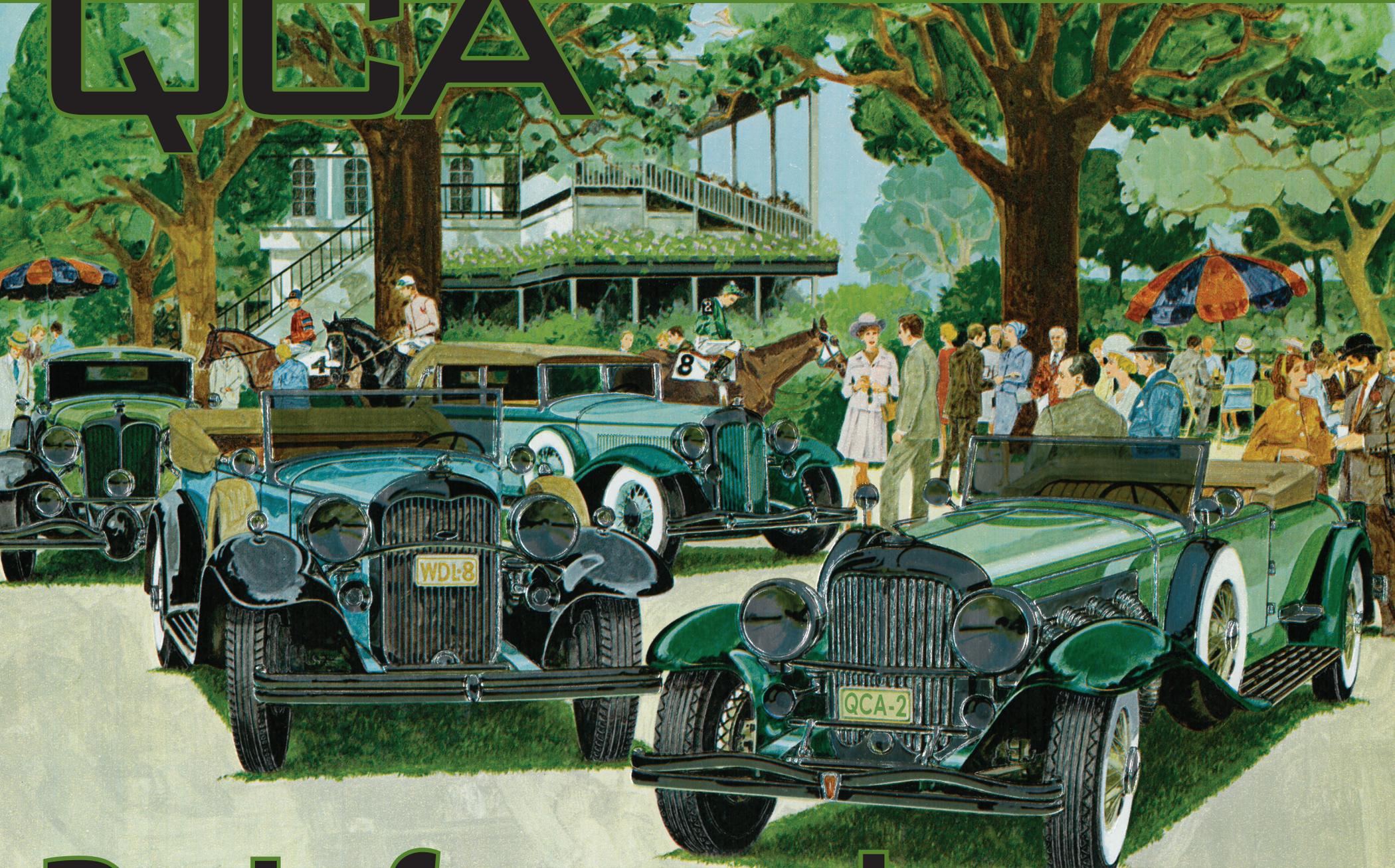


# QCA



# Be Informed

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

## Dear QCA Friends and Family,

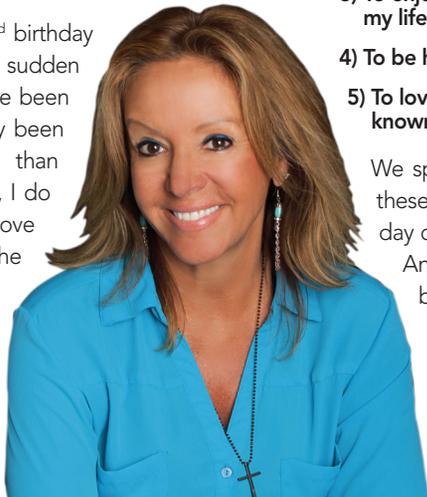
I'm glad you're reading this publication. And, I'll do everything I can to make sure you're glad too.

At QCA, we recognize your workdays can take a lot out of you. So we are committed to putting a lot back into you. This publication is just a start. We love and appreciate you, and we definitely want to make you smile.

I believe all great things in life start from the heart, and definitely end with a smile. Much of my messaging over the years has been about love, specifically when it comes to improving relationships. Love is a beautiful appreciation that can only begin inside of you. Love can make you smile.

In April, I celebrated my 52<sup>nd</sup> birthday and I was not smiling. All of a sudden I woke up and realized I have been betraying myself. I have truly been caring more about others than myself. Don't get me wrong, I do care about you, and I do love you, but I was struggling on the inside.

At this point in my life I think I've earned the right to love myself first.



In this crazy world we live in today I matter, and so do you. I encourage my employees to believe we should properly care for ourselves and define who we are and what we need to thrive, not only for our own good, but for the good of our clients. In our corporate culture we compassionately speak the truth about who we are and are not. It was time to take a good hard look at myself and ask "Who am I, and what do I truly want?"

- 1) To take good care of myself – body, mind and spirit.
- 2) To serve the community with the best of my abilities.
- 3) To enjoy my relationships, my contribution, my life.
- 4) To be healthy and whole.
- 5) To love and be loved like I have never known before.

We spent a lot of time and energy on ourselves these past few months. We appreciate that every day offers us a fresh opportunity to be awesome. And, for you, we want to be awesome because being awesome makes us smile.

