS OFF PIO ACTIVITIES ON U.S. 98

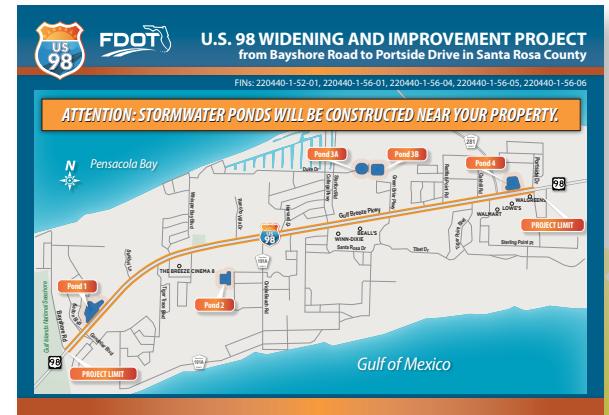
AS A COMMUNITY outreach specialist, creating a clear and concise, yet innovative Outreach Plan for any roadway or infrastructure project is key. You have to understand your audience – the geographical area, city and/or county and its constituents – and how best to communicate with them. The Florida Department of Transportation (FDOT) District Three has made it their mission to use innovative and educational strategies when communicating with Florida Panhandle communities. From social media, video creation and animation to tailored grassroots campaigns and program curriculums for local schools, the district and its consultants set the community outreach and engagement bar very, very high.



According to Jessica, “It’s really important to have an innovative, effective communications plan that’s also cost efficient. In our 25 years of serving government agencies, we clearly understand how to work with strict budgets without sacrificing quality and stakeholder satisfaction.”

Quest Project Manager Jessica Francois serves FDOT District Three and Mott MacDonald on the 4.25-mile widening and improvement project of U.S. 98, from Bayshore Road to Portside Drive in Santa Rosa County. “Early works” are beginning on the project, including utility relocations, clearing, excavation and drainage improvements. However, major roadway construction activities on the \$70.4 million project aren’t anticipated to begin until summer 2021. So, what’s a community outreach specialist to do until then? Well outreach, of course.

To prepare the community, Jessica developed a press release and notification package for local officials. She also worked with Quest’s Creative Team to design a pond construction notification postcard, Jessica’s plan includes outreach to the homeowners’ associations, Chamber of Commerce,



local organizations, City of Gulf Breeze and Santa Rosa County. Other outreach activities under way include social media materials, a corridor-wide work zone safety campaign and a virtual project update.

CREATIVE COMMUNICATION ON CRAWFORDVILLE HIGHWAY

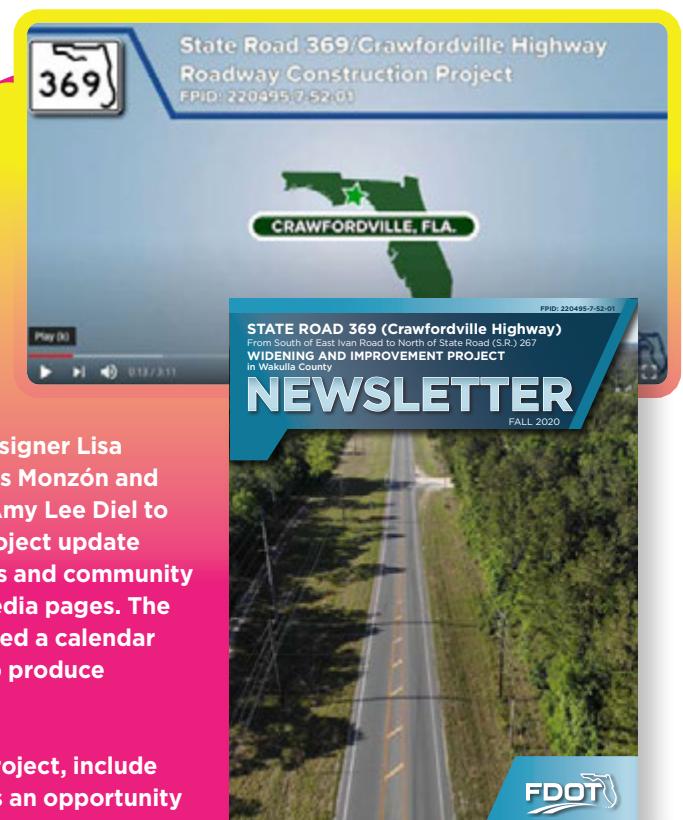
EARLY THIS YEAR, Quest’s Northwest Florida team partnered with Greenman Peterson Inc. (GPI) to provide community outreach and EEO/Compliance services in the Florida Department of Transportation (FDOT) District Three. State Road (S.R.) 369/ Crawfordville Highway will undergo widening and improvement in the unincorporated community of Crawfordville in Wakulla County.

With this project, FDOT continues to improve safety along this hurricane evacuation route, ease congestion on the corridor and encourage economic development opportunities in Wakulla County, all while keeping Crawfordville’s small-town charm alive. Relationships are of the utmost importance to the community, but due to COVID restrictions, FDOT does not approve face-to-face public interaction at

this time. So, what does a community outreach specialist do? She gets creative.

Project Community Outreach Specialist Jessica Francois worked with Graphic Designer Lisa Lawrence, Video Services Manager Tomás Monzón and Technology Team Business Unit Leader Amy Lee Diel to create an interactive newsletter and a project update video. Both were emailed to stakeholders and community partners and posted on FDOT’s social media pages. The outreach was successful, so Jessica created a calendar of newsletters and videos for the team to produce throughout the life of the project.

The newsletter and video promote the project, include important updates and give stakeholders an opportunity to communicate with a project-specific contact.



BEULAH ROAD PROVIDES NEEDED COMMUNITY CONNECTIONS

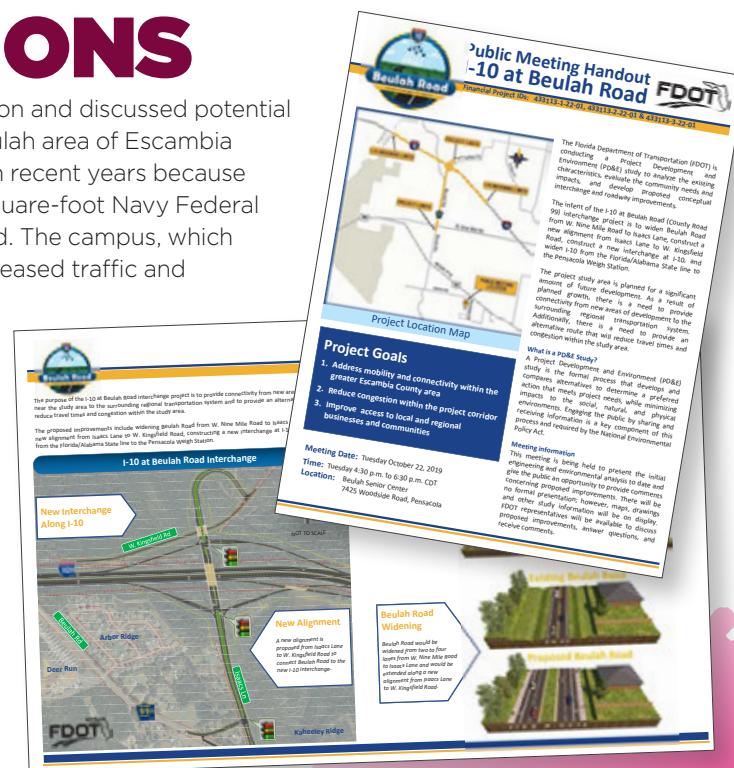
QUEST HAS THE privilege of working with Parsons and the Florida Department of Transportation (FDOT) District Three on the I-10 at Beulah Road Interchange PD&E in Escambia County since 2013. In the past few months, the project team completed a Virtual Project Update, which went live in October. A hybrid public hearing is scheduled for March 2021.

Quest provides public involvement for this study, including developing and distributing notifications, providing meeting setup and breakdown, photographing and documenting meeting attendance and comments, and developing the meeting follow-up report. A previous public meeting attracted more

than 100 stakeholders who met in person and discussed potential impacts with the project team. The Beulah area of Escambia County has seen tremendous growth in recent years because of the development of the 2.1 million-square-foot Navy Federal Credit Union campus on Nine Mile Road. The campus, which employs nearly 10,000 people, has increased traffic and development in the area.

The intent of this PD&E is to evaluate the addition of the new interchange with Interstate 10 and to make decisions about capacity and safety improvements needed to accommodate anticipated growth in the project area. The study includes widening I-10 and Beulah Road.

“The Parsons team has worked so well together over the years,” Associate Vice President Sandee Launch says. “This project has undergone more twists and turns during the last seven years, but the team has adjusted to changes with professionalism and humor. The unexpected meeting changes prompted by COVID-19 have been no different.”



PD&E: A VITAL STEP IN THE TRANSPORTATION DEVELOPMENT PROCESS

CONSTRUCTION IS THE most visible part of the transportation development process. Everyone has watched a local road or bridge constructed, widened or resurfaced. The public understands the process, has seen it happen and has reaped the benefits.



Sandee Launch

Project Development and Environment (PD&E) is another vital part of the Transportation Development process, but it's less observable, understood and recognized. So what happens during a PD&E and why is it necessary?

During the PD&E, design options and their social and environmental effects are examined. One of the options of every PD&E is “no-build,” because the purpose of a PD&E is to determine if a specific project is needed, has a definite purpose and will have limited or no social and environmental effects.

It also is required to meet all federal guidelines and comply with the National Environmental Policy Act (NEPA).

Public input is an important part of all PD&E studies because it's during the PD&E that anticipated impacts on local homes, properties, businesses and communities

is studied. Quest's role in a PD&E begins with developing a Public Involvement Plan for the project outreach. That plan outlines the steps to be taken for public involvement and identifies stakeholders who likely will be affected by the construction.

Quest staff also plans and staffs PD&E meetings; develops meeting and project notifications; and gathers, shares and responds to public comments about the proposed project.

“PD&Es are the heart and soul of transportation development in Florida,” Associate Vice President Sandee Launch says. “It's at the PD&E level that we, as communications professionals, receive public input that truly can change the outcome of a project.”

AMANDA HOPKINS SHINES AS RCS

RESIDENT COMPLIANCE SPECIALIST (RCS) Amanda Hopkins embodies the spirit of Quest. A 10 1/2-year employee, Amanda came to the Quest family from engineering firm Greenhorne & O'Mara. With more than 14 years of RCS experience, she's the go-to expert for RCS services in Northwest Florida.

Amanda's can-do attitude and sunny disposition make her in demand in the Panhandle. She currently serves as PIO and RCS on the Crawfordville Road construction project in Wakulla County with RS&H and provides RCS services for State Road 77 in Washington County with Jacobs. Amanda also provides QC and compliance oversight for Quest's work under the Districtwide Compliance contract with Mott MacDonald.

As busy as she is with Quest, Amanda finds time to excel as a wife, mother, daughter and sister. Anyone who knows her, or spends any time with her, knows how important these roles are to her. The proud mother of three children - Mariah, Michael and Marc - Amanda and her husband, Floyd, never forget the importance of family. Amanda's mother also lives nearby and

spends quality time with the Hopkins family. Amanda and Floyd work hard to balance their family's many activities with Amanda's busy work schedule.

Quest's 2011 Employee of the Year, Amanda excels at everything she does, handles a crazy-busy schedule and always keeps a smile on her face. Amanda's clients tell us constantly how happy they are to have her on their teams. We at Quest feel the same.



“Amanda is a wonderful person,” Associate Vice President Sandee Launch says. “She’s always eager to jump in and help in any way she can. Her knowledge of compliance rules and procedures is complete, and her love of family is inspiring.”

