



# UNITY.

The **Art** of **Communication**

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## ON THE COVER

Artist: Okuda San Miguel  
Truck Art, Barcelona

OKUDA'S distinctive style of geometric harmonies emboldened with intense colors can make his artworks feel like they're from a parallel universe.

In his work, rainbow geometric architectures blend with organic shapes, bodies without identity, animals, and symbols that encourage reflection in artistic pieces that could be categorized as Pop Surrealism with a clear essence of street forms.

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### **OUR MISSION**

At Quest, we strive to always put our employees and customers first. Our team is passionate about working hard to ensure that we deliver the best possible products and services to you, our valued customer.

### **OUR VISION**

We aspire to be our customers' partner of choice, our industries' employer of choice, and your stakeholders' investment of choice.

### **OUR STATEMENT**

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

### **OUR CULTURE OF LOVE**

Our culture is driven by 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 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.



# PRESIDENT'S MESSAGE

## A DEDICATION TO UNITY - STANDING TOGETHER AS ONE

2023 has been an exciting year filled with significant milestones and celebrations, new innovative products and services, incredible partnerships, and, most importantly, people who continue to make a difference daily within our communities and in our lives. So, *THANK YOU for your trust in QUEST!* We are forever grateful. We are thankful, and we are faithful to you always!

Allow me now to introduce UNITY, our new Quest publication dedicated to showcasing our extraordinary connection to you, our professional family.

Standing together as one is our motto as we enter our 29<sup>th</sup> year in business. We are inspired by the fact that the concept of unity is crucial to our survival. While it embodies many separate parts working together in composition, at the same time it creates a sense of harmony and wholeness, fostering a feeling of oneness amongst all our teams.

Inside you will find that *The Art of Communication* is also very special to us. It's about creativity, authenticity, and accessibility. Capturing the spirit of our visionary teams, we can unlock our limitless potential, as well as the limitless potential of our clients and their customers. Harnessing the art of communication has given all of us the ability to convey a distinct message that elicits a desired result. And I have to say, our Quest team does this brilliantly.

This has been a transformative year. Dedicated to government, we recognize we have moved into a world where our challenges today are vastly different than before. With this in mind, we are proudly working with organizations that are planning and presenting exceptional programs to entertain, educate, heal, and improve the quality of life in our communities. Innovative technology stands at the forefront of Quest's dedication to service. It continues to play an integral role in our professional and personal lives, and we leverage it daily to communicate confidently and mindfully with ourselves and those around us.

Quest's transformational path of positive momentum begins with thoughtful reflection and admiration for the influential projects we have been honored to support. We continue to focus on saying something that nourishes us and uplifts the people around us as we feed love and compassion throughout our organization, to our clients, and especially to your customers.

We are very optimistic about our future with you. Now with more than 100 professional associates, together we recognize and appreciate that there's so much more to enjoy and experience with you, and we look forward to what's ahead. So, on behalf of our entire organization, thank you again, and we hope you enjoy!

With much love,

Bringing it all  
TOGETHER



# Keeping Safety a Priority



FLORIDA HIGHWAY PATROL TROOPER TARABIE SULLIVAN MONITORS THE SUNSHINE SKYWAY BRIDGE.

## SAVING LIVES

Quest's Multimedia Production Team captured the story behind this progressive suicide prevention strategy installed at the iconic Sunshine Skyway Bridge. Developed by the Florida Department of Transportation (FDOT), the 11-foot-high Skyway Bridge Vertical Fence encourages community safety, and most importantly, saves lives. Quest's video amplifies FDOT's commitment to safety in addressing the needs of the community. Dedicated members from the Crisis Center of Tampa Bay and the Florida Highway Patrol voiced emotional testimonials. Special care was taken in sharing the significance of the project, the value it brings to the community, and its instrumental support in saving lives.

**Kris Carson**, Communications Director for FDOT, said, "FDOT is pleased the fencing on the Sunshine Skyway Bridge is proving to be an effective suicide deterrent. Along with the crisis phones which connect to suicide prevention staff, Florida Highway Patrol coverage, and cameras all along the bridge, these items are making a difference."



FDOT Sunshine Skyway Bridge: Vertical Fence Safety Project  
YouTube.com/@myfdottampa

## SAFE MOBILITY FOR LIFE



In partnership with the Pepper Institute on Aging and Public Policy at FSU, FDOT's State Traffic Engineering and Operations Office facilitated a statewide coalition that addresses the specific needs of Florida's aging road users through the Safe Mobility for Life program. Quest's marketing and communication professionals support the program's action plan to eliminate fatalities and reduce serious injuries while increasing the safety, access, and mobility with social media campaigns, informative newsletters, educational campaigns, and innovative creative services.



## Bicycling Fun at Any Age

Remember when you were a child and the best way to get to school or around your community was on your bicycle? It turns out we may have been on to something! Riding a bike can be a great transportation option for adults too. Bicycling is not only a fun form of exercise but an inexpensive way to visit friends, grab a bite at a local restaurant, or make other short trips around your community. Whether you are an experienced rider or considering getting back on the bike for the first time in many years, there are some great options and tips to make riding more accessible and fun no matter your age or ability!

**Choose the right bike.** Today there are many types of bicycles out there that can make riding more enjoyable. When shopping for a new bike you may want to do some research to find the right one in your price range.

**Hybrid bikes** combine features from both road and mountain bicycles, designed to handle a wide range of riding conditions.



**Step-through bikes** have a traditional profile but with a lowered cross bar which makes them easier to get on and off.



**Recumbent bikes** allow you to sit in a reclined position, making them more comfortable and easier on the knees and back compared to traditional bicycles.



**Adult tricycles** are not only fun but with three wheels, they are more stable, making them a great choice for riders concerned with balance.



**Folding bikes** are designed to fold into a compact form, making them a great option if you bike to and from transit stations.



**Electric bikes (e-bikes)** are equipped with a motor that can assist you when needed. This can help you more easily navigate hills, ride longer distances, or to be able to keep up with family and friends during group rides.



