

QCA



Be Informed

Quest Corporation of America, Inc.
Communication is Power.
Collaboration is Key!

Dear QCA Family and Friends,

In 2015, QCA celebrated a huge milestone: The 20th anniversary of our organization. Now, our focus is on the next 20 years; it's definitely our time of transformation!

In the beginning, it was about survivability. Today it's about sustainability and succession planning.

The most challenging for me has been balancing family, career, health and friends. It has required me to have a strong relationship, not only with God, but with myself.

I use the words belief and integrity to emphasize that every person needs to be honest, hopeful, trusting and accepting with him/herself... to build relationships with others capable of lasting forever.

Our future is exciting. We possess an endless vision in which QCA



is seamlessly moving forward. I believe there is nothing we cannot achieve. I also believe we were born to serve.

Values, honor, ethics and patience each play an important part in achieving nobility in our relationships with each other, with our customers and throughout our community. We are in love with our strengths, and we are proud to say we are committed to developing and improving our skills, abilities, processes and resources to thrive in the future.

I was sharing with a client recently my story about my first day with QCA. I can remember being in what I call "disharmonious life circumstances" and reminding myself I have some control of my destiny; I'm the only one who can make the necessary improvements and changes that may literally save my life. I remember standing among a crowd of transportation engineers, contractors and designers – all of whom had dedicated their careers and personal passions to building such amazing infrastructure throughout Florida – and it hit me: I'd found my people. That was the day I discovered what I've come to love about the industry we serve.

Thank you for believing and trusting in QCA.
I look forward to sharing more stories
with you in the future.

With much love and many blessings always,

MESSAGE TO LEADERSHIP

QCA's Leadership Team is focused on corporate growth and development as well as on discovering, developing and offering employee growth and development opportunities for associates companywide.

"In 2016 we will continue to focus on creating a sense of community for our QCA family. I enjoy bringing us together as a team. I care about you. I care about your life. And I care about what you care about. I want QCA to be a place where our associates feel heard, cared for and loved. I believe a genuine love for people will permeate relationships throughout our industry. As we continue to travel life's journey together, please know that

I am especially grateful for you coming into my life and guiding, shaping, challenging, mentoring and at times even disciplining me. I can't

thank you enough for all you do and for all you've done! I pray that God reaches you in a very special way this year!"

Left to Right: Diane Hackney • Senior Vice President, Stella Valitutto, CPA • Senior Vice President, Mary Brooks • Vice President, Tish Burgher • Vice President, Jill Cappadoro • Vice President, Carlana Hoffman • Chief Quality Officer



ABOUT QCA

Since 1995 QCA has maintained a reputation for providing high-quality, professional creative products and communications services to various state departments, federal and municipal agencies and to some of the largest engineering and construction companies throughout the United States.

Solely owned and operated by Sharlene Francois Lairscey, QCA is licensed and minority certified (DBE / MBE / SBE / WBE) to serve nationally. With offices throughout Florida, we also maintain a physical presence currently in Alabama, Connecticut, Georgia, North Carolina, Pennsylvania and Texas.

Headquartered in Land O' Lakes, Florida, QCA is driven by the challenge of growing our business.

OUR VISION IS CLEAR

We want to be the first choice provider of quality communication solutions and your consultant of choice for improving, developing and delivering communications products and services nationwide.

This quarterly publication – *Be Informed* – is a collaborative effort to share with you our experiences. It is an examination of the QCA mind, heart and knowledge of our industry, as well as a statement of our passion and commitment to you and to the projects you serve.

If you are interested in receiving a copy, please visit our website homepage at QCAusa.com, or contact us toll free at 866-662-6273.

Welcome Aboard!



Carlana Hoffman

Dedicated to customer satisfaction, QCA is focused on making continuous improvements in the areas of quality, cost, delivery, morale and growth. With that in mind, we are excited to welcome Carlana Hoffman back to QCA! As a member of our Executive Leadership team, Carlana is responsible for developing and executing a systematic process of reviewing QCA products and/or services to make sure QCA is not only meeting, but exceeding client expectations.



Angel Gardner

Angel Gardner joins our Southeast Florida team as public information specialist in the Palm Beach County area. Since joining the team in January, Angel has supported multiple projects such as OnBoard4Jobs Construction Careers Program and the Florida Department of Transportation Oslo Road Widening Project in Indian River County. Her more than 20 years of experience as a journalist and knowledge of the transportation industry makes Angel a valuable asset to QCA.



Gabriela Ruiz

Gabriela Ruiz joins our Central Florida team as public information coordinator. Since joining QCA in February, Gabriela has been a great asset to our OnBoard4Jobs Construction Careers team and our Florida Department of Transportation SunRail team. She led the Hispanic outreach efforts with SunRail through media relations and community involvement. Gabriela is bilingual, has strong writing skills and a passion for public interaction.



Stella Valitutto, CPA

Stella Valitutto joins QCA's Executive Leadership team as senior vice president. Stella is responsible for all administrative, financial and risk management operations of the company, ultimately ensuring the financial stability of a completely transparent organization.



Kelsey Morrow

Kelsey Morrow joins QCA's Home Operations team as corporate communications manager. Kelsey brings a background of marketing and communications skills developed in the non-profit field with a focus in strategic social media planning. We look forward to her enhancing the lines of communication with our current and future clients.



Kortney Wesley

We are pleased to announce Kortney Wesley to our national team. Kortney is based out of the Northeast Florida area. Since joining QCA in March, Kortney has been working closely with QCA Business Unit Manager Traci Missildine to ensure a smooth transition for our national transit accounts.



Isabel Gonzalez

We are pleased to announce Isabel Gonzalez as a member of our South Florida team. She will be serving in the public information sector. Isabel brings a background in journalism with more than 20 years of experience and an exceptional skill in fostering relationships with media outlets. Isabel will be serving with HNTB on a PD&E project, supporting the City of Miami Beach and assisting with surveys in Boca Raton.