CONNECTING THE DOTS IN DESIGN

MOST OF THE time, when a project reaches the design phase, community issues and concerns already have been identified. However, there are times when design alternatives must be re-evaluated to determine their community impacts. That's where Quest comes in with a campaign and communications plan designed for, well, design.

Quest's Northwest Florida team provides turn-key public involvement/communications services and includes a full-service, award-winning creative team. With a focus on serving the transportation industry, we've led public involvement efforts for hundreds of projects throughout Florida, including several Continuing Design Services Contracts. We're also well-versed in federal and state laws regulating public involvement activities.



Ashley Lay

“Our experience and dedication to gaining local perspective enable our team to draft meaningful public engagement plans, compile accurate stakeholder lists, coordinate required public meetings or hearings and provide required documentation of public involvement activities,” says Associate Vice President Sandee Launch.

With the COVID-19 pandemic still restricting face-to-face engagement, we're actively employing strategies and approaches that bring the most value to the agencies and affected communities - all while staying safe. These strategies include holding virtual public meetings; leveraging neighborhood newsletters and gatherings;

“Even when design changes aren't required, many agencies are advocating for continuous public engagement during this phase,” Communications Manager Ashley Lay adds. **“We're proud to be part of that process.”**



coordinating pop-up or drive-through events to disseminate project information and collect feedback; and working with project teams, local municipalities and local transportation planning organizations to share information.

QUEST LAUNCHES BLUEPRINT IA WEBSITE

IN OCTOBER, QUEST'S work on a project for Blueprint Intergovernmental Agency (IA) in Tallahassee – designing, building and testing the agency's new website – culminated in the launch of the beautiful and oh-so-functional new site. The interactive site serves as an engaging, intuitive experience for visitors and as a key source of information about the 27 projects that are part of the Blueprint 2020 Infrastructure Program.

Chip Boeckh



Lisa Lawrence



Dylan Conway



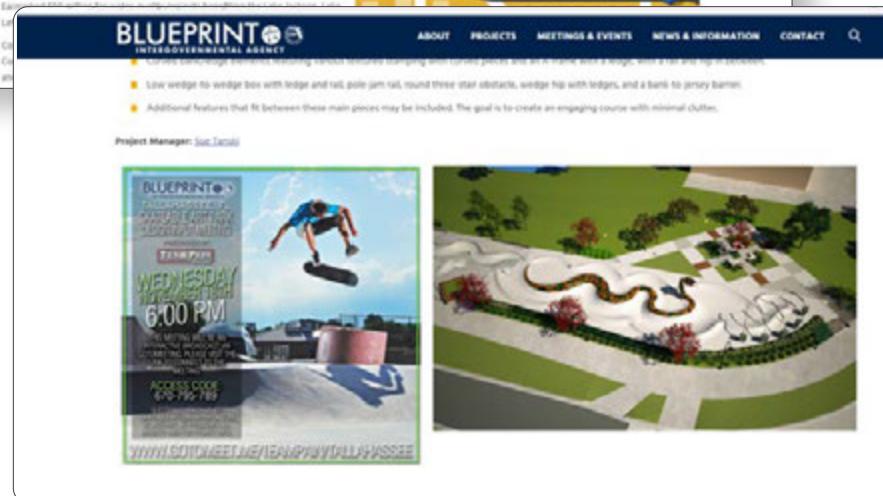
Tomás Monzón



Quest Senior Communications Manager Suellen Wilkins serves as project manager for this effort. In the early stages of the project, Quest Creative Services Manager Chip Boeckh and Senior Network Systems Engineer/Webmaster Dylan Conway identified a need for new images for the site. Quest Video Services Program Manager Tomás Monzón worked with Blueprint IA client Susan Emmanuel and the B3 team to visit nearly 20 Blueprint project locations and take over 700 photos for use on the new website. Toward the end of the project, Quest Senior Graphic Designer Lisa Lawrence stepped in to do some work on the site. Among other elements, Lisa developed the 2020 Projects graphic (pictured) for the new site's Blueprint Impacts page.

Blueprint administers projects funded by the one-cent sales tax in Leon County. The program is based on holistic infrastructure planning, the concept of incorporating individual infrastructure projects in a multiuse plan benefiting the entire community. As the agency's primary communication tool, the website is the source to which all social media is driven – underscoring its role as the foundation of Blueprint's communications strategy.

The new website perfectly communicates the agency's mission and vision, increasing brand awareness and visitor engagement. Most importantly, the new site has interested – and met the informational needs – of the agency's core target audience, the citizens of Tallahassee-Leon County.



Need marketing and creative services in the Tallahassee-Leon County area? Quest would love to help.

Contact Business Unit Leader Sara Shepherd at (352) 207-2388 • Sara.Shepherd@QCAusa.com or Area Manager Catherine Segar at (850) 553-0499 • Catherine.Segar@QCAusa.com.

NOW SERVING THE CITY OF COOPER CITY

THE SOUTHEAST FLORIDA team continues to work with municipal clients to provide communications and marketing support using industry best practices. The team proudly announced their latest client is "Someplace Special," the City of Cooper City in Broward County. Quest was one of over 30 firms vying for the three-year contract.



Nannette Rodriguez

The suburban city, founded in 1959, now encompasses 8.3 miles and has

roughly 30,000 residents. In 2007, *Family Circle* magazine rated Cooper City one of the "Best 10 Towns for Families."

Senior Communications Manager Nannette Rodriguez will lead the team, working alongside Cooper City's executive team to provide social media citizen-engagement strategies, social media content, website updates and graphic design and video services.

Quest has worked on similar projects with other Broward County cities – most recently the cities of Weston and Deerfield Beach. They also assist other cities in their district, such as Dania Beach,



Coral Springs and Port St. Lucie, with community outreach and marketing services.

QUEST SUPPORTS FLORESTA DRIVE PROJECT IMPROVEMENTS

SINCE THE GROUNDBREAKING in September, Public Information Officer Beth Zsoka has worked closely with the City of Port St. Lucie on the Floresta Drive Project Phase 1. Floresta Drive is a heavily traveled neighborhood roadway in Port St. Lucie connecting major thoroughfares. Project improvements will provide a two-lane roadway with landscaping, lighting, sidewalks and bicycle lanes from Southbend to the Elkcam Waterway in Port St. Lucie.



Beth Zsoka

The project will help preserve the integrity of the neighborhood, enhance pedestrian and bicycle movements, improve safety, provide more efficient traffic flow and alleviate congestion.

Quest works closely with neighbors, notifying them of construction activities and anticipated impacts. Contractor Felix Associations of Florida Inc. is installing drainage in the city right of way, which comes close to residential homes and crosses residential driveways. Our team works to communicate upcoming activities and mitigate concerns in advance, or to address residential concerns as they are happening. Residents are notified using contact information collected through door-to-door outreach efforts before the project. The project website, www.cityofpsl.com/floresta, is updated regularly with lane closure information, work activities and construction photos.

Just before the holidays, the United States Postal Service (USPS) notified our team they'd be installing kiosks or community mailboxes on nearby side streets for residents along Floresta Drive. Quest worked closely with the team and USPS customer service manager, notifying residents through a door-to-door effort. Quest continues to work with residents to store their mailboxes on their property.

Project funding was made possible for Floresta Drive residents through St. Lucie County and City of Port St. Lucie voter approval of a one-half cent sales tax referendum in November 2018. The City also seeks state and federal grant opportunities to supplement the sales-tax funding.

Looking forward, the City plans to improve Floresta Drive all the way to St. Lucie West. Quest already has started notifying residents in Phases 2 and 3 about the upcoming project, collecting contact information, discussing potential impacts and preparing a project database. We look forward to supporting this project and the city as construction begins in late 2021.



COMMITTEES CONTINUE TO MEET ON LANTANA AIRPORT

ENGAGING STAKEHOLDERS IS an important communications function in working with public projects and studies. The study team of the Lantana Airport Part 150 Noise Study formed two advisory committees early in the process – a Technical Advisory Committee (TAC) composed of airport users, operators and jurisdictions with land-use authority around the airport; and a Community Advisory Committee composed of residents from the towns, communities and other organizations surrounding the airport. The FAA serves in an advisory capacity to the TAC. The committees receive updates and provide input in the Noise Exposure Map and Noise Compatibility Program.

Quest supports in organizing and facilitating the quarterly committee meetings. The meetings are open to the public and two have been held virtually since the project began. The next meeting is scheduled for February 2021 and we don't yet know if the meeting will be held in person, virtually or as a hybrid. All meeting recordings are available at <https://www.lnapart150.com/lnapart150>.

Land Use and Program Management strategies will be the subject of the next committee meeting. The Part 150 Study team also will provide information from the two noise-comment systems (PlaneNoise and Envirosuite).

A public meeting is tentatively scheduled for April 2021 when the draft Noise Exposure Map

Palm Beach County
PARK AIRPORT



will be presented. The Southeast Florida team is preparing a newsletter, a postcard mailer and an extensive outreach plan for this major milestone in the study.

QUEST EMPLOYS GRASSROOTS COMMUNICATION FOR UTILITY PROJECTS

SINCE 1995, QUEST has offered public communication to local governments and transportation agencies implementing major public works projects throughout Florida. We've seen more agencies improving utilities and our Southeast Florida team has taken on more utility projects.

Our team has the flexibility and knowledge to serve these projects. Utility projects don't always need a full-time communication or public information specialist, so we work with clients to provide the resources they need and stay within budget. These projects require advance messaging, one-on-one follow up and coordination. Our associates serve as an extension of project teams and support with community-outreach services.

OUR KEY SERVICES FOR UTILITY PROJECTS INCLUDE:

- Monitoring 24-hour hotlines for resident coordination
- Identifying key stakeholders
- Creating project-specific databases
- Providing creative services, such as door hangers highlighting anticipated construction impacts
- Creating mailing lists and preparing mass mailings for construction updates
- Maintaining social media and website content
- Conducting one-on-one coordination with residents and impacted businesses
- Meeting follow up and project documentation
- Conducting field reviews and onsite pictures
- Presenting to community groups and key stakeholders
- Facilitating public events and meetings



Coral Springs University Drive Water and Force Main Utility Project

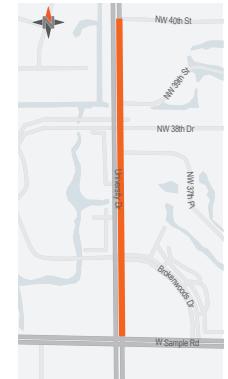
Project Limits: Northbound University Drive from Sample Road to just south of NW 40th Street (Cardinal Road)
Construction begins: Sunday, March 22, 2020
Construction ends: September 2020
Work hours within the right of way: 9 p.m. to 5 a.m., Sunday night through Friday morning.
Maintenance of Traffic (MOT): All lanes will be open from 5 a.m. to 9 p.m.
Work area: Northbound lanes of North University Drive. Southbound lanes will not be affected.

In a continuing effort to provide the residents of City of Coral Springs with superior water and wastewater service, the existing underground lines in the northbound lanes of North University Drive will be replaced. One or two northbound lanes of North University Drive will be closed each night from 9 p.m. to 5 a.m., Sunday through Friday, weather permitting. No work is being performed in the southbound lanes.

The project is in two phases. The first phase will be to replace the potable water lines. The second phase will be to replace the forced main (sewage) lines. The initial construction will be from just south of NW 40th Street/Cardinal Road to about NW 38th Street. Once this section has been completed, the work will shift to the intersection of Sample Road and North University Drive, where the project will move northbound.

The contractor will ensure access to businesses and residential areas on Brokenwoods Drive, NW 37th Place and NW 38th Street remains open. When working at the intersections, detours will direct residents to alternate entrances off Sample Road. All road closures on North University Drive be performed at night. Minor sidewalk work may be performed during the daytime hours.

PROJECT LIMITS



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

Quest works early and closely with clients, creating strategic plans to identify and reach impacted residents and businesses. We work with clients throughout projects to develop positive relationships at a community grassroots level. We resolve citizen concerns, highlight project benefits and communicate potential impacts. We also help increase awareness in cases of unexpected construction activities.