# STATEWIDE WORKFORCE DEVELOPMENT



## STATEWIDE WORKFORCE DEVELOPMENT

The Statewide Workforce Development Program collaborates with FDOT road and bridge construction contractors and community partners to identify, train, and connect qualified job seekers to meet the demands of building and improving Florida's roads. With a robust road and bridge construction program in place and projected for the next 10 to 20 years, FDOT is committed to partnering with its contractors to prepare the workforce of the future. The program also includes student internships, offering an extraordinary experience to our state's future talent. Quest supports all aspects of the FDOT Statewide Workforce Development Program services. With Quest's support, more than 2,025 Floridians were placed into paying jobs and internships in state road and bridge construction in 2023.

An innovative brand refresh and a new website by Quest has resulted in **FloridaRoadJobs.com**, built to connect more job seekers with contractors. It has several interactive features, including a chatbot, a calendar of events, language translation, search capabilities, and an AI-powered accessibility solution. Such modernization empowers development of community partnerships and complementary agencies, bringing economic prosperity to many.





Source: Floridaroadsjob.com as of 11.5.2023



*“The FDOT Statewide Workforce Development Program is a great program. They reach out to people that we as a contractor can’t potentially reach, and having them as a resource is a great thing.”*

– **Brian Crabtree**, Vice President of Operations at Shelby Erectors, Inc.

BUILD MORE THAN A JOB.  
Build a Life.





# OB4J

JOBS IN ROAD CONSTRUCTION

## ONBOARD4JOBS.COM



### ADVANCING THE WORKFORCE

#### ONBOARD4JOBS PROGRAM

Since 2014, Quest has managed FDOT's OnBoard4Jobs Construction Career Consultant contract. The overall goal is to assist contractors in getting candidates for federal and state roadway and bridge projects that require On-the-Job Training (OJT) obligations. In fiscal year 2022-2023, OnBoard4Jobs connected 503 men and women to FDOT contractors seeking to fulfill On-the-Job Training classifications. Through five statewide Florida Construction Career Days this past year, the team engaged with 7,244 students that attended the events.

OnBoard4Jobs representatives deliver training presentations called Roads to Jobs Life Skills at high schools and technical schools. Discussion topics include resume building, mock interviewing, financial literacy, and safety while on a construction site. The OnBoard4Jobs team helped 1,147 students complete training certificates just within the last year alone!





# Innovative Technology

## WEBSITE DESIGN AND STORY MAPS THAT INSPIRE

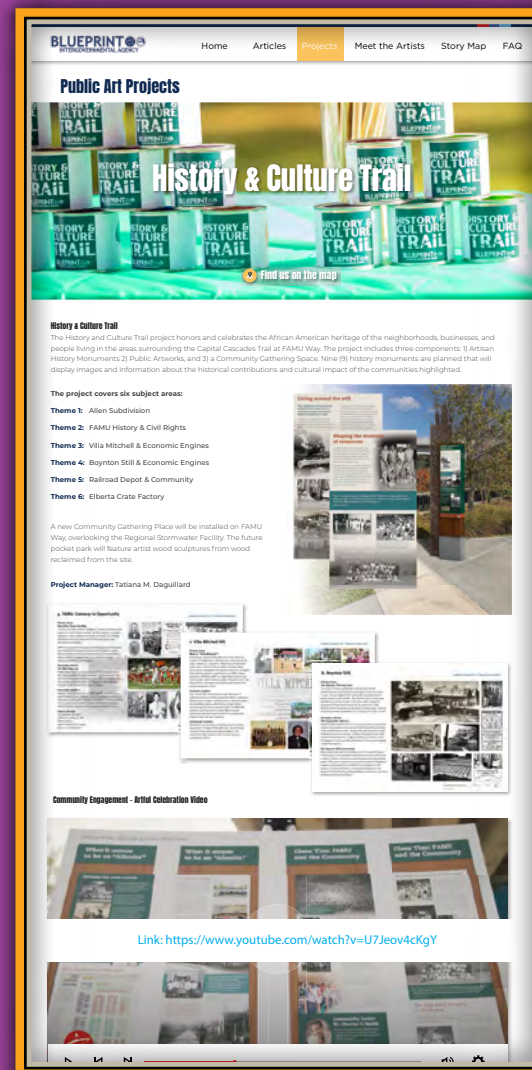
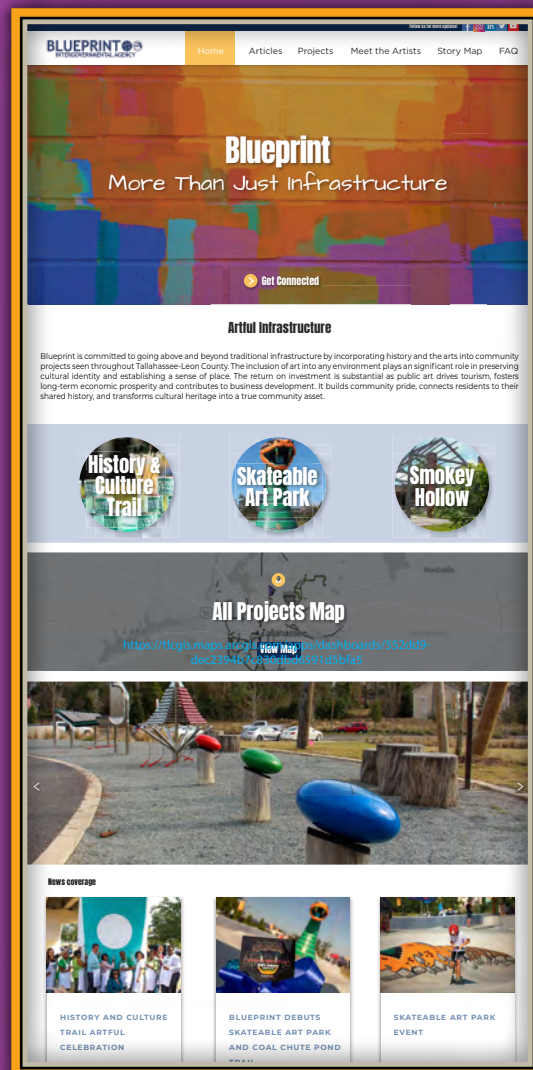
Blueprint Intergovernmental Agency is committed to going above and beyond traditional infrastructure by incorporating history and the arts into community projects seen throughout Tallahassee and Leon County.