*In 1956, psychologist and social philosopher Erich Fromm proposed that loving oneself is different from being arrogant, conceited or egocentric. He proposed loving oneself means caring about oneself, taking responsibility for oneself, respecting oneself, and knowing oneself, for example being realistic and honest about one's strengths and weaknesses. He proposed further to be able to truly love another person, a person needs first to love themselves in this way.*

## 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.

## Quality Care Hotline

QCA associates are working hard to provide excellence! In doing so, we are staying connected, not only to each other, but to our clients, to our peers, and of course to our family and friends.

These days work is happening anywhere and everywhere. Whether we are providing information about your projects throughout your communities, working on a presentation to showcase your milestones, or simply preparing for our next industry-related adventure, we are in touch. And, we don't want to let you down.

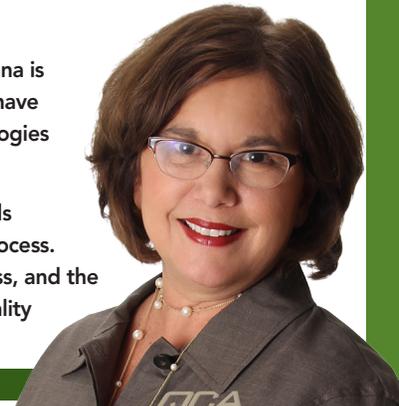
We know you have many choices when it comes to quality communication services. And, we appreciate your loyalty. We've recently set up a Quality Customer Care Hotline so 24 hours a day, 7 days a week, 365 days a year, you are just a phone call away from letting us better serve you. If for any reason you are not satisfied with the level of services we provide, let us know, and we'll make it right.

1-844-QCA4LUV (1-844-722-4588)  
QCAusa.com/quality

## LEADERSHIP THROUGH QUALITY

When it comes to quality, QCA Quality Officer Carlana Hoffman is winning the game by changing the rules! Carlana is driving change throughout our organization for the purpose of customer retention and to make sure our clients have rewarding interactions with our company. This is more than having knowledge of quality improvement methodologies and a mandate of authority from senior leadership. It's all about trust.

We want our clients to know we are an amazing, unique and passionate organization, complete with professionals who are committed to demonstrate that we are putting the extra effort in as part of our quality improvement process. Internally, it's sometimes frustrating, but we know with our growth this is intended to improve a workflow process, and the trust we have established for each other will overcome the frustration and hesitation that often accompanies quality improvement efforts.



Carlana Hoffman

# Welcome Aboard!



## Greg Christopher

Greg Christopher joins QCA as Information Technology (IT) / Facilities Manager responsible for implementing technological strategic solutions company-wide. Greg also leads our internal innovative task team and ensures QCA has the most up-to-date IT and office infrastructure in place.



## David Crigger

David Crigger joins QCA's National Division as products marketing manager. David brings over 25 years of multimedia design experience from traditional graphic design to commercial television prograding and social media.



## Lois Cross

Lois Cross joins our West Central Florida team as a professional administrator to serve our Veterans Expressway project in Tampa, Florida.



## Stephanie Frenkel

Stephanie Frenkel joins QCA's Corporate Marketing division as a summer intern. Currently a student at Florida Southern College, Stephanie is majoring in advertising and public relations.



## Francelis Figueroa Garcia

Francelis Figueroa Garcia joins QCA's Central Florida team. With a degree in mass communications from Pontifical Catholic University of Puerto Rico, and a degree in human resources from Interamerican University of Puerto Rico, Francelis is a quadrilingual, speaking Spanish, Italian, French and English.



## Wendy Johnson

Wendy Johnson joins QCA's Home Office Operations team in our Customer Service Department. As database manager for our client relationship management system, Wendy will be working closely with quality initiatives companywide.



## Nick Lulli

Nick Lulli joins our Northeast Florida team as a public information officer. Nick brings a background in media as an award-winning television reporter and anchor. He is currently supporting the Overland Bridge project and J. Turner Butler / Interstate 95 project in Duval County, Florida.



## Tamara Phillips

Tamara Phillips joins QCA's Southeast Florida team as a public information officer. Tamara is currently serving our Interstate 95 widening project in Brevard County, Florida.



## Melissa Reel

Melissa Reel joins QCA's West Central Florida team as a public information officer. She is currently supporting multiple contracts including OnBoard4Jobs Construction Careers Program, and various projects throughout Sebring, Florida for the Department of Transportation.



## Ale'ta Turner

Ale'ta Turner joins our State Agency team as a marketing and outreach coordinator. Ale'ta graduated from the University of Central Florida with a degree in advertising and public relations.



## Shemir Wiles

QCA welcomes Shemir Wiles to our Central Florida team as a public information officer in the Florida Department of Transportation's Leesburg and Ocala offices.

# HABITAT FOR HUMANITY



left to right top to bottom: Nick Pfingsten, Maddie Pfingsten, Lori Morgan, Jessica Francois, Joe Duhamel, Amy Allten, Sharlene Lairscey, Kelsey Morrow, Abby Blumenfeld

QCA believes in giving back. Recently, our Corporate Office associates collaborated with West Pasco Habitat for Humanity. Associates spent the morning in Holiday, Florida helping to complete the exterior framing of a house. Two more builds are scheduled for October and December, so stay tuned.

## United Way Airport Run

QCA's Danielle O'Connell and Kelsey Morrow recently participated in Tampa International Airport 5K Runway Fun Run benefiting United Way Suncoast.

United Way Suncoast brings the community together to break the cycle of generational poverty throughout the Suncoast region by supporting initiatives around education, income and health.

"This event was definitely a once in a lifetime experience. It's not every day you get to run or even walk on a runway."

– Danielle O'Connell



## Rolling Remembrance

QCA's Northeast Florida Business Unit Manager Traci Missildine is proud of her husband, Brandon Missildine, transport driver for PepsiCo. The company has teamed up with the Children of the Fallen Patriots Foundation to



honor veterans and raise money and awareness by transporting a flag 3,000 miles from Seattle to New York. The flag was flown on a Blackhawk helicopter on a combat mission in support of US ground forces in Afghanistan during Operation Enduring Freedom. The money raised will provide a college education to those children who have suffered the ultimate loss of losing a parent. The journey is called Rolling Remembrance.