SOUTHEAST FLORIDA TRANSPORTATION SUMMIT DELIVERS REGIONAL MOBILITY UPDATE

AS A WAY of staying informed about transportation trends locally and globally, Senior Communication Managers Maria Camacho and Nannette Rodriguez joined more than 400 participants who attended the virtual Southeast Florida Transportation Summit in December. The event, hosted by the Greater Fort Lauderdale Chamber of Commerce, began with 30 minutes of virtual networking facilitated by a platform simulating a brick-and-mortar event with floors, tables and networking opportunities.



Nannette Rodriguez

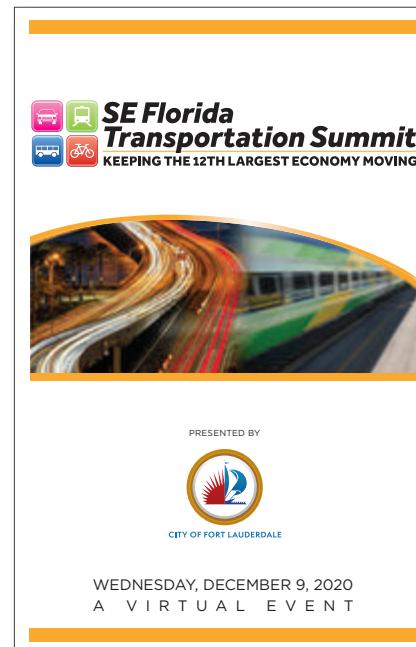
Welcome remarks were provided by Julie Medley, Executive Director, ULI SE Florida/Caribbean, and Mayor Dean Trantalis, City of Fort Lauderdale. Panelists Oliver G. Gilbert III, Chairman, Southeast Florida Transportation Council; Keith Koenig, Owner & CEO, City Furniture; and Pamela Rauch, Vice President of External Affairs and Economic Development, Florida Power & Light Company, discussed the importance of regionalism.

The Future of Mobility, presented by Director of Applied Research, NewCities Greg Lindsay, highlighted the next big

trends in transportation. Mr. Lindsay discussed how studies show public transportation was not a super spreader of COVID-19 and how quickly trends can change. He discussed the concept of the 15-minute city and how cities are using online tools.

Mr. Lindsay discussed the future of priced roads and the possibility of invisible tolling using vehicle GPS and mobile phones. He discussed Uber's partnership with Miami-Dade County to provide late-night service. Other topics were autonomous cars, three-wheeled autonomous scooters and autonomous trash cans that move themselves to the curb, among other Jetsons-like features.

The Regional Vision Panel, moderated by Steven Abrams, Executive Director, South Florida Regional Transportation Authority, included an update from Patrick Goddard, President, Brightline Trains, on the passenger rail system. Panelist Scott Smith, CEO of Valley Metro in Phoenix and Clinton Forbes, Executive Director of Palm Tran, discussed private-public partnerships and political leadership. Jack Seiler, Chairman of the South Florida Business Council, provided closing remarks.



FES WEBINAR DISCUSSES WASTEWATER TESTING

ONE OF THE many benefits of being a member of the Florida Engineering Society (FES) is participating in technical webinars about current and local issues. In December, the Miami Chapter provided a virtual webinar about tracking COVID-19 levels in wastewater, and Senior Communications Manager Maria Camacho was fortunate to participate.



Maria Camacho

Helena Solo-Gabriele, professor of civil and environmental engineering, led the presentation as guest speaker. She discussed working with the University of Miami and Source Molecular Corporation/Water Analysis Source, located in the Town of Miami Lakes, on a surveillance study that used samples from water treatment plants to monitor the presence of the virus. More research and testing (funding) are needed to fully demonstrate the usefulness of tracking the virus and using it as a potential early-warning system.

MONITORING COVID-19 THROUGH WASTEWATER



Florida Engineering Society

MIAMI CHAPTER

According to the Center for Disease Control, data from wastewater testing are not meant to replace existing COVID-19 surveillance systems. It's meant to complement them by providing data for communities where timely COVID-19 clinical testing is underused or unavailable.

Since joining FES in July, Maria has attended two virtual events and coordinated Quest's sponsorship of the Miami Chapter's activities and scholarships. She also coordinated a donation to MATHCOUNTS, which promotes middle school mathematics achievement.

QUEST, WSP AND MIAMI-DADE TPO SUCCEED IN SURVEY EFFORTS

WSP RECENTLY TASKED Quest with creating and distributing a multi-lingual survey for the Miami-Dade Transportation Planning Organization. The team, led by Senior Communication Managers Sergies Duarte and Maria Camacho and IT Support Manager David Alberts, created a survey and a plan that included face-to-face distribution at transit stops and other busy commuter areas in the Aventura/Ojus area. The survey asked residents to prioritize multimodal improvements by transit, bicycle, pedestrian and/or vehicle that would allow them to travel to and from a new Aventura/Brightline Train Station safely.



David Alberts

The project team met virtually to discuss how to follow Centers for Disease Control and Prevention guidelines as the COVID rates rose in the U.S. The group decided to pivot and focus on distributing the survey online to partnering organizations and stakeholders, and to create a postage-paid mailer to distribute at transit stops. Paper copies and fact sheets in English, Spanish and Haitian Creole also were made available at the county library, the local county commissioner's office and other locations. The online version also included a Russian-language version of the survey and David created a QR code for posters that were distributed.

The survey asked residents in Aventura and the Ojus area to provide feedback essential to identifying the appropriate mobility



improvements, including wide/continuous sidewalks, shared-use lanes for bicyclists and frequent operational hours for transit and/or shuttles. The new train station, to be located at 19700 W. Dixie Highway, will provide a direct connection to downtown Miami, Fort Lauderdale and West Palm Beach.

We received nearly 400 responses, most of them online. Survey results were being compiled at publication time.

COLLECTING KARMA POINTS THROUGH KINDNESS

By Sergies Duarte



DURING THE PAST several months, many things in our world have been uncertain. But I can tell you one thing that's certain - there are more people at home during the day.

I've had the opportunity to serve as senior community outreach specialist on two FDOT District six bridge construction projects along the Miami River in the neighborhoods of Brickell, Downtown Miami and Little Havana. We hosted successful construction public-information meetings in 2019, allowing us to inform residents and business owners about project benefits and potential impacts. Between then and now, public concerns have

shifted. Staying connected with the community and stakeholders has allowed me to shift with them.

With the increase of folks working from home, there's an increase of folks complaining about the noise impacts from bridge-work activities taking place during daytime hours. These members of the public, who live in high-rise condominiums near the bridge construction sites, normally would spend most of their daytime hours in an office or away from their condo unit. Metal sheet and concrete pile-driving work usually is performed during daytime operations. A very large hammer is used, sometimes creating an echoing sound along the Miami River, and residents have communicated that to me regularly.

One thing remains constant on my end, and these past few months really have demonstrated its importance - addressing residents with kindness and empathy. We, as community outreach specialists, are here to deliver first-class customer service. Our role as project representatives can help transform public perception. The way we react can influence a situation, and treating every person with kindness shapes the conversation in a positive way.

Our ability to communicate complex engineering information, combined with kindness and empathy, are the tools we need to create a successful outcome in each unique situation.

SECRETARY THIBAUT VISITS THE HEARTLAND

HEARTLAND OPERATIONS LABELLE and Arcadia yards had special visitors in November with the triumvirate of Florida Department of Transportation (FDOT) Secretary Kevin Thibault, District One Secretary L.K. Nandam and District Construction Engineer Jon Sands.

The first stop was the LaBelle yard, where Operations Maintenance Program Manager John Anderson and Heartland Operations Engineer Nik Patel gave a tour of the facility. Quest Senior Communications Manager Corine Burgess, Business Unit Leader Amy Lee Diel and Video Services Manager Tomás Monzón had permission to take photographs and video.

In the afternoon, the group visited the Arcadia yard, where Operations Program Engineer Joel Hobbs and Field Supervisor II Thomas Gibson, along with Nik Patel, gave a tour of Arcadia operations. Secretary Thibault took time to visit each department and talk with staff. He asked about their roles with FDOT and inquired about ideas they may have as well as challenges they face.

“Watching Secretary Thibault interact with employees, and the genuine smiles in these unprecedented times, truly made it a magnificent day for me,” Amy Lee says. “The view through a lens is the most beautiful view to have.”

“It was exciting to be included in the tour and meet the officials,” Corine shares. “We got some great shots and thoroughly enjoyed the company.”



Quest staff members enjoy meeting with FDOT officials - (left to right) Corine Burgess, Secretary Thibault, Amy Lee Diel, Secretary Nandam and Tomás Monzón



FDOT group - (left to right) Jon Sands, Secretary Thibault, John Anderson, Secretary Nandam and Nik Patel



Quest staff members (left to right) Tomás Monzón, Corine Burgess and Amy Lee Diel take a photo break at Arcadia yard.

QUEST PREPARES FOR SECRETARY'S HEARTLAND MEET AND GREET

A VISIT FROM the Secretary of the Florida Department of Transportation (FDOT) is a big deal. In November, Heartland Operations was honored to have FDOT Secretary Kevin Thibault, District One Secretary L.K. Nandam and District Construction Engineer Jon Sands visit the LaBelle and Arcadia yards. To prepare for the visit, FDOT's Heartland Operations staff wanted to make sure the group was informed about the local area.

Nik Patel, Heartland Operations Engineer, requested that Senior Communications Manager Corine Burgess assist FDOT staff in writing a summary White Paper to inform the dignitaries about the Heartland.

FDOT's Heartland Operations covers DeSoto, Glades, Hardee, Hendry, Highlands and Okeechobee counties. Operations centers are located in Sebring, Arcadia and LaBelle. The areas has over 269,000 residents and spans about 5,453 square miles. The region's state highway system includes 1,479.9 lane miles and 196 bridges.

The White Paper included an overview of the Heartland, project highlights, a synopsis of each yard and biographies on key Heartland staff.

Heartland Fun Facts

- The City of Arcadia is known for its antique district of more than 25 antique stores.
- DeSoto County is one of Florida's leading producers of watermelon, blueberries, peaches, olives and tomatoes.
- Lakeport is an unincorporated community in Glades County, located near the western shore of Lake Okeechobee off State Road 78. It's just south of the Brighton Seminole Indian Reservation and is locally known as the "Fish Capital of Florida."
- Hardee County was established out of DeSoto County and named after Gov. Cary Hardee in 1921.
- Sebring, in Highlands County, started annual international sports car racing during the 1950s, creating the "12 Hours of Sebring."
- Okeechobee County was incorporated in 1917. It was named for Lake Okeechobee, which was named for the Hitchiti words oka (water) and chobi (big). Lake Okeechobee is the No. 1 location for bass fishing in the state.

“I learned a lot while assisting with the White Paper,” Corine says. “Nik was happy with the results and I appreciate being part of such an amazing Heartland team.”



PROMOTING VITAL FEW LEADS TO SUCCESS FOR FDOT DISTRICT ONE

QUEST HAS WORKED closely with the Florida Department of Transportation (FDOT) District One throughout the year to promote FDOT Secretary Kevin Thibault's Vital Few employee initiative. Quest's involvement has facilitated the initiative's innovation and success.



Andy Orrell

"Working alongside Secretary L.K. Nandam and the District One communications team, we've had a great deal of success educating, engaging and exciting employees about the tenets of the Vital Few," says Andy Orrell, Quest senior communications manager assigned to District One. "It's inspiring to see our teamwork result in so many amazing accolades for the District and their employees."

The Vital Few initiative is FDOT's effort to make improving safety; enhancing mobility;

embracing innovation; and attracting/retaining/training their workforce top priorities for the entire Department.