PENNSYLVANIA TURNPIKE COMMUNICATIONS

QCA works with Michael Baker International (Baker), as the General Consulting Engineer (GCE) for the Pennsylvania Turnpike Commission (PA Turnpike), to support the Communications and Public Relations Department. Chad Newton heads up the effort for QCA in Pennsylvania, with assistance from National Transportation Services Leader Mary Brooks and the QCA Creative Services team. Helping the agency since 2014, QCA has several exciting initiatives underway at the PA Turnpike, including:



- Expanding the PA Turnpike's Public Meeting Guidebook to create a comprehensive Public Involvement Handbook for Capital Projects. QCA is working with Baker and PA Turnpike staff to develop a thorough, user-friendly publication that will serve as a complete guide for PA Turnpike personnel, consultants and all other parties engaged in project development.
- Developing and recommending strategies for a comprehensive community outreach plan related to total reconstruction projects. The goal is for the PA Turnpike to engage the public in safety and education initiatives – long before construction projects begin – and to foster new relationships in the community.
- Developing a complete public communications outreach plan for the removal of all call boxes along the PA Turnpike's 360-mile system. Information will be presented to drivers about innovative communication alternatives, as well as new initiatives planned by the PA Turnpike to provide additional roadside assistance in the absence of the call boxes.

- Creating a monthly, interactive e-newsletter (The Baker Work Zone) for the PA Turnpike Commissioners. The e-newsletter, launched in February, is a monthly recap of how Michael Baker International, as the GCE, is helping the Turnpike to meet many of its strategic, safety and operational goals.
- The production of several agency reports, including the 2016 Crash Analysis Report and the Fiscal Year (FY) 2017 Annual Report on Operating & Capital Budgets.

According to Chad, "This is just a sample of the ways in which QCA is contributing to the internal and external communications at the Pennsylvania Turnpike Commission. Through projects such as these and much more, we plan to strengthen our relationship with the PA Turnpike in 2016 - with our sights set on expanding QCA's presence in the Keystone state in the near future."



Chad Newton

REBRANDING TO INCREASE RIDERSHIP FOR GWTA in NORTH CAROLINA



QCA is pleased to be a part of the Goldsboro – Wayne Transportation Authority (GWTA) team in Goldsboro, North Carolina supporting the agency with market research and ridership development.

QCA's Traci Missildine, Micaela Harris and Maddie Pfingsten are completing Fixed Route and Rural Van Service Customer Satisfaction Surveys. The team designed, implemented and analyzed the surveys and will

use the results to make recommendations to the Authority for future transit awareness campaigns. Additionally, the team conducted 'Secret Shopper' activities and assisted the agency with developing Employee Incentive Programs.

In 2015, the team of public transit professionals prepared a rebranding strategy and a 12-month comprehensive marketing and outreach plan, designed a new agency logo, refreshed route schedules, developed a new system map and agency Ride Guide and launched the Authority's first website and social media platform.



Traci Missildine

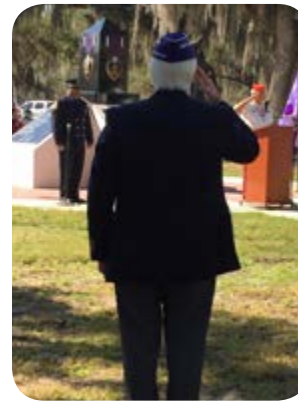
"The rebranding efforts have been extremely successful for GWTA. The website and social media views are increasing. The passengers have been so receptive to the changes," said Traci.

"We are excited to be a part of the implementation phase where we can really show how to use the rebranding to increase ridership."



Maddie Pfingsten

Micaela Harris



PROUD TO SUPPORT AMERICA'S VETERANS

The Florida Department of Veterans' Affairs (FDVA) recently selected QCA for Media Outreach and for the development of their Brand Awareness Program. With more than 1.5 million veterans, Florida is the most veteran-friendly state in the nation. And proudly, QCA now has the honor of serving them.



FLORIDA DEPARTMENT OF VETERANS' AFFAIRS

www.FloridaVets.org



Joe Duhamel

"QCA is proud to serve the agency that serves our nation's veterans," said QCA's Joe Duhamel. FDVA is the premier point of entry for Florida veterans to access earned services, benefits and support. We're excited to be part of such an essential organization."

We are charged with working closely with FDVA to manage their Facebook and LinkedIn social media platforms, enhance their website, refresh their photo library, and to design and develop several information and benefits collaterals.

Dylan Conway

Jill Cappadoro

Maddie Pfingsten



**To our Veterans,
THANK YOU FOR YOUR
SERVICE! WE LOVE YOU AND
WE HONOR YOU!**



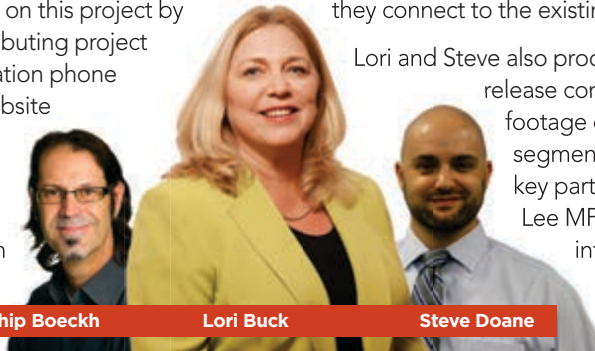
COMPLETE STREETS INITIATIVE PHASE ONE NEARING COMPLETION

Lee County Metropolitan Planning Organization is Nearing Completion of the First Phase of their Complete Streets Initiative and QCA's Lori Buck and Steve Doane are eager to share the good news!