Traci Missildine

Traci's husband had the honor of being selected to transport this flag more than 600 miles. He picked up the flag in Valdosta, Georgia and brought it to Jacksonville, Florida. Then he transported the flag from Jacksonville to Bradenton and back to Jacksonville. He passed it ceremoniously to another driver so it could continue the journey to South Carolina.

Pepsi employees who have previously served in the military are transporting the flag across the country, stopping in different cities along the way to honor veterans.

# QCA BOOT CAMP

Recently, Interns Stephanie Frenkel, Mandy Larkin and Associate Kaylin Walsh experienced QCA Boot Camp led by Corporate Communications Manager Kelsey Morrow. Participants got a first-hand look at QCA marketing and communication operations from web design and social media, to building a resume and honing media relations skills. Throughout the week, the team drafted new website ideas, social media improvements and interviewed fellow QCA associates. They also presented to President / Owner / CEO Sharlene Lairscey at the end of the week. Congratulations to Stephanie, Mandy and Kaylin on graduating QCA's boot camp!



Kaylin Walsh, Mandy Larkin and Stephanie Frenkel

# Media Training



QCA associates from across the state recently traveled to Tampa, Florida for a day of media training. The day featured two parts, a classroom portion and an interview portion. During the classroom portion associates learned about the do's and don'ts of being interviewed by the news media, boundaries of interviews, public relations tools and techniques, preparation of key messages, interview types and delivery. During the interview portion, associates learned how to handle both on-camera interviews and person-to-person interviews. They also

learned how to deliver a persuasive message to an unhappy public. Overall, the day was an opportunity for associates to advance their media relations skills and master delivery of strong messages.

# Recycling for a Cause

Did you know about 10,000 recycled bottle caps can create a new bench for a local school? QCA's Gloria Freeman collects bottle caps for her sister, Carol Burgess. Carol is a volunteer librarian at Kingsway Elementary School in Port Charlotte, Florida.



*"Every time I visit my sister I take her bags full of bottle caps. I'm glad QCA and I can make a difference in a student's life."*

- Gloria Freeman

# FEMA TRAINING FOR QCA ASSOCIATES

QCA believes in continuing to develop our associates' skills to provide the highest quality service to our clients. More than 25 QCA associates completed Federal Emergency Management Agency's (FEMA) online public information officer training course. The course elaborates on the role of a PIO in the public safety / emergency management environment.



# SPOTLIGHT ON OUR NATIONAL TEAM

The word is out - QCA knows transit, and we do it well! Under the direction of QCA's **Traci Missildine** and Vice President **Mary Brooks**, our Transit Services Division blossoms and is gaining both clients and projects. In response to that growth, two QCA team members join the Transit Division. QCA's **Sandee Launch**, who has worked for more than three years as part of the Northwest Florida team, focuses her efforts on serving our many transit clients. QCA newcomer **David Crigger**, joins the team as products marketing manager bringing his remarkable design talent to the team.

**Sandee**, who has conducted stakeholder interviews, coordinated public involvement, facilitated on-board and online surveys and conducted passenger counts for such clients as Goldsboro-Wayne Transportation Authority (North Carolina), Cobb County Transit (Georgia), Escambia County Area Transit

(Florida) and Okaloosa County Transit (Florida), has more than 35 years of professional communication experience. She brings organization, enthusiasm and experience to her new role with the Transit Division.

**David**, a U.S. Navy veteran, has more than 25 years of experience working in the creative industry, including many years as the owner and creative director of a multi-media advertising and design agency. In his new role with QCA's Transit Division, David will design eye-catching logos, system collaterals, signage and advertising.

As part of the successful, growing Transit Services Division, Sandee and David will work together with the entire QCA team to meet the needs of our transit clients in the areas of public, media and governmental relations; marketing planning; branding; market research and analysis; ridership development; website development and maintenance; social media strategies; graphic design and database management, to name a few.



Traci Missildine

David Crigger

Sandee Launch

Mary Brooks

## CHARLOTTE AREA TRANSIT SYSTEM



Carolyn Fitzwilliam

QCA is leading the public involvement efforts for the Charlotte Area Transit System (CATS) in North Carolina to update the Bus-Rail Integration Plan reflecting the modification of bus services on the Blue Line Extension (BLE). The BLE project encompasses a 9.3-mile, light rail extension expanding the LYNX service north from the city center to the UNC-Charlotte campus.

Working closely with the project team, QCA Associates Traci Missildine and Carolyn Fitzwilliam aim to ensure an inclusive process, which complement community input with data collected from extensive on-board origin and destination surveys, ridership statistics and other reliable sources for gathering information.

QCA's public involvement initiative and meeting coordination services include coordinating communication with appropriate government and community leaders, notifying local stakeholders, developing meeting documents and presentation materials, and creating meeting summaries. Our team understands input from area residents, employers, service providers, educational institutions and others is crucial to the success of any project. More than 105 people attended the various meetings held in May.



# RIDER TRANSIT: A HEALTHY PARTNERSHIP

QCA's National team supports the North Carolina partnership between the Concord-Kannapolis Area Transit (Rider Transit) and the Cabarrus Health Alliance in developing ways to improve quality of life for those living in the Concord and Kannapolis communities by connecting them to healthier lifestyle options. QCA's Traci Missildine and Chip Boeckh worked with Rider Transit to develop two brochures



highlighting destinations along the transit system encouraging improved health and are easily accessible using available transit services.

The Healthy Eating brochure features restaurants, farmers markets and grocery stores offering nutritious food choices. The Active Living brochure highlights parks, YMCAs, gyms and other recreational establishments offering opportunities to improve one's fitness and overall health. All locations are within a few blocks of a Rider Transit bus shelter or stop.



QCA also worked with Rider Transit in developing two billboard ads to complement the brochures. The effort is grant funded by the Cabarrus Health Alliance. The goal

is to develop additional health service-focused brochures each year, and ultimately compile all of the information into a book to serve as a community resource to improve the overall quality of life.

# QCA Takes Rider Transit Website to the Next Level

This spring QCA associates helped Concord-Kannapolis Area Transit (Rider Transit) transform their website into one that is user-friendly, interactive and accommodating to mobile devices. Team members Traci Missildine, Dylan Conway, Sophia Tingle and Micaela Harris worked closely with agency staff to change a static site with a rigid, limited framework, into a new cleaner design loaded with technological innovations.