Secretary Nandam, who's a firm believer in the Vital Few, is very happy with what the initiative has accomplished in the District.

"Success never happens in a vacuum. It takes everyone working together every day for our District to prosper," Secretary Nandam states. "I'm grateful to all employees for following the Vital Few and consistently striving to exceed the expectations of every Floridian in District One."

Using lessons learned from the Vital Few, several District One employees have earned 2020 TaxWatch Productivity Awards. They were recognized for above-and-beyond efforts to improve the delivery of state services; significantly and measurably increase productivity; and save money for Florida businesses and taxpayers.

Florida **TaxWatch**
PRODUCTIVITY AWARDS

The **Vital Few**
"We All Make the Few"

CAPE CORAL LAUNCHES FIRST PHASE OF SUN TRAIL PROJECT

THE CITY OF Cape Coral, with the support of AECOM and Quest, is hard at work launching its first segment of the Florida Shared-Use Nonmotorized (SUN) Trail.

The multimodal paved trail for bicyclists and pedestrians will be part of a strategic, statewide system known as the SUN Trail. Cycling is a popular pastime in Cape Coral and the trail will be a significant addition to the community's cycling and pedestrian corridors. The city has been recognized for its more than 90 miles of interconnected bike routes, receiving the League of American Bicyclists' "Bicycle Friendly Community" bronze award in 2015.



Yvonne McClellan

The SUN Trail will feature a new 12-foot-wide multi-use trail and one new pedestrian bridge over the Zanzibar Canal. It will run about 3.5 miles along residential roads on the north end of the city and will be built in the existing right-of-way.

"Together with AECOM project manager Keith Riddle and City project manager Pimlomas Tan, we've gone door to door to meet with stakeholders and explain the project," Yvonne says. "There's nothing like face-to-face interaction, even with masks, to begin building trust and an open line of communication with stakeholders."

Funded by the Florida Department of Transportation, the network will become a refined version of the Florida Greenways and Trails System (FGTS) Plan's Land Trails Priority Network. In Cape Coral, the first phase of the project will begin construction in early 2021. Yvonne has had her boots on the ground, notifying homeowners with residences along the new trail's path.



FDOT HEARTLAND CONSTRUCTION UPDATE

THE PAST YEAR proved to be exciting and productive for the Heartland Operations construction crew with nine projects completed, five new projects started and more than 10 projects coming!

Among the 2020 accomplishments, a couple certainly stand out. The American Legion Drive over the Peace River project encompassed restoring a historic bridge that serves as a walkway between two parks located in Arcadia in DeSoto County. Veteran's Park and Morgan Park are popular sites and the construction project required work on the only access from one park to the other.

Quest Senior Communications Manager Corine Burgess worked with the project team and the DeSoto County Parks staff to ensure they were informed about project details. This allowed them to notify park patrons of the access points during construction. Miss Betty, the park's caretaker, lives on site and Corine made sure she was informed and had access to both parks.

Another completed project is State Road (S.R.) 80 from Dalton Lane to County Road 833 in Hendry County. S.R. 80 has needed upgrades and widening in various sections statewide – and this was the last 11-mile stretch to widen from two to four lanes. Several traffic switches were required during construction and Corine



worked with the project team to inform local citizens and commuters about traffic-pattern changes.

Corine also assisted the project team with writing a nomination for the Roads & Bridges' 2020 Top 10 Roads Awards, and the project was selected as No. 7 on the list!

"We have lots more projects coming up and I look forward to working with the FDOT construction folks and the project teams on each one," Corine says.



“The best part of this job is meeting people like Miss Betty,” Corine shares. “It was great getting to know her and hearing her stories about the area.”

GOING PLACES: SARASOTA, MANATEE TOP THE LIST

SARASOTA AND MANATEE counties are the third-fastest expanding area in the state, growing four times faster than the national average. Quest serves the Manatee Operations Centers with full-time community outreach services, provided by Senior Communications Manager Barbara Catlin.

Manatee Operations completed four roundabout projects in 2020. Quest supported the recently opened U.S. 41 and Fruitville Roundabout and will start three more in 2021, including the controversial Gulfstream Roundabout.

As the full-time PIO supporting Manatee Operations, Barbara sees a growing demand to field media inquiries; respond to congressman

and the Florida Governor; resolve citizens' complaints; and provide project-related community outreach. Barbara also prepares the Manatee Operations and Northern Six Counties weekly RoadWatch Reports, as well as individual traffic advisories for I-75 and the wealth of bridges.

“Transportation affects us all,” Barbara says. “I love being in the center of it and helping citizens navigate the maze of construction issues. The residents' genuine gratitude makes the sometimes-frenetic pace worthwhile and certainly elevates FDOT's customer-service profile.”

Quest's FDOT community-outreach support will ramp up quickly in 2021 with a high-profile New



Pass Bridge enhancement project. The two-lane bridge is one of only two links between Long Boat Key and the mainland. Barbara will start the new year preparing LBK residents and businesses, explaining the scope and reassuring citizens the impact should be minimal.

The project is expected to last roughly seven months and wrap up in summer 2021.

BRIDGING COMMUNITIES IN NAPLES

IN THE GOLDEN Gate Estates area of Naples, improved connectivity has been a longtime priority for Collier County's Growth Management Division. Quest recently has supported with an extensive public involvement program for the county's East of County Road (C.R.) 951 Bridges Reevaluation Study. The study, which is nearing completion, is reconsidering the need and desire to build bridges over canal crossings to enhance access and connectivity.

As part of this effort, Quest Senior Communication Managers Yvonne McClellan and Miranda Lansdale developed a virtual public meeting schedule. The schedule organizes seven custom meetings to inform and solicit feedback from specific communities about the bridges proposed near their homes, the purpose of the study and each bridge's potential benefits.

"It was important for the county to provide an overview of the study and share feedback with



Miranda Lansdale

the community from agency stakeholders," Yvonne states. "The Naples Greater Fire District and Collier County Sheriff's Office, for example, shared the potential benefit of improving first-responder response times. But just as important was providing the community with opportunities to ask questions and voice their concerns about the project."

Quest organized all seven meetings during a three-week period from late September to early October, and stakeholders could join via GoTo Webinar or by phone. Although specific corridors were notified about their meetings by mail, Quest team members delivered door hangers to every home within the project limits.

"We had fantastic engagement," Miranda says. "The comments and feedback we received will be presented in a final public involvement report to the project team and Board of County Commissioners for consideration."



This feedback will be critical in assisting county leadership with deciding whether to build each of the 10 proposed bridges.

"Working one on one with Lorraine Lantz and Trinity Scott from Collier County and Jeff Perry from Stantec was a pleasure," Yvonne shares, "especially seeing their concern and interest in hearing from area stakeholders about their needs and what's best for their neighborhood."

QUEST PROVIDES FDOT PUBLIC INVOLVEMENT SERVICES

By Miranda Lansdale

QUEST SERVES THE Districtwide Public Involvement Services contract for the Florida Department of Transportation District One. Our Quest team has worked closely with the Department's Communications Office and project managers to ensure the public receives a complete, consistent message across mediums. As Quest project manager, it's been my pleasure to watch the pieces come together.

The primary messaging focus for December and January is the release of the District's Five-Year Work Program. The Work Program prioritizes needs and identifies funding sources for projects encompassing all forms of transportation - road, rail, transit, sea, bicycle,

pedestrian and multi-modal - and all phases of development. In District One this involves collaboration with six Metropolitan/Transportation Planning Organizations and the many agencies in the district.

It's essential these partners and their constituents can access and provide input on the most recent Work Program proposals. Quest associates created a video introducing the public to the Work Program (thanks to our videographer Tomás Monzón and intern Joseph Antonini!), prepared legal notifications advertising District One Work Program public hearings (thank you, Yvonne!) and crafted social media posts featuring Work Program information (thank you, Catherine!). Work Program information also will be featured on the www.SWFLroads.com website, which Quest recently was asked to manage as an additional piece of the



Districtwide contract. Quest associates Dylan Conway and David Alberts will be maintaining the website.

In addition to messaging, the team is tasked with facilitating public hearings. In November, Quest associates hosted a hybrid public hearing for the U.S. 41 63rd Ave. West to 53rd Ave. West Design Project in Manatee County (thank you, Lori Buck and Olivia Smith!). The hearing successfully connected online participants with on-site attendees in a single live event.

MIC CHECK 1, 2, 3

Facilitating VPMs, Southern Style

WHEN I WAS a junior at Florida A&M University, my broadcast announcing professor called me Whitley Gilbert, the fashionable southern belle with a heavy accent from the 90's sitcom *A Different World*. At the end of the semester, and after my southern drawl had been softened a bit, my professor said, "Make sure you use that voice. I don't care how, just use it."



Olivia Smith

Almost 10 years later and after six months working for Quest, I find myself using my voice more than I ever thought I would. When hosting public hearings, delivering the material in a clear and affirmative way makes all the difference. The Quest corporate office in Tampa is home to a state-of-the-art production studio

that has, you guessed it, an audio booth with the equipment and software necessary to produce professional-quality voice and audio work.

In the era of COVID-19, virtual public hearings and presentations are here to stay. Concise delivery of public information is vital, as many public hearings take place to inform the public of potential changes and improvements.

While working for Quest, I've had the opportunity to provide voiceovers for public hearings and to moderate these hearings, ensuring the public comment portion runs smoothly. The greatest benefit is the encouragement I receive from my Quest family. Whether it's taking the time to help with a script, making sure I pronounce a word correctly or sticking it out between the many audio takes, a client complimenting a polished audio and video presentation is a feeling unlike any other. It is a testament to the care and effort put into the delivery of a quality product that makes Quest poised for much more audio and video success in the future.

DISTRICT WIDE PUBLIC INVOLVEMENT CONTRACT IS IN HIGH GEAR

FULL STEAM AHEAD with the FDOT District Seven District Wide Public Involvement contract.

Quest is thrilled to serve on this contract specifically intended for virtual public hearings, drone flights and miscellaneous services to support the Department such as video production. Quest's Olivia Smith takes the lead in coordination and facilitation of public hearings including doing voiceovers for presentations and moderating the virtual component of the hearing. Recently, she worked with FDOT staff to coordinate the first ever virtual drive-thru hearing. These public hearings are specifically for median modifications to improve safety and that are not part of a full roadway design project.

As part of this contract, Drone Operator David Alberts is flying high in the sky providing footage of construction projects underway to help tell the story of improvements. One of the projects he has flown was for a new roundabout to view its operation and another for a new roadway construction. Videographer Tomás Monzón recently produced a video for the Department sharing improvements to State Road 60 Kennedy Boulevard in Tampa which starred FDOT staff and utilized animation. The video was created in lieu of an open house because the Department was not holding in-person events at the time but still wanted to share information with the community. We look forward to using the video concept on future projects. This contract is a great way to execute tasks quickly and efficiently throughout the district and allows for the showcase of the many innovative services Quest has to offer.



CROSSING THE FINISH LINE: QUEST LEADS FDOT'S FIRST DRIVE-THRU PUBLIC HEARING

QUEST'S WEST CENTRAL Florida team and the Florida Department of Transportation (FDOT) District Seven hosted the first drive-thru public hearing while concurrently hosting the online, or virtual, hearing allowing for attendees to participate in various ways. The virtual platform has been used by District Seven for a decade but the drive-thru concept was created to meet the in-person requirement while being sensitive to the current environment during the pandemic.

The purpose of the virtual public hearing was to inform the public of proposed median modifications to Kennedy Boulevard (State Road 60), in Tampa, FL. Quest worked alongside FDOT staff, carefully planning each aspect of the hearing, navigating through potential roadblocks and thinking through each best possible outcome.

The drive-thru portion of the public hearing, hosted at West Shore Baptist Church, satisfied

the in-person public hearing requirement, allowing attendees to safely remain in their vehicles while viewing the Public Hearing Presentation on a tablet. Attendees were given the option to leave a written comment or a recorded verbal comment.