QCA is honored to be part of the Atkins team on this \$10.4 million multimodal transportation project, funded through a Federal TIGER grant (Transportation Investment Generating Economic Recovery). This project adds approximately 13 miles of new sidewalks, bike lanes and shared-use pathways, along with safety improvements throughout Lee County, Florida. The improvements fill gaps in existing bicycle and pedestrian facilities.

QCA is providing community outreach efforts on this project by hosting public meetings, producing and distributing project collateral and by monitoring a project information phone line. The QCA team also created a project website and has produced short video updates of the work in progress.

Owens-Ames-Kimball Co., the prime contractor for this design-build project, began construction in summer 2015 and is nearing



Chip Boeckh

Lori Buck

Steve Doane

completion of the first phase, adding five miles of new sidewalks and bike lanes to five distinct communities across Lee County.

To help spread the word about the new completions Steve and Lori, along with Senior Graphics Designer Chip Boeckh created a fact sheet, media release and maps showing where the new features are and how they connect to the existing multimodal network.

Lori and Steve also produced a video news release containing photos and footage of the completed segments along with interviews featuring key partners of the project, including the Lee MPO and BikeWalkLee. To find out more information about this Lee County MPO Complete Streets Initiative visit <http://leecompletestreets.leempo.com>.



UTILITIES RENEWAL PROGRAM IMPROVING COMMUNITIES

QCA is grateful to support Collier County's Public Utilities Renewal (PUR) Program in a broad capacity, handling public outreach tasks for clients in three program areas.

The large-scale PUR will repair and replace aging water infrastructure in three communities, which is necessary to ensure continued high quality and reliable utility services. Residents within the three program areas, called basins, will receive new water, wastewater and stormwater systems with new paved roadways in areas across Collier County, encompassing dozens of projects.

QCA's Joe Duhamel, Dylan Conway and Steve Doane are thrilled to be a part of the project teams from AECOM, Hole Montes, Inc., and Stantec, whom each manage the construction, engineering and inspection of one basin area.

Joe and Dylan are working closely with Collier County and Stantec to create and develop the PUR website that will provide information to residents and stakeholders in all three basin areas.



Joe Duhamel

Dylan Conway



QCA in the HEARTLAND

QCA is now providing public information services as well as compliance services to support the increasing demands at the Florida Department of Transportation's (FDOT) Heartland/Sebring Operations Center located in Sebring.

Recognizing the projects in this area are increasing, FDOT added a QCA Resident Compliance Specialist (RCS) and Public Information Specialist to their in-house team. QCA's Rasheia Freeman, RCS, and Public Information Specialist Lori Buck are providing professional services as part of our contracts with Jacobs Engineering and Genesis CEI Services. QCA has been serving FDOT since 1995, specifically serving Southwest Florida's FDOT – District One and local municipal agencies for more than 15 years on both major and minor projects located in Bartow, Bradenton, Cape Coral, Fort Myers, Lakeland, Naples, Sarasota, Winter Haven, Venice and more.



"We are grateful for this opportunity to serve throughout Sebring as well,"

stated Lori Buck. "This is the first time QCA has had the honor of serving FDOT in this dual capacity and we look forward to serving the Southwest Florida projects ahead."

Rasheia Freeman



COMPLIANCE SUPPORT AT MANATEE OPERATIONS

QCA's Rasheia Freeman also supported the newly built FDOT Manatee Operations Center by ensuring compliance of their construction projects. As the RCS, she was responsible for four federally funded projects, one which includes an On-the-Job Training (OJT) program and Disadvantaged Business Enterprises (DBE). Rasheia joined QCA in 2015. She has a clear understanding of the federal guidelines and regulations regarding Equal Employment Opportunity (EEO) on FDOT projects. According to QCA Southwest Florida Manager Maricelle Venegas, "Rasheia and I appreciate this opportunity to provide QCA services and to be serving FDOT."



Maricelle Venegas

QCA LEADS PUBLIC INVOLVEMENT for TRANSIT DEVELOPMENT

In keeping with its commitment to ensure a community-driven transit system, Lee County, Florida has made it a priority to encourage input into the next LeeTran Transit Development Plan Major Update. Supporting Tindale Oliver and Associates, QCA will coordinate public involvement, conduct stakeholder interviews, facilitate onboard and online surveys, and develop the project website.

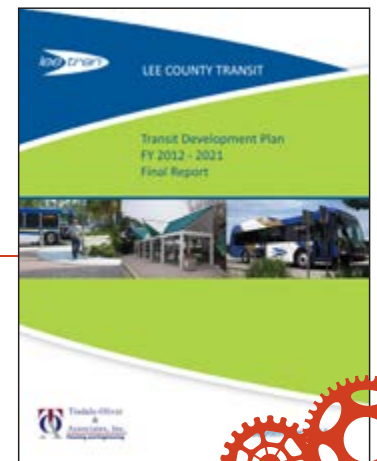
The Transit Development Plan is required of each transit agency receiving state funding from the Florida Department of Transportation. It documents a 10-year plan that guides funding, and serves the mobility needs of residents, employees and visitors.

"Our objective is to combine grass roots community engagement with innovative initiatives to help develop a strategic vision for LeeTran," shared QCA Local Area Manager Steve Doane. "Working with Tindale Oliver, we'll facilitate a plan to promote the operation of an efficient, reliable and financially sustainable transit system." QCA supported LeeTran in 2011 with design and production of new bus schedules and a system map.



Jill Cappadoro

Steve Doane



KEEPING PROJECT INFORMATION FLOWING SMOOTHLY IN JACKSONVILLE

QCA Public Information Officers Traci Missildine and Stephanie Araujo are keeping project information flowing smoothly as they proudly support the Florida Department of Transportation – District Two (FDOT) and Parsons Transportation Group (PTG) with the Interstate 95 (I-95) at J. Turner Butler Boulevard (Butler Boulevard) interchange project in Jacksonville, Florida.