Quest brought the Blueprint vision to life by creating an engaging website that showcases traditional infrastructure through creative visualization and interactively by implementing Story Map.

The inclusion of art and culture into any environment plays a significant role in preserving local identity and establishing a sense of place.

A digital story can effect change, influence opinion, and create awareness—and maps are an integral part of storytelling.

Story Maps allow you to share your most important ideas and experiences as compelling interactive content featuring maps, media, and more.





## IMMEDIATE. CONVENIENT. ADAPTABLE.

OUR PUBLIC ENGAGEMENT TOOLBOX HAS GROWN TO INCLUDE A WIDE ARRAY OF VIRTUAL OPPORTUNITIES.

At Quest, we view virtual tools as a way to expand our reach within the community and to help tell the story in ways that are more appealing and easier to understand. This includes using video, animations, interactive websites, online survey tools, and now, virtual public meetings. Which tools we use, and how we use them, are always specifically formulated in a way to best serve the project and audience.

The goal of all public engagement efforts is simple: make sure that every stakeholder group has an opportunity to participate and to know they have been heard.





# Aerial Solutions



Jack Wernet is credited with starting-up Quest's drone program in 2019. He was an intern at Quest while studying robotics and technology. As a graduate of Embry-Riddle Aeronautical University in Aviation Maintenance and Science, Jack has since launched his own career, now employed at SpaceX. Jack is the son of Quest's Maricelle Venegas.





**DRONES – THE NEW STANDARD FOR CAPTURING  
HIGH RESOLUTION PROJECT AREA IMAGERY**

Discover breathtaking views as aerial drone footage enables Quest to capture and tell stories like never before. With in-house FAA-certified drone pilots on staff, Quest can mobilize efficiently to any project location in the state for capturing video and images for storytelling, construction progress reporting, disaster recovery, program documentation, public information exhibits, multimedia production, website updates, public service announcements, and more.



EXIT 45 C  
Cruise Trmls  
Nuccio Pkwy  
THRU  
22nd St  
KEEP RIGHT

EAST  
Orlando  
Cruise Terminals  
Nuccio Parkway



ORIGINAL

## SEEING IS BELIEVING

### PROJECT VISUALIZATION AND STORYTELLING WITH INFOGRAPHICS

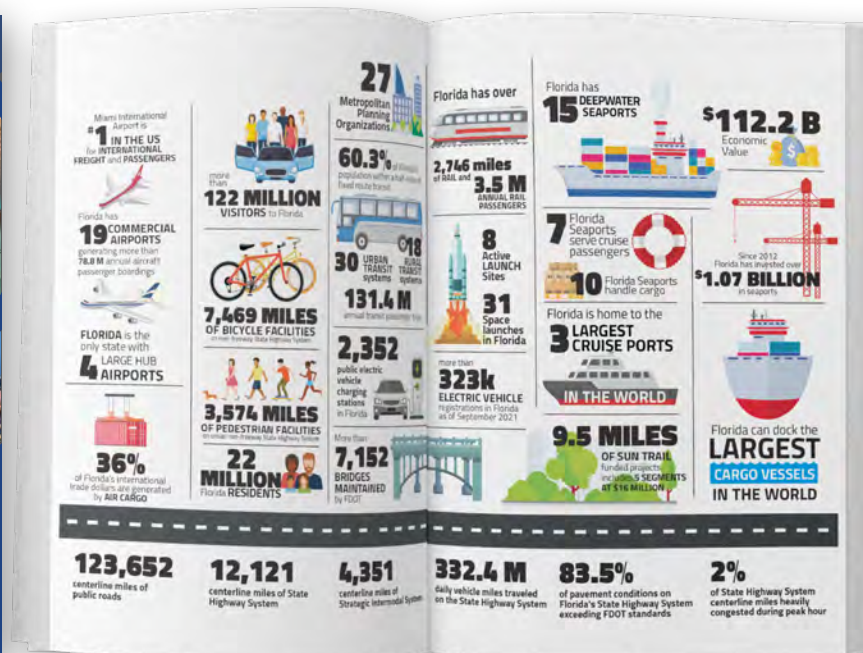
Quest creates realistic visual renderings and infographics for projects where telling the story in a stunning way is essential for buy-in from stakeholders. Aesthetics are a primary public concern in road construction projects. Quest helps clients present engaging digital options for elements such as wall styling, art, landscaping, lighting, and walkway pavings.

Data visualization in the form of infographics brings otherwise mundane statistics and data to life with a fun and engaging style for websites, annual reports, and other project collateral.



# Creative Solutions

VISUALIZATION RENDERING  
IVES DAIRY ROAD, VENTURA



**DATA VISUALIZATION FOR  
FDOT'S ANNUAL REPORT**

Quest employs creative visualization and infographics to enhance learning and strengthen understanding in an accessible, engaging way.



# WHEN THE CALL COMES IN

## FDOT'S HEROIC RESPONSE TO THE SANIBEL AND PINE ISLAND COMMUNITY

Hurricane Ian made landfall on the gulf coast of Southwest Florida as a Category 4 storm in September 2022, with maximum sustained winds of 155 miles per hour and 12-18 feet of storm surge. Once the storm had passed Southwest Florida and the floodwaters had receded, Quest's Multimedia Production team was mobilized to serve the Florida Department of Transportation District One. Quest captured extensive drone video footage of the catastrophic damage to both the Sanibel Causeway and Pine Island bridges, as well as time-lapse footage of the reconstruction. The footage of damage to the bridges proved to be essential to the disaster recovery plan, also serving as a form visual storytelling capturing scenes of heroic effort and community resilience.

Today, the Florida Department of Transportation's Hurricane Ian Sanibel Island Emergency Access project has been awarded Winner of the 2023 America's Transportation Award for Quality of Life/Community Development Medium Project Group for the SASHTO (Southern) Region. Quest congratulates the FDOT on this achievement recognizing the project's positive impact on Florida's communities, and we continue to express what an honor it is to have served as the multimedia videography consultant for this project.

**Jared Perdue**, Secretary of Transportation for the State of Florida, said *"The damage from Hurricane Ian will continue to be felt in Southwest Florida for some time – yet we helped reconnect communities and literally rebuilt roads and bridges in unprecedented time..."*.