At the same time, the virtual public hearing took place allowing attendees to participate using the GoToWebinar platform and leave a verbal or written comment regarding the median modifications.

"Executing the drive-thru and virtual public hearing at the same time allowed us to explore all of the many resources Quest has available to make hybrid events like these happen," says Olivia Smith, Senior Communications Manager. "The event was a success, and we look forward to hosting many more. A big thanks to the Quest family and FDOT for contributing their time and expertise to help us put on a successful hybrid, drive-thru event!"



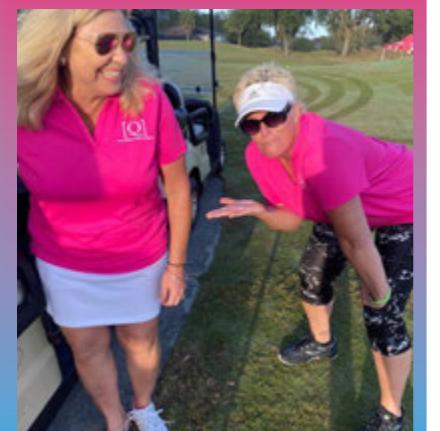
QUEST STAYS THE COURSE FOR TAMPA BAY CCD GOLF TOURNAMENT

IN NOVEMBER, QUEST ventured to the course in support of the second annual Tampa Bay Construction Career Days (CCD) Golf Tournament, held at Heritage Harbor Golf Course, Tampa.

The event served as a chance to connect and reconnect with industry contractors and engineering firms while supporting a great initiative. The Statewide Workforce Development Program, managed by Quest Associate Vice President Jill Cappadoro, has been a key priority for the Florida Department of Transportation and Construction Career Days and serves as a catalyst for continued partnership with Quest.

Quest Owner/President Sharlene Lairsey, Owner/Vice President Jessica Francois, Associate Vice President Lori Buck and Business Unit Leader Amy Lee Diel were "par for the course," playing an extremely fun and funny round of golf. Through eagles, birdies, almost holes-in-one and numerous challenges on the course, the Quest Dream Team forged forward in their bright pink polos and even brighter smiles, leaving their mark on that glorious sunny day in Tampa.

The Quest ladies supplied each golfer with bright pink Quest golf balls and truly enjoyed catching up with friends and clients and networking with industry leaders. It was an event to remember and we graciously look forward to next year!



WHEN CRISES OCCUR, PREPAREDNESS MAKES THE DIFFERENCE

WHEN A NATURAL gas line was struck during the widening and bridge construction along Northeast 36th Ave. in Ocala on the Monday before Thanksgiving, it was one of those, "Oh no!" moments.

Thankfully, no one was injured and the resulting disruption in gas and cable service appeared to have stemmed from the utility not properly identifying the location of the line. That, however, was of little consolation to the nearby residents and businesses whose service was affected by the breach.

In this instance, as in the spring, preparation and solid relationship building by Quest Senior Communications Manager Tom McNiff were key to defusing a potentially challenging situation.

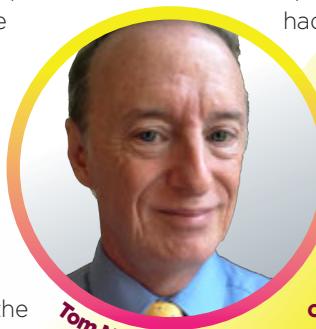
Tom, the public information coordinator for FDOT's Ocala and Leesburg Operations, had created contact lists of the residents, business owners and managers in this

small, but crowded, quarter-mile project area. He also had a solid list of emergency contacts.

When a crisis like this develops, time is of the essence. It could be just a matter of minutes before members of the public begin calling with questions or complaints, and the media begins demanding an explanation as well.

The first notification about the breach came from the consulting project administrator, followed quickly by the FDOT project manager, minutes after the incident occurred. Tom called to get a fuller assessment of the situation. He deftly determined how it happened, whether there were injuries, the extent of the service disruption, what was being done to restore service and how long repairs might take.

He then alerted the District five Public Information Office and quickly sat down to pound out email blasts to key government partners, as well as area residents and businesses. He acknowledged the interruption in service, assuring all that efforts had begun to resolve the situation.



Tom McNiff

"In situations like this, what you don't say is as important as what you do say," Tom explains. "You don't want to go very deeply into the causes of the problem or assign blame. You simply want to acknowledge something occurred and FDOT is working with its partnering agencies to resolve it."

It's also important to reach out personally to certain critical stakeholders who are likely to field phone calls about the matter – the City of Ocala Public Information Office, for instance – to advise them of the situation and coordinate the public response, so partnering agencies don't disseminate conflicting information.

THANKSGIVING FOOD DRIVE: QUEST CENTRAL FLORIDA GIVES BACK

QUEST CORPORATION OF America had many reasons to be thankful in 2020. The Philanthropy Team wanted to think of a creative way to show our thankfulness near Thanksgiving in various ways.

Normally, we like to give back to the community with face-to-face interactions, such as distributing turkeys, but this year was a little different. The ongoing pandemic meant Quest needed to find a safe and responsible way to contribute to our neighbors.

That's where Philanthropy Team leader Ashley Beck came in.

Ashley led the initiative for our Central Florida and Turnpike divisions with a contactless food drive to collect canned goods and nonperishables.

"Quest is a giving organization at heart," Ashley shares. "During this pandemic-impacted holiday season, an effort like this is more important than ever."

We were able to show our thankfulness by feeding those in need with an astounding 50.1 LBS of food collected from more than 20 employees.

Our respectable haul was donated to Second Harvest Food Bank of Central Florida.



Construction Program Manager Lisa Mark, Communications Manager/Philanthropy Team Member Ashley Beck and Communications Manager Esteban Meneses pack the Central Florida Team's donations.

WHEN GOING BACK MOVES YOU FORWARD

A SMALL, ALMOST 32-foot bridge currently connects Florida's mainland with the Smyrna Yacht Club and Yacht Club Estates neighborhood in New Smyrna Beach, Volusia County. In 2018, the City of New Smyrna Beach engaged DRMP Inc. to design a replacement for the aging structure, and Quest was tapped to provide public-involvement support. But, this seemingly straightforward project took an unexpected turn as a result of public input our team collected.

The original plan to replace the bridge with a 35-foot span met heavy resistance when presented at a public information meeting in November 2018. Longtime residents explained that, over time, the distance across Yacht Club Cut had been reduced, adversely affecting



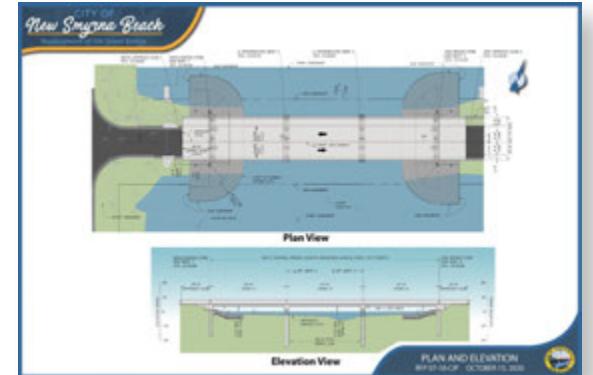
Carolyn Fitzwilliam

water quality. Many implored the City to consider a longer bridge that would allow the waterway to be widened to resemble what it once had been.

After months of review and discussion, the decision was made to redesign the project with a longer bridge. Quest updated the Community Awareness Plan to a Public Involvement Plan and added a second public meeting to present the new design.

"The push to redesign the bridge forced the project team to perform tasks normally found in a Project Development and Environment (PD&E) Study," says Quest Senior Communications Manager Carolyn Fitzwilliam. "DRMP did a terrific job completing the design and permitting quickly, and developing a concept the community accepts."

The redesigned bridge concept was presented to the community in October 2020. The new bridge will have three spans and stretch 160 feet. The project also will abide by numerous



commitments to protect endangered species and habitat around the bridge. Construction of the new bridge, including construction of a temporary bridge to maintain access to the island, is expected to begin in fall 2021. The Florida Department of Transportation and the City of New Smyrna Beach will fund construction.

QUEST HANDLES COMMUNITY OUTREACH FOR NEW BRIDGE OVER ST. JOHNS

THIS SUMMER, CONSTRUCTION began to replace the State Road (S.R.) 44 draw bridge over the St. Johns River. The current draw bridge, known as the White Hair Bridge, will make way for a taller, fixed-span bridge which has no moving parts and provides clearance for boats.

This \$45 million project is expected to take over three years to complete and will add a new traffic signal at County Road 42, bike lanes, lighting and sidewalk improvements.



Amber Mullins

S.R. 44 is a busy roadway for local and commuter traffic between Lake and Volusia counties. The new bridge will be built just south of the existing bridge, allowing traffic to continue flowing smoothly in the area. Within the project limits are several businesses and a popular park where the access points will change over time. As the project's FDOT community outreach coordinator, Quest's Amber Mullins worked to ensure all community members' concerns and questions were addressed before construction began.

"The construction team of FDOT, Jacob's Engineering, Superior Construction and Quest are working closely together to limit impacts to the traveling public and ensure any issues or concerns are addressed efficiently," Amber shares.



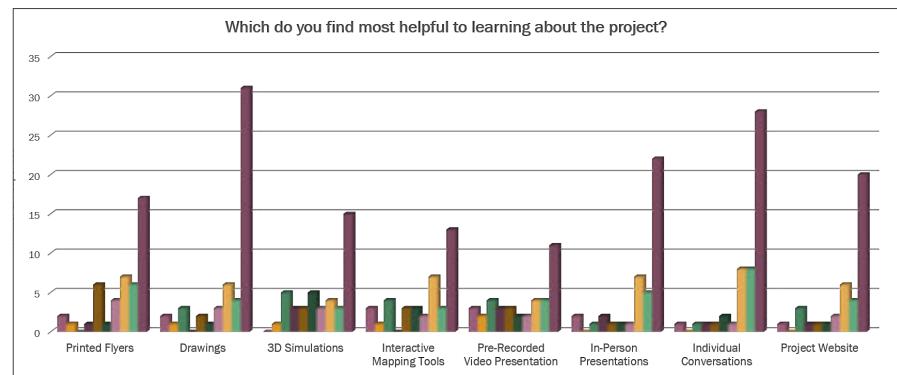
In December, the team met onsite and visited local business and property owners to alert them about potential noise from pile driving later in the month, and to answer any questions. Amber adds, "On a large project like this, it truly takes a team to keep things running smoothly."

BEING MINDFUL OF INCLUSION WHEN RELYING ON TECHNOLOGY

ALMOST A YEAR into the pandemic, most of us have become used to conducting business over the Internet. We're fortunate to have technology that allows us to move projects forward during orders to stay home or work remotely.

Unfortunately, technology still falls short as we try to ensure all stakeholders have an opportunity to participate – especially when it must serve as a main platform rather than a bonus. There's no doubt offering multiple ways to participate helps boost engagement. Our virtual and hybrid public meetings all have generated higher attendance than previous in-person meetings. The issue is those who don't have – or aren't comfortable using – technology, and also aren't comfortable gathering at in-person venues. Couple that with reaching underserved population groups who aren't as likely to participate in any meeting, and inclusivity becomes that much more challenging.

So, how do we reach out amid safety protocols requiring physical distance to keep us healthy?



Pre-COVID Quest associates used traveling information stations and pop-up events at locations stakeholders frequented. We went door to door along project corridors to make sure residents and businesses were aware of upcoming meetings or construction activities.

Today, in addition to using technology, we're contacting property owners and neighborhoods by telephone, U.S. mail and email. We might still go door to door, but we leave door hangers with project and contact information. It takes a bit more effort, but Quest has always shown a commitment to and excellence in grassroots outreach.