As part of the team, Traci and Stephanie keep local residents and businesses up-to-date on construction progress with community meetings, quarterly community fact sheets, monthly legislative reports, regular email blitzes, outreach and courtesy calls. They also manage a 24-hour / seven-day-a-week hotline and email box as well as manage distribution of damage claims, maintain a bank of project photos and review the project website to ensure accuracy.



“It’s incredibly exciting to be a part of such an amazing project, once completed I’m confident this project will truly enhance the quality of life in Duval County.”

-Traci Missildine

The Florida Department of Transportation is reconstructing I-95 and the Butler Boulevard interchange to improve traffic flow and reduce conflicts, including the building of new overpasses and access ramps. The interchange reconstruction adds a flyover from southbound I-95 to eastbound Butler Boulevard, which will reduce the current situation where traffic backs up onto I-95. Construction is almost at the halfway point with two new flyovers going in at this main intersection on the south side of the city.



Stephanie Araujo

JTA ...IMPROVING PEDESTRIAN, BICYCLE and TRANSIT MOVEMENTS



QCA has been supporting bicycle and pedestrian projects for 20 years. We are also strongly dedicated to public transit, and we are passionate about the marketing, communications, public engagement, education and image development for all modes of transportation at all times.



Recently QCA's Traci Missildine and Stephanie Araujo joined the RS&H team supporting public involvement for the Jacksonville Transportation Authority's (JTA) Mobility Works project. Efforts included community outreach implementation, facility coordination, on-site facilitation for charrettes and public meetings, and gathering and reporting of public input. According to Traci, "The information collected through the community engagement activities will help JTA in deciding how to best allocate funds dedicated to making corridor improvements."

JTA Mobility Works is a program designed to complete projects funded by the extension of a local option gas tax. This phase of the project included the study of 14 Jacksonville corridors to determine the need for enhanced pedestrian and bicycle safety, and transit improvements.

OCALA INTERNATIONAL AIRPORT CHARRETTE



There's nothing better than a charrette to bring together local and regional public officials, businesses, educators, real estate professionals, community leaders and representatives to craft a vision around development in and around an airport. QCA's Lori Buck is more than thrilled to soon be working with Michael Baker International with charrettes at Ocala International Airport.



The City of Ocala is promoting the Ocala International Airport as a premier general aviation airport serving the commercial, industrial and corporate needs of the City of Ocala and Marion County. QCA has been supporting aviation growth for nearly 20 years, specifically with public involvement programs which include executing successful charrettes.

According to Lori, **“QCA is responsible for assisting with the coordination and facilitation of the charrettes. We will also produce the stakeholder database collateral materials and summary notes for the meeting.”**

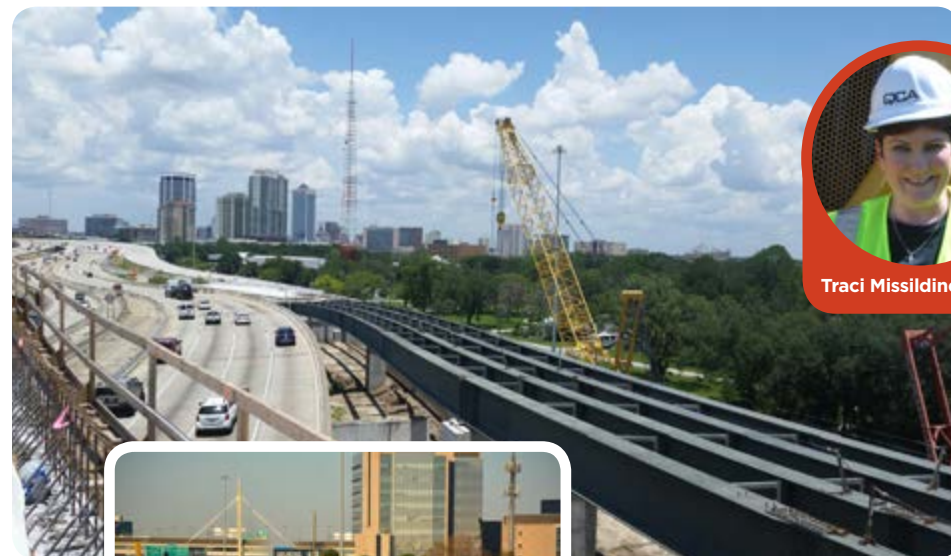
Lori Buck

AN INTEGRATED PUBLIC APPROACH FOR OVERLAND BRIDGE REPLACEMENT

QCA is proud to be serving the Florida Department of Transportation – District Two (FDOT) and Eisman & Russo Consulting Engineers in Jacksonville, Florida. Traci Missildine is providing public information and community affairs services for the FDOT's Overland Bridge Replacement construction project, a \$227 million project. “The Overland Bridge project is one of the most complex construction projects in Duval County to date,” Traci said. “It's such a pleasure to be able to share it with the community daily.”

QCA is responsible for working with area residents, businesses and the traveling public to generate awareness and understanding of the project. Traci is the liaison between the project team and the public. Other responsibilities include the development of community fact sheets and legislative reports, participating in weekly progress meetings, reviewing the project website to ensure accuracy, generating lane closure reports, responding to inquiries coming from a 24-hour project hotline, answering emails and maintaining project damage claims.

Additionally, Traci developed and maintains databases of stakeholders such as impacted property owners, elected / appointed officials, various public agencies, local committees and private organizations. She combines an integrated process of outreach, combining grass roots and electronic communication activities.



Traci Missildine



"Outstanding Party..."

State of the Company

FEBRUARY 1



"Your event was incredible and inspiring."



"It was such a pleasure to meet everyone in person."



"20 Years and counting... QCA is so refreshing to our industry!"



"Thank you for starting such an incredible organization. Looking forward to the journey."



2016

"Thank you for all of your hard work."



"It was nice to be with a group of people that all have the same passion... I loved it!"



TRANSFORMATION FOR QUEST CORPORATION, INC. OF AMERICA, INC. TRANSPORTATION



"Had an awesome time!"