# Planning for RESILIENCY



# Adaptability

## LONG-TERM SOLUTIONS

The Florida Department of Transportation is taking steps to expedite construction of buried seawalls in vulnerable areas of State Road (S.R.) A1A in northern Volusia and southern Flagler counties. The purpose of the project is to implement a long-term solution for protecting the roadway from future storms and erosion.

The project developed from the work of the S.R. A1A Resiliency Strike Team comprised of Flagler County, Volusia County, the City of Flagler Beach, FDOT, the Florida Department of Environmental Protection, and the U.S. Army Corps of Engineers (USACE). In addition to the two buried walls, the strike team's Resiliency Plan recommended moving forward with a beach renourishment project through the USACE in Flagler County.





# RESILIENCY

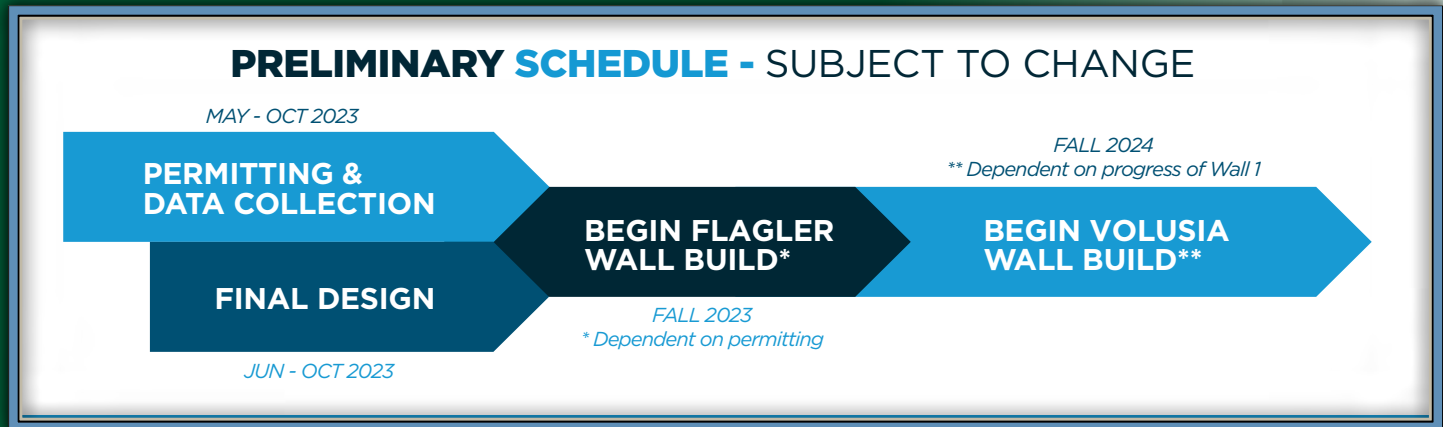
For the residents, businesses, and communities along portions of S.R. A1A, the damage caused by Hurricane Ian and Hurricane Nicole was a painful reminder that the unobstructed views of the Atlantic Ocean and proximity of the roadway to the dune line come with risk.

After Ian and Nicole, representatives from the Florida Department of Transportation, the City of Flagler Beach, Flagler County, and Volusia County formed a S.R. A1A Resiliency Plan Strike Team to develop a long-term plan to strengthen and protect 13 miles of S.R. A1A.

From the start, Quest has played a key role in the Resiliency Plan effort.

During plan development, Quest associates attended weekly Strike Team meetings, organized community listening sessions and public meetings, and led the effort to prepare various communication documents to help tell the story to the community.

Together, Quest and FDOT kept homeowner groups, businesses, the Friends of A1A, Ormond Scenic Loop and Trail group, the River to Sea Transportation Planning Organization, and other local groups informed!





# EMERGENCY RELIEF

## **FDOT MOBILIZES RELIEF WITH EXPEDIENCY**

FDOT quickly repaired the causeway in Lee County, allowing people to get back home and saving the local economy by reinstating access to shops and restaurants.



### **INNOVATION PROTECTS DISTRICT ONE COASTAL COMMUNITY**

FDOT made history by being the first Florida coastal community to deploy nearly 1,000 Wave Attenuation Devices (WADs) along the south side of the Sunshine Skyway Bridge Fishing Pier. WADs are engineered to dissipate wave energy and reduce, eliminate, and/or reverse coastal erosion. They are also stable and durable habitats that allow marine life to grow on the structure and eventually develop into natural barrier reef systems.

Quest served throughout the Sarasota area as the Manatee Operations Center's Community Outreach Management Team on the local project level, as well as FDOT's Districtwide Public Information Consultant for District One. Quest was able to support local media coverage on site thanks to our talented videography experts, drone photographers, and press conference team.