Once the pandemic is behind us, we all will have strengthened our ability to use technology. But I imagine we also will welcome the ability to engage face to face once again.



ALL ABOARD! QUEST TO SUPPORT STATEWIDE RAIL PROGRAM MANAGEMENT

QUEST IS HONORED to be part of the HNTB team that was selected to serve as the Rail Program Management Consultant for the Florida Department of Transportation. The contract is anticipated to kick off in 2021 with HNTB providing a range of professional engineering, planning, policy and other technical services to support the Department in conducting its rail activities.

Quest has a long history and particular passion for supporting public transportation and rail initiatives. Our marketing and communications professionals

have supported more than a dozen transit and rail programs, including construction of SunRail and a study of possibly extending the commuter rail system to the Orlando International Airport. We've also provided marketing for the TECO Streetcar; construction communications on behalf of the Central Florida Expressway Authority, in conjunction with the Brightline extension along State Road 528; and public engagement for the JTA Skyway Modernization effort.

Our veteran team led by Associate Vice President Mary Brooks

looks forward to supporting the prime consultant with public engagement, safety education, market research, animation, video and web services, and more. Many of our staff members have been certified Operation Lifesaver presenters over the years.

"We're very excited to work with our longtime HNTB colleagues to educate communities about new approaches and technologies at rail grade crossings," Mary states. "Our staff have helped clients and communities address anti-trespassing concerns;



informed them of track improvements and related closures and detours; and helped them understand and appreciate the need for new systems such as "dynamic envelopes."

ROOM TO GROW IN CONSTRUCTION

Lois Cross

Administrative Assistant/Associate
Contract Support Specialist

AFTER A CAREER in manufacturing management and relocating to Florida, I soon realized the transportation and roadway industry would be a good place to start my search for employment.

With help from a friend, I landed the role of administrative assistant for FDOT construction projects. Just as I'd done in manufacturing, I began to learn all I could about the industry.

I soon realized, "Hey, this isn't so different. All we are doing is manufacturing roads and railroads."



After a couple years I took the Final Estimates Level I exam and received my certification. I'm now certified in Final Estimates Level II and eager to learn even more. I've begun learning the FDOT procedures for processes handled through department systems such as CIM, SiteManager, PTS, Webgate Reporting, MAC, ProjectSuite and Adhoc. Working on as many as six projects simultaneously, I'm excited to have begun assisting project administrators with processing supplemental agreements, work orders, monthly progress and final estimates, as well as EEO compliance.

While moving on to become a contract support specialist (CSS) would be financially beneficial, I want to continue growing. I hope never to stop learning, and that I'll continually reach for something new. There always are differences from one transportation project to the next and the processes and procedures often change. For those reasons, I feel the CSS role would give me plenty of years without having to worry about my worst enemies - boredom and monotony!

Michele Guzman

Administrative Assistant/Associate
Contract Support Specialist

WHEN I FIRST came to Quest in 2019, I was stepping away from a 20-plus year real estate career. Once I settled into my new position as office manager and construction administrative support, the American Consulting Professionals team was great about showing me the ropes on this new career path. After about six months, the project engineer asked if I'd be interested in getting on-the-job training to be a contact support specialist (CSS). I'm always ready to learn new things...but little did I know what it entailed!

By March I found myself hitting the books and studying for Final Estimates I, and in December I hit them again for Final Estimates II - the pre-requisites for the CSS role. I've been receiving on-the-job training from the American team, and they couldn't have been more supportive!

As assistant contract support specialist, I work with the project administrator on a day-to-day basis. I assist with preparing weekly, monthly, and quarterly project reports to send to project managers. Currently I'm working on tracking quantities, as this needed to complete final project estimates.

"I'm very grateful for the opportunity Quest provided to advance in a new industry. I wouldn't be on this adventure without the wonderful support of the Quest team."



WORKING WITH BRIGHTLINE CONSTRUCTION

THE BRIGHTLINE PASSENGER rail project has been taking Central Florida by storm since construction started in summer 2019. This high-profile infrastructure project includes developing 170 miles of new track between West Palm Beach and Orlando International Airport. When the project is complete in late 2022, this newest extension will offer a fast-moving, car-free transportation service that will connect Orlando's most popular attractions with South Florida.

There also are plans to eventually extend the route west to Tampa. In November, Brightline and Walt Disney World Resort announced they had

reached an agreement to construct a train station at Disney Springs.

For roughly a year and a half, people have watched the rail construction in Brevard and now Orlando with great excitement and anticipation. However, Quest's Melanie Hand has had a front row seat for the action since the beginning, when calls to her FDOT Brevard Operations phone prompted her to learn more about Brightline's project.

After some calling around, Melanie found a Brightline project manager who worked with FDOT Brevard Operation's permits department. Once Melanie had an inside contact, she was able to routinely check in and communications improved. She was invited to weekly progress meetings



where she learned about upcoming closures, which she relayed to FDOT District Five's Communications Office.

Eventually, Brightline hired a full-time public information manager. Melanie promptly introduced herself and made sure she was included on Brightline's weekly closure update list.

Keeping the lines of communication open with Brightline is always a work in progress, but it's a challenge Melanie tackles with great enthusiasm. This high level of communication helps build and maintain vital relationships with the project team and helps keep messaging consistent between agencies.



“New projects, especially high-impact projects, are always a bit of trial and error when they begin. Even with roadway projects, the first few weeks are the bumpiest.” Melanie says.

BRIDGING THE COMMUNICATION GAP

IN THE 1972 Led Zeppelin hit “The Crunge,” front man Robert Plant crooned in a gravelly, agonized voice, “Has anybody seen the bridge? Please. Have you seen the bridge? I ain't seen the bridge!”

Well ol' Bob Plant would have no problem finding bridges in Central Florida. The Florida Department of Transportation (FDOT) is building a bunch of them to keep people and goods moving smoothly.

The bridge on Northeast 36th Avenue in Ocala, although just a few hundred yards long, is vital.

Launched in 2019, the project is part of a larger FDOT effort to build bridges over tracks intersecting with local and state roads along CSX Rail's very busy “S Line.” The S Line saw

a significant uptick in train traffic a few years ago when CSX moved many of its freight trains there to make way for the SunRail commuter service on its other lines. These little bridges eliminate rail crossings that could delay traffic dozens of times a day and improve safety by reducing opportunities for vehicles to stop on train tracks.

FDOT built a bridge like this over the CSX line, along the incredibly busy Southwest 17th St. in Ocala, about 10 years ago – and they're planning another one on Northeast 25th Avenue. In the years to come, when they're done, trains and traffic will zip through town largely unimpeded by rail crossings.

The Northeast 36th Avenue bridge was opened to traffic in October, although it's still under construction. It's a complex little project because



of the sheer amount of coordination needed for utility workers, heavy equipment operators and bridge builders to work effectively side by side – and within feet of businesses and townhomes straddling both sides of the road.

“Getting workers, residents, business owners, patrons and motorists to coexist in such close quarters can be tricky,” Tom McNiff shares. “I help keep the peace by keeping everyone apprised of the work schedule, alerting them to significant changes and resolving conflicts as soon as they arise.”

WORKING HARD ON MAITLAND BOULEVARD

SINCE FEBRUARY 2019, the Florida Department of Transportation (FDOT) and Masci Construction Inc. have been widening State Road (S.R.) 414 (Maitland Boulevard) from east of Interstate 4 (I-4) to east of County Road (C.R.) 427 (Maitland Avenue). The road has been widened from four to six lanes and the project includes drainage improvements, signal improvements at Concourse Parkway and Maitland Avenue, and additional sidewalks. In early December, the length of the project was receiving a fresh layer of asphalt – the final major activity before completion.



“It’s been really neat to see this project take shape,” Quest Communications Manager Tim

Freed says. “The traveling public is eager to see the work finished and this widened road will serve them well.”

As community outreach coordinator for FDOT’s Oviedo Operations, Tim fielded questions and comments from the public during the latter half of construction. With the project coming down the home stretch, many community members have asked for updates on the completion. Tim worked closely with FDOT Final Estimates Specialist Peter Crespi to update the public on the project’s progress, answer questions related to traffic and signalization, and respond to safety concerns.

Tim helped the public plan commutes by sending updates on lane closures and



communicating weekly with the City of Maitland’s Public Works Department. He also helped with processing damage claims and attended regular progress meetings to get a firm understanding of the project.

The S.R. 414 project has an estimated completion date of early 2021.

“Representing FDOT and keeping the public informed about this widening project has been an awesome experience,” Tim shares.

PRODUCING VPMS TO THE QUEST STANDARD

IN MARCH 2020, our Quest team serving the Central Florida Expressway Authority had a big public meeting planned. Then COVID hit! The team quickly pivoted and held it virtually, a first for the agency. Here are Quest Virtual Public Meeting (VPM) Producer Kevin Camara’s tips for preparing for a successful VPM.

Tip No. 1: Dive in

Every virtual meeting platform has quirks. Know your platform so you’re comfortable using it and teaching others.

Tip No. 2: Plan and prepare

Develop a rundown of the VPM and prepare a Question & Answer document covering all potential issues. Review the registration list and advise the client if any elected officials or media are attending. Set up the registration page to collect contact information (identifying heavy turnout from a particular area can alert you to potential questions).

Plan for bandwidth! Make sure every team member is equipped to work without interruption. Ask everyone to close other browser sessions and programs to preserve bandwidth and improve connectivity.

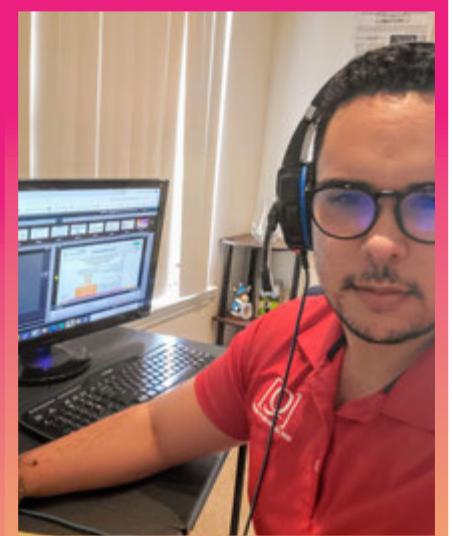
Tip No. 3: Practice

Schedule at least two practice sessions before every VPM. Prepare for the unexpected. I have contingencies in place for everything!

Tip No. 4: Debrief and follow up

After a VPM, do a quick debrief with your team. Follow up also is key to success. Address questions requiring additional research and respond to interview requests, stakeholder meetings and requests for project plans. Compile and save these to provide to the agency.

If you need training, a second pair of eyes or an experienced team to work on your VPM, contact our Quest team.



IT'S THE LITTLE THINGS IN LIFE ... AND IN UTILITY CONSTRUCTION

MANY TIMES IN life, it's the little things that make all the difference. That also is true with public information on utility projects.

Very early on a recent morning just off John Young Parkway in Orlando, more than nine concrete trucks rolled through a quiet neighborhood delivering materials to construct an Orange County Utilities replacement pump station.

The location of the new pump station is directly behind, and a stone's throw away from, a row of houses. Each home has individuals or families working, going to school or enjoying retirement – all while maneuvering through a global pandemic.



Laurie Windham

"It's so important to let folks know what to expect when we come into their neighborhood with loud tools and heavy equipment," says Central Florida Municipal Projects Manager Laurie Windham. "Most people understand maintenance, repair and improvement comes with inconveniences — they just want to know how it will affect them."

By keeping the morning start time reasonable, distributing flyers to residents' doors and following up with emails and phone calls, the neighborhood was prepared for the concrete work. To ensure there were no last-minute issues, Laurie was on site during the pour.

"Ongoing communication with our contractor and Orange County Utilities was



the key to making these operations as non-disruptive to the neighborhood as possible," she shares. "We'll be at this location for several months and the project calls for several similar concrete pours. I know the residents are prepared and they know I'm here if they have issues."

