

Special Edition

A Magazine for Celebrating Life

# 22<sup>nd</sup> BIRTHDAY



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• Community Outreach •

2017 » QUARTER 3

**QCA**  
Quest Corporation of America



Communications • Creative Solutions • Clerical • Construction Careers Consulting • Construct

One Life. One Love. One Company.

# IT'S SO AMAZING TO BE UNIQUE!

**E**VERY ISSUE OF this publication gets me excited. It not only pays tribute to all of you, but also showcases some incredible products and services – all of which come from the heart. Honestly though, it's so much more than that. When you read between the lines, I hope you find that it's about energy and confidence, and most importantly, it's about living happy. I love each and every one of you, and I'm incredibly blessed to lead this organization. It's definitely my home away from home.

As I reflect on the past, I am humbled by what we all have accomplished. Quest truly is a unique and special company for so many reasons, but mostly, it's because we are a group of people who still remember to love. We love what we do, love why we do it and love the people we do it for.

If you have never experienced Quest, our culture might seem a little different, especially in the world we live in today. We spend much of our energy building authentic relationships and creating opportunities that bring people together at the heart. Collaboration takes place often and has been key to our

marketing and communications success. Every employee continues to go above and beyond to help make Quest a better place to serve. Our goal is always to inspire extraordinary performance in others.

We continue to grow, and as a result we are hiring. We've increased capacity growing into six offices and 70 talented employees with a substantial footprint throughout Florida, Alabama, Georgia, North Carolina and Pennsylvania. Our recruiting efforts seek people who have a passion for serving others. We want to create a workplace that cares. Our leaders are encouraged to foster pride, courage, hope, ownership and achievement. We

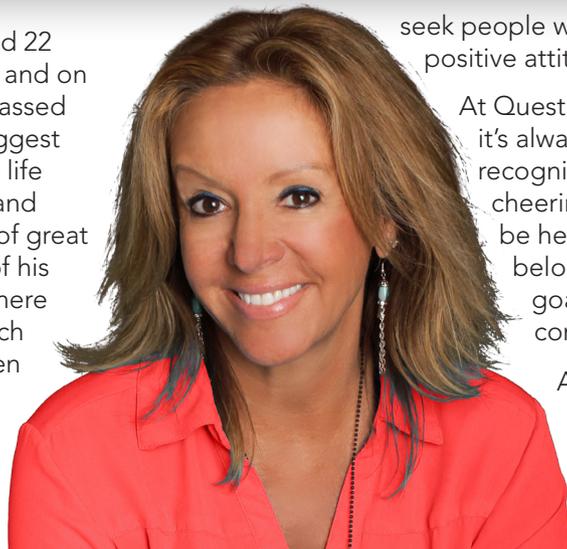
seek people who want to be known for their work ethic and positive attitude.

At Quest, it's not just about birthdays and anniversaries... it's always about a celebration of life. Whether recognizing the accomplishment of one person or cheering the achievements of many, we just want to be healthy and build healthy teams with folks proudly belonging and working together to achieve shared goals and victories. Thank you always for your confidence in Quest.

Always with love,



In August, Quest celebrated 22 years of dedicated service, and on September 23, my father passed away. My father was our biggest fan. He believed that when life challenges us, holding on and hanging in there are signs of great strength. And, at the end of his life, he also believed that there are times when it takes much more strength to know when to let go. My father was a very strong man; he was a very proud man, and he was very proud of us.



In Memory of  
**ROSCOE DAVID HOFFMAN**  
 NOVEMBER 8, 1930 - SEPTEMBER 23, 2017

**H**OFFMAN, Roscoe David, 86, of Tampa, passed away on Saturday, September 23, 2017. He is heading home to join his wife Norma Martino Hoffman of 66 years. He is survived by daughters, Catherine Nalls and Sharlene Lairscey (Lance); son, David Hoffman (Karen); many grandchildren; a few great grandchildren; many nieces and nephews; and his brother Donald Lee Hoffman. Roscoe was predeceased by his parents, Lewis Nelson Hoffman and Mary Rhudelia Zimmerman of Frederick, Maryland; brothers, William Nelson Hoffman, Richard Lewis Hoffman, John Robert Hoffman, Lloyd Hume Hoffman, and sister, Margaret Helen Hoffman.



## ABOUT QUEST

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

## A HEALTHY ORGANIZATION

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

## OUR CULTURE OF LOVE

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

## A WORLD CLASS ORGANIZATION

Quest has a customer-based focus similar to a Total Quality Management (TQM) organization. Quality and Customer Care are always at the top of our list. Our organizational structure, processes and jobs are all designed to serve our customers. Our desire is to be a world class organization.

Let us know how we can better serve you by calling our Quality Customer Assurance Hotline, 24 hours a day, 7 days a week, 365 days a year. 1-844-QCA4LUV (722-4588).

Please visit our website at [QCAusa.com](http://QCAusa.com) or contact us toll free at 866-662-6273.



# A CULTURE OF GREATNESS

**A**T QUEST, culture has nothing to do with language, dress, education, religious beliefs or government. It's all about values. Whether you are a part-time employee or serve on our Executive team, our culture infiltrates every person. No one is above, below or beyond it. Our associates are expected to serve honestly and kindly. There's transparency, and there's trust. Most importantly, our priority is LOVE!

According to company Owner/President/CEO Sharlene Francois Lairscey, "I just want everyone to be the best version of themselves every day, while also challenging others to do the same."

Quest Corporation of America was founded in 1995 and has been providing communications services to city, county and state agencies ever since. All of our associates have contributed to the vibe that exists throughout our organization. From leadership, to vision, to strategy, to process, to policy, we are dedicated to productivity, quality and customer satisfaction.

**According to Vice President Jessica Francois, "We know who we are as a company. We have a strong foundation, and we are family. As we strive to compete for greater levels of success, we will continue to align our beliefs and agree upon communications solutions because ultimately, maintaining a culture of greatness is key."**



# CONGRATULATIONS!

**W**E ARE THRILLED to announce the promotion of Sandee Launch to Vice President. Sandee joined Quest nearly five years ago and has advanced through more responsible positions where she has played a key role serving multimodal transportation customers. Sandee brings a wealth of communications, marketing and public engagement experience to, not only our North Florida divisions, but also to our strategic target locations identified for growth throughout the Southeast United States.



Sandee Launch

**W**E ARE ALSO pleased to announce the promotion of Maricelle Venegas to Vice President for South Florida, including parts of West Central, Southeast and Southwest Florida. Maricelle has been with Quest for 15 years, during which she has held senior positions in public information and community outreach. Maricelle brings both energy and enthusiasm to her teams. Her background in stakeholder relations gives her an overall understanding of how to improve customer satisfaction.



Maricelle Venegas

**Please join us in welcoming Sandee and Maricelle to our Executive Leadership team!**

# LEADERSHIP LAUNCH UPDATE

**T**HREE, TWO, ONE...ACTION! Quest's Junior Executive team – Leadership Launch – has been tasked with scripting, filming and editing our in-house New Employee Orientation video. The first draft was shown at our 22nd Anniversary Celebration to management and leadership. Suggestions and comments were given, and a revamped version is underway!

According to Vice President Jessica Francois, "The team is working diligently, on top of their day-to-day billable work, to make this video a true showcase of what our in-house video capabilities are. We're excited to premiere the final version at our 2018 State of the Company meeting in February."

The team meets quarterly to partake in leadership training, discuss industry hot-topics and participate in a fun, local team-building activity.



# POKE THE BOX

by Seth Godin

**O**NCE A QUARTER, Sharlene sends out a copy of her latest read. Why? Because she believes all of our associates should grow together. She also believes that reading materials on certain topics empower us all to move forward. According to Leadership Launch Team Member Natasha Jufko, "She's pretty good at choosing books that relate to the challenges we have in business so that we can discuss specific solutions and ideas." While it's not quite an organized book club, Natasha goes on to say, "It gives us the opportunity to get to know each other and trust each other. Sharlene offers us a safe environment to share our ideas about the topics each book addresses."

**POKE THE BOX**  
WHEN WAS THE LAST TIME YOU DID SOMETHING FOR THE FIRST TIME?  
**SETH GODIN**

"Like the man who produced it, *Poke the Box* is inspired and inspiring."  
—DANIEL H. PINK

## IT'S EASY TO BECOME A BLOOD DONOR

BLOOD IS THE essence of life, and at Quest, we give selflessly. Giving blood can make you feel more connected to your community and to the world around you. It's a fulfilling, powerful and enriching experience to know that your donation could save lives. According to Vice President Jessica Francois, "Giving back to our communities is extremely important here at Quest. Whether we are building a house for a family in need or picking up trash on the side of the road, helping others is definitely ingrained in our culture."

Quest recently hosted a blood drive at our Corporate Office in Land O' Lakes,

Florida. "Our associates don't need a reason to give blood because we know that our contribution is important," said Jessica.

Quest Marketing Associate Natasha Jufko did an excellent job organizing the event. "While 60 percent of the population is eligible to donate blood, fewer than five percent do so," said Natasha. "We were excited to provide the opportunity. It was such a rewarding experience knowing that the blood donations gathered are going to help people. Everyone was more than willing to donate, and by doing so, help others reach a new day."

Natasha Jufko



## A LITTLE MUD NEVER HURT ANYONE!

QUEST ASSOCIATES Elisa DiGrazia, Joe Duhamel, Lori Morgan and Robyn Tonne had a blast getting dirty in July at the Under the Lights 5K Mud Endeavor in Dade City, Florida. This Pasco County event transforms the local fairgrounds into a mud-covered wonderland filled with challenging obstacles, neon lights and energizing music.

So, what is the allure of a mud run? A mud run is a mix of whimsical fun and physical exertion; it's the perfect event to get a little exercise and share a lot of laughs. It's simply the perfect reminder to have fun.

According to Elisa, "This Mud Endeavor was so much fun. It was really cool to do this event with the people you work with every day."

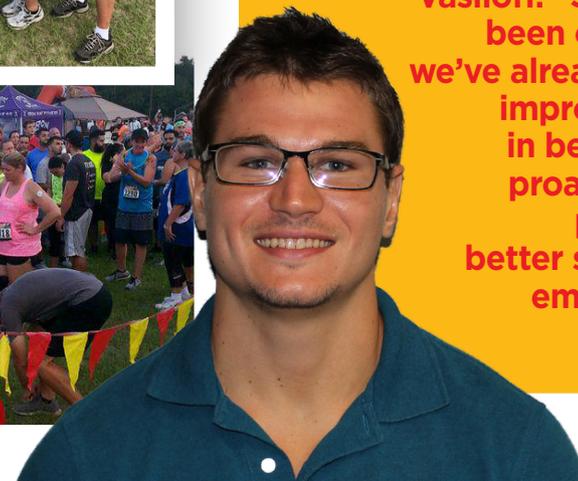


## Welcome DAVID ALBERTS!

QUEST IS PLEASED to welcome David Alberts to our Home Operations team as an IT and facility support specialist. David is in the process of finishing his bachelor's degree in Computer Science from the University of Central Florida and prides himself in having a great work ethic. He built his first computer when he was in eighth grade and has been a tech guru ever since he can remember.

Outside of work, David enjoys being active, but his ultimate passion is power lifting. He holds the state squat record of 600.8 pounds and took eighth place in his weight class at a national competition last year.

**"David adds great value to the IT team with his knowledge and responsiveness to our organization's needs," said Vice President Paul Vasiloff. "Since he's been on board, we've already made improvements in being more proactive and providing better service to employees."**



## FORGET NEW MILLENNIALS... WELCOME NEW QUESTIES!

CONGRATULATIONS TO QUEST'S Micaela Harris and her family, and Chad Newton and his family, on their new bundles of joy.

**MICAELA'S SON**, Roberteau D. Harris V, was born on April 23, 2017, weighing seven pounds two ounces. His nickname, Beau, is French for handsome. "Beau was an unexpected blessing that came at just the right time. He brings a new element of excitement and adventure to our lives. We've enjoyed adjusting to the Harris party of five," Micaela happily expressed. Micaela serves Quest from Central Florida on our Work Force Development & Training contracts.



Beau



**CHAD'S SON**, Dylan Rhys Newton, was born on July 17, 2017, weighing nine pounds four ounces and was named after musician Bob Dylan. "We're excited to welcome our second child to the Newton family, and our six-year-old daughter Hanna is a great helper and a great big sister!" shared Chad. Chad serves Quest as Business Unit Manager from Pennsylvania supporting our National Tollways Division.