# From Vision... TO REALITY

## **WEKIVA PARKWAY, CENTRAL FLORIDA**

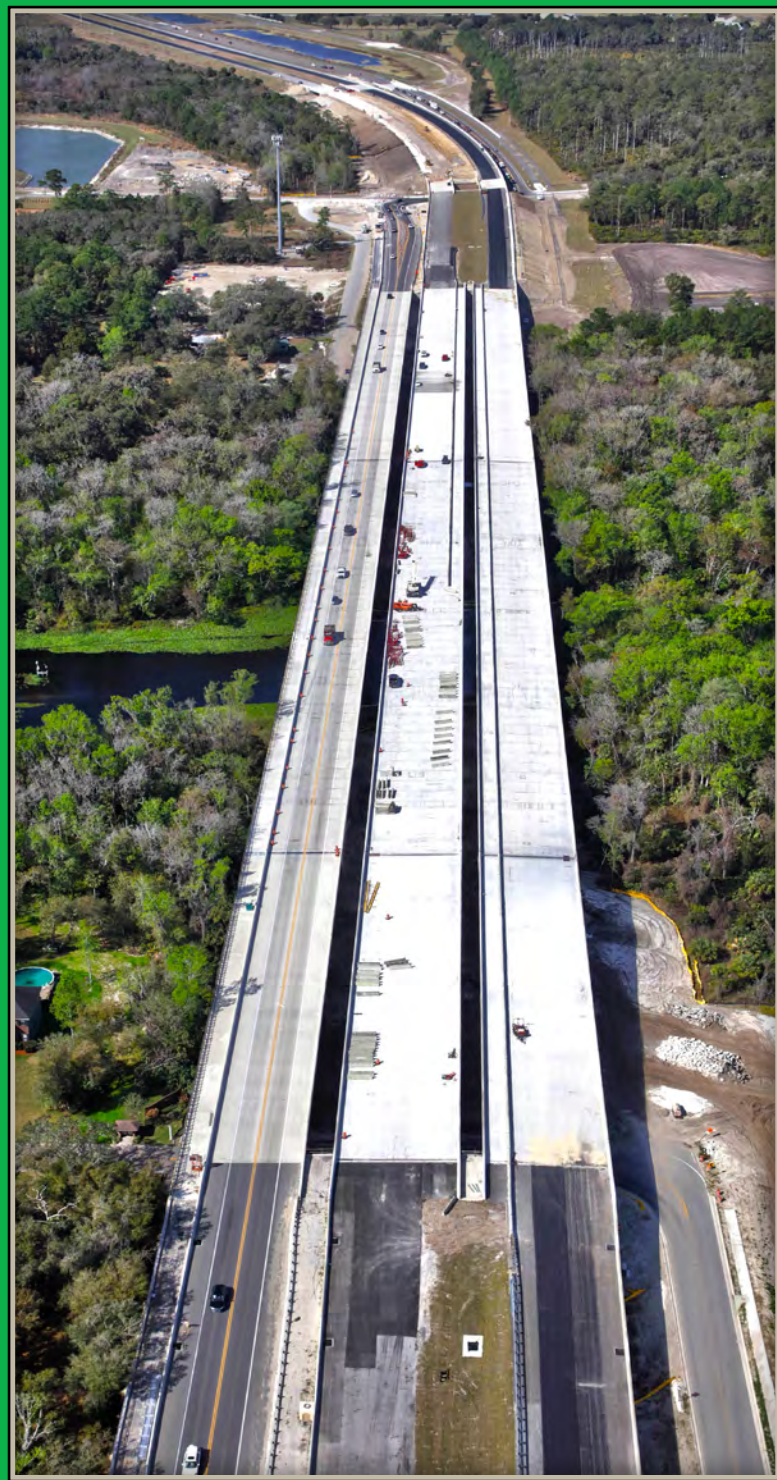
For nearly 20 years, Quest has spearheaded strategic communications, public engagement, creative branding, multimedia development, and event coordination for the 25-mile Wekiva Parkway in Central Florida (\$1.6 billion expressway completing Central Florida's beltway). Quest has supported connecting with stakeholders during hundreds of meetings for the Central Florida Expressway Authority and FDOT.

The Quest team continues to build long-standing relationships with community members and officials due to our support of the Wekiva Parkway. Wekiva Parkway projects have been awarded accolades such as the IBTTA Toll Excellence Award for Social Responsibility and the Florida Transportation Builders' Association's Best in Construction Award.

*"It has been incredibly humbling to see the parkway transformed from colored lines showing possible alignments on study exhibits, to towering and attractive bridges and miles of beautifully landscaped roadway that are now serving thousands of Central Floridians,"*

**– Mary Brooks**, Quest Senior Vice President





**2023 FTBA BEST IN CONSTRUCTION AWARD**

Quest salutes the FDOT District Five and Florida's Turnpike Enterprise in being honored by the Florida Transportation Builders' Association with a 2023 Best in Construction Award for the Wekiva Parkway section that includes new bridges over the Wekiva River. The Best in Construction awards are meant to highlight those who worked on the most innovative, complex, and impactful projects around the state each year. Quest is proud to have spearheaded community engagement, project branding, creative and multimedia services for the 25-mile parkway since 2004.



# WORLD WAR I 1918

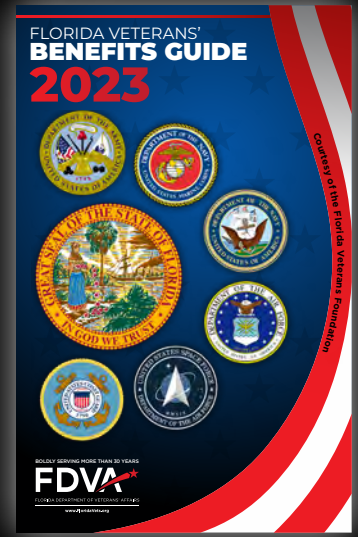
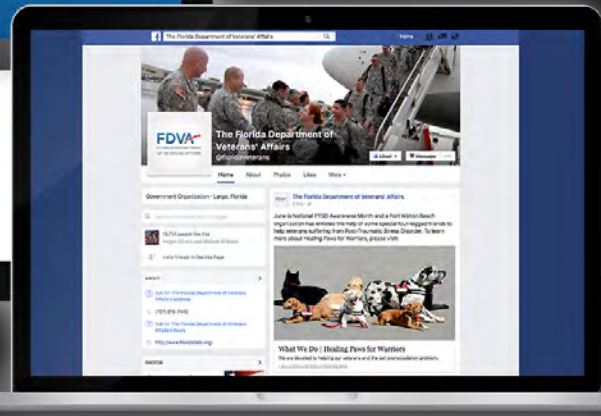
# 1941 WORLD WAR II 1945

## HONORING THOSE WHO SERVED

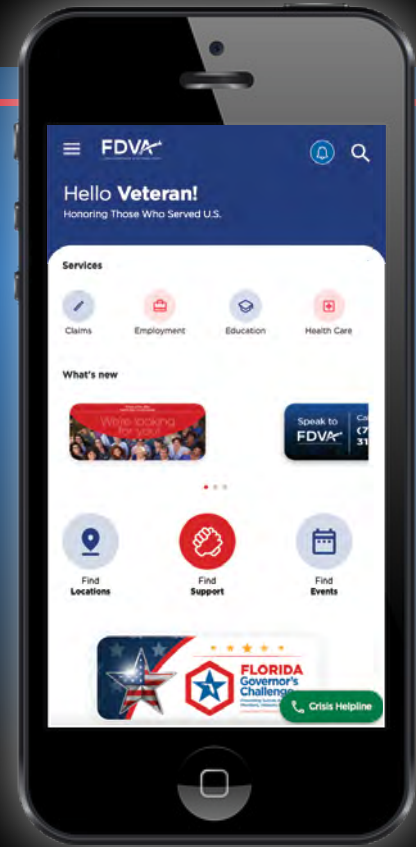
FLORIDA DEPARTMENT OF VETERANS' AFFAIRS

Quest supports our military and the FDVA in their mission to connect Florida veterans with the benefits and services they've earned. In addition to developing and maintaining the FDVA website and new mobile app, Quest continues to produce award-winning PSA videos, the annual Benefits Guide, as well as recruitment brochures and other efforts for the state's eight veterans' managed care facilities. FDVA is the premier point of entry for Florida veterans, their families, and survivors to access earned services, benefits, and support.