QCA built movement into the site by adding rotating home page sliders and a news ticker. There's also an industry news section – "Let's Talk Transit" – featuring movement in the form of live feeds. The www.ckrider.com site provides immediate access to Rider Transit's TRAK IT, a Real-Time Arrival program allowing passengers to see where their bus is at any given time and how long before it arrives at the next stop.

QCA installed a Content Management System and provided the related training so agency staff could update the site as needed. The site is also positioned for future expansion, with upgraded hosting and capabilities to add a trip planning feature and educational videos.



Chip Boeckh Traci Missildine



Sophia Tingle Dylan Conway Micaela Harris

# PUBLIC ENGAGEMENT INFORMS MCAT SERVICE PLANNING

Three times is the charm. This proved true as QCA associates recently supported Manatee County Area Transit (MCAT) at three major transit stations over the course of three days to ensure its passengers were aware of proposed service modifications and notified of two scheduled public workshops.

QCA Associates Maddie Pfingsten, Melissa Reel and Wendy Johnson championed for MCAT passengers, handed out information brochures and encouraged input via an online survey and attendance to the workshops. Additionally, QCA supported preparation and facilitation of two MCAT Public Workshops including the design and production of welcome signs and sign-in sheets, staffed the sign-in table, collection of comment forms and overall set up / tear down of the meeting location.

Working closely with MCAT transit planners, QCA Vice President Jill Cappadoro managed development of public outreach collateral complementing Manatee County's brand and transit system messaging. MCAT has now asked QCA to help refresh its bus schedule template and design a new system map to facilitate launch of the new and modified services in late 2016.

We are pleased to be teaming with Tindale Oliver on MCAT's General Planning Consultant contract, and to be part of future growth in how MCAT serves its community and expands ridership.



Wendy Johnson Maddie Pfingsten



Jill Cappadoro and Melissa Reel

## QCA SUPPORTS LEETRAN WITH TEN-YEAR TRANSIT PLAN

QCA is proud to be part of the Tindale Oliver team for the Transit Development Plan Major Update for Lee County Transit (LeeTran). In keeping with its mission to maintain a community-oriented transit system, LeeTran made it a priority to collect input from residents across Lee County, Florida.

QCA's Jill Cappadoro, Carolyn Fitzwilliam and Steve Doane coordinated public involvement during the research phase of the plan, conducting stakeholder interviews, facilitating bus operator interviews and hosting outreach events throughout a broad swath of the community.

Through these events, QCA collected more than 150 community comments



about how LeeTran can maintain and enhance its high level of service. Efforts included scheduling and conducting interviews with 15 community leaders including county commissioners, city managers and university planners. Our team spent a day in the transit system's bus operations area, speaking with more than 50 bus and van operators to ensure an inclusive overview of recommendations.

Additionally, QCA provided the Tindale Oliver team with summary reports and documentation for each series of targeted outreach for their use in developing an informed transit plan.

LeeTran provides services throughout Lee County, Florida through fixed-route buses, paratransit service called Passport, park and ride program, and an employer vanpool program.



# MAKING TRACKS WITH QCA AND LEE MPO

QCA and the Lee County Metropolitan Planning Organization's Complete Streets Initiative "Make Tracks" with TIGER Walk and Bike to School Event

To celebrate the opening of the Lee County Metropolitan Planning Organization's Complete Streets Initiative Phase One, QCA's Lori Buck and Steve Doane, along with community partners Lee Memorial Health System, Safe Routes to School, the Lee County School District and others, organized the TIGER Walk and Bike to School Safety event.

QCA is excited to be part of the Atkins team for this \$10.4 million multimodal transportation project. Funded through a Federal TIGER grant (Transportation Investment Generating Economic Recovery), the project adds 12.6 miles of new sidewalks, bike lanes and shared-use pathways, along with safety improvements, to three specific areas of Lee County, Florida.



Crews recently finished the project's first phase, adding 4.71 miles of new sidewalks and bike lanes across the county. Sidewalks added near San Carlos Park Elementary School

enhance the connectivity and safety for students and their families.

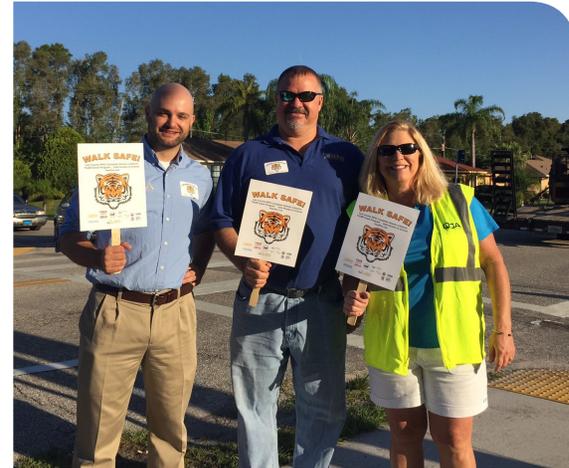
Steve and Lori, along with Graphic Designer Chip Boeckh, developed the event invitation flier, fact sheet, video, photos, media release, stickers, signs and a fun coloring sheet with bike safety tips. Students, families and the media in the San Carlos Park community received materials digitally and in person.

The community response was outstanding, with more than 40 people taking part in the walk from Karl Drews Park to San Carlos Park Elementary School, wearing TIGER Walk Safe Stickers and holding TIGER Walk Safe signs.