Dylan

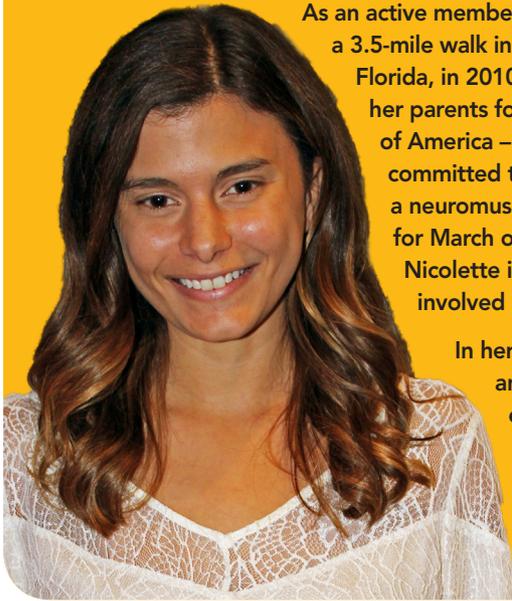
## Welcome NICOLETTE HOFFMAN!

**Q**UEST IS EXCITED to welcome Nicolette Hoffman to our Corporate Communications and Marketing team as Corporate Marketing Manager. Born and raised in Florida, Nicolette graduated from the University of Florida (UF), with a bachelor's degree in Public Relations, and has experience in marketing, content creation, branding and communications that ties well into her new role at Quest.

Prior to joining Quest, Nicolette served as the marketing and communications coordinator for a startup company in Tampa, Florida. She managed the company's social media accounts, created content for its website and blog and created all marketing materials and coordinated multiple multi-day events and trade shows. She also developed and executed the company's weekly newsletter and managed all communications efforts between its customers and retailers.

As an active member in her community, Nicolette started a 3.5-mile walk in her hometown of Tallahassee, Florida, in 2010 with the help and support from her parents for the Myasthenia Gravis Foundation of America – a national volunteer health agency committed to finding a cure for myasthenia gravis, a neuromuscular disease. She has also volunteered for March of Dimes and Gators March for Babies. Nicolette is looking forward to getting more involved in her Tampa community.

In her free time, Nicolette enjoys cooking and trying new restaurants. She also enjoys staying active, hanging out with her friends and family, traveling and meeting new people.



## HOW WE CELEBRATE AND RELAX ON LABOR DAY

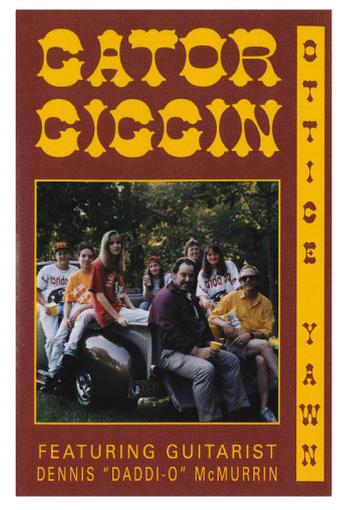
LABOR DAY, the first Monday in September, is dedicated to the social and economic achievements of American workers. At Quest, it's a holiday on which we expect our associates to celebrate and relax. It's also an opportunity for Quest Owner/President/CEO Sharlene Lairscey to provide an employee with a special weekend treat – in this case, A TRIP TO NASHVILLE, TENNESSEE!



When Northwest Florida Associate Amanda Hopkins said she had never been on a plane before, Sharlene saw an opportunity to treat Amanda. According to Sharlene, "Amanda has faithfully served our organization as a Compliance/Communications Manager since 2010 and was named Employee of the Year in 2011. These days I'm spread a little thin, but making time to spend one-on-one quality time with my employees is very near and dear to my heart. I love Nashville, so when Amanda stated she had lived there as a child but had not been back since, I saw it as a chance to simply make her smile."

Amanda's father was a country-music singer and songwriter. He started a local band in the early 1970s in Havana, Florida. In the early 1980s he decided to go to Nashville, with the dream of recording his own album. He recorded a couple albums and headlined in different clubs in downtown Nashville.

"The experience was great and I really appreciate Sharlene for taking me on the trip," said Amanda. "It was my first time traveling on a plane, and it was fun visiting Nashville again after so many years."



## HAVE YOU MET OUR BILLING SPECIALISTS ROBYN AND CHARLOTTE?

**Q**UEST IS BUSY, busy, busy! And in busy times, it is so important to have employees that you can count on. In the Quest Corporate office, there are two women who help make sure things run as smoothly as possible when it comes to billing activities on more than 150 active contracts.

Robyn Tonne joined Quest in 2012 as a Resident Compliance Specialist on the Florida Department of Transportation's Interstate 275 Design-Build project in Tampa and moved to our corporate team in January 2015. Robyn was born in Geraldine, Montana, has lived in California and Washington state, and moved to Florida in 2004. Outside of work, she enjoys outdoor activities and riding her Harley motorcycle.

Charlotte Apple joined Quest in November 2016 and splits her time between the Corporate Office and for our clients work in West Central Florida. Charlotte was born in Tampa, Florida, and has lived in Tampa her entire life. In her free time, she loves spoiling her granddaughter.

Both of these women are committed to making sure invoices are submitted accurately and on time to our clients. We thank them for their constant hard work and dedication!



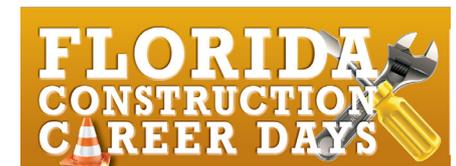
Robyn Tonne



Charlotte Apple

## LOVING BY SERVING

**S**INCE 1995, Quest has served as a for-profit organization and as dedicated volunteers throughout the industries we serve. According to Quest Owner/President/CEO Sharlene Francois Lairscey, "It's all about seeing the needs. Serving others usually requires no special talent or ability. It does take a servant attitude to want to serve others and an observant eye to see what needs to be done. At Quest, we have both."



The Construction Career Days events are a primary focus for us throughout Florida. We have been volunteers for over 15 years. We are honored to announce the appointment this year of Quest Finance Manager Lori Morgan to the 2018 Central Florida Construction Career Days (CFCCD) Board. At the September Board Meeting, Lori was unanimously voted as treasurer. Some of her duties are maintaining the CFCCD checking account, budgeting, and preparing financial documents and tax reports.

With more than 10 years of experience in finance and accounting, as well as her participation on similar boards, she will serve the position well. Lori is eager to support the Central Florida community.

"I am excited about giving back and being part of a huge effort that provides students the opportunity to learn about the road and bridge construction industry," shared Lori.



Lori Morgan

# We're

# HIRING!

QCA

**Quest is hiring for numerous positions all over the state of Florida, North Carolina and Pennsylvania!**

**If you are interested in joining our organization, please visit the careers page on our website to apply at**



► [QCAusa.com/connect/careers-and-internships/](http://QCAusa.com/connect/careers-and-internships/)

## ONBOARD 4 JOBS

**F**OR THE SECOND time, Quest has been awarded the Florida Department of Transportation's (FDOT) Construction Careers Consultant contract to serve the OnBoard4Jobs program by helping people find jobs in the transportation construction industry. Quest team members Jill Cappadoro and Ale'ta Turner have worked on the OnBoard4Jobs Construction Careers program since 2014, matching job seekers with construction contractors. Stephanie Araujo and Kelsey Morrow have joined the team this year to continue the focus on recruiting a viable construction workforce with an emphasis on increasing the number of females, minorities and veterans working on federal and state-funded roadway construction projects.

"We are honored to continue the momentum we began in 2014 to seek out and place deserving, unemployed adults and graduating students into meaningful careers in the construction industry," said Stephanie, Quest project manager. Quest's OnBoard4Jobs Workforce Development team will soon be representing the program at job fairs and Construction Career Days events throughout the state.



## NEW ROADS TO JOBS PROGRAM FILLS LIFE SKILLS GAP

**Q**UEST TEAM MEMBERS Jill Cappadoro, Stephanie Araujo, Jeannie Greenwald and Micaela Harris kick off a new program that will help job seekers be better prepared to seek employment in the roadway construction industry. Quest was recently awarded the contract for the Roads to Jobs Preparatory Institute, funded by a grant to the Florida



**ROADS TO JOBS**  
Life Skills for Construction Careers

Department of Transportation (FDOT) from the Federal Highway Administration, to connect the unemployed and underemployed with the abundance of journeyman career opportunities in road and general construction.

In coordination with FDOT's On-the-Job Training (OJT) program, Roads to Jobs will introduce job seekers to specific life skills

training, particularly those leading to credentials and careers in transportation. Quest will work with FDOT to encourage the participation of minorities, women and disadvantaged individuals to participate in the program.

"I am very excited about the opportunity to work on this program since I am a teacher at heart and an adjunct college professor," said Stephanie, Quest project manager. "Our team has the relationships and qualifications to build a curriculum that will assist job seekers with finding sustainable careers in the road construction industry."

Quest looks forward to working with construction industry partners and higher learning institutions to build this program and provide additional workforce solutions in roadway construction.



### PREPARING A CONFIDENT AND COMPETENT CONSTRUCTION WORKFORCE, READY TO BE HIRED

Roads to Jobs Life Skills for Construction Careers is a new readiness program offered by the Florida Department of Transportation. It will help better prepare confident, competent job candidates with the life skills needed for journeyman career opportunities in road construction.

#### LIFE SKILLS TRAINING

To meet contractors' workforce needs, Roads to Jobs will provide life skills training to job candidates in the following areas:

- Basic math and algebra
- Basic grammar
- Road construction terminology
- Safety practices and procedures
- Resume and application preparation
- Job interview preparation
- Drug testing and background screening

#### JOB SEEKER RECRUITMENT

Roads to Jobs will work in tandem with FDOT's OnBoard4Jobs Construction Careers initiative to grow a pool of participants from the following:

- Graduating high school students
- Community development programs
- Civic associations
- Faith-based organizations
- Veterans' groups

Those who complete the Roads to Jobs program will be connected with contractors who are hiring. Minorities, women and disadvantaged individuals are sought after and highly encouraged to participate in these programs.

#### CLASSES TO START SOON

The Roads to Jobs Life Skills for Construction Careers program is in development now with a goal to provide FDOT's pre-qualified contractors with a pool of ready-to-work candidates to fill job vacancies on highway construction projects.

Roads to Jobs will initially partner with institutions of higher learning to provide classes in FDOT District Five-Central Florida and District Seven-West Central Florida, with other districts to follow.

The Roads to Jobs Life Skills for Construction Careers program is administered by Quest Corporation of America on behalf of the Florida Department of Transportation. Quest has been administering the OnBoard4Jobs Construction Careers program since 2014.

#### TELL US ABOUT YOUR NEEDS

We want to hear from you!  
Send an email to:  
[RoadsToJobs@QCAusa.com](mailto:RoadsToJobs@QCAusa.com)

or call:  
(855) 219-4931

to give us your thoughts and to pre-register for the program.



## WHEN IT COMES TO COMPLIANCE RHONDA IS AT THE TOP OF HER GAME

**Q**UEST'S RESIDENT COMPLIANCE Specialist Rhonda Kaeser recently attended the Department of Labor Prevailing Wage Seminar at the Doubletree Hotel in downtown Pittsburgh, Pennsylvania. The Wage and Hour Division (WHD) Prevailing Wage Seminar is a three-day compliance training designed for regional stakeholders (unions, private contractors, state agencies, federal agencies and workers). In these seminars, conference leaders speak on the Davis-Bacon Act and McNamara O'Hara Service Contract Act; Executive Order 13495 "Nondisplacement of Qualified Workers;" Executive Order 13658 "Establishing a Minimum Wage for Contractors;" the process of obtaining wage determinations and adding classifications; compliance assistance and enforcement processes; and the process for appealing wage rates, coverage, and compliance determinations.

Rhonda currently serves the Florida Department of Transportation full-time as a Compliance Specialist through a General Engineering Consultant contract with Mott McDonald.

**"I'm grateful for the opportunity to serve transportation projects throughout West Central Florida. Quest continues to support my professional development, and I look forward to applying what I have learned," shares Rhonda.**



## COMMUNICATION IS KEY FOR PUBLIC UTILITY IMPROVEMENTS

QUEST'S SOUTHWEST FLORIDA team is excited to continue to support Hole Montes Engineering as it oversees public utility improvements within Basin 306 as part of Collier County's robust Public Utilities Renewal Program (PUR) in Naples, Florida.

According to Quest Vice President Maricelle Venegas, "Our Southwest Florida team has worked diligently to notify hundreds of stakeholders about construction starting near their homes, as well as with community redevelopment agencies (CRA) and homeowners associations to further the project's community outreach efforts."



Recently, Communications Manager Yvonne McClellan had the pleasure of meeting with the Windstar Community Association, a gated community within Basin 306, along with Collier County Public Utility Division officials, to inform the community about upcoming improvements to pump stations and valve replacements within the Windstar Community.

**"We're so pleased to better serve our clients and help ease the community's concerns through this meeting," said Yvonne. "It was a wonderful opportunity to spread the word about Collier County's PUR program."**

It was a great chance to help answer any questions the association manager had about how construction would impact the community, discuss the best plans for notifying residents about the upcoming public utility improvements, and share information about how residents could submit questions or concerns via CollierPUR.com and the project hotline.