"That was such a wonderful, successful event, thank you for including me..."



"Everyone's having a blast!"

BLUEPRINT 2000 NAME CHANGES TO BLUEPRINT INTERGOVERNMENTAL AGENCY



QCA has served with Michael Baker International on the Blueprint 2000 program for nearly 15 years. Carlana Hoffman, who currently serves QCA as Chief Quality Officer, secured our place on the winning team all those years ago together with President / CEO Sharlene Lairscey.

Throughout the years, several local Tallahassee associates, as well as members of the talented corporate creative services and web development teams have provided outstanding support.

Currently, Susan Emmanuel serves as public information officer for the agency. "This new year has brought exciting changes to Blueprint 2000! First, a name change to Blueprint Intergovernmental Agency," stated Susan. This new name reflects the continuation of the program to the year 2039, due to recent extension of the one-cent sales tax, which funds the program. According to Susan, "Blueprint Intergovernmental Agency will continue to convert individual infrastructure improvements into projects with multiple uses: roads with bike lanes, sidewalks and wide, landscaped medians and stormwater ponds with park-like amenities. Environmental considerations will remain in the forefront and community involvement will continue to play an important role as future projects evolve."

"Blueprint Intergovernmental Agency will continue to convert individual infrastructure improvements into projects with multiple uses..."

Susan Emmanuel



JUST ASK YOUR CUSTOMERS

When you need to find out what residents want in a transit system, ask them! That is the message Tindale Oliver project team members have for Northwest Florida's Okaloosa County. With the assistance of QCA, Tindale Oliver is commencing a 10-Year Transit Development Plan for the county's transit system, Emerald Coast (EC) Rider.



QCA's Sandee Launch interviewed elected officials, military planners, tourism officials and business leaders to develop a stakeholder interview report. Additionally, she attended a recent home show, a library cooperative luncheon and other community activities to facilitate the completion of non-rider transit surveys.

Working closely with QCA's Creative Services team, Jessica Francois created branding for the study with the development of a project logo and Web page.

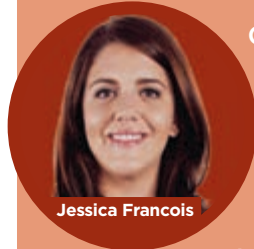
"The transit system has not had a large presence in Okaloosa County, but stakeholders in the area expressed a true interest in exploring the possibility of expanding future service – not only for residents, but also for visitors," said Sandee. "We are excited to be part of this team."

Sandee Launch





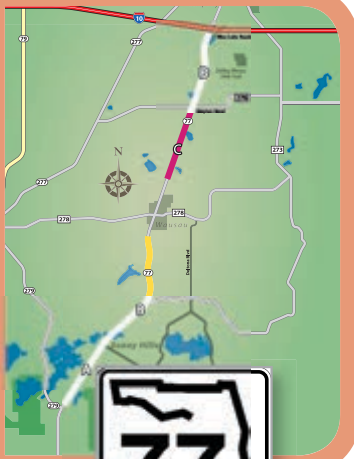
FLORIDA STATE ROAD (SR) 77



Jessica Francois

QCA's Jessica Francois is serving the Florida Department of Transportation – District Three (FDOT) as public information officer for this \$60 million four-phase project in Washington County, Florida. In an effort to reduce congestion, improve safety, create jobs and move people, the FDOT has initiated widening and construction improvements along the SR 77 corridor. According to Jessica, "Planned improvements include widening the roadway from two lanes to four lanes, drainage improvements, safety upgrades, and new signage and pavement markings. The estimated completion date for the project is winter 2018."

State Road 77 is a major north-south artery in Florida's Panhandle, connecting Panama City to the south with Alabama State Route 109 and Dothan, Alabama to the north.



TEN YEAR TRANSIT DEVELOPMENT FOR ESCAMBIA COUNTY

Escambia County Area Transit (ECAT)

is undertaking a major update of their 10-Year Transit Development Plan and, because a necessary portion of the update is a public participation program, Tindale Oliver teamed with QCA to provide public involvement activities.

Working closely with Tindale Oliver, Escambia County and staff of the West Florida Regional Planning Council, QCA's Jessica Francois developed project branding, a Web page, a Facebook page and a Twitter account for ECAT. All are used to draw citizens into the study and encourage their participation and input. QCA's Sandee Launch is gathering further public input and data through stakeholder interviews, workshops and public surveys.

ECAT, since 1950, provides services throughout Escambia County through the fixed-route bus, seasonal Pensacola Beach trolley, UWF on-campus trolley and ADA paratransit transportation.



“The ECAT staff were great to work with during project branding. I’m very proud of our Creative Services Team members who took ECAT’s vision and created a colorful, dynamic, eye-catching brand.” - Jessica Francois



EXPECT THE UNEXPECTED... **TORNADOS!**



EXPECT THE UNEXPECTED. That's a public information officer's (PIO) mantra. Still, every once in a while, something happens that is totally unexpected. These rare opportunities provide new tools and techniques for the PIO tool box and demonstrate how QCA professionals perform under pressure.

The unexpected is exactly what happened on Tuesday morning, February 16, 2016. Around 7:30 a.m., severe storm and tornado warnings were issued for southern Broward County and northern Miami-Dade County as a cold front tore through the area. At approximately 8:30 a.m., a tornado touched down on Interstate 95 (I-95) in northern Miami-Dade County during morning rush hour.

According to QCA's Tish Burgher, "All FDOT contractors are required to have a Hurricane Preparedness Plan in place when construction starts detailing steps that will take place in advance of, and in the aftermath of, a hurricane. But, tornadoes cannot be predicted or prepared for. They hit suddenly and the results can be devastating."

In the case of the February 16 tornado, a brand new electronic sign installed for 95 Express Phase 2 was severely damaged. A tractor-trailer overturned and numerous large trees were uprooted. Traffic was at a stand-still on I-95 for several hours.