SAFETY EVENT BRINGS AWARENESS TO NEW PEDESTRIAN BEACONS IN ORLANDO

IT IS AN unfortunate fact that Florida leads the nation in pedestrian fatalities. Therefore, it's no surprise the Florida Department of Transportation (FDOT) pours a lot of time and energy into improving pedestrian/bicycle safety throughout the state.

In District Five, FDOT recently made strides to improve pedestrian/bicycle safety in Orlando by activating several new pedestrian hybrid beacons, or PHBs, on U.S. 441 (South Orange Blossom



Shemir Wiles

Trail) between 36th St. and Holden Ave. PHBs are a special type of beacon used to help control traffic and keep pedestrians and bicyclists safe when crossing highways.

Because PHBs are a relatively new concept for Central Florida drivers, FDOT District Five held a safety event educating pedestrians/bicyclists and motorists about how these new beacons operate.

From the beginning, Quest's Shemir Wiles was involved in coordinating, disseminating and developing educational materials for the PHBs. It was only natural she would participate in the planning

and execution of the safety event. On Oct. 8, Quest's District Five community outreach coordinators; District Five's Communications Office and Modal Development department; and the Orange County's Sheriff's Office took to the streets to educate pedestrians and motorists about the new PHBs. Bike Walk Central Florida, Best Foot Forward, Orange County Government, LYNX, MetroPlan Orlando, the Orange Blossom Trail Development Board and local media outlets also helped get the word out.

"We walked every pedestrian through the entire process and



explained what each phase of the beacon meant," Shemir says. "The event was very successful in raising awareness. Pedestrians expressed excitement about having a safer way to cross U.S. 441 and the Sheriff's Office did a wonderful job enforcing driver compliance."

WEKIVA PARKWAY UPDATE A YEAR IN REVIEW

QUEST IS PROUD to continue supporting the Florida Department of Transportation (FDOT) District Five, AECOM, Florida's Turnpike Enterprise and Central Florida Expressway Authority (CFX) with public information services for the Wekiva Parkway program.

work was being done from the top of the columns or piers.

Quest staff distributed flyers door to door and developed press releases, email blasts and other notifications to alert the local community to this major change.

Section 8 was very active in 2020 with over 32 construction alerts. Extensive bridge work occurred at the I-4/S.R. 417/future S.R. 429 interchange. Ramps were shifted in preparation for the new interchange.

Bridge beams also were erected over Wilson Road in another extensive bridge operation. Quest coordinated closely with local neighbors to make them aware of this work, which often occurs late at night.

CFX in 2020 continued its commitment to making the Wekiva Parkway a source of community pride and an iconic thoroughfare for the region. The agency built, operates and maintains about 10 miles of the parkway between U.S. 441 at Connector Road in Orange County and S.R. 46 in Lake County.

CFX this year finished the initial, enhanced landscaping of its five sections and installed a Wekiva Parkway monument sign. The field stone and masonry monument features the corridor logo, similar to those found on beloved scenic highways throughout the country. The agency plans to install lighting and additional landscaping at the base of the monument. Quest updated the corridor website, WekivaParkway.com, with a photo of the signature monument.

The landscaping of the systems interchange, located near Plymouth Sorrento Road and Haas Road-Ondich Road, was finished this year. The design incorporates surrounding native plant species while showcasing the



stone relief and other aesthetic features of parkway walls and bridges.

CFX installed more than 24,000 native and Florida-friendly plantings, including a variety of maple, magnolia, oak and pine trees. The CFX contractor in 2020 began a two-year warranty period during which the firm is responsible for establishing, maintaining and replacing the vegetation as needed

Quest thanks our clients for allowing us to continue to serve this project into 2021 and beyond!

This was a big year for progress all along the project corridor.

Quest's team included Nick Lulli, Mary Brooks, Ashley Beck, Susan Miller, Lisa Mark, Chris Ward and other associates from the Central Florida division.

Sections 3A and 3B of the project were completed in the fall. The flyover bridge at State Road (S.R.) 46 and U.S. 441 opened to the public in September. The key feature of the project is expected to improve safety and access to the Wekiva Parkway.

Quest helped FDOT celebrate this milestone with press releases, community email blasts and creative social media posts.

In 2020, staff distributed five construction alerts to the public for activities on this section. Work began on Sections 3A and 3B in October 2017 and finished in fall 2020.

Section 6 of the project saw the non-tolled, service road bridge come to completion in January. To protect the river, which is designated as a Florida Outstanding Waterway, crews used "top-down construction." No activity or construction equipment is working in the river channel. The bulk of the span



Nick Lulli



Mary Brooks



Ashley Beck



Susan Miller



Lisa Mark



Chris Ward

QUEST SUPPORTS SUNCOAST PARKWAY 2, PHASE 2 HYBRID PUBLIC HEARING

QUEST PROUDLY SUPPORTS WBQ Design & Engineering and Florida's Turnpike Enterprise (FTE) for the Suncoast Parkway 2 (State Road [S.R.] 589), Phase 2 Design Project. Suncoast Parkway 2, Phase 2 is a new, four-lane (two lanes in each direction), limited-access tolled roadway that will extend the Suncoast Parkway north from S.R. 44 to County Road (C.R.) 486 (W. Norvell Bryant Highway). This new facility will serve the future traffic needs of Citrus County and the public traveling to or from the Tampa Bay area through Citrus County.

A Hybrid Public Hearing was held in December. The hearing gave interested persons an opportunity to participate virtually/online, by telephone or in person at the Citrus County Fairgrounds Auditorium in Inverness.

Quest team members Karen Harrell, Nick Lulli, Ashley Beck, Tony Cappadoro and Kim Licari provided public hearing support. Karen led the public involvement by developing invitation letters, newspaper ads, news releases, an Open House video and the Public Hearing presentation.

Nick, who also serves as client relationship manager for Florida's Turnpike Enterprise, lent his voice to the Open House and formal hearing presentations.

"Public hearings require a consistent, clear message," Nick says. "I was glad to help get this important information across to the citizens of Citrus County."

The Suncoast Parkway 2, Phase 2 Design project team members received praise from Francisco Cardona, P.E., Project Manager GEC (HNTB) for FTE.

"My sincere gratitude to all the team members who were involved in the planning and execution of



tonight's Public Hearing," Francisco said. "Your support and efforts with this very important milestone are very much appreciated. Again, thank you!"

Quest and WBQ Design and Engineering also received praise from Derek D. Hudson, Public Involvement Specialist (E Sciences) for Florida's Turnpike Enterprise, Environmental Management Office: "Congratulations on a successful Hybrid Public Hearing!"



Karen Harrell

“In the age of COVID, you never know who’ll show up to the in-person public hearing,” Karen states. “Quest ensured the venue was ready for 10 people or 200 people.”

QUEST CONTINUES SUPPORTING FLORIDA TURNPIKE ENTERPRISE

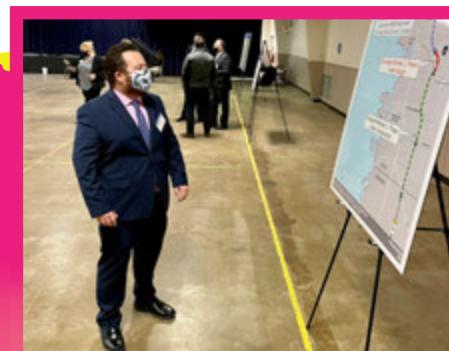
QUEST IS EXCITED to continue supporting projects for Florida's Turnpike Enterprise (FTE) throughout the Sunshine State.

Quest currently serves these FTE projects and clients:

- Turnpike/Taft-Vineland Interchange Design (Hardesty & Hanover/WGI)
- Turnpike/Orlando South Interchange Design (Hardesty & Hanover)
- Turnpike Widening S.R. 408 to S.R. 50 PD&E (RS&H)
- Suncoast Parkway 2, Phase 2 Design (WBQ)
- Turnpike Widening Jupiter to Okeechobee Road PD&E (Lochner)
- Turnpike Widening Palm Drive to Campbell Drive PD&E (Stanley Consultants/Arcadis)

Quest recently completed the first draft of the Community Awareness Plan (CAP) for the Orlando South interchange.

Nick and his team members are preparing for what will be a busy 2021 ahead for Turnpike projects. Public meetings and hearings are planned throughout the Turnpike system in the new year, and COVID-19 precautions still are a big part of these events. Quest is stocked up on social distance markers for the floor, health signage for walls and hand sanitizer stations.



“Drafting the CAP is the first public involvement process of any design project,” explains Client Relationship Manager Nick Lulli. “It’s important to determine exactly who we need to engage for this critical step of roadway improvements.”

BUILD MORE THAN A JOB... BUILD A LIFE

Proudly serving the Florida Department of Transportation's (FDOT) program to enhance awareness of careers in road and bridge construction and connect job seekers with contractors who are hiring, Quest's Statewide Workforce Development Program team espouses its mantra: RECRUIT. HIRE. TRAIN. RETAIN.



WORKING CLOSELY WITH FDOT contractors throughout Florida, the Quest team connects with community partners to introduce career pathways to unemployed and underemployed adults, military veterans and people re-entering the workforce after an absence. We also enthusiastically promote entry-level jobs to students preparing to graduate from high school or technical and trade schools.

"Participating in all six FDOT/Florida Transportation Builders' Association (FTBA) Fall Contractors' Meetings was

a highlight for our Statewide Workforce Development Program team," shared Quest's Program Manager Jill Cappadoro. "We truly value FTBA's support to advance this important program and FDOT's trust to craft the presentation delivered by their program administrator, Joe Santos."

FDOT is dedicated to implementing the Statewide Workforce Development Program, authorized by the Florida Legislature and signed into law by Gov. Ron DeSantis in 2019.

PROGRAM RESULTS AND KEY METRICS Through December 2020



34 Positions Remaining for Construction Interns



GOALS:

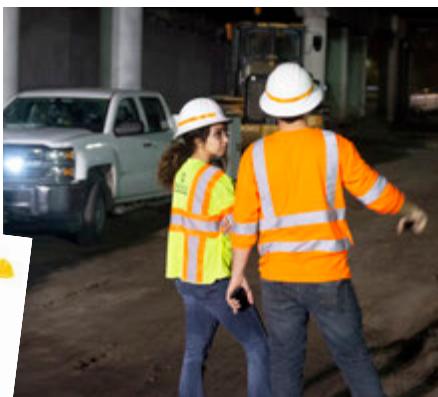
- Provide employment for entry-level and experienced workers
- Provide direct economic benefit to project communities
- Consolidate and enhance all FDOT workforce development programs
- Address the construction labor shortage

OBJECTIVES:

- Attract adult workers and students to road construction careers
- Recruit and train a workforce to meet transportation industry needs
- Support removing barriers for workers to pursue construction careers

FUTURE PROGRAM REFINEMENTS:

- Provide an online training platform to support worker certifications and career advancement



Florida's road and bridge construction industry welcomes a workforce reflecting the diversity of communities throughout our state.



Quest's Workforce Development Coordinator André Perks meets recently hired workers gaining hands-on training in the field.

OVERVIEW

The program's successes and next steps are documented in the *Inaugural Summary Report*. We encourage you to review the report at www.FloridaRoadJobs.com. Following is an update on program accomplishments from January 2020 through December 2020.

ADULT-TARGETED ACTIVITIES:

Contractors Job-Readiness Hiring and Training – Provides contractor reimbursement for recruiting, hiring, drug testing and training new entry-level employees to work on FDOT construction projects.

- 649 Hires by participating contractors
- FY 21 targeted metric is 304 hires
- 58% Retention Rate

Contact: Darcy Foster at dafoster@hntb.com and 813-599-1515

Correctional Transition Fast Track – Provides contractor reimbursement for recruiting, hiring, drug testing and training new entry-level employees to work on FDOT construction projects.