## GRASSROOTS EFFORTS SHINE FOR FDOT'S US 17 BYPASS PROJECT

**F**OR COMMUNICATIONS Manager Yvonne McClellan, face time with stakeholders is the most effective way to inform them about the Florida Department of Transportation's (FDOT) Heartland Operations construction improvements on US Highway 17 (US 17) from south of West 9th Street to north of West 3rd Street in Zolfo Springs, Florida.



This project is realigning a 1-mile stretch of US 17 to the adjacent abandoned railway just east of the existing roadway. It will smooth the flow of traffic in town and divert highway congestion from the existing US 17, which will be renamed Main Street. The project brings additional improvements, including bike lanes, sidewalks and new drainage and stormwater infrastructure. Such a huge change to the roadways of Zolfo Springs has required some revised modifications to the location of residential and business driveways during the construction phase to better serve the property owners and improve their access.

**"That face-to-face interaction with stakeholders is so important because these proposed driveway modifications will make a big impact to how they and their customers are able to access their businesses, and how they are able to access their homes," said Yvonne.**

Through these grassroots efforts, Quest is able to share stakeholder feedback with the project administrator and project manager to find solutions that work for everyone and meet FDOT requirements.

## SOUTHWEST FLORIDA WINS AWARD

SINCE 2015, Quest's Southwest Florida team has been working closely with Atkins Global on the Lee County Metropolitan Planning Organization's (MPO) Complete Streets Initiative, and their hard work has not gone unnoticed. The MPO Complete Streets Initiative project recently won an Honor Award in the Transportation Roadways Category for the 2017 Florida Region Design-Build Awards.

The Lee County MPO was awarded \$10.4 million from the US Department of Transportation TIGER (Transportation Investments Generating Economic Recovery) grant program to create a safer transportation network and attract more users by providing additional ADA accessible multi-use paths, sidewalks, paved shoulders, bike lanes and 11 new LeeTran bus shelters. Three unique segment areas incorporating 11 projects were identified that experienced heavy use but lacked the connectivity to other parts of the County. Together, the three segments form a combined system for walking, bicycling and transit facilities that connect major commercial, residential and recreational facilities.



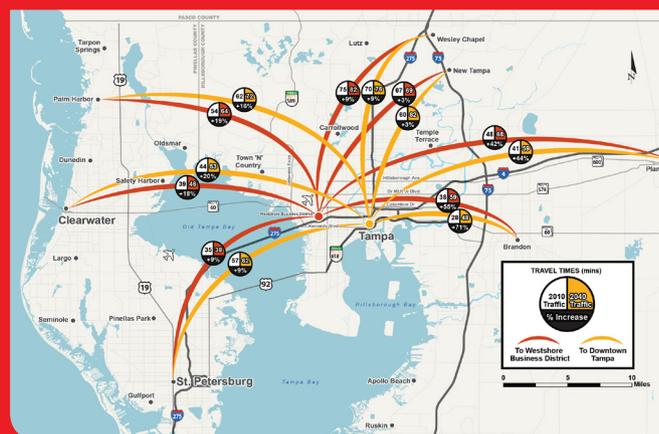
# TAMPA BAY Next

THE FUTURE OF  
TRANSPORTATION



## TAMPA BAY NEXT IS:

- A program to modernize Tampa Bay's transportation infrastructure
- A process of working together with the community
- A conversation about transportation across our region
- Your opportunity to participate in shaping the future of transportation in your community
- A way for the Florida Department of Transportation (FDOT) to provide the public a more open and transparent view into the planning process
- The chance to share ideas on how transportation projects can be improved



The Florida Department of Transportation (FDOT) District Seven has been working with Tampa Bay area local partners for two decades on a long-standing plan to improve mobility and reduce congestion on Interstate 275 and Interstate 4. They are currently reevaluating that plan to ensure it meets modern needs, and they're engaging the community in the evaluation process.

## Engaging Through Community Working Groups

QUEST, WORKING CLOSELY with FDOT and their Tampa Bay Next Owner's Representative HNTB and others on the program team, is helping this team and our communities turn ideas into action. Together, we're rolling up our sleeves and responding to Tampa Bay's request for FDOT to approach interstate improvements as part of a broader vision for truly integrated, multimodal regional transportation solutions. The message is clear: This region wants transportation agencies and government organizations to work together.

Working together includes engaging the communities through Community Working Groups, an approach providing communities a more open and transparent view into the transportation planning process. Quest actively supported the first round of seven Community Working Groups by identifying and arranging meeting space; building participation through outreach and communication initiatives; and executing each working group event including design and distribution of event invitations, room set up, welcome and sign in, preparation and distribution of information collateral, video documentation, and access to outcomes via website. According to Quest Vice President Jill Cappadoro, "We have enjoyed working closely also with Collaborative Labs, a Tampa Bay-based, third party, independent facilitator, together focusing on the Community Working Groups' discussions on producing actionable results that balance regional-level goals with community level concerns."



## Get Involved.

Visit [TampaBayNext.com/get-involved/](http://TampaBayNext.com/get-involved/).

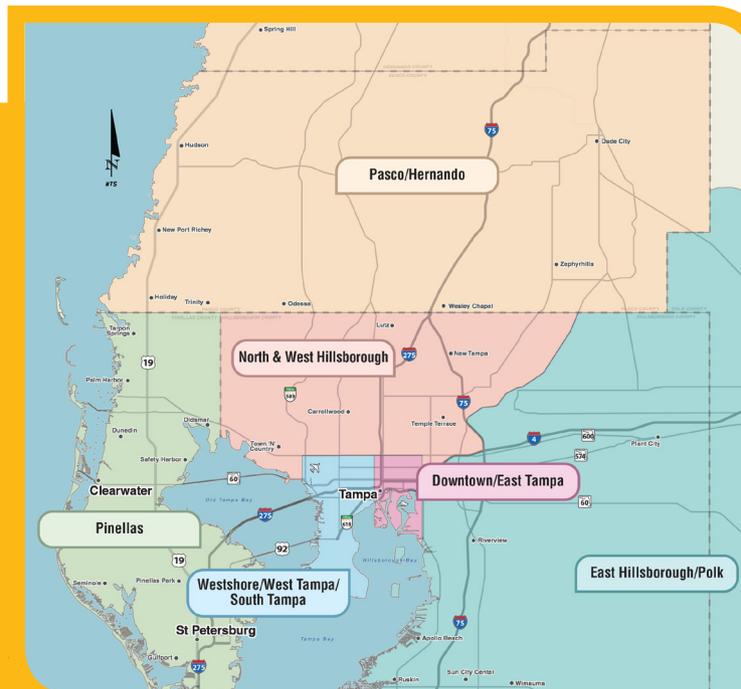
Would you like FDOT to present information at your community or neighborhood event?

Simply email the program public engagement team at [TampaBayNext@dot.state.fl.us](mailto:TampaBayNext@dot.state.fl.us).

# GAME ON!

## Tampa Bay Next Team at Tampa Bay Youth Football League Opening Day

The HNTB/Quest Tampa Bay Next Public Engagement team continues to be out and about in the communities. Quest's Lori Buck, Jill Cappadoro and Kym Graves spent Saturday, August 19, discussing regional transportation priorities and ideas with the families of aspiring football players during the Tampa Bay Youth Football League Opening Day games. With more than 2,500 parents and youth in attendance, the team shared and gathered comments and ideas to improve the transportation system.



### The Seven Community Working Groups organized by Quest's team include:

- Regional
- Downtown Tampa/East Tampa
- Westshore/West Tampa/South Tampa
- Pinellas County
- North and West Hillsborough County
- Pasco and Hernando Counties
- East and South Hillsborough/Polk Counties

During the initial round, each Community Working Group decided its own set of priorities, and several common themes emerged. Overall, the Community Working Groups are interested in:

- Learning more about how transportation is planned and funded
- Exploring multimodal options
- Finding ways to engage online with more flexible meeting options
- Getting direct feedback and project information from FDOT

The Quest team is now coordinating round two for each of the six Community Working Groups. The format of the next round of Community Working Groups will provide Tampa Bay Next more time to share information with participants. FDOT will present information about various projects and alternatives being considered, and each Metropolitan Planning Organization will be invited to present information about their upcoming Long Range Transportation Plans. This opportunity also will be used to share information about Hillsborough Area Regional Transit's Transit Feasibility Plan.

Quest is proud to be such an integral member of the Tampa Bay Next program team. We look forward to continuing to work with FDOT, HNTB and each project team to serve our Tampa Bay communities.



# HILLSBOROUGH COUNTY EMBARKS ON IMPORTANT PIPELINE IMPROVEMENT PROGRAM

PROUD TO SERVE Hillsborough County and Pepper Contracting, Quest's Jessica Francois provides public information and community outreach services on the 19th Avenue Design-Build Pipelines Improvement project in Ruskin, Florida. Scheduled to be completed in spring 2018, this revamped program of pipelines will maintain the capacity of South Hillsborough County neighborhoods' drinking water and wastewater collection system to meet increased demand. It also adds reclaimed water distribution systems, as well as 21 new fire hydrants on 19th Avenue between US 41 and Interstate 75. Jessica works very closely with Hillsborough County to keep an open dialogue with local residents and businesses along the corridor through website updates, door-to-door outreach and community presentations.

## 19th Avenue Water/Wastewater/Reclaimed Water Pipelines South Hillsborough County



### Construction Starting Soon

Hillsborough County is embarking on an important pipeline improvement program to benefit South Hillsborough County neighborhoods. The 19th Avenue Water/Wastewater/Reclaimed Water Pipelines program will help maintain the capacity of the area's drinking water and its wastewater collection system to meet increased demand. It also adds reclaimed water distribution systems, as well as 21 new fire hydrants on 19th Avenue between U.S. 41 and I-75.

#### Drinking Water:

South side of 19th Avenue from just west of U.S. 41 to west of I-75. One mile of existing 10-inch and 8-inch drinking water pipes will be replaced with a new 24-inch water pipe. Approximately 1.8 miles of new water pipes will be installed.

#### Wastewater:

North side of 19th Avenue from west of U.S. 41 to west of I-75 and for approximately one mile south, parallel to I-75. Nearly three miles of existing wastewater pipe will be replaced with larger 24-inch pipe, and 2,700 feet of existing 16-inch pipe will be replaced with larger 36-inch pipe. Connections will be provided for new wastewater pipes along 30th Street, 24th Street, 12th Street and U.S. 41.



#### Reclaimed Water:

North side of 19th Avenue from west of U.S. 41 to west of I-75, and on the west side of 12th Street from 18th Avenue to U.S. 41. Approximately 2.7 miles of new 30-inch reclaimed water pipe and nearly a mile of new 12-inch reclaimed water pipe will be installed along the corridor. Connections will be available for Harbour Isles to access the new reclaimed water main. Connection points will also be provided for any future reclaimed water mains at 30th Street, and U.S. 41 at both 12th Street and 19th Avenue.



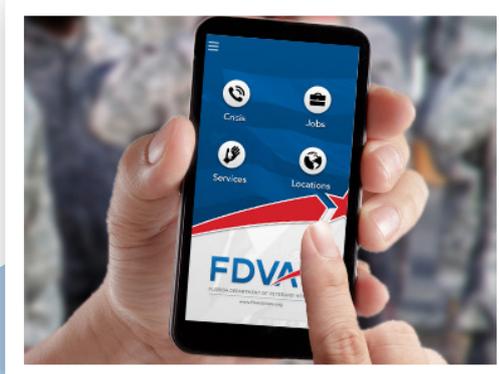
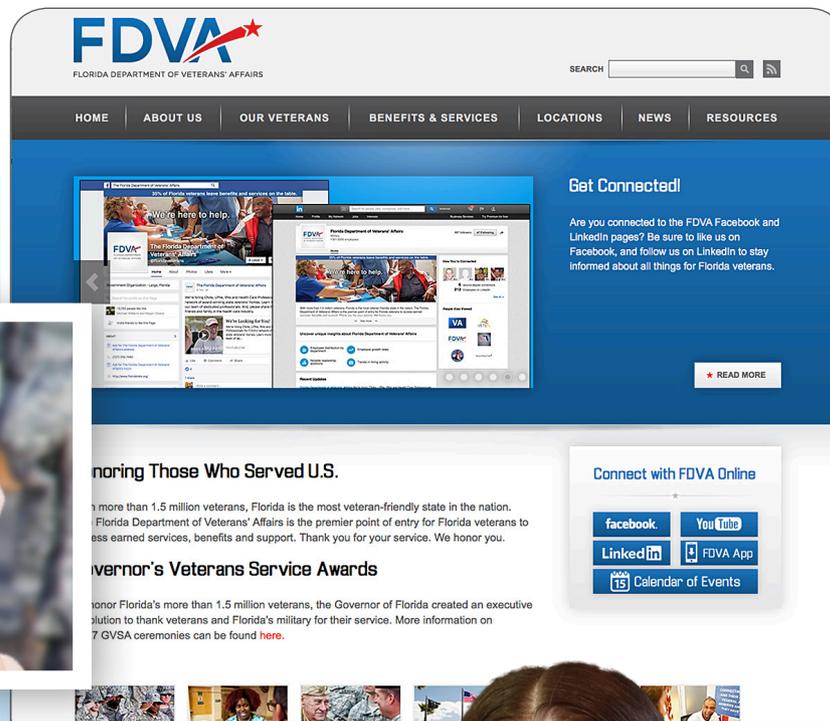


# HELPING VETERANS IN THE SUNSHINE STATE

**D**ID YOU KNOW that there are more than 1.5 million veterans in Florida? The mission of the Florida Department of Veterans' Affairs (FDVA) is to advocate with purpose and passion for Florida veterans and link them to superior services, benefits and support. FDVA advocacy increases federal benefits for Florida's veterans, improving their quality of life with service-connected disabilities and providing access to federally funded medical care for eligible veterans.