New Millennium Engineering's CCEI Team and Hubbard Construction, the contractor for 95 Express Phase 2, mobilized immediately to assess the damage and begin the clean-up effort. QCA's Tish Burgher, PIO for this project, was responsible for communicating directly with District Four Public Information Director Barbara Kelleher, providing regular progress updates. The team worked quickly and efficiently to clear the road and get the traffic moving.

"This is my first experience with a tornado," said Tish. "It was unfortunate motorists were stuck on I-95, but the true miracle was, in spite of all the damage, no one was hurt. FDOT and the project team did a remarkable job considering the level of debris on the roadway following the storm."

AIRPORT PERIMETER ROAD DESIGN BEGINS

QCA's Tish Burgher, Beth Zsoka and Juan Diasgranados are leading the public involvement efforts for the design phase of the Perimeter Road project in Broward



County at the Fort Lauderdale-Hollywood International Airport. As the project starts, QCA is happy to provide services for Grimal Crawford on a project that will add a 10- to 12-foot shared-use path to Perimeter Road between Southwest Fourth Avenue and Griffin Road. QCA developed the Community Awareness Plan (CAP) for the project and will continue to provide outreach to nearby communities and local agencies.

"We're really excited to be a part of this project," said Juan. "It was initiated by the Broward Metropolitan Planning Organization to continue to provide Complete Streets in the County."

The team worked quickly and efficiently to clear the road and get the traffic moving.

Tish Burgher

Beth Zsoka

Juan Diasgranados



QCA Loves Bridges

QCA loves bridges and is thrilled to be a part of the City of Port St. Lucie's Crosstown Parkway Extension Project designed to provide a new bridge crossing over the North Fork of the St. Lucie River, connecting the existing Crosstown Parkway from Manth Lane to US 1.



“QCA is providing project updates and hosting project events. As a high priority project in the city, QCA has already met with several local groups, elected officials and key stakeholders in the area”
– Beth Zsoka

QCA is serving as the project public information officer throughout the design and construction of this major project as a part of Target Engineering Group Inc.'s team for the City of Port St. Lucie. QCA's Creative Services team also created and maintains the user friendly, visually interactive project website featuring project videos, project information and social media from the City of Port St. Lucie.

“QCA is providing project updates and hosting project events. As a high priority project in the city, QCA has already met with several local groups, elected officials and key stakeholders in the area,” shared Beth Zsoka, QCA's Southeast Florida Manager.

QCA recently facilitated a design open house for the Crosstown Project at the City of Port St. Lucie Community Center. The meeting provided participants with an opportunity to provide feedback and input regarding the design of the project. Participants also had the opportunity to vote on the art to be used as the bridge structure. Around 350 interested residents and stakeholders attended the open house.



www.crosstownextension.com

ON BOARD WITH OSLO ROAD

QCA is honored to be a part of the design team for the Oslo Road Widening Project in Indian River County, Florida. Serving with TranSystems on this high-profile project, QCA team members Beth Zsoka and Angel Gardner are developing a comprehensive public outreach plan to provide project information to elected officials, residents and businesses as well as to receive input from those stakeholders. QCA recently submitted the community awareness plan (CAP). The project, which will widen Oslo Road from two to four lanes between Southwest 82nd Avenue and Southwest 58th Avenue, will transform this rural stretch into a main arterial connecting suburban enclaves and the City of Vero Beach.

“This area southwest of Vero Beach has historically been economically disadvantaged. But it's hoped this widening and reconstruction... will bring much needed economic development to the area.”

to effectively communicate with local governing bodies, agency officials, interested community groups, the media and businesses. Our role includes creating project documents, composing letters, distributing fliers, developing a stakeholder's database, coordinating mailings and documenting public responses.

“This is a crucial project for the Treasure Coast,” said Southeast Florida Business Unit Manager Beth Zsoka. “This area southwest of Vero Beach has historically been economically disadvantaged. But it's hoped this widening and reconstruction of Oslo Road along with the I-95 interchange will bring much needed economic development to the area.”

In the CAP, QCA highlighted the importance of coordinating with the new I-95 interchange project in addition to balancing the interests of the various impacted parties on the corridor.

In addition, QCA will facilitate a public meeting, provide creative services and implement plans



Angel Gardner

WEKIVA PARKWAY FIRST SECTION OPENS

QCA's Mary Brooks was on site at 5 a.m. on January 20, 2016, to usher in the opening of the first section of the long-awaited Wekiva Parkway. Mary together with QCA's Kym Graves worked with the Florida Department of Transportation – District Five (FDOT) Public Information Manager Steve Olson to ensure a full contingent of media covered the historic event that has been some 30 years in the making.

According to Mary, "About a dozen members of the media – along with U.S. Congressman Daniel Webster – turned out for the opening. Even though the first parkway section stretches just 3.14 miles from CR 435 to SR 46, more than 200 vehicles had used the road in the first few hours. Coverage of the event was overwhelmingly positive."

Mary conducted informative project tours for the media, staffed interviews, shot photos and posted the event on Facebook and Twitter.

Leading up to the opening, QCA team members conducted dozens of

community and officials' presentations, coordinated with project and Department staff on making final touches to the job site, and promoted the project to hundreds of participants at community and special events.

The Wekiva Parkway not only completes Central Florida's beltway, but features a host of wildlife protections including special fencing, bat houses, wildlife jump-outs and a floodplain bridge animals use to safely pass under the new expressway.



Mary Brooks

Kym Graves

"About a dozen members of the media – along with US Congressman Daniel Webster – turned out for the opening."



General Engineering Consultant Services

QCA HAS BEEN PROVIDING community engagement on Wekiva Parkway for the past 12 years. Recently, QCA was asked to join the FDOT General Engineering Consultant Services (GEC) for design and construction of the project. As the \$1.7 billion project to complete the beltway around Central Florida continues, QCA joins the FDOT GEC as a sub-consultant to AECOM.