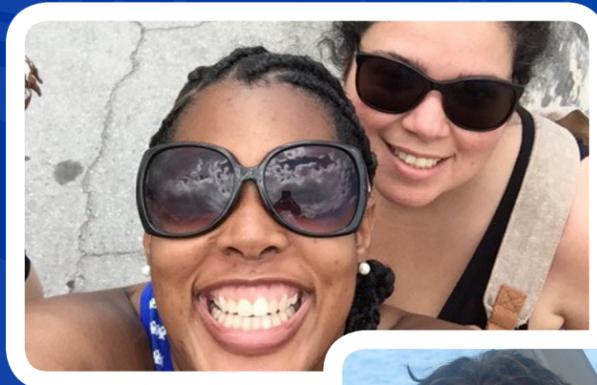


Lori Buck

Steve Doane



# WINNERS CRUISE TO THE BAHAMAS



HARD WORK TODAY AND A  
JOB WELL DONE IS AN  
OPPORTUNITY  
FOR TOMORROW!  
Carnival's "Valor"  
May 12-15, 2016



"People, passion and performance lay the groundwork that drive our innovation and continues to make us a leading communications company for our clients, for our community and especially for our employees," according to President / Owner / CEO Sharlene Lairscey who annually takes her top performing team(s) on a weekend cruise. In May, 21 QCA associates from Northwest Florida and Central Florida met their goals and joined Sharlene on a 3-day cruise to the Bahamas.

The Islands of the Bahamas makes a great cruise destination almost any time of year. It's just far enough for that special getaway celebration.

Senior Vice President Diane Hackney said, "At QCA, we laugh. We help each other. We support each other's visions. We grow together. And then at the end of the day... we celebrate our success."

Vice President Jill Cappadoro added, "We are on a mission to change the way that people think about going to work. We love our jobs and Sharlene does an excellent job rewarding us for our hard work."

## CONGRATULATIONS...

Northwest Florida	Central Florida	Employee of the Year
Susan Emmanuel	Christine Aronow	Traci Missildine
Jessica Francois	Alicia Arroyo	Creative Team
Amanda Hopkins	Debra Bishop	Dylan Conway
Sandee Launch	Mary Brooks	Joe Duhamel
Cacynthia Lock	Carolyn Fitzwilliam	
Kaylin Walsh	Kym Graves	
	Eileen LaSeur	
	Lisa Mark	
	Ginger Miller	
	Megan Olivera	
	Maddie Pfingsten	
	Kelda Senior	

# CELEBRATION POINTE BRIDGE (SW 30TH AVENUE BRIDGE) APPROACHING COMPLETION



Karen Harrell

QCA is proud to be working with HNTB to serve Alachua County, Florida on the Celebration Pointe Bridge (SW 30th Avenue Bridge) Project. Public Information Officer | Karen Harrell participates in progress meetings and manages a 24-hour hotline to provide public information. She updates the media and community on lane closures and construction activities.

Construction on the Celebration Pointe Bridge began in April 2015 and is scheduled to be completed in September 2016. The Celebration Pointe Bridge is a five-lane, \$12 million bridge that will span Interstate 75 (I-75) and feature a dedicated bus rapid transit lane. The five-lane bridge will provide Celebration Pointe with a second major access point to the corridor aside from the main entrance at West Archer Road, just off I-75. The bridge will also connect to other major arterials leading to and from significant points of interest in Gainesville, including its major healthcare corridor, central business district and the University of Florida.



## State Road A1A (3rd Street) Drainage Improvements Project Public Meeting

QCA is delighted to be able to support Parsons Transportation Group on the Florida Department of Transportation District Two State Road A1A (3rd Street) Drainage Improvements Design Project in Jacksonville Beach, Florida. SR A1A has a history of significant flooding. This project proposes to construct drainage outfall improvements for the purpose of reducing flooding on SR A1A between Seagate Avenue to Beach Boulevard.

QCA Public Information Officer Karen Harrell provides public involvement for the project. QCA coordinated a recent public meeting held at the City of Jacksonville

# Searching for the Next Generation

More than 1,300 students participated in this year's Northeast Florida Construction Career Days at the Jacksonville Equestrian Center. The event exposes high school students to career opportunities in the construction industry. QCA's Karen Harrell, Micaela Harris and Kelsey

Morrow volunteered on the publicity team, capturing students' hands-on experience in learning labs and on construction equipment for social media and future promotion of the event. Business Unit Manager Traci Missildine oversaw QCA's team while also supervising the collection of money for volunteer lunches and t-shirt sales.



"It is a great feeling to see students realize their career potential in the construction industry."

– Kelsey Morrow



Beach Community Center. More than 50 local residents, business owners, elected officials and emergency service providers attended the meeting. Meeting attendees were able to view a project video, meet one-on-one with project team members, gather project information, ask questions and provide comments.

# Developing a Master Plan



QCA's Susan Emmanuel is working with RS&H and the City of Tallahassee to develop an Airport Master Plan and Airport Layout Plan Update for the Tallahassee International Airport.

## What is an Airport Master Plan?

An Airport Master Plan is a study used to determine the long-term development plans for an airport. Because air transportation is a vital community industry, it is important that the requirements for new or improved airports be anticipated.



## What is an Airport Layout Plan?

An Airport Layout Plan (ALP) is a set of drawings showing the near-, intermediate- and long-term facilities for an airport. The ALP is prepared in conformance with the Federal Aviation Administration's (FAA) Advisory Circular 150/5070-6B, "Airport Master Plans."



## Apalachee Parkway Roadway Improvement Project

QCA's Susan Emmanuel works with KCCS Construction Services to provide public information services for the State Road 20 (US 27) Apalachee Parkway Roadway Improvement Project in Leon County, Florida.

### Planned improvements include:

- Milling and resurfacing
- New signage and pavement markings
- Drainage improvements
- Paved shoulders
- ADA / Sidewalk improvements where needed
- Curb and gutter replacement, where needed
- New guardrail and gravity wall
- Signalization improvements

Apalachee Parkway Project Location Map

## SR 30 PD&E

Susan Emmanuel is working with RS&H and the Florida Department of Transportation District Three to provide public involvement services for the State Road 30 (US 98) PD&E Study. The length of the study includes SR 30 (US 98) from Portside Drive to the Okaloosa County line and from the Santa Rosa County line to SR 393 (Mary Ester Blvd.). This study will analyze the roadway for potential widening and rehabilitation.

Susan Emmanuel



## QCA Serves the City of Pensacola

QCA's Sandee Launch, Jessica Francois and Jill Cappadoro have teamed with RS&H to serve the City of Pensacola to provide an Airport Master Plan Update. The plan will provide a working guide for airport operations, expansion and development for the next 20 years. The airport property encompasses 1,400 acres and includes a two-story 159,000-square-foot terminal that services five commercial and regional airlines and more than 4,000 passengers per day.