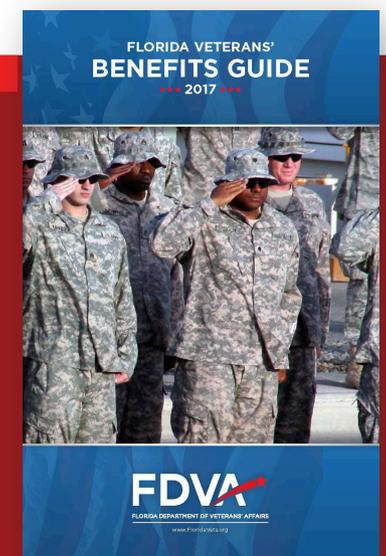
Each year the Governor of Florida, with the assistance of FDVA, hosts numerous Governor's Veterans Service Award ceremonies around the state. The Governor's Veterans Service Award is for any Florida resident who is either serving honorably as a member of the U.S. Armed Forces, U.S. Coast Guard, or U.S. Reserve Forces; or any Florida resident who has been honorably discharged or retired from active duty as a member of the U.S. Armed Forces, U.S. Coast Guard, Florida National Guard, U.S. Reserve Forces or Merchant Mariners with veteran status. If a veteran has not served in a combat zone they are still eligible for the award.

Quest has proudly served FDVA since 2016 in multiple capacities, including maintaining and updating their website, as well as their social media accounts including Facebook, YouTube and LinkedIn. Our team creates promotional materials such as a State Veterans' Home tri-fold brochure and a Florida Veterans' Benefits Guide that aids in connecting veterans with their earned services and benefits. Further, our team creates public service announcements to engage Florida veterans about their earned benefits, as well as updating and managing a free mobile app for the department.



For more information, visit FDVA's website at [floridavets.org](http://floridavets.org)

- [facebook.com/floridaveterans](https://facebook.com/floridaveterans)
- [@Florida Department of Veterans' Affairs](https://@Florida Department of Veterans' Affairs)
- [youtube.com/TheFDVA](https://youtube.com/TheFDVA)



FDVA operates six skilled nursing facilities and one assisted living facility across the state for veterans with honorable discharges from the Armed Forces. Registered and licensed nurses supervise the homes around the clock. FDVA connects veterans to earned benefits and services such as:

- Medical and Dental Healthcare
- Free Benefits and Disability Claims Counseling
- Veteran Outreach Programs and Activities
- Education and Employment for Veterans
- Long-Term Skilled and Assisted Living Care
- Burial Benefits and Family Support
- Home Loans and Property Tax Exemption
- Motor Vehicle, Licensing and Fee Exemptions
- Veteran Certified Businesses

**“It’s an honor to support FDVA in its efforts to connect the men and women who have put on a uniform to protect our country,” said Special Projects Manager Kelsey Morrow. “Being able to witness the amazing things FDVA is doing for our veterans makes our team grateful for the opportunity to give back to those who have already given so much.”**



# QUEST EMPLOYEE'S SERVICE TO THE COMMUNITY AND THE NATION

WHEN QUEST ASSOCIATE Sean Allen is not serving the greater Northeast Florida area as the communications manager for the Interstate 95/Interstate 10 Interchange, and the May Street and San Marco Intersection Improvement projects, he serves the nation in the U.S. Navy Reserves.

"I made the decision in 2014 to leave active duty so I could stay in Jacksonville and stay close to my nine-year-old son Joshua. Staying in the reserves has been a great opportunity to continue my service and has allowed me to join the Quest family!"

Sean enlisted in the Navy in March of 2000 as a photojournalist, and deployed multiple times in support of Operation Enduring Freedom, Operation Iraqi Freedom and the Global War on Terror.

"I was already scheduled to deploy on September 19, 2001. After the events of September 11, 2001, our mission changed. Those deployments were certainly very trying, but I have always been grateful for the opportunity to serve my country in one of our darkest times."

Sean transferred to Naval Air Station Jacksonville in 2005, and has been in Jacksonville ever since.

"I grew up in Titusville, Florida, so I was happy to have the chance to be stationed close to my family and the opportunity to make Jacksonville my home."

Living in a military town has given Sean the opportunity to connect with veterans, including those in nursing homes. "My grandfather retired from the Air Force and now lives with my grandmother in a retirement community here in Jacksonville that is predominately military retirees. It is great to be able to spend time with them and connect with other veterans, especially World War II Veterans. On average, we are losing more than 1,000 World War II Veterans per day. We owe them so much for their sacrifice, and the window of time is getting shorter."

In his current assignment in the reserves, Sean is a mass communications specialist for Naval Forces Southern Command/U.S. 4th Fleet, which operates naval forces in South America, Central America and the Caribbean.

"The team here in Northeast Florida makes it easy for me to serve my community and the Navy. In August, when I was asked to support a naval exercise, the team stepped up in my absence in an especially busy week and allowed me to focus on my Navy assignment."

**"Staying in the reserves has been a great opportunity to continue my service and has allowed me to join the Quest family!"**



## DAVID CRIGGER

QUEST IS PROUD to work with National Creative Services Manager David Crigger. David served in the U.S. Navy as a Second Class Petty Officer from 1987 to 1991. "Other than being a father... serving in the military has been the most rewarding thing I have done my life," shared David.



## QUEST FAMILY VETERANS

### Stephanie Araujo

Husband, Richard D. Araujo – Navy  
Father, Edward H. McLain – Army

### Chip Boeckh

Late Father, Victor Boeckh – Navy

### David Crigger

Grandfather, Herb Harris – Navy

### Peter Dobens

Late Father, Raymond J. Dobens – Navy  
Late Brother, Charles R. Dobens – Air Force

### Gabriella Ferraro

Late Father, George Bruni – Navy

### Rasheia Freeman

Husband, Willie A. Wester Jr. – Army  
Brother, Alvord V Freeman Jr. – Army  
Brother, Author R. Freeman – Marines

### Natasha Jufko

Father, Philip Jufko – Air Force

### Sharlene Lairscey

Late Father, Roscoe Hoffman – Air Force  
Brother, David Hoffman – Navy  
Stepsons, Brandon and Matthew Lairscey – Army

### Eileen LaSeur

Son, Phillip Loyle LaSeur – Navy

### Sandee Launch

Late Father, Joseph Muehlenfeld – Air Force

### Nick Lulli

Father, Wayne Lulli – Navy

### Lori Morgan

Father, Carroll Eugene Wells – Air Force

### Megan Olivera

Father, Miguel Angel Olivera – Air Force

### Maddie Pflugsten

Husband, Nick Pflugsten – Navy

### Sara Shepherd

Father, Mark Shepherd – Navy  
Brother, Morgan Shepherd – Navy

### Paul Vasiloff

Father, Paul L. Vasiloff – Navy

### Rebecca White

Late Father, Charles White – Navy

## GOVERNOR'S RIBBON CUTTING FOR I-95/JTB FLYOVER

ON AUGUST 30, Governor Rick Scott cut the ribbon for a brand new flyover at the interchange of Interstate 95 (I-95) and J. Turner Butler Boulevard (JTB) on Jacksonville's southside. Quest's Nick Lulli supports Parsons Transportation Group with in-house public information services on this multi-million-dollar project.

According to the project team, the 1,400 foot, two-lane flyover will carry eastbound JTB traffic from the I-95 southbound interchange, where more than 112,000 vehicles travel daily. In 2013, Governor Scott allocated \$78 million in funding to complete this critical infrastructure project.

Governor Scott said, "I am proud to join the Jacksonville community today to announce the opening of the new flyover which will increase safety and efficiency. Since December 2010, Florida has welcomed more than one million new residents, and projects like this are necessary for our growing population and economy. Thanks to our commitment to making record transportation investments, critical projects like this will help ensure Florida's transportation infrastructure remains a national leader for generations to come."

The new flyover is one part of an extensive project that also includes the reconstruction and widening of the I-95/JTB interchange ramps. It features the addition of a westbound JTB overpass to eliminate the merging conflicts and reduce congestion at Belfort Road. In addition, the reconstructed I-95 northbound off-ramp provides direct access to westbound JTB from I-95 northbound.



## EMERGENCY LANE CLOSURE ON I-95

**L**IVING IN FLORIDA long enough, you know to expect the unexpected when it comes to weather. Quest's Nick Lulli supports Parsons Transportation Group and the Florida Department of Transportation (FDOT) District Two with in-house public information services on the Interstate 95/J. Turner Butler interchange project in Jacksonville, Florida. The project recently had to implement an emergency lane closure on I-95 due to a washout of the roadway following a heavy thunderstorm.

"I-95 is so heavily traveled," explained Nick. "It's imperative we notify the community as soon as possible so they can plan ahead for their commute."

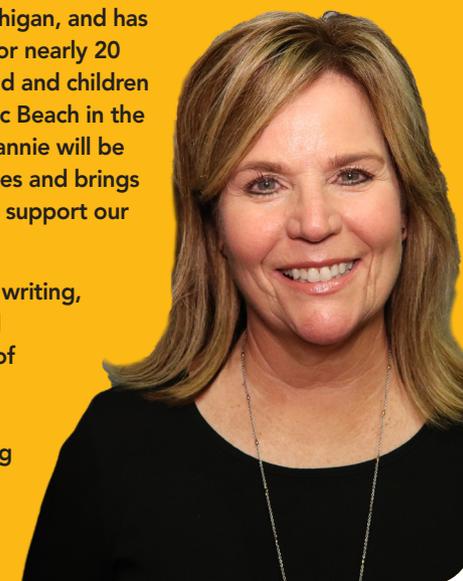
Nick immediately sent an alert to the established community database and contacted the FDOT Public Information office in Jacksonville to send out social media alerts and media advisories.



## Welcome JEANNIE GREENWALD!

**J**eannie was born and raised in Michigan, and has been a proud resident of Florida for nearly 20 years. She moved with her husband and children to the small coastal community of Atlantic Beach in the Jacksonville area they now call home. Jeannie will be initially serving Quest in multiple capacities and brings a broad range of experience and skills to support our clients and programs.

Jeannie's background includes extensive writing, photography, social media, branding and marketing. She has a strong knowledge of hyperlocal communities and the passion people feel for the places they live and work. Jeannie is excited about supporting Quest and its clients statewide with workforce development and community outreach efforts.



## QUEST NORTHEAST FLORIDA OFFICE MOVES TO DOWNTOWN

QUEST'S NORTHEAST FLORIDA team has officially moved to a new office in downtown Jacksonville, Florida, in the Level Office Center at 25 North Market Street.

"Quest is continuing to grow, and we look forward to serving our clients both in the field and from our new office space," states Business Unit Manager Nick Lulli. Level Office offers networking events and amenities that promote a sense of community among the members and guests. We can hold private meetings or arrange for a conference room for larger group meetings on site."

"Quest is going to be a great fit with what we are trying to do in Northeast Florida," said Susan Moore, center manager. "With its rich amenities and modern workspaces, Quest's clients and employees will find their Jacksonville office comfortable and inviting."

Our Northeast Florida team held its quarterly meeting in our new office space on September 1, and the consensus was unanimous. We love it!



## TRAFFIC SHIFT ON I-95 NORTHBOUND

QUEST'S NICK LULLI supports Eisman & Russo and the Florida Department of Transportation District Two with in-house public information efforts for the Overland Bridge project. Soon, the team will shift traffic on Interstate 95 through the heart of Jacksonville, Florida.

Nick is working to identify the best way to update GPS services with the latest exit information. "It's a challenge because oftentimes, there aren't real people to talk to in order to make the updates. You have to go into each individual app and request the change." The team is also preparing a publicity campaign to ensure motorists are aware of the upcoming changes. The project is currently slated to be completed in late fall 2017, weather permitting.