QCA Vice President Mary Brooks, supported by Central Florida Associate Kym Graves and Business Unit Manager Megan Olivera, are keeping community members up to date on the latest project developments.

According to Mary, "Wekiva Parkway is testament to QCA's ability to use both grassroots and innovative strategies to support long-term, corridor-wide projects spanning multiple jurisdictions and truly diverse demographics."

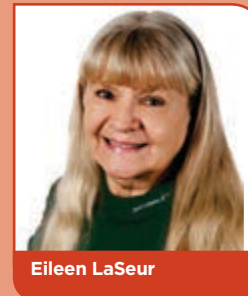
SR 50 (COLONIAL DRIVE) WIDENING AHEAD

QCA continues to team with the nation's leading engineering firms offering full-service communications and community outreach services. QCA's Senior Associate Eileen LaSeur, a veteran communicator, is leading the public involvement efforts for the SR 50 (Colonial Drive) design project in Orange County, Florida.

Comprehensive Engineering Services (CES) was awarded the SR 50 contract, which extends from east of Old Cheney Highway to Chuluota Road. This project design includes widening from a four-lane

urban principal arterial to a six-lane principal arterial. A full median access management analysis will also be required as part of the project.

A public hearing is scheduled for Thursday, May 19, 2016, from 5:30 p.m. to 7:30 p.m., at the Eastpoint Fellowship Church, 15060 Old Cheney Highway, Orlando, Florida.



Eileen LaSeur

WEKIVA PARKWAY INDUSTRY FORUM

QCA was tapped by the Florida Department of Transportation – District Five to handle the planning and execution of an Industry Forum for one of three legacy projects in Central Florida – the Wekiva Parkway. QCA’s Mary Brooks marshaled the forces of Kym Graves, Megan Olivera, Eileen LaSeur, Kelsey Morrow and Jessica Francois to pull off this wildly successful event.

Mary led the planning briefings involving staff from several divisions within the Department, coordinated with Central Office and external speakers, and worked



closely with the seven section consultants on their staffing and exhibits. She also developed and presented much of the detailed multi-media presentation, assisting District Five Director of Transportation Operations Alan Hyman as the main event speaker.



Among her many tasks, Kym disseminated event information to the more than 3,000 industry members invited, fielded their questions and maintained the registration lists. She developed hundreds of color-coded nametags and pre-formatted sign-in sheets. Kym also managed the vendors providing

project-branded, promotional items for the event.

QCA developed the save the date, podium placard, handouts and other collateral. Webmaster Dylan Conway helped develop and launch an event webpage with a registration form that automatically generated an excel spreadsheet of registrants.

About 280 transportation and other professionals attended the Industry Forum, which received rave reviews from many on hand.

Work Force Recruitment

QCA supports Florida’s construction industry through a Florida Department of Transportation (FDOT) Recruitment and Workforce Development contract. According to QCA’s Project Manager Jill Cappadoro, “Could it feel any more rewarding – working with contractors to place Florida residents into on-the-job training programs and offer employment opportunities in a career so essential to the State of Florida.”

This is what QCA has been contracted to accomplish while serving as Construction Careers Consultant for the OnBoard4Jobs program.

QCA associates statewide have been promoting careers in the road and bridge industry, working with high school students, organizing

and participating in job fairs and presenting to contractors. QCA’s Nichole Lairscey who manages all the candidate data, states, “We are proud to deliver candidates with such great potential as well as with a commitment.”



Nichole Lairscey

“This contract falls right in line with our corporate culture,” notes Jill. “I’m so inspired how my fellow associates have embraced working with the community, civic associations, educators and industry leaders.”

“We’re proud to be a solution by connecting employers and workers.” – Jill Cappadoro

Now in our second year managing OnBoard4Jobs Construction Careers program, QCA’s mission is to increase employment of minorities, including women and veterans, with a focus on establishing long-term, well-paying careers.

A nod of appreciation to the Federal Highway Administration, the Florida Department of Transportation and the construction industry firms that support this program.



DESIGN SAFETY IMPROVEMENTS on SR 46

In conjunction with the Florida Department of Transportation (FDOT), QCA recently hosted a Public Open House for a design safety improvements project on SR 46 from SR 415 to east of Lake Proctor Court in Geneva, Florida.

QCA’s Megan Olivera and Eileen LaSeur provided attendees with project-related materials and were on hand to answer questions from business owners, concerned residents and motorists.

The improvements don’t stop there. Shad Smith of Seminole County Engineering was present to update attendees on the SR 46 Project Development & Environment Study (PD&E).

Megan Olivera

“These projects aim to improve roadway safety, serve the community’s needs and improve the quality of life for residents.”

– Megan Olivera



Brochures, Posters and Postcards, Oh My!

QCA's Creative Team is partnered with the City of Miami Gardens on a pilot program for trolley service throughout the city. QCA was contracted to provide marketing and graphics support for the pilot program.



According to Products Marketing Manager Joe Duhamel, "Our first task was to create a visually appealing and unique trolley map while keeping with the City of Miami Garden's brand."

QCA Senior Designer Sophia Tingle added, "Creating maps is an exercise in simplifying a lot of complex information into easy-to-digest visuals."

The Miami Gardens trolley system required drawing and naming the spaghetti grid of roadways, adding stop numbers, trolley directional indicators, illustration of landmarks and identifying two different routes that crisscross. A few techniques were developed to merge stop numbers and directionals, and then the entire map was put on a slight perspective which gives it depth and makes it more distinctive.

Recently, Sophia incorporated the map into informative pieces for the commuters in the area including a large poster for bus shelters, a foldable brochure and a postcard.