# QCA provides public outreach on design project in Broward County

QCA is honored to be a part of the design team for the Interstate 95 (I-95) at Sample Road Interchange Project in Broward County, Florida.

We are pleased to be working with DRMP on this significant effort to reshape one of the busiest I-95 interchanges in the county. QCA team members Beth Zsoka, Juan Diasgranados and Angel Streeter Gardner will develop a comprehensive public outreach plan to highlight proposed changes to the interchange, which includes combining northbound and southbound entrance ramps to improve traffic flow between entrance and exit ramps and increasing turn-lane storage in both directions on Northeast Third Avenue.

QCA will develop a community awareness plan, taking into account the busy Sample Road corridor that acts as both a gateway to the western communities of Coral Springs and Tamarac and the eastern beach communities. In addition, QCA will facilitate a public meeting and provide support at meetings with such key stakeholders as Broward Healthcare, the Broward Metropolitan Planning Organization, Broward County and the Cities of Deerfield Beach and Pompano Beach.

“We appreciate DRMP including QCA on this important project and continuing our successful relationship,” said Business Unit Manager Beth Zsoka, noting that QCA is working closely with DRMP on the design for the University Drive Widening Project also in Broward County.



Angel Gardner

Juan Diasgranados

## BOCA RATON RESIDENTS GET SURVEYED

Continuing to keep an eye on the pulse of the community, the Boca Raton Police Department once again turned to QCA for its annual Citizens Satisfaction Survey gauging residents' perception of the police department and how well police officers performed their duties.

**“Our survey team genuinely enjoyed interacting with Boca Raton residents, hearing their stories, issues and concerns and effectively communicating that back to the client,” Angel said.**

Throughout the month of April, QCA team members queried Boca Raton residents in public places throughout the city, asking about how safe they felt in their communities, their top public safety concerns, the police department's relationship with the community, their familiarity with police services and other issues. QCA successfully completed 445 surveys, collecting information from a diverse range of respondents.

QCA project managers, Beth Zsoka and Angel Streeter Gardner, worked with department officials and city staff to update and improve the survey, identify survey locations and coordinate survey schedules.

For this survey effort, QCA used tablets to administer the surveys and a remote database to record the responses. Using an Excel database, QCA compiled and analyzed the survey results to produce a final report capturing the public's view of the city police department.

QCA thanks the Boca Raton Police Department for entrusting us to produce quality products and services for a noteworthy effort.



# QCA Provides PD&E Services for Midway Road

QCA continued its ongoing public outreach efforts on the Midway Road Project Development and Environment Study in St. Lucie County, Florida with a Public Alternatives Workshop.

Serving the Florida Department of Transportation District Four, QCA worked in collaboration with Inwood Consulting Engineers to provide elected officials, residents and businesses with updated information on the study and the alternatives being considered on the proposed widening of Midway from Glades Cut Off Road to Selvitz Road. Stakeholders also were able to provide input on the proposed improvements.

QCA Business Unit Manager Beth Zsoka led the community outreach, developing invitation letters, the project newsletter, press release and newspaper advertisement to promote the public workshop. In addition, Beth worked with local government agencies to communicate project updates and highlight the workshop on their websites.

QCA provided crucial support, preparing more than 1,000 invitations for mailing and hand delivering project newsletters to area businesses and residents. In addition, the QCA team provided welcome boards and handouts, greeted attendees and provided assistance to the project team.



## QCA JOINS LAKES ON SR 84 / I-595 DESIGN

QCA has teamed up with Lakes Engineering to provide public outreach efforts on the design phase of State Road 84 / Interstate 595 at NW 136th Avenue in Broward County, Florida for the Florida

Department of Transportation District Four. QCA recently developed a Community Awareness Plan (CAP) for this intersection improvement project that involves adding turn lanes and widening bridges to alleviate congestion and improve safety at this busy intersection in western Broward County.

At this centralized location where the

Tish Burgher



**“We are thrilled to be participating in this project with Lakes Engineering,” said Tish Burgher, QCA vice president. “Our goal, as always, is to have robust public involvement to build consensus on this project.”**

suburban cities of Davie, Plantation and Sunrise converge, the CAP provided insight on how traffic delays and long queues at the SR 84 at NW 136 Interchange are affecting motorists, residents and businesses. Just minutes away from such major destinations as the BB&T Center, a concert venue and home of the Florida Panthers NHL hockey team, and Sawgrass Mills, a regional shopping center, the interchange acts as a major access point to a thriving residential and commercial center.

In addition to developing the CAP, QCA will facilitate a public meeting and implement comprehensive community outreach plans to effectively communicate with local governing bodies, agency officials, interested community groups, the media and businesses.

# SunRail Phase 3 Underway with HDR

QCA's Eileen LaSeur is spearheading public involvement efforts for the SunRail extension to the Orlando International Airport. The SunRail Phase 3 corridor is being studied along the Orlando Utilities Commission (OUC) Stanton Spur from the existing wye turnout (triangular junction) to the upcoming Intermodal Center (to be constructed by the Greater Orlando Aviation Authority).

The Phase 3 project is proposed to serve air passengers and employees from the Central Florida Region to the Orlando International Airport.



This project involves environmental analysis and evaluation necessary to support a Documented Categorical Exclusion report in accordance with Federal Transit Administration and the FDOT PD&E Manual procedures and requirements.

## Project Update:

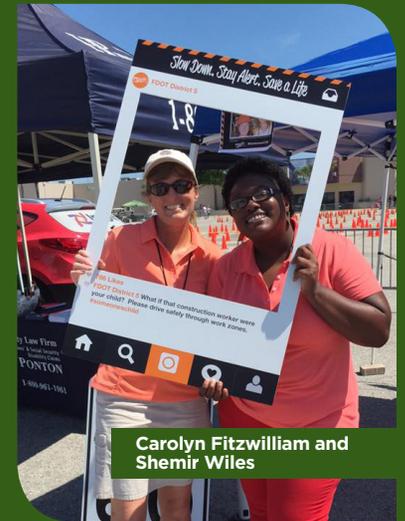
- Existing conditions evaluation and data collection are underway.
- A technology assessment was prepared and submitted to FDOT regarding transit modes: light rail, heavy rail, bus rapid transit and people movers.
- A field review was conducted on April 15, 2016. Prior to participating in the field review, project staff was required to attend a Rail Safety Training class. The results of the field review captured differences in elevation between track and ground, and locations of wet and organic areas.
- Currently collecting environmental data and environmental clearances.
- Preliminary conceptual design status and alignment have been presented to the FDOT.