# SAN MARCO AVENUE: San Carlos Avenue and May Street Intersection Improvement Open House

**Q**UEST SUPPORTED THE Florida Department of Transportation (FDOT) District Two and General Engineering Consultant (GEC) Atkins during their open house for the San Carlos Avenue and May Street intersection improvement project in St. Augustine, Florida.

Quest Northeast Florida Associate Sean Allen was pleased to support the open house. The event was an opportunity for the residents of St. Augustine to learn more about the project and view videos with renderings of the intersection once construction is completed.

"We had an awesome turnout for the open house. St. Augustine is a very tight-knit community, and it was a great opportunity to connect with the residents and be able to answer their questions," said Sean.

The intersection at San Marco Avenue, San Carlos Avenue and May Street is the primary route from the Historic District in St. Augustine to Vilano Beach, both popular tourist destinations. Once completed, the project will greatly improve traffic to those areas.



## NORTHEAST FLORIDA TEAM REVAMPS QUEST VIDEO SERVICES

**G**OING ABOVE AND beyond to meet the needs of their clients is something the Quest team in Northeast Florida is already known for, so when the opportunity to house company-wide video services presented itself, the team stepped up to the challenge.

"We first started talking to Sharlene during the summer regarding Quest's current video services, and she was very supportive. We presented a plan to her and went from there. We are very grateful for Sharlene's investment into our division and the company," said Northeast Florida Business Unit Manager Nick Lulli.

With Nick's background in television, and his associate Sean Allen's experience as a videographer in the Navy, it made sense for the Northeast Florida team to lead Quest's video services.

"Nick and I work well together; our skill sets really complement each other. We each have a unique creativity that comes together really well when it comes time to plot-out, film and edit a project," said Sean.

The team has already begun working on Quest's New Employee Orientation video, completed work on a Public Service Announcement for the Treasure Coast Regional Household Travel Survey, and is looking forward to working on future projects for other Quest divisions. The team also offers drone photography and videography to statewide projects that Quest serves on as an additional innovative outreach method.

The team is supported by Marketing Intern Joey Francois in Jacksonville and Communications Manager Peter Dobens in West Palm Beach.

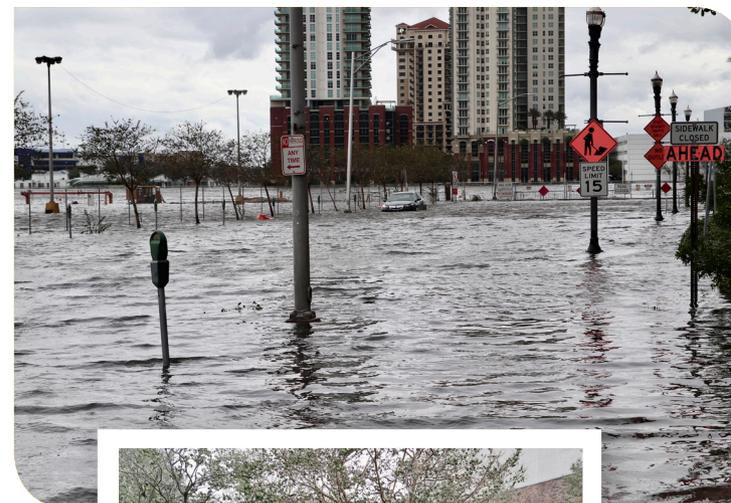


## STANDING IN IRMA'S PATH: A Personal Experience with Florida's Largest Hurricane, by Nick Lulli

**H**URRICANE IRMA WILL probably go down as one of the worst natural disasters in Florida's history. This wasn't my first hurricane by any means. In fact, I've deliberately gone into them before. As a former television journalist, it was a passion of mine to go into these catastrophes and show the viewers what was going on from the ground level. As a Quest business unit manager, the mindset shifts. Will our office survive? Will the staff be safe? Thankfully, we know now the answer to both was "yes."

On Friday, September 8, 2017, it became pretty clear that Hurricane Irma was going to rip through the entire Florida peninsula. Our newly opened Quest office was in evacuation zone "C," just half a block from the boundaries of a mandatory evacuation. I performed the shutdown procedures to ensure our electronics were safe from power surges, and we locked down the facility. Simultaneously, we worked with our various clients across the area. Are the projects locked down? Is there a message we need to send to the community? We completed our client obligations and began to hunker down.

Over the weekend, we watched the destruction take place in the Caribbean



and along Cuba's coast. The storm then pointed towards Florida. On Sunday, September 10, 2017, Hurricane Irma made landfall first in the Florida Keys and then in Marco Island as a powerful major hurricane. The weather started to shift in Jacksonville. The winds picked up, and the rain lashed us.



Early on Monday, September 11, 2017, the worst of the weather arrived in Jacksonville. We received winds up to 87 mph before the recording instruments began to fail in various parts of Jacksonville. I watched in horror as part of my roof began to blow off and scatter throughout my

property. Thankfully, no water intruded on the home, and I was safe.

Later that day, it became apparent a new horror was about to unleash on Jacksonville. As the winds shifted to the south and high tide approached, the St. Johns River near downtown Jacksonville began to spill its banks and surge into the city's central core. The National Weather Service declared a Flash Flood Emergency for the vicinity around our Quest office. Fortunately, I was able to make a quick dash into downtown and extract some of our equipment. The photos I captured were incredible. Later, we'd learn it was a record-setting flood level, in fact, the highest level in the recorded history of Jacksonville.

As you read this newsletter, it's likely Jacksonville and the state is already on the path to recovery. I am thankful we have a team in place that is always prepared should disaster strike.

# QUEST IS PART OF TALLAHASSEE, LEON COUNTY MOBILITY FUNDING STUDY

QUEST IS EXCITED to be a part of the Wantman Group, Inc. team conducting an Alternative Mobility Funding Systems (AMFS) study for the City of Tallahassee and Leon County. Quest's Sandee Launch, Rebecca White and Amanda Hopkins are supporting the community engagement component of the study.

The ultimate goal is to develop a Mobility Plan and Funding System that enhances mobility and promotes desirable development, helping the city and county achieve sustainable transportation performance measures.

The Mobility Plan envisioned will provide the legal basis and rational nexus for establishing a funding mechanism that requires development pay for mobility. Elements of a Mobility Plan include establishment of mobility standards intended to guide planning for bicycle, pedestrian, transit and motor vehicle facilities.

Multimodal improvements identified on the Mobility Plan Future Corridors Map are the basis for the Mobility Funding System. The plan is designed to give the county flexibility to fund and prioritize multimodal transportation improvements.

The Mobility Plan will encourage mixed-use development, infill and redevelopment and complete streets designed for bicyclists, pedestrians, transit users and auto drivers. The Quest staff is currently in the midst of stakeholder interviews with city, county and private sector individuals with a vested interest in future mobility funding mechanisms. Quest will support the first two of a series of workshops in Tallahassee in October.



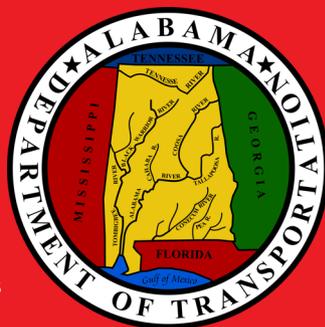
Rebecca White

Sandee Launch

Amanda Hopkins

## QUEST GETS A WIN IN THE "HEART OF DIXIE"

QUEST'S NORTHWEST FLORIDA team celebrates winning a two-year Public and Community Relations Support Services contract with the Alabama Department of Transportation (ALDOT). Under this contract, Quest is on board to deliver public information, public relations and communications assistance and advice for construction and maintenance projects with significant traffic or public impacts; and for public involvement and community relations on selected projects, safety and other campaigns statewide and regional including crisis communications.



## QUINCY LOOP NORTH DESIGN PICKS UP

QUEST'S NORTHEAST Florida Business Unit Manager Rebecca White is working with the Florida Department of Transportation (FDOT) and Comprehensive Engineering Services on the State Road (SR) 269 (Quincy Loop North) design project, a proposed new two-lane facility from SR 12 to SR 267 (Bainbridge Highway) in Gadsden County, Florida.

The preliminary design is based on the recommendations of the previously completed corridor study and ongoing Project Development and Environment (PD&E) study. A Design Public Meeting will be held in October to give the public an opportunity to provide comments concerning proposed improvements. FDOT representatives will explain proposed improvements, answer questions and receive public comments during the meeting.

**State Road (S.R.) 269 (Quincy Loop North) Design**  
Connecting S.R. 12 and S.R. 267 in Gadsden County  
Financial Project Identification Number 218946-6-32-01

**PROJECT DESCRIPTION**  
The Florida Department of Transportation (FDOT) is proposing to construct a new two-lane facility State Road (S.R.) 269 (Quincy Loop North) connecting S.R. 12 to S.R. 267 (Bainbridge Highway). The design includes two roundabouts, one at the intersection of S.R. 12 and Ralph Strong Road south of the Quincy Municipal Airport, and the other at the intersection of County Road 63 and S.R. 267, and the realignment of the S.R. 267 and S.R. 267 intersection. Based on the recommendations of the previously completed corridor study and ongoing Project Development and Environment (PD&E) study, this project will accomplish its ultimate purpose, to alleviate traffic on S.R. 12 within the Quincy/Gadsden County area and especially through the Quincy historic district.

The meeting is being held to present the preliminary engineering design to date and give the public an opportunity to provide comments concerning proposed improvements. The project is not funded for right-of-way acquisition or construction in the current FDOT Five-Year Work Program.

**Public Information Meeting**  
Thursday, October 12, from 5:30-6:30 p.m. EDT  
Florida Army National Guard Armory  
2049 Pat Thomas Parkway, Quincy, FL 32351  
Photo identification may be required.

**CONTACT INFORMATION**  
Clay Hunter, P.E.  
FDOT Project Manager  
(850) 415-9011  
Chunter@FHNTB.com

Ian Satter  
District 3 Public Information Director  
605 Summer Street, NE #6  
Tallahassee, FL 32399-0450  
Toll-free: (888) 638-0250, ext. 1029  
ian.satter@dot.state.fl.us

FDOT Title VI Administrator  
Jacqueline Permore  
FDOT Equal Opportunity Office  
605 Summer Street, NE #6  
Tallahassee, FL 32399-0450  
(850) 414-4753  
jpermore@dot.state.fl.us

FDOT District 3 Title VI Coordinator  
Coby Cleveland  
1034 Highway 90  
Chapley, FL 32829  
Toll-free at (888) 638-0250, ext. 1538  
Coby.Cleveland@dot.state.fl.us

The FDOT does not discriminate on the basis of race, color, national origin, sex, age, religion, disability or family status. Persons wishing to express concerns regarding Title VI may do so by contacting:

## I-95 INTERSTATE CHANGES

QUEST'S SOUTHEAST FLORIDA team is engaged in Project Development and Environment (PD&E) projects that encompass the Interstate 95 (I-95) interchanges, including Southern Boulevard at State Road (SR) 80; I-95 at Gateway Boulevard and at Boynton Beach Boulevard; and I-95 at the Northlake Boulevard interchange.



These far-reaching projects will provide benefits for Southeast Florida stakeholders for decades.

Quest provides community outreach in partnership with RS&H, Arcadis and Stanley Consultants on these important projects. Our team is working to gather

input from local agencies and officials, creating outreach materials and leading public involvement efforts. In all cases, the projects will improve traffic flow, reduce wait times, and increase stakeholder safety with additional travel and bicycle lanes and improved sidewalks.

According to PD&E Professional Eileen LaSeur, "Quest's philosophy of face-to-face engagement and door-to-door communications ensures that every stakeholder will be provided the opportunity to offer input during the planning, design and environmental study process." This proactive approach ensures our lead partners have the opportunity to meet and exceed communication and community involvement goals. Quest is meeting with the key demographics and opening lines of communications with stakeholders, elected and appointed officials, business owners and residents.

Each of these projects are in the final PD&E phase with preferred alternatives identified. It is important for the public, agencies and key stakeholders to voice their opinions as the projects will now move into the design phase. On each project, the Quest team facilitates the public hearing, ensuring the opportunity for public input.

These projects dissect the heart of the population center in Palm Beach County and are critical evacuation routes for stakeholders. Quest is in the forefront, supporting our partners to ensure the communications and community outreach needs are surpassed.

# Welcome Back PETER DOBENS!

**P**ETER DOBENS HAS returned to the flock as Quest's Southeast Florida Senior Communications Manager in Broward County, Florida. On his first tour with Quest, he managed all communications outreach for the Interstate 95 High-Occupancy Vehicle Lane (HOV) expansion projects from PGA Boulevard in Palm Beach Gardens to Indiantown Road in Jupiter, as well as a major utility project in North Palm Beach.

Peter is no stranger to the transportation industry, having covered the NASA space program, the construction of Interstate 75 in Sarasota, Manatee and Charlotte counties and the destruction and construction of the "new" Sunshine Skyway as a reporter and photographer for the Sarasota Herald-Tribune.