“Creating maps is an exercise in simplifying a lot of complex information into easy-to-digest visuals.” – Sophia Tingle

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Sophia Tingle



Juan Diasgranados

CITY OF MIAMI BEACH

Juan Diasgranados will soon be "rockin' it" for the City of Miami Beach. Juan, a native of Washington, DC, but longtime resident of South Florida began his career as a multimedia journalist. His extensive skills in research, story development, writing, editing and producing content on multiple platforms were in demand on recent projects such as the Drive Safe 95 Express project and OnBoard4Jobs Construction Careers. Juan is electrified to bring his multimedia skills, branding and marketing skills to QCA's City of Miami Beach contract as well as to the Florida Department of Transportation contracts statewide.

Juan is electrified to bring his multimedia skills, branding and marketing skills to QCA's City of Miami Beach...

QCA has proudly been serving the city since 2008. Recent projects included public information support for the roadway construction project on the residential streets of the Venetian Islands. Also, in January the City of Miami Beach Commission approved the construction of six new stormwater pump stations. These meet the city's enhanced stormwater criteria, consistent with the recommendation of the Mayor's Blue Ribbon Panel on Flooding Mitigation and Sea Level Rise and the Flooding Mitigation Committee. The new pump stations will help alleviate ponding on the islands when there is heavy rain.

DRIVE SAFE

The Florida Department of Transportation – District Six (FDOT) recently launched a comprehensive Drive Safe 95 Express Campaign to promote safe driving practices along Interstate 95 and raise awareness about the consequences of improper lane changing and speeding is having on the highway's safety and mobility.

In recognition of February Aggressive Driver Awareness month, FDOT and Miami-Dade Metropolitan Planning Organization (MPO) hosted a South Florida Transportation Safety Event at the Stephen P. Clark Government Center in downtown Miami, Florida.

QCA was tasked with planning the event and vendor coordination.

The event garnered more than 100 attendees. Other participating organizations included Miami-Dade Transit, Tri-Rail, Florida Turnpike Enterprise SunPass, South Florida Commuter Services, FDOT's Districtwide Drive Safe Initiative, Operation Lifesaver, Miami-Dade County Open Streets and the MPO's Bicycle & Pedestrian Program.

"This event was designed to help local transportation agencies reach out to the community and provide transportation mobility options, safety resources and other pertinent safety information." – Tish Burgher, South Florida Manager

Drive Safe 95 EXPRESS
The Choice is Yours

DID YOU KNOW?

- The Florida Department of Transportation (FDOT) manages the project via technology and dedicated personnel 24 hours a day. Road Rangers and Florida Highway Patrol (FHP) monitor the express lanes to minimize the impacts of traffic incidents and promote safety for all drivers on I-95. The goal of 95 Express is to keep traffic moving safely and efficiently on Interstate 95.
- 95 Express operates 24 hours a day, seven days a week.
- Express lanes are separated from the non-tolled general-use lanes by double white lines and a barrier of plastic poles.
- Tolls are collected electronically using a SunPass transponder.
- Toll prices are displayed on electronic message signs before the entrance of the express lanes. Toll prices vary based on congestion to manage demand and promote free-flow speeds.
- 95 Express speed limit is 55 MPH throughout the 95 Express corridor.
- Transit riders and 3+ carpool that are registered with South Florida Commuter Services (SFCS) can use the express lanes without paying a toll. To register or learn more about this program, please contact SFCS at 1-800-234-RIDE.

3 Do's & Don'ts Of 95 Express

Do's

- Plan ahead
- Enter and exit at designated locations only
- Be alert and pay attention to the signs

Don'ts

- Don't weave in and out of the express lanes
- Don't speed
- Don't enter when CLOSED

Why are the express lanes closed sometimes?

- When there is a traffic incident affecting the lanes
- When maintenance is being performed

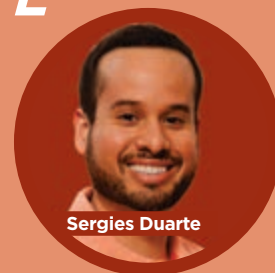
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SR 968 / FLAGLER STREET and SW 1st STREET – Miami, FL

QCA's Sergies Duarte recently coordinated and hosted a public information meeting on behalf of the Florida Department of Transportation – District Six (FDOT) Construction Office for the first of four reconstruction projects along SR 968 / Flagler Street and SW 1st Street. The meeting took place on February 23, 2016 at the Manuel Artime Theater in the heart of historic Little Havana, which is just west of Downtown Miami. Miami's famed Cuban neighborhood, Little Havana, is filled with mom and pop businesses, music and cultural landmarks. The neighborhood is home to the Three Kings Parade, Domino Park, Walk of Fame and Calle Ocho Festival.



Leading up to the meeting, Sergies prepared all project collaterals and executed a 7,000-piece postcard mailer to notify surrounding stakeholders of the public information meeting. Sergies and his QCA South Florida team also performed door-to-door outreach to each business along the corridor to personally extend an invitation to the public information meeting. According to Sergies, "Local residents, business owners, law enforcement representatives and Miami-Dade County Commissioner Bruno A. Barreiro attended the meeting."



Duarte gave a 20-minute presentation in English and Spanish to provide project information. Following the presentations, guests were encouraged to visit the tables around the room where they could view drawings for the proposed work and speak with FDOT representatives.

The first reconstruction project takes place on Flagler Street from 27th Avenue to 14th Avenue. Sergies, currently, is assigned to serve as the public information specialist for all four of the Flagler Street and SW 1st Street reconstruction projects. In this role, he will provide project information to elected officials, stakeholders, City of Miami and Miami-Dade County.

Serving with Kindness... Coast to Coast!

We love what we do!
We are passionate and the truth is,
we are inspired by serving our
customers. When being creative, we

generate a passionate
enthusiasm that stands
strong behind our
ideas, products and
creative designs. Our
customers seek us
out because we help
define and market
their programs.



At QCA, our minds and our hearts
overlap, which results in client satisfaction
and personal gratification.



20th Anniversary Book

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