- 3 hires through re-entry referrals from Florida Department of Corrections
- 15 entry-level positions available for Job-readiness Funding

Contact: André Perks at Andre.Perks@QCAusa.com and 813-724-4616

- **Military Veterans Recruitment and Placement** – Newest initiative focuses on providing contractors with industry-skilled candidates
 - 12 positions funded

Contact: André Perks at Andre.Perks@QCAusa.com and 813-724-4616

- **OnBoard4Jobs Construction Careers** – Provides recruitment support for On-the-Job training commitments

- 66 hires by participating contractors

Contact: Brittany Reissfelder at Brittany.Reissfelder@QCAusa.com and 813-919-5586

STUDENT-TARGETED ACTIVITIES:

Student Construction Internship – Provides contractor reimbursement for up to eight weeks of hands-on intern experience

- 66 paid intern positions filled
- FY 21 objective is 100 interns
- 6 interns hired to full-time positions

Contact: Rasheia Freeman at Rasheia.Freeman@QCAusa.com and 941-219-9536

Construction Career Days Participation – Statewide planning under way to include virtual and e-learning approach

- 1,646 Students stated interest in paid student construction internships
- 2,494 added to Student Engagement Database

Contact: Jill Cappadoro at Jill.Cappadoro@QCAusa.com and 813-299-3613

Website: www.FloridaRoadJobs.com
Email: Info@FloridaRoadJobs.com
Phone: 833 ROADJOB (833) 762-3562

FDOT'S ON-THE-JOB TRAINING OPENS CAREER PATHWAYS

QUEST'S ONBOARD4JOBS CONSTRUCTION Careers recruitment team has been busy this quarter, working closely with community partners to identify, recruit and place candidates ready to launch their careers in the road and bridge construction industry.

Along with job seekers, we've been engaging with high school and technical school students. Our team - Rasheia Freeman, Brittany Reissfelder and Elaine Rodriquez - has connected with students to promote the benefits of careers in road and bridge construction. Opportunities are wide open for those willing to learn and commit to being reliable workers.



"This is such a wonderful program that helps some of our nation's greatest resources - graduating high school seniors, young adults and military veterans," shares Brittany Reissfelder, a program manager for FDOT's OnBoard4Jobs Construction Careers program.

Since the program's inception, Quest's team has become a trusted source for providing roadway transportation contractors with workforce candidates statewide.



Quest's OnBoard4Jobs Construction Careers program team introduced students at Spruce Creek High School to career pathways in horizontal construction.



The Tampa Bay Construction Career Days team celebrates a successful fundraiser golf tournament in November.



OnBoard4Jobs Construction Careers supported AKCA LLC with identifying and recruiting workers for future road and bridge construction projects.

QUEST TEAM ADDRESSES MULTI-DISCIPLINED FTBA BOARD OF DIRECTORS

QUEST VICE PRESIDENT and FDOT Statewide Workforce Development Program Manager Jill Cappadoro addressed the Florida Transportation Builders' Association (FTBA) Board of Directors in mid-December to provide an update on key initiatives. Joining her in thanking FTBA Board members for their support and participation were FDOT Program Administrator Joe Santos and Workforce Development Coordinator Darcy Foster with HNTB.

As leaders in Florida's road and bridge construction industry, the enthusiastic group provides guidance, input and feedback on such initiatives as Contractor Job-readiness Hiring and Training, Correctional Transition Fast Track and Student Construction Internships.



FDOT's Statewide Workforce Development Program team updated FTBA's Board of Directors. FDOT Program Administrator Joe Santos led the discussion and was joined by Quest Program Manager Jill Cappadoro and Darcy Foster with sub-consultant HNTB.



The industry-dedicated FTBA Board of Directors met virtually and in person, hosted by Ring Power in Hillsborough County.

QUEST TAKES PART IN TRUCK PLATOONING DEMONSTRATION

FOR TRANSPORTATION EMPLOYEES who work in roadway construction zones, self-driving vehicles will make a huge difference in terms of safety.

In October, the Pennsylvania (PA) Turnpike Commission took part in an automated truck platooning demonstration that went from Pittsburgh to Michigan. Conducted by the technology firm Locomotion, two automated and connected tractor trailers traveled the PA Turnpike in Pittsburgh, went to Ohio and ended in Michigan.

The Smart Belt Coalition (SBC), a collaboration between transportation agencies, including the Pennsylvania Department of Transportation



(PennDOT), PA Turnpike, Michigan and Ohio, organized the demonstration.

Quest's Pennsylvania Communications Manager Sophia Fox assisted the platooning demonstration by capturing video. As the two tractor trailers exited the PA Turnpike to travel to Ohio, Sophia was stationed at the interchange to video the innovative demonstration. The video was used for social media and a media package that was sent to outlets throughout Pennsylvania.



“It’s so interesting to see truck platooning in action,” Sophia says. “It was great to be a part of a large demonstration coordinated by the SBC. I hope to help with platooning demonstrations in the future.”

PENNSYLVANIA TEAM SUPPORTS PEL STUDY

WHEN I MOVED to Pennsylvania, I learned about the state’s equivalent to Florida’s project development and environment (PD&E) study – the planning and environmental linkage (PEL) study.

A PEL study is a collaborative approach to transportation decision making between the state’s department of transportation and the Federal Highway Administration. The study combines the planning and PD&E processes and is compatible with future National Environmental Policy Act (NEPA) studies. The goal is to carry the obtained information into the NEPA process.

Quest supports Johnson, Mirmiran and Thompson (JMT) with public involvement services for the State College Area Connector PEL Study in southern Centre County. The team executed the first virtual public meeting (VPM) for the study in October 2020. Sophia Fox, Chris Ward and I worked closely with the JMT team and PennDOT District Two to create eye-catching collaterals and graphics for the VPM.



Stakeholder participation is crucial in the PEL process. It allows for the development and refinement of strategies and is encouraged during every step of the study.

PENNSYLVANIA TURNPIKE TURNS 80

IN OCTOBER, AMERICA’S First Superhighway, the Pennsylvania (PA) Turnpike, celebrated its 80th year of service. Although the occasion couldn’t be celebrated in person because of the pandemic, Quest’s Pennsylvania Communications Manager Sophia Fox assisted the Pennsylvania Turnpike Commission in creating an unforgettable commemoration.

Working with the Turnpike’s marketing team, Sophia assisted with redesigning and creating content for the

Commission’s history website page. The new history page features video and photos with historic explanation of the last eight decades.

When the PA Turnpike opened on Oct. 1, 1940, it was just 160 miles long. Today, it stretches more than 550 miles. With the Pennsylvania Visitors Bureau and Pennsylvania Historic Museum Commission, the Turnpike created a fun-filled, historic road trip along the original 160 miles. To go with the new history site, Sophia worked with the Turnpike’s GeoAnalytics team to bring the road trip to life. Through “Exit and Explore,” travelers can find information about destinations to visit on the Turnpike’s original 160 miles.



“From the Exit and Explore map to the new webpage, I hope travelers will learn something new about the Turnpike’s history,” Sophia shares.

FROM BOSS TO BEAST

By Dave Alberts

PEOPLE ARE ALWAYS asking me, “What’s it like being Sharlene’s personal trainer?” “Is it weird training your boss?” “What’s Sharlene like outside work?”



I’ll be honest, initially I was a little hesitant to be Quest Owner/President Sharlene Lairscey’s personal trainer. I’ve learned a lot in my 10-plus years of lifting. I was strength coach at a Crossfit gym and have trained friends and family –

but this was going to be different. This is my boss! The owner of the Company I work for! What happens if it doesn’t work out? What if she doesn’t enjoy the workouts I put together? What if there are things she doesn’t want to do? What happens if I push her too hard and she gets hurt?

This could go really well...or really badly.

In the end, it was one of the best decisions I’ve made. To Quest employees, Sharlene can be described as a tenacious, hardworking, inspirational, energetic, attentive, generous and a loving leader who expects the best from herself and her employees. So what’s she like outside the Quest world, and in the gym? Well, she’s the exact same! The characteristics that make her a great boss and leader make her one of the best students I’ve trained.

We set up six weeks of training at a time, three days each week. Each six-week period has different exercises built in. We just finished our 18th week of training and I can’t wait for our next six weeks!

Sharlene truly is a beast, inside and outside the gym. It’s been a pleasure training her and watching her progress, just as she’s

helped me progress in my professional career. I am #QUESTPROUD of Sharlene and feel blessed to have such a great boss, student and friend.



Dave lifts 715 lbs. in the Halloween Deadlift Competition.

NATIONAL BOSS’ DAY

NATIONAL BOSS’ DAY dates to 1958 when Patricia Bays Haroski, an employee at State Farm Insurance Company in Deerfield, Illinois, registered the holiday with the U.S. Chamber of Commerce. She chose Oct. 16 because it was her father’s birthday. The purpose of the day was to show appreciation for her boss and other bosses.



“It humbles me deeply when one of our associates says I am a great boss,” Quest Owner/President Sharlene Lairscey shares. “I

believe at Quest we have lots of great bosses. I believe we have created an environment that encourages fun and supports productivity.”

Are you a boss and want to be appreciated? If you do, it’s important to determine what it takes to encourage, inspire and motivate your team. I believe employees want to make a difference and do a good job. It’s up to the boss to communicate a clear vision. Great bosses demonstrate how each employee task supports what an organization is trying to achieve.

“Setting clear performance expectations is key,” Associate Vice President Jill Cappadoro shares. “And our employees should expect to receive constant feedback on how well they are meeting our expectations.”

“Our managers care about our employees as people. They are transparent. They share

their personal experiences, and they demonstrate their vulnerabilities,” Finance Manager Lori Morgan says.

“We work hard, but we have a good time,” shares Client Relationship Manager Elisa DiGrazia. “I love my team, and it’s important to me to gather them and let them know we’re all headed in the same direction, in unity.”

So, to all you client-bosses out there, thank you for being great managers, mentors, teachers and guides. Thank you for being the best you can be. And thank you for your vision, your extraordinary abilities and your leadership to guide us, specifically during these times. At Quest, we think you all are amazing!

QUEST: PERSEVERING WITH LOVE

AT QUEST, WE are proud of and inspired by the way our company and our clients have risen to the challenge of COVID 19 - with flexibility, resilience, courage and caring hearts. As the situation continues to evolve, we will continue adapting to the challenges and changes.

Understandably, there continues to be a great sense of unease everywhere. Although it saddens us that we aren't able to connect like we used to, we're working harder than ever to create opportunities to inspire and provide resources and support.

On behalf of our Executive Leadership Team, we thank our government-agency and professional-engineering consultant clients for all you are doing to weather this crisis. Your commitments make all the difference. We'd like to reassure you that Quest is resilient. Over the course of 25 years, we have experienced many challenging moments. We've stuck together, and we're convinced that if we continue to stick together, we will overcome this one too.

AT ALL TIMES, WE ARE STAYING FOCUSED ON THREE PRIORITIES:

1) Safety is paramount. We can only make positive contributions and live our purpose and values if we stay healthy and avoid spreading this virus.

2) Business continuity is key. We are focusing on doing the jobs at hand and making extra efforts to go above and beyond - to overcommunicate and overserve - as we produce the quality products and services for which we are known.

3) To the extent we can, we are providing a helping hand to those around us. This is the moment to demonstrate grace, empathy, humility and kindness.

Helping others is part of our Quest values. We have a unique culture and often refer to Quest as a family company. This is the time to live family values. We hope our personal caring and help can make a difference to our colleagues and their families. We know it makes us a stronger and even more united team. In the spirit of Quest, please always live and breathe LOVE. Although this virus is global, we know the situation is different in each area of the country, in each county of the states we serve, and within each home. Please follow the guidance provided. Let us continue to work together - across all parts of our industry - so we can keep going.



#QUESTPROUD!



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



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