Peter brings 24 years of experience in television journalism and many more as a newspaper reporter, sports writer and photographer. Peter is also licensed to operate drones, a growing segment of the multimedia business. Using his eye-in-the-sky, Peter is able to get new angles like we've never seen before.



**"It's great to be back in the Quest family."**

## KEEPING UP WITH CROSSTOWN



**S**TEADY PROGRESS CONTINUES on the City of Port St. Lucie's largest construction project, the Crosstown Parkway Extension. Quest serves as the lead communications specialist supporting the City of Port St. Lucie, Target Engineering and Cardno on this historic project, which will connect the existing Crosstown Parkway with US Highway 1, crossing over the north fork of the St. Lucie River. Now, with the new addition of EarthCam on the project website, [crosstownextension.com](http://crosstownextension.com), anyone can enjoy a birds-eye view of the job site activities on this highly anticipated project.



EarthCam provides live stream video 24/7 using several different camera angles and even a panoramic view of the project. This technology assists the project team in documenting project phases and milestones.

The EarthCam was placed atop a 52-foot pole at the construction site using a hydraulic lift. Viewers can watch up-to-the-minute construction activities, including pile driving and temporary trestle installation. A final time-lapse video of the entire construction process will be compiled at project completion.

Quest Southeast Florida Business Unit Manager Beth Zsoka serves as the public information specialist on this major regional infrastructure project. Beth added, "EarthCam has proved to be a popular feature on the project website with lots of folks tuning in to watch this exciting project progress."

This past summer, Quest facilitated a job fair for the project, connecting local workers to jobs on the Crosstown Parkway Extension project. Over 100 job seekers attended to obtain information on construction-related positions for the project and other positions with the City of Port St. Lucie and various contractors in Southeast Florida. Quest's Gaby Ferraro, Isabel Gonzalez, Yvonne McClellan, Kelsey Morrow, Megan Olivera and Ale'ta Turner joined Beth to support the event.

The Crosstown Parkway Extension will provide a six-lane divided highway and bridge that will serve as a multi-modal transportation alternative and provide numerous benefits to the community, including relieving traffic congestion and providing a new emergency evacuation route. Anticipated project completion is fall 2019.

## SOUTH FLORIDA TEAMS REGROUP FOR TRAINING

**T**HIS YEAR, our Southeast and South Florida teams are committed to working closely together to support local projects and share training opportunities. In August, the teams got together to do exactly that. Project successes, lessons learned and resources were shared.

"It is important to take the opportunity to learn from each other. It was a great session where we were able to help answer questions and share examples of how we support our clients and serve all stakeholders. Our teams and projects are very important, and we are committed to continuing training and growth," says Southeast Florida Business Unit Manager Beth Zsoka.



## STAKEHOLDERS MEET TO DISCUSS I-95 TREASURE COAST MASTER PLAN

**QUEST IS PROUD** to provide public involvement and outreach support to engineering firms RS&H and T.Y. Lin International for the Florida Department of Transportation's (FDOT) Interstate 95 (I-95) Multimodal Master Plan study. The project stretches 71 miles along I-95 through Florida's Treasure Coast, from Martin County to Indian River County. The project includes 15 interchanges and will explore multimodal alternatives. The I-95 Multimodal Master Plan is one of the largest planning projects in FDOT District Four.

Through the I-95 Master Plan study, staged short and long-term capacity and operational transportation improvement



alternatives necessary for the next 30-year horizon will be identified and prepared for adoption and implementation by all relevant regional stakeholders. The ultimate goal of the Master Plan is to identify projects that will be programmed into future Project Development and Environment (PD&E) projects.

The two-year study kicked off in May. In August, Quest helped facilitate the first meeting of the project's Technical Review Committee (TRC). The TRC members represent stakeholders and elected officials of the counties, municipalities, transportation planning organizations; and other local, regional and state agencies along the corridor. The cooperative development of the plan will ensure consistency with all local and regional transportation plans. The TRC will share their expertise and make recommendations to be considered in the final Master Plan.

As Quest's Gabriella Ferraro explains, "The participation and support of the TRC is critical as the members have a vital role in ensuring that the project fulfills its objectives and meets the expectations of the Treasure Coast stakeholders."

## CFX BACK TO SCHOOL EXPO

ONE OF THE many ways in which Quest adds value is serving as an extension of client staff. This is particularly true when it comes to staffing special events. Quest Associates Mary Brooks, Cliff Davy and Sara Shepherd recently organized and staffed the Central Florida Expressway Authority (CFX) booth at the Seminole Town Center Back to School Expo.



The Quest team coordinated closely with CFX staff in deciding the agency literature and promotional items to be provided at this August 5 event in Sanford, Florida. The team spoke with more than 700 children and parents who stopped by the booth to discuss the Wekiva Parkway and E-PASS.

Many folks had questions and were excited about the latest phases of the parkway. Several stopping by the CFX-sponsored booth noted they had E-PASS, or were happy to get their questions answered about the electronic toll collection system. Faux hard hats, squeezable cars and wildlife coloring sheets were hot ticket items. CFX also provided pens, rulers and other items for students at the event.

"People are always so grateful when we take the information to them, and they can easily get their questions answered," Mary said. "The energy of the kids, and the parents who are now happy to get some much-needed information, is so rewarding. This helps our clients tremendously, and we're all too happy to do it."

## QUEST HELPS CFX SPREAD THE WORD

QUEST ASSOCIATES HELPED put together a successful sound wall information meeting for the Central Florida Expressway Authority's (CFX) upcoming State Road (SR) 417 construction project. CFX will be widening SR 417 from Econlockhatchee Trail to the Seminole County line. This stretch is a key commuter route for the University of Central Florida and Central Florida Research Park.

Quest Vice President Mary Brooks and team members Shari Croteau, Cliff Davy, Carolyn Fitzwilliam and Megan Olivera all pitched in to make sure the community and our officials were aware of the meeting and the details of the upcoming project. They were also on hand for any questions from the public. More than 60 people showed up to check out the plans for the project and the proposals for seven sound walls.

"Many of the adjacent property owners were pleased with the plans. There were some concerns over the height of some of the sound walls and possible noise "bounce back" for those residents living across from where a sound wall would be located. However, our team of experts were ready for any and all questions. We had more than 20 comment cards turned in, as well as more than 40 sound wall survey cards," Mary stated.

The overwhelming majority were happy and grateful for what's ahead. This new \$28.7 million project is expected to begin spring 2018.



Shari Croteau

Carolyn Fitzwilliam

Mary Brooks

Megan Olivera

Cliff Davy

## CFX Concept Studies EAG Meetings

QUEST STAFF WAS INSTRUMENTAL in helping the Central Florida Expressway Authority (CFX) recently kick off crucial community engagement for four concept, mobility and feasibility studies. Quest team members Carolyn Fitzwilliam, Sandee Launch, Sara Shepherd and Megan Olivera, led by Vice President Mary Brooks, planned and provided the notifications for the first of several Environmental Advisory Group (EAG) meetings.

About 25 environmental advocates and agency officials, as well as other key stakeholders, met July 11 at the Osceola Heritage Park in Kissimmee, Florida. Quest worked closely with CFX, the general engineering consultant, Dewberry, and the four study teams to develop the corridor-wide fact sheet and other handouts.



Environmental group members heard the latest on the four corridors being studied, which would total nearly 60 miles in Osceola, Orange and Polk counties. Attendees provided vital feedback on environmental considerations and potential impacts. It was the first of three such environmentally focused meetings to be held throughout the 12-month studies, which began in April.

Quest is spearheading the public involvement for the feasibility studies, including establishing the study website and Facebook page, planning for public meetings and managing communications with the public.

"We are honored to have the opportunity to support CFX – a truly progressive and forward-thinking client – in evaluating the needs and potential corridors that could help shape this community for generations to come," said Mary.

## Welcome CLIFF DAVY!

QUEST IS EXCITED to welcome Cliff Davy to the Quest family. Cliff serves the Central Florida Tollways division as a senior communications manager. He holds a degree in political science and has 16 years of communications experience. He led Phase 1 SunRail construction as a public information officer and safety marketing manager. Cliff also spent 13 years in politics managing and working on campaigns from presidential to federal, senate and congressional; state and local races; and referendums working across seven states and 17 cities.



In Cliff's spare time, he enjoys spending time with his four-year-old daughter and volunteering for organizations such as Junior Achievement, Second Harvest of Central Florida and the Ronald McDonald House.

# Welcome Back KATHY PUTNAM!

**Q**UEST'S CENTRAL FLORIDA Tollways division is happy to announce the return of Kathy Putnam as a senior communications manager based in Orlando, Florida. She is responsible for helping grow the firm's toll agency client base and heading up communications efforts for the Central Florida Expressway Authority (CFX) as it heads into a period of planning for robust expansion in a five-county region.

Kathy was originally with Quest from 2003 to 2006, when she helped develop and implement community outreach efforts for the then Orlando-Orange County Expressway Authority's major widening and toll plaza conversion of State Road 408 through the heart of Orlando.

Since her first stint with Quest, Kathy has gained extensive experience in an array of communications and community outreach activities that will directly benefit Quest's clients. Most recently, she was senior public relations director with an Orlando public relations firm, where she helped clients identify their best stories, then led clients in telling those stories.

"I'm extremely excited to have someone of Kathy's caliber joining our division," said Quest Vice President Mary Brooks. "Her industry knowledge and experience is going to be invaluable to our clients; she's just a fun person to work with!"

In her spare time, Kathy enjoys kayaking, fishing, fossil hunting and hiking with her husband.



## WEKIVA PARKWAY SECTION 3 PUBLIC MEETING

**Q**UEST STAFF RACKED up yet another successful public meeting for the Wekiva Parkway. More than 160 people attended the Florida Department of Transportation's (FDOT) Sections 3A and 3B pre-construction public information meeting on August 24 at the Mount Dora Civic Center.

Quest's Mary Brooks organized the public meeting – the fourth so far this year for the parkway. Alicia Arroyo, Justin Clark, Kym Graves, Karen Harrell and Sara Shepherd assisted in planning and carrying out the meeting. The staff handled all of the development and distribution of public meeting ads and notices, including distributing meeting fliers door-to-door and posting on the project website and social media.

The Quest team supported FDOT, Lochrane, Moffatt & Nichol and RK&K with answering questions about construction impacts and schedules. Mary also addressed questions from officials in attendance such as Lake County Engineer Fred Schneider.

Attendees had a number of questions about property impacts, access management and noise concerns. By and large, the comments were positive with many saying they have used and love the Central Florida Expressway Authority's new section of the parkway and can't wait for the connection to State Road 46.



## CFX SECTION 1 RIBBON CUTTING

**T**HE CENTRAL FLORIDA Expressway Authority (CFX) has reached a big milestone, and Quest staff members were honored to help! Nearly 200 people attended a ribbon-cutting ceremony on July 27, marking the opening of the agency's first five-mile stretch of the Wekiva Parkway in Apopka, Florida. Quest team members Mary Brooks and Kym Graves, with help from Karen Harrell, handled all of the planning, vendor coordination, speech writing, publicity, project team coordination and other details for the event, which was held under the new Belgian Street Bridge.



Orlando Mayor and CFX Board Chairman Buddy Dyer led the ceremony. The speakers also included CFX Board Members: Orange County Mayor Teresa Jacobs, Seminole County Commissioner Brenda Carey and Lake County Commissioner Sean Parks. Wekiva River Basin Commission Chairman and Seminole County Commissioner

Lee Constantine also relayed the history and exhaustive engagement and planning that helped drive the project. The planned 25-mile toll road has been 30 years in the making and includes unprecedented protections for wildlife and surrounding habitat.

Also supporting on event day were Quest's Justin Clark, Shari Croteau and Cliff Davy. The event was heavily covered by the media and received overwhelmingly positive remarks from the agency and community members. Expressway users continue to praise CFX for their efforts.



## Welcome JUSTIN CLARK!



**J**USTIN CLARK HAS joined the Quest team as a communications manager representing Central Florida Tollways. Justin recently received his Master's Degree in Public Interest Communications from Florida State University. He was a student senator at both Florida State University and North Dakota State University, where he had previously attended, and prides himself in his leadership abilities. After his master's degree, Justin interned with the Florida Department of Transportation District Three Public Information Office and gained valuable communications experience. Justin is thrilled to be a part of the Quest team and looks forward to working with everyone!

Outside of work, Justin loves sports and mostly cheers for teams from New York, where he was born. He is, however, a big Florida State athletics fan, especially during college football season.



## WHAT TRAIL? THE RAIL TRAIL

JAMES CASH PENNY once said, "Growth is never by chance; it is the result of people working together." Such a notion can be used to describe the effort required to establish Brevard County's section of the Florida East Central Regional Rail Trail, known to the local community as simply the Rail Trail, since it is built on an old railroad route.