# FLORIDA VETERANS' AWARD WINNING APP





# Community



## INNOVATIVE OUTREACH

**SIGHTS, COMMUNITY, ACTION!**

Quest coordinates with the Florida Department of Transportation to provide professional services support for engaging public meeting events, such as this drive-thru public meeting captured above. Quest supported both in-person and virtual access to information regarding roundabout construction for the intersection of C.R. 52 at College Avenue/Pompanac Street in Pasco County. Popularized out of necessity during the COVID-19 pandemic, drive-thru meetings allow attendees to view the project presentation using a tablet and provide feedback, without ever having to exit their vehicles.



**MOVING FLORIDA FORWARD PRESS CONFERENCE – FDOT SOUTHWEST AREA OFFICE, FORT MYERS**

Quest provided multimedia production and communication services, capturing the exciting discussion and details shared with the community about the Moving Florida Forward infrastructure initiative. The event was well attended by local and state officials, FDOT representatives, members of the public, and members of the media.



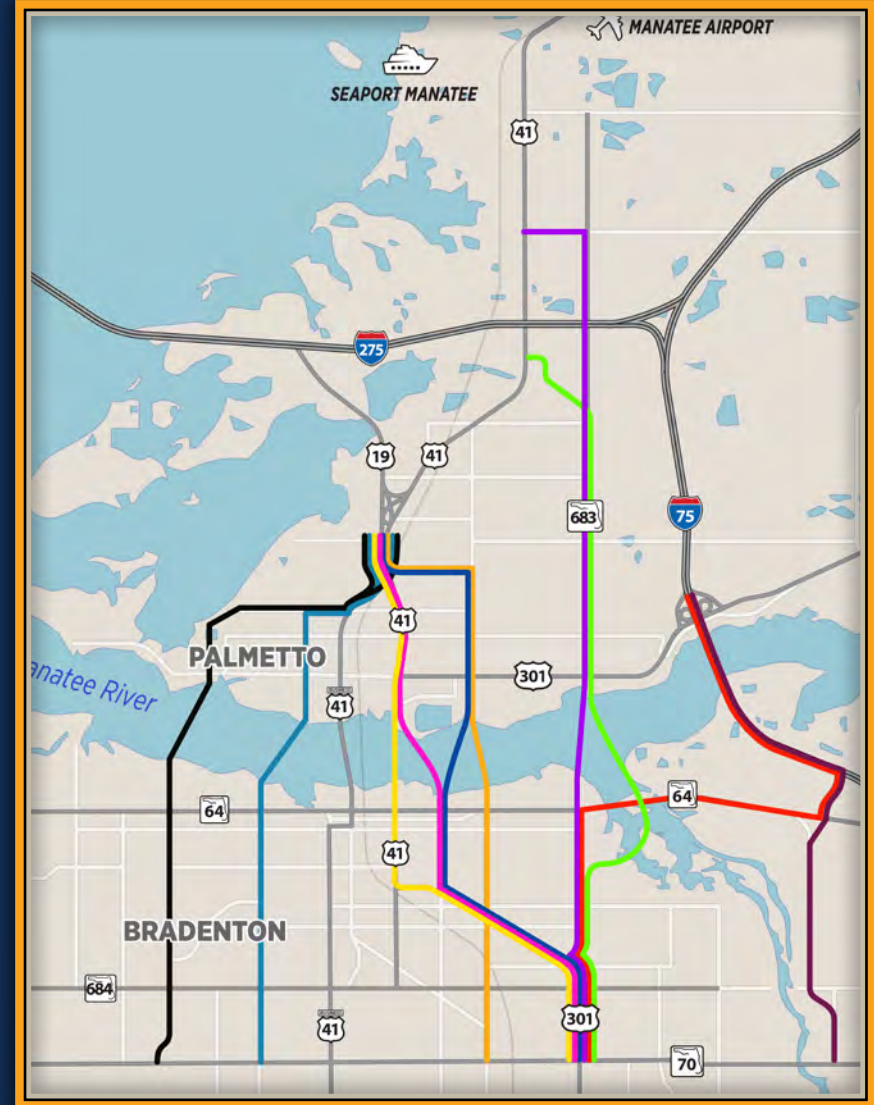
# Engaging Conversations



## UNITING THE PUBLIC AND STAKEHOLDERS

Having established an impressive history of support, Quest continues to serve the Florida Department of Transportation Tampa Bay Next program. Working closely with a multidisciplinary team, Quest helps to ensure brand adherence, community awareness, as well as public and stakeholder input to help advance the multi-billion dollar Tampa Bay Next program. Quest supports FDOT's commitment to developing a comprehensive and multimodal regional transportation system.





### ENHANCING COMMUNITY OUTREACH

Quest's Southwest Florida Division is making significant strides in broadening community outreach efforts for the Bradenton-Palmetto Connector project, a vital infrastructure initiative led by the Florida Department of Transportation. Tasked with uniting residential neighborhoods, businesses, and key community stakeholders, Quest's proactive approach aims to ensure that the entire Bradenton-Palmetto community benefits from this project.



# PLANNING THE Big Picture







# REGIONAL PLANNING

## METROPOLITAN AND TRANSPORTATION PLANNING OFFICES

Working in partnership with key transportation stakeholders, FDOT, Florida's Turnpike Enterprise, Central Florida Expressway Authority, and MetroPlan Orlando, Quest helped Osceola County set a precedent — the first multi-agency event of its kind in the region. From managing the run of the show to leading the audio-visual arrangements, speaker preparation, presentation organization, onsite photography, video, and more, Quest readily supported this ambitious Osceola County endeavor. The Quest team also assisted the Central Florida Expressway Authority as an active participant on the steering committee and was responsible for the agency information table.