# Expanding Work Zone Safety Campaign

QCA's Central Florida team is helping Florida Department of Transportation District Five (FDOT) keep Work Zone Safety Awareness at the forefront for motorists.

QCA organized law enforcement outreach activities, created posters, and helped produce a public service announcement video featuring children of FDOT employees as part of National Work Zone Awareness Week in April. The positive response to the video, coupled with the high-profile projects underway in Central Florida, led the District to launch a year-long campaign.

QCA is scheduling additional activities with Central Florida law enforcement agencies, attending community events, and creating weekly social media posts using #someoneschild featuring FDOT employees and their parents. QCA also created a safety poster and developed a presentation for FDOT personnel to use in area high schools.



Carolyn Fitzwilliam and Shemir Wiles

# QCA SUPPORTS CICLOVÍA IN CITY OF MIAMI BEACH

Sunday, May 1 was a postcard perfect day for the City of Miami Beach's first-ever Ciclovía event. And, QCA's South Florida team was glad to support! Working closely with the Florida Department of Transportation District Six Bicycle / Pedestrian and ADA Coordinator Zak Lata, QCA's team provided technical support and attended this important event designed to get people out of their cars and promote safety.

The family-oriented event attracted hundreds of local residents and visitors. Attendees enjoyed a live DJ, food trucks, free yoga classes, a guided bike tour of historic South Beach and free face painting for the kids. Local restaurants and shops opened their doors to the visitors. During the event, QCA distributed important information about bicycle and pedestrian safety.

# SUCCESSFUL DRIVE SAFE 95 EXPRESS EVENT

Florida Department of Transportation District Six Drive Safe 95 Express campaign attracted lots of attention from the more than 100 visitors and staff during the recent pop-up event held at Jackson Memorial Hospital (JMH). This was one of several events coordinated by QCA in conjunction with FDOT throughout Miami-Dade County to increase awareness about the Drive Safe 95 Express campaign.

Special thanks to South Florida Commuter Services and Dorothy Denizard of Jackson Health System, who helped coordinate this successful event.



# QCA SUPPORTS CALLE OCHO PD&E PROJECT

QCA is honored to be part of the HNTB team leading the Project Development and Environment (PD&E) study aimed at transforming one of Miami's most iconic corridors: Calle Ocho, in the heart of historic Little Havana.



QCA's Senior Associate Eileen LaSeur and local Associate Isabel Gonzalez will be working closely with HNTB Senior Project Manager Vilma Croft, P.E., to spearhead the public involvement efforts and provide opportunities for stakeholders to

contribute in the decision-making process for proposed improvements.

The goal of the State Road 90 / SW 8 Street / SW 7 Street PD&E study is to identify alternatives that improve traffic operations

and safety while also providing a more welcoming corridor to pedestrians and cyclists. This is critical in an area with considerable historical and cultural significance. Little Havana is the cradle of Miami's Cuban community and the study corridors are lined with small independent "mom and pop" shops. The sidewalks are always teeming with visitors and salsa pours from neighborhood cafés and restaurants.

The public involvement program will be a vital component to this effort to gain consensus for improvements by providing open lines of communication between stakeholders and ensuring early and continuous community engagement.



Eileen LaSeur

Isabel Gonzalez

# QCA South Florida Wins!

The QCA South Florida team is honored to continue serving the Florida Department of Transportation District Six Construction Office (FDOT) by recently winning the in-house districtwide public communications contract. In this role, QCA is assigned as the public information team on various construction projects in Miami-Dade and Monroe counties. The QCA South Florida team includes Tish Burgher, Sergies Duarte, Juan Diasgranados, Sophia Tingle and Isabel Gonzalez. QCA also brought on board Heather Leslie and Melissa Rodriguez from HML Public Outreach as part of the team.

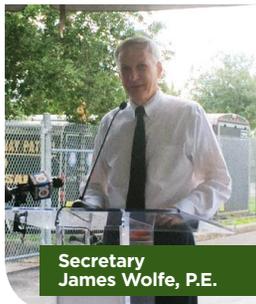
"It's been a great experience to be a part of this amazing team as we continue to learn from each other and grow as communications professionals," mentions Sergies, who serves as an in-house public information specialist for FDOT. "Whether it's a reconstruction, bridge or repaving project, we at QCA possess the knowledge and tools to provide first-class public information efforts on behalf of FDOT." Sergies is currently assigned to the high-profile State Road 968 / Flagler Street reconstruction projects in the City of Miami.

QCA has been providing communication services to FDOT District Six for over 10 years. "The working relationship we've had with FDOT throughout the

years has only become more solidified and we are grateful," says Tish Burgher, QCA vice president. "We look forward to the road ahead."



# FDOT INTRODUCES SAFETY MEASURES FOR 95 EXPRESS



Secretary James Wolfe, P.E.

The Florida Department of Transportation District Six (FDOT) held a press conference in June to introduce proposed safety measures on Interstate 95 (I-95) in Miami-Dade County to enhance enforcement and reduce dangerous

driver behavior in the express lanes and the non-tolled general use lanes.

District Six Secretary James Wolfe, P.E. provided opening remarks followed by Florida Highway Patrol Spokesperson Trooper Joe Sanchez and Troop E Commander Major Christopher Dellapietra.

Secretary Wolfe stated 95 Express was a pilot project that has proven to be a successful congestion management tool along one of Miami-Dade County's busiest corridors. He emphasized the proposed measures, which will be implemented along I-95 between SR 826 / I-395 and the Golden Glades Interchange, will discourage unsafe driving practices and support enforcement efforts.

Proposed measures include replacing the existing plastic poles with newer sturdier poles at five-foot spacing between the express lanes and the non-tolled general use lanes. In addition, FDOT will create five safe enforcement zones within the express lanes.