The Rail Trail will be a paved, multi-use trail – part of the more than 250-mile coast-to-coast trail system from St. Petersburg, Florida to Titusville, Florida. The Brevard section runs from Titusville to the Volusia County line and includes a trailhead with parking at the Aurantia Road crossing and an eight-foot-wide, 5.4-mile equestrian section.

Before work began on the long-awaited trail, the Florida Department of Transportation (FDOT) Brevard Operations Public Information Consultant Lisa Mark teamed up with Eisman & Russo's Marty Ryan to assess the potential impacts on businesses and residences that might have an issue during construction. She also reached out to stakeholders through community outreach and an extensive flier distribution, helping to funnel questions and issues to her directly.

"The Rail Trail has been an amazing example of how strong partnerships create momentum in projects! How exciting that our Rail Trail is almost complete through work from FDOT, Space Coast Transportation Planning Organization (SCTPO), Brevard County Parks and Recreation, the Office of Greenways and Trails, private entities and the Florida Department of Environmental Protection," shares SCTPO Multi-Modal Program Specialist Sarah Kraum.

Lisa adds, "The trail partners continue to be busy as ever. With the Rail Trail nearing completion, and the City and Chamber of Titusville taking the lead, the group is planning the official grand opening of the trail to include a ribbon-cutting with officials, bike races and community events."

Looks like Brevard has a lot to look forward to!



## QUEST SHARES SAFETY TIPS at Back 2 School Fair

QUEST SENIOR COMMUNICATIONS Manager Carolyn Fitzwilliam recently shared roadway and work zone safety tips at the Back 2 School and Wellness Fair in Central Florida. The event was sponsored by Orange County Commissioner Emily Bonilla and offered several activities for students and their families, including free backpacks, haircuts, immunizations, face painting and information from several Orange County departments and community vendors. Quest is proud to support the Florida Department of Transportation's District Five ongoing Work Zone Safety Awareness Campaign. Students were given a coloring sheet and crayons and were encouraged to take a safety pledge to help make sure everyone gets home safely.



## Welcome LAURIE WINDHAM!

ONE OF QUEST'S newest additions, Laurie Windham, has more than 18 years of experience in journalism, public relations and community outreach. Throughout her career, Laurie has provided public information and community relations for the Florida Department of Transportation (FDOT), the Columbia County Sheriff's Department and an award-winning theme park and concert venue. After five years as a public information specialist in FDOT's District Two, Laurie is very comfortable in an orange vest.



"There is always something new to learn in transportation communications," Laurie said, recounting her time as an FDOT District Two public information specialist. "We had some pretty amazing projects during my tenure in Northeast Florida, and I really enjoyed working with the local communities and all the agencies involved."

A true native Floridian, Laurie likes to run long distances, hike almost anywhere – including to the bottom of the Grand Canyon – read good books, and go to the beach. That's why she is the perfect fit for the FDOT District Five Brevard Office.

"I love the Brevard lifestyle, culture and community. I am so excited to do something I know and love in such a beautiful part of Florida," she said. "I'm really looking forward to meeting all the FDOT District Five folks and learning more about the communities we serve."

## DIVERGING DIAMOND INTERCHANGE DRAWS ATTENTION

IT'S BEEN SAID, "If you build it, they will come." Well, it is not even built yet, and they are already coming to learn about the new Diverging Diamond Interchange (DDI) on Interstate 95, a partnership project with the Florida Department of Transportation (FDOT), City of Palm Bay and Brevard County.

The Micco Road Interchange will be one of the first DDIs to be constructed in Florida and the first in Brevard County, and is already drawing attention from local media. Recently, reporters from Florida Today and News Channel 13 donned hard hats and bright orange vests as they toured the project site. An interview with FDOT District Five Public Information Director Steve Olson helped explain this innovative new interchange.

"When we get local media coverage like this, it is a win-win for everybody involved," said Laurie Windham, public information coordinator for FDOT Brevard Operations. "Not only are we educating the public, but we are utilizing the media to help us reach even more people than we would be able to reach with flier distributions and updates on CFLRoads.com. Plus, the shelf life of the information is extended via media websites and social media platforms. Public

information professionals sometimes dread the media call, but accurate media coverage really is a good thing," Laurie said. "Helping increase public awareness and education is one of the key roles of the media. When you can apply this to our transportation systems, everyone wins."

So, what's the big deal with this new style of interchange? DDIs are sometimes

called crisscross interchanges because they eliminate the need to turn left across traffic. Instead, vehicles trade sides as interstate traffic enters or exits with a slight curve. Since the number of potential conflicts between drivers is reduced, safety for the traveling public is increased. As the number of residents and guests continue to grow, the DDI can handle additional traffic without building a bridge or adding a turn lane. This new design is as safe as a traditional interchange for pedestrians and bicyclists.



# SOUTH FLORIDA TEAM PROMOTES SAFETY!

UNDER ITS SOUTH Florida Special Safety Projects contract, Quest's South Florida team is taking highway safety messages to communities throughout Miami-Dade County. Working closely with the Florida Department of Transportation (FDOT) District Six Traffic Operations and Public Information offices, tasks under the contract include focused public awareness outreach efforts on specific locations in the Miami-Dade area and a more general approach on basic safety messages.

In August, the team took part in the Miami Gardens Food Truck Invasion and the Lake Lucerne Book Bag Giveaway – local events that drew area residents and provided educational outreach opportunities.

The Quest team also conducted a movie theater and social media campaign, using 30-second spots on pedestrian and bicycle safety combined with coordinated social media. The campaign ran for five weeks, from mid-August to mid-September, with both English and Spanish spots using subtitles in the alternative language. Spanish language spots were strategically placed in theaters with predominantly Spanish-speaking audiences. Safety spots appeared at theaters in Aventura, Cutler Ridge, Hialeah, Kendall, Miami, Miami Lakes and South Beach.



## MIAMI GARDENS' FOOD TRUCK INVASION EVENT

iBuen Provecho! Everyone!

**Q**UEST'S FLORIDA DEPARTMENT of Transportation (FDOT) Safety Squad is at the forefront of the Food Truck Invasion community event in the city of Miami Gardens, providing families essential pedestrian and driver safety information to better improve their neighborhood.

Sponsored by the city of Miami Gardens Mayor Rodney Harris, the family-friendly event featured a live DJ, karaoke, countless food trucks serving mouth-watering cuisines and a large green area for kids and adults alike to play with their pets. The gathering took place on August 18 at the popular Rolling Oaks Park in Miami Gardens, Florida.

Quest's Alexandra Gratereaux and Sophia Tingle interacted with locals and had engaging, safety-related conversations with parents as they entered the spacious park.

Children received safety-themed coloring books and rulers.

Quest's FDOT Safety Squad team also conversed with local elected officials and members of the Miami Gardens Police Department. Both the City of Miami Gardens and the Miami Gardens Police Department have partnered to help distribute pedestrian and driver safety information to residents in upcoming events.



Sophia Tingle

Alexandra Gratereaux

## CITY OF MIAMI GARDENS KICKS OFF NEW SCHOOL YEAR WITH SAFETY

**T**HE QUEST TEAM is in the midst of a safety awareness campaign for the Northwest 2nd Avenue at Northwest 207th Avenue intersection, located near Andover Middle School and Andover Park. During the campaign, Southwest Florida team members engage with local municipalities, homeowner's associations, law enforcement, parent-teacher associations and school committees to increase pedestrian safety awareness.



Quest Associates Isabel Gonzalez and Sophia Tingle recently supported the City of Miami Gardens Lake Lucerne Book Bag Giveaway distributing important safety information before the start of the school year.

According to Isabel, "The event, hosted by Councilwoman Lisa C. Davis, gave the community an opportunity to join in the music, dancing, fellowship and family fun while giving the Quest team the chance to hand out safety coloring books, rulers, bookmarks and tip cards containing valuable information for pedestrian and motorist safety."



The event was one of many in an ongoing effort to support the Florida Department of Transportation District Six plan to implement a pedestrian-and-driver-education safety campaign. It is a plan tailored to reach students,

parents and employees of Andover Middle School as well as neighboring residents that use the intersection of State Road 7/Northwest 2 Avenue at Northwest 207 Street in Miami Gardens, Florida. The event, attended by hundreds of families, gave the Quest team a perfect opportunity to engage and educate the local community and foster a closer relationship with the local police, homeowner's associations and community leaders.

## STAKEHOLDERS VOICE THEIR CONCERNS AND IDEAS

### FOR PUBLIC ENGAGEMENT AT WORKSHOP

AS PART OF the public engagement strategy for the Wake Transit Multi-Year Bus Service Implementation Plan, the Nelson\Nygaard consultant team, which includes Quest, held a Wake Transit Plan Implementation Kickoff Stakeholder Meeting recently at the Raleigh Convention Center in North Carolina.

Quest's Sandee Launch staffed the meeting, helping visitors sign in and locate name tags, answering questions and preparing meeting notes. Attendees – which included transit advocates, local government and agency representatives, the consultant team and members of the general public – reviewed an overview of the Wake County Transit Plan and then broke out into groups for facilitated discussions on the public outreach process.



The discussions at the workshop were used to help formulate the public engagement strategy currently being developed by Quest. Additionally, Sandee and Quest's Bret Lairscey reached out to meeting participants and other stakeholders to ask specific questions about how they wanted to be notified or engaged in the transit planning process. Their comments will become part of the strategy recommended by Quest to the consultant team.

## GWTA RIDERSHIP COUNTS

**H**OW DOES A transit agency determine when service changes are necessary? If you're Fred Fontana, director of the Goldsboro-Wayne Transportation Authority (GWTA), you reach out to Quest to perform ridership counts.

Vice President Sandee Launch and Marketing Associate Natasha Jufko spent a week riding GWTA's five routes and counted passengers boarding and de-boarding buses at each stop. Annual ridership counts help the agency determine whether stops are placed effectively, whether additional stops are needed, where to place benches and shelters, and where other service changes may be needed. The data gathered also helps determine where to target marketing messages for the agency.

"It's obvious that Fred Fontana and the GWTA Board are dedicated to providing efficient, reliable service to the people of Goldsboro," said Sandee. "The data gained from these ridership counts is important because it assists them in making wise operational and funding decisions for the agency."



## THERE'S A PLAN FOR WAKE COUNTY TRANSIT

**T**HE VOTERS OF Wake County, North Carolina spoke. In November 2016, voters passed a half-cent local option sales tax to fund a regional transportation system. That system, known as the Wake County Transit Plan, is a partnership between multiple cities, transit systems, the county and the Capitol Area Metropolitan Planning Organization (CAMPO). The transit plan is financed through a combination of local, state and federal dollars, as well as fare recovery rate. The estimated \$2.3 billion plan was executed as a way for Wake County residents and visitors to avoid traffic congestion that is prominent in the Wake County and Raleigh-Durham area.



The plan is described in "four big moves" or goals. These four goals include: connecting the Wake County region with a variety of bus and rail investments; connecting 12 Wake County municipalities; improving frequent, urban mobility; and increasing access to transit.

As part of the Wake Transit Implementation Plan, CAMPO and its partner agencies engaged Nelson\Nygaard, as the lead agency to implement a wide variety of transit planning services. Nelson\Nygaard reached out to Quest to develop a public engagement and communications strategy for the plan. Quest Project Manager Sandee Launch, Vice President Mary Brooks, Webmaster Dylan Conway and Graphic Designer Sophia Tingle created a brand development, marketing, website and social media strategy. This document developed and outlined a plan for collaborative marketing and communication between the regional partners.

## Have You Met ALICIA ARROYO?

**A**LICIA JOINED QUEST in 2011 as a public information coordinator (PIC) to serve the Florida Department of Transportation District 5 on the Districtwide Public Information Services contract. In addition to her role as a PIC and employee supervisor, she is also embracing a new corporate assignment by developing our internal training manual.

Message development, social media strategies and media training are required so we don't get caught unprepared, speechless or without a message. "We want our professionals to be smart, crisp and elegant. They need to speak plainly so they have the ability to effectively communicate with everyone, Alicia said."

Government public affairs is unique. It's where public information takes its true meaning, but at Quest, we always take it to a new level. From concept through construction and beyond, our communications professionals participate in formal training in the areas of infrastructure planning, project development, and environmental design and construction. "While we want to build positive relations with all customers and deliver responsible communication to all stakeholders, we recognize that we must walk the walk and talk the talk of a professional planner, environmental specialist and/or transportation engineer," said Quest Senior Communications Manager Lisa Mark.

Our in-house programs give everyone in our organization the opportunity to interact, practice skills and learn by doing.

Questions? Let Alicia Arroyo guide you!



Alicia Arroyo



# Welcome SOPHIA FOX!

**C**OMMUNICATIONS MANAGER  
Sophia Fox joins Quest as the newest member of our Pennsylvania team. Located in Harrisburg, Sophia currently works with Business Unit Manager Chad Newton on business development in the region and provides communications support on the Pennsylvania Turnpike

contract with Michael Baker International. In her role, she keeps the community aware of transportation project developments and works with the public through efforts of customer service, media relations and coordinating meetings and events.