# Transportation

## MOVING MASSES FORWARD

### AVIATION COMMUNICATIONS SOAR TO NEW HEIGHTS WITH QUEST

As the aviation industry continues to evolve in a dynamic, ever-changing environment, Quest has become the go-to provider of marketing and communications services to airports and consultants working to address some of aviation's biggest challenges. Following a summer that featured record-setting travel crowds, Quest is shaking up the aviation communications industry and taking it to new heights.

We had the pleasure of serving and supporting Hillsborough County Aviation Authority's Tampa International Airport Master Plan Update (MPU) meetings. Quest facilitated the MPU meeting for stakeholders as well as the public meeting. Our efforts provided accessible opportunities for attendees to ask insightful questions and engage with the TPA Master Plan team regarding the incredibly dynamic technological advancements coming to Tampa International Airport.

TAMPA INTERNATIONAL AIRPORT





FLORIDA'S

# Intermodal System



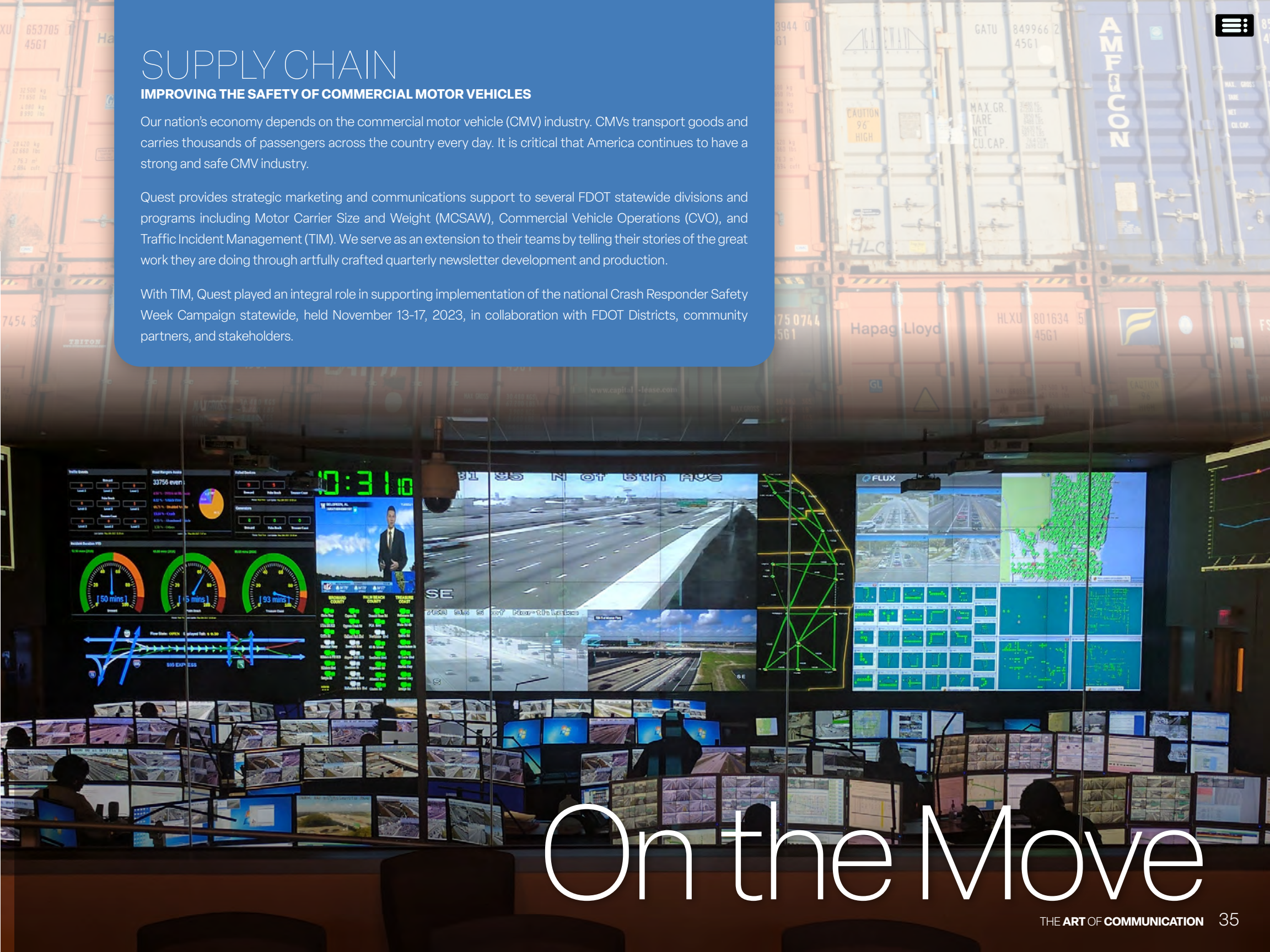
# SUPPLY CHAIN

## IMPROVING THE SAFETY OF COMMERCIAL MOTOR VEHICLES

Our nation's economy depends on the commercial motor vehicle (CMV) industry. CMVs transport goods and carries thousands of passengers across the country every day. It is critical that America continues to have a strong and safe CMV industry.

Quest provides strategic marketing and communications support to several FDOT statewide divisions and programs including Motor Carrier Size and Weight (MCSAW), Commercial Vehicle Operations (CVO), and Traffic Incident Management (TIM). We serve as an extension to their teams by telling their stories of the great work they are doing through artfully crafted quarterly newsletter development and production.

With TIM, Quest played an integral role in supporting implementation of the national Crash Responder Safety Week Campaign statewide, held November 13-17, 2023, in collaboration with FDOT Districts, community partners, and stakeholders.