The Drive Safe 95 Express team worked closely with District Six staff to coordinate the press conference with set up / coordination and media sign-in. The event was widely covered by local print and broadcast English and Spanish media.

# US 19 (SR 55) PD&E Reevaluation

QCA is excited to support H.W. Lochner on the Florida Department of Transportation's US 19 (State Road 55) PD&E Reevaluation Study in Pinellas County, Florida. QCA's Lori Buck and Eileen LaSeur are leading the public outreach efforts for this project including providing the Public Involvement Plan (PIP), developing newsletters and project collateral, organizing and executing an agency kick-off meeting and public hearing.

Recently, Lori launched a successful elected officials / agency kickoff meeting in Pinellas Park. More than a dozen officials attended including the Mayor of Pinellas Park, Sandra Bradbury. The PD&E Reevaluation Study is examining the need for improvements along US 19 (SR 55) from 70th Avenue North to SR 690 / 118th Avenue. The study will explore the feasibility of constructing the recommended improvements while considering capacity needs, costs and potential impacts. This project will also look at improvements at the US 19 (SR 55) / Gandy Boulevard interchange.



Lori Buck

## QCA ATTENDS ANNUAL TEAMFL CONFERENCE IN TAMPA

TEAMFL and the Florida Transportation Commission held its Annual Joint Conference in April at the Hyatt Regency in Tampa, Florida. Co-hosted by the Tampa Hillsborough Expressway Authority, the event brought local leader City of Tampa Mayor Bob Buckhorn to open the second day of the event. With a focus on Disadvantaged Business Enterprise (DBE), the two day event presented a combination of keynote speakers, breakout networking sessions, workshops and presentations. QCA's Lori Buck took the stage on day one with her presentation "Building Communities not Just Roads, Don't just BE..." where she highlighted best practices for DBEs seeking out opportunities in the transportation industry. QCA's Diane Hackney and Maddie Pfingsten attended round table sessions with various prime consultants and shared QCA's capabilities and commitments to the industry. Partnerships within TEAMFL consist of various transportation authorities around the State of Florida; the event is held to benefit and inform industry leaders of transportation and legislative updates from around the state.

## HART & PSTA committed to local DBE Businesses

Recently, the Hillsborough Area Regional Transit Authority (HART) and the Pinellas Suncoast Transit Authority (PSTA) joined forces to host a Disadvantaged Business Enterprise (DBE) networking event at the PSTA Headquarters in Pinellas County, Florida. Maddie Pfingsten and Melissa Reel represented QCA at the event which brought other large local transportation entities such as Tampa International Airport and the Florida Department of Transportation for the event.

While QCA has previously partnered with these agencies, keeping QCA fresh in

the minds of those looking for DBE business is vital for new opportunities. The open house and informal forum allowed purchasing department leaders to intermingle with attendees as well as PSTA and HART to present future project projections and opportunities. During the open Q&A session, local DBEs asked questions, as well as inquired about proposal best practices, how to win proposals and collaborating with procurement staff. Throughout the event Maddie and Melissa made some new contacts in addition to creating a renewed interest in QCA. WAY TO GO LADIES!



Maddie Pfingsten

Melissa Reel

# FDOT'S ONBOARD4JOBS CONSTRUCTION CAREERS PROGRAM FOCUSES ON WORKFORCE PLACEMENT

QCA is proud to be the consultant for the Florida Department of Transportation's OnBoard4Jobs Construction Careers Program.

The OnBoard4Jobs Construction Careers Program seeks to increase minority and female workers on federal and state funded road building contracts. Unemployed or underemployed adults, including veterans and recent high school graduates are also assisted to secure jobs with our industry's leading contractors.

QCA Vice President and Program Manager Jill Cappadoro, Database and Social Media Specialist Nichole Lairscey, and Marketing and Outreach Coordinator Ale'ta Turner work together on this meaningful statewide program, and they recognize the important contributions made by fellow associates that diligently and willingly participate in our regional outreach efforts to connect job seekers to construction careers.



Ale'ta Turner

Jill Cappadoro

Nichole Lairscey



## OnBoard4Jobs Construction Careers Program around Florida

- April 2016: Northeast Florida Construction Career Days and Tampa Bay Area Construction Career Day
- May 2016: FDOT Quarterly Contractors' meetings in Southwest Florida (District 1), Northeast Florida (District 2), Northwest Florida (District 3), South Florida (Districts 4 / 6 / Turnpike), Central Florida (District 5) and West Central Florida (District 7)
- June 2016: Department of Defense (DoD) Hiring Heroes Career Fair & Department of the Navy Veteran / Wounded Warrior Hiring and Support Summit, Northeast Florida Healthy Start Coalition: Men's Health Fair, City of Tampa 9th Annual Reentry Resource Expo and Florida Department of Veterans' Affairs Women Veterans' Conference, Northeast Florida Healthy Start Coalition's Responsible Fatherhood Event and Jacksonville Urban League's Networking Mixer

## Supporting Health Care Recruitment for FDVA

QCA's State Agency division is honored to be serving the Florida Department of Veterans' Affairs (FDVA) with media outreach and branding initiatives. The multi-disciplined team including Jill Cappadoro, Dylan Conway, Joe Duhamel, Carolyn Fitzwilliam and Maddie Pfingsten have several exciting tasks underway.

"We're working closely with FDVA to manage its Facebook and LinkedIn social media platforms, enhance its website and reinvigorate its mobile app," shared Jill Cappadoro, project manager. "QCA has been focused on refreshing the communications division photo library and recently finalized design, development and production of an information brochure and a public service announcement video."

At the core of QCA's efforts is helping FDVA State Veterans' Nursing Homes recruit such health care

professionals as CNAs, LPNs and RNs to enhance quality of life for their veteran residents. FDVA is looking for people committed to serving those who have served the United States.

FDVA State Veterans' Nursing Homes enjoy Five Star and Gold Seal ratings for the care they provide. And as an employee of the State of Florida, FDVA health care professionals enjoy such benefits as competitive wages, use of state-of-the-art technology and equipment, and the opportunity to further one's education at little or no cost for tuition at certain state-owned colleges and universities.

Visit [www.FloridaVets.org](http://www.FloridaVets.org) to see more of what QCA is working with FDVA to accomplish.



# A License to Serve!

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.

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



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