As a recent graduate from Pennsylvania State University with a degree in Print and Digital Journalism, she has experience in public relations and social media planning. While at Penn State, Sophia was a social media intern for the Undergraduate Admissions Office, a creative services intern for the Athletic Department, and a public relations intern for Residential Dining. In Harrisburg, she gained professional experience with a local PR firm by interning for the Pennsylvania Turnpike Commission.

"We're very excited to have Sophia join us in Pennsylvania," said Chad. "She has experience working at the PA Turnpike, strong communications skills and a positive attitude – all things that make her a valuable addition to our growing team here in the Keystone state."

Sophia has lived in Pennsylvania her entire life and has loved every second of it! On the weekends you can find her reading, sewing and watching Penn State football. "I'm happy to be with a communications company that challenges its employees, has a unique culture, is personal, and is always growing and adapting," explained Sophia. "Quest is exactly what I was looking for! I am so excited to see what's in store for the future of this organization, and I am so happy that I get to be a part of it."

## PHILADELPHIA INTERNATIONAL AIRPORT SURVEYS

**Q**UEST RECENTLY WORKED with consulting firm ICF to help conduct air cargo studies at the Philadelphia International Airport (PHL). PHL wanted to better understand the air cargo market and requirements at PHL as well as the local catchment area it serves. The survey helped the airport understand shipping activity in terms of types of commodities and volumes, airports of choice and key motivations for these choices.

During the survey, Quest Associates Bret Lairscey, Sandee Launch, Chad Newton and Megan Olivera contacted the major shippers and forwarders in the PHL catchment area. Through their work, the team contacted nearly 200 major stakeholders as part of the survey. Quest Graphic Artist Sophia Tingle also created pieces showing the breakdown of those surveyed by industry in the Philadelphia and New Jersey areas.



## QUEST PARTNERS WITH HNTB TO SERVE DELAWARE RIVER PORT AUTHORITY

**L**ONG-TIME CLIENT HNTB recently hired Quest to assist with the Delaware River Port Authority (DRPA) Strategic Plan for its Engineering Division. DRPA's Engineering Division operates as the design, construction and project departments of the DRPA and is responsible for implementing DRPA's capital program, including maintenance, repairs and security and safety improvements.

DRPA wanted to revamp the look and layout of the strategic plan, so HNTB recommended Quest for our solid reputation and previous work with the Pennsylvania Turnpike Commission's Strategic Plan. Quest's National Creative Services Manager David Crigger and Business Unit Manager Chad Newton worked closely together on the project, developing text, creative graphics and an overall eye-catching layout.

Quest is pleased to announce that DRPA is incredibly happy with the new and improved version of the strategic plan. According to HNTB, "Quest knocked it out of the park and impressed the DRPA with its quality of work, creativity, ingenuity and valued teamwork."



## WHAT'S TO LOVE ABOUT PENNSYLVANIA

**Q**UEST IS EXPANDING its services in Pennsylvania! Pennsylvania Infrastructure and Tollway Division Business Unit Manager Chad Newton has been serving the Pennsylvania market with Quest since 2015.



Communications Manager Megan Olivera is combining efforts with Chad to diversify into other markets throughout the state. Our primary focus is to serve multimodal transportation agencies by providing communications solutions. Pennsylvania's highway and bridge system, along with aviation, bicycle, pedestrian and more, is huge. The Pennsylvania Department of Transportation, with federal and local partners, is dedicated to making improvements. And, when it comes to a strong stakeholder relations program, Quest stands ready to serve.

**"I'm truly looking forward to serving with Chad as advocates on behalf of our clients and community," said Megan.**

From traditional project branding, marketing campaigns, graphics, website and social media services to full blown public engagement programs, Quest is strategically planning to grow throughout the state. We will be hiring locally at all levels, from interns through senior management. According to Quest Vice President Mary Brooks, "This expansion will allow us to provide a greater level of service continuity to government agencies, as well as to our existing professional engineering clients who have offices throughout the state."



Megan Olivera

## ESTABLISHING A PROFIT SHARING PLAN

The Fidelity Simple-IRA Plan Official Notification

QUEST CURRENTLY OFFERS a Simple-IRA Plan that allows all eligible employees the right to make or modify a salary reduction election for the upcoming calendar year. Both current enrollees and newly eligible employees will be provided details regarding participation in our 2018 Fidelity Simple IRA plan by October 31.

Quest has matched up to three percent since the plan's inception. While this has been a great plan for Quest as a small business, a Profit Sharing Plan is in our future.



Profit Sharing Plans can be a powerful tool in promoting financial security in retirement. They are a valuable option for businesses considering a retirement plan, providing benefits to employees and to Quest.

According to Finance Manager Lori Morgan, "Quest is committed to a well-designed Profit Sharing Plan to help attract and keep talented employees."

If you have questions about enrolling, contact Lori at [Lori.Morgan@QCAusa.com](mailto:Lori.Morgan@QCAusa.com).

## HEALTH MATTERS

**W**E APPRECIATE YOUR business, and we'll do whatever we can to keep on earning it, which is why we take the idea of "wellness" so seriously. According to Quest's Owner/President/CEO Sharlene Lairscey, "It all starts in the heart, and I believe that healing the heart, heals the mind, body and soul."

HIPPOCRATES  
HEALTH INSTITUTE

[www.HippocratesInstitute.org](http://www.HippocratesInstitute.org)



In July, Sharlene retreated once again to Hippocrates Health Institute where she studies wellness and holistic healing practices. Hippocrates Health Institute is internationally recognized for nutritional protocol reducing toxicity, restoring nutrient balance and understanding the body's immune system.

It's all about improving your life! At Quest, we want you to choose a path to wellness. It can be very simple. Eat right. Get plenty of exercise. Drink plenty of water. Sleep. And finally, get rid of any negative thinking. Celebrate life with love!

## WE LOVE OUR JOBS

QUEST IS A proud sponsor of Florida Construction Career Days and is busy preparing for the annual South Florida event, scheduled for October 23-24 at the Bergeron Rodeo Grounds in Davie, Florida. In addition to sponsoring the two-day event, Quest runs a Media Learning Lab designed to showcase a variety of career options available in the transportation industry. According to Southeast Florida Business Unit Manager Beth Zsoka, "Students prepare short public service announcements. Then, they 'go on camera' to deliver the message they have crafted. Students embrace our industry with creativity. It's always a great event to support!"

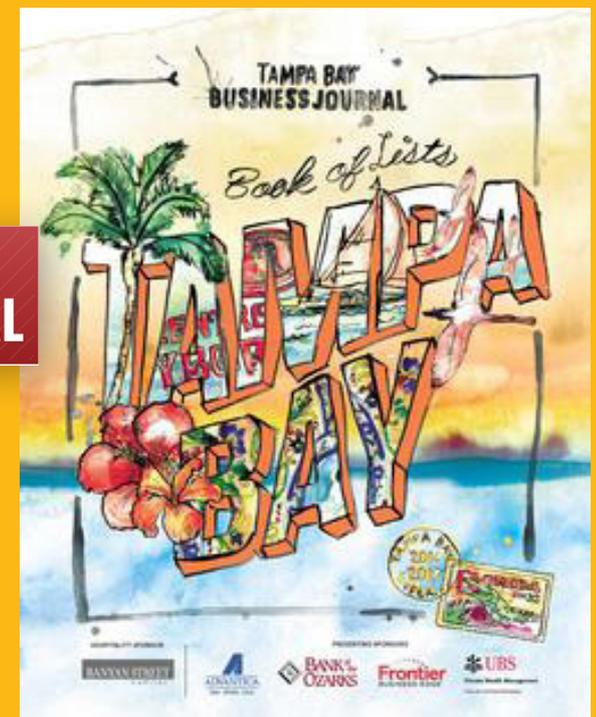


## QUEST IS GROWING... AND STILL GROWING

**W**E DID IT! Quest was recently ranked in The Tampa Bay Business Journal's (TBBJ) Book of Lists as one of the top five largest public relations firms in the Tampa Bay area. We also placed as one of the largest marketing firms and one of the largest women-owned businesses in TBBJ's lists.

### TAMPA BAY BUSINESS JOURNAL

According to Vice President Jessica Francois, "Quest is honored to have made the lists. Our commitment to marketing and communications dates back to our company's founding, and through the years, that commitment has become our passion. So, when we are distinguished as one of the top firms, we are humbled and honored."



# WHAT I'VE LEARNED ABOUT ALZHEIMER'S

by Sharlene Lairscey

I'VE NOW LOST both of my parents to Alzheimer's disease, so I believe it's natural for me to be a little concerned about losing my mind. The funny thing is... my memory has always sucked, and there are many days I feel as if I'm losing my mind, so when it comes to this disease, I'm not sure how exactly I will know. But I'm on it.

Today nearly 6 million Americans are living with Alzheimer's – a form of dementia that causes memory loss and behavioral changes. The disease apparently strikes people after age 65, but some sufferers experience symptoms in their 50s, 40s and even 30s. Despite these disheartening facts, I believe living a brain-healthy lifestyle can help you beat the odds.



According to Dr. Gary Small (author of The Alzheimer's Prevention Program), dementia is not an inevitable byproduct of aging. "We have the ability to influence our future brain health, and we are not all destined to experience a precipitous fall into mental fog. Science has shown that genetics accounts for only a part of our risk. Lifestyle choices may have an even greater impact."

## IT'S NEVER TOO EARLY OR TOO LATE TO START PROTECTING YOUR BRAIN

Can Alzheimer's be prevented? It's a billion-dollar question, but I'm not going to wait for someone else to give me the answer. Over the last five years I've gotten to know this disease very well. While caring for myself definitely took a backseat during this time, I've always known it's never too late to get back on track. Here are some tips I've learned:

- Learn a language to protect the brain from cognitive decline and to keep the brain active.
- Listen to music. Proponents of the "Mozart Effect" believe that Wolfgang Amadeus Mozart's music can improve concentration, reasoning and the body's ability to heal itself.
- Sleep better but don't sleep too much. A study of elderly women showed that those who slept more than nine hours per day had worse brain functioning than those who slept seven hours per day.
- Drink caffeine. If you love coffee, this is good news!
- Exercise your body. In addition to reducing the risk of chronic ailments (such as cardiovascular disease, high blood pressure and diabetes), exercise lowers the risk of developing Alzheimer's.
- Exercise your brain. The phrase "If you don't use it, you'll lose it" is particularly true when it comes to the brain.
- Minimize stress. There is a reason why we're instructed, "Give all your worries and cares to God" (1 Peter 5:7-9, NLT). It's because stress doesn't only steal our peace – it destroys our health.
- Take your vitamins. According to experts, a vitamin a day might keep Alzheimer's away.
- Keep learning. Studies suggest that any type of education, including self-study on any topic, challenges the brain. So no matter what your age, don't stop learning.
- Quest is a supporter of the Alzheimer's Association ([www.alzfdn.org](http://www.alzfdn.org)). Donations in memory of those with no memory can be made online. We believe Alzheimer's can be prevented! Thank you!

# Remembering ROSCOE DAVID HOFFMAN



**A** MEMBER OF the United States Armed Forces, U.S. Air Force, Roscoe was released on Honorable Discharge after receiving several medals, specifically a testimonial of Honest and Faithful Service. He served as a Staff Sergeant. His professional career included serving as a Small Business Owner for Norcoe Electric Company, a company he incorporated. He was later recruited to serve as the lead electrical and mechanical engineer for Reynolds Metals Aluminum Company located in Tampa, Florida, where he enjoyed an amazing long-term career. For Roscoe Hoffman, safety was key in the workplace. He used to state, "How long does it take? It takes a minute to write a safety rule; it takes a hour to hold a safety meeting; it takes a week to plan a safety program; it takes a month to put it into operation; it takes a year to win a safety award; it takes a lifetime to make a safety worker; and it takes only one second to destroy it all with one accident." Roscoe retired at Reynolds as the Plant Manager at the age of 54 with a Zero Harm Award under his leadership. He started as an electrician, and with

heartfelt commitment and dedication, he worked his way up to running the Electrical Department, then the entire plant as a manager. A private service will be held in November, where he will join his loving wife Norma at the Florida National Veteran's Cemetery in Bushnell, Florida. Roscoe was a loving husband, father and grandfather and will be missed greatly. In lieu of flowers, donations may be made to the Alzheimer's Association ([www.alzfdn.org](http://www.alzfdn.org)).



# Thank You!

Quest Corporation of America  
17220 Camelot Court  
Land O' Lakes, FL 34638

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Public Relations  
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Community Surveys  
Community Outreach  
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Curbside Surveys and Vehicle  
Classification Counts  
Comparison and Analysis of  
Past Survey Data with Ongoing  
Survey Data  
Reports Including Textual Narration  
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Door-to-Door, In-Person and  
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Customer Loyalty Strategies

# Quest

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