# On the Move



# GROWING AND EXPANDING

## SERVING FLORIDA'S TURNPIKE ENTERPRISE AS IT GROWS AND EXPANDS

Quest serves Florida's Turnpike Enterprise (FTE) by providing creative community engagement and graphic design services for several Project Development and Environment (PD&E) and Design projects statewide. Quest is providing public involvement services for a PD&E study to evaluate the widening of the turnpike from north of S.R. 60 (Yeehaw Junction) to north of Kissimmee Park Road in Osceola County. FTE is laying out an ambitious roadway widening and improvement program for the safety and convenience of all commuters, tourists, truckers, and other types of motorists who use the turnpike.





### QUEST SUPPORTS FINAL DESIGN PHASE OF SUNCOAST PARKWAY 2 (S.R. 589)

Quest continues to step up in support of Florida's Turnpike Enterprise Suncoast Parkway Extension Project by providing public involvement, strategic communications, and multimedia production services. In May 2023, Quest and project team members were invited to attend a groundbreaking held by the Turnpike to kick off the construction of the new facility that will serve the future traffic needs of Citrus County and beyond. Quest's dedication continues as the team provides public Involvement services for Phase 3 of Suncoast Parkway 2, the final phase.





# Express to Success



**CENTRAL FLORIDA EXPRESSWAY AUTHORITY**

407-802-3210  
ProjectStudies@CFXway.com  
www.CFXway.com  
@DriveEPASS

## SOUTHPORT CONNECTOR EXPRESSWAY

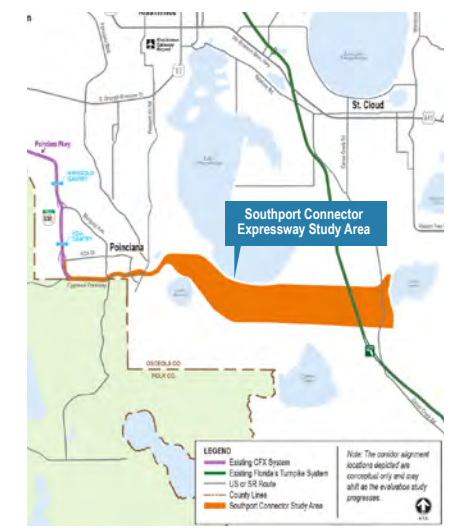
### PROJECT DEVELOPMENT & ENVIRONMENT STUDY

FALL 2023

In August 2020, CFX began a Project Development and Environment (PD&E) Study of the Southport Connector Expressway. The study is evaluating the alternatives of a proposed 15-mile, limited-access tollway between Poinciana Parkway and Florida's Turnpike, ending at Canoe Creek Road in Osceola County.

The Southport Connector Expressway would provide a vital regional connection to area residents and businesses with an expressway option to get to I-4 via the Poinciana Parkway and to Florida's Turnpike via the Southport Connector Expressway. Specifically, the Southport Connector Expressway would give those using the often-congested Cypress Parkway an expressway travel option, while still maintaining a non-tolled local road. With traffic continuing to increase, by 2045 it could take 24 minutes during rush hour to travel the 3.6 miles from the Poinciana Parkway to Old Pleasant Hill Road under current conditions. With the proposed expressway, that same trip in 2045 could take only 8 minutes - saving 16 minutes in travel time.

#### STUDY MAP



#### STUDY DESCRIPTION

The study is developing and evaluating transportation alignments to identify a preferred alternative, including using the previous Concept, Feasibility, and Mobility (CF&M) Study results as a foundation.

Based on public input, additional Cypress Parkway alternatives are currently being evaluated. The alternatives include enough room for six lanes on Cypress Parkway, as well as an elevated expressway being built on fill dirt with mechanically stabilized earthen (MSE) walls and/or bridge structures, which would maintain open views for the community. The study team also is evaluating an alternative proposed in another location by community members.



## DRIVING COMMUNICATIONS ON CFX MAJOR PROJECTS

Quest provides dynamic support for the Central Florida Expressway Authority's (CFX) comprehensive Five-Year Work Plan. Quest does the heavy lifting in connecting community members with information – and opportunities to provide input – on projects from planning through construction. The Quest team constructs detailed maps, project fact sheets, eye-catching videos, animations, and presentations to help explain the Work Plan's projects and initiatives. Our proactive engagement helps people understand what to expect, creating trusting relationships for our client. Our team members are CFX's boots on the ground – including helping to staff agency booths during large-scale community events.



**CENTRAL  
FLORIDA  
EXPRESSWAY  
AUTHORITY**



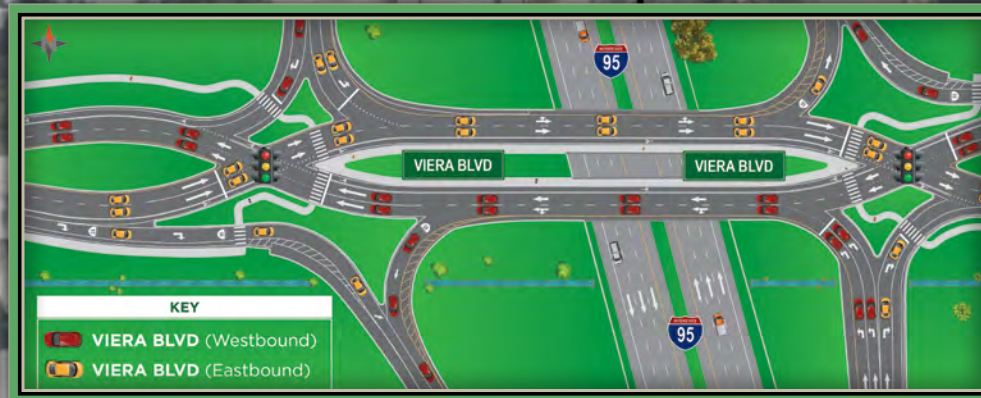
# Industry Innovations

## DIVERGING DIAMONDS AND ROUNDABOUTS

Quest creates and implements public outreach campaigns to foster understanding and buy-in for modern traffic solutions through high-volume interchanges. Diverging diamond intersections and complete streets with roundabouts are modern, transformative systems that manage traffic safely and efficiently. Quest designs customized maps and communication collateral that helps explain these processes on how these intersections are more efficient for motorists.

Quest supports our partners by designing customized maps, facilitating public meeting events, and developing collaterals to educate community members on the facts and benefits of diverging diamond intersections and complete streets with roundabouts.

As part of a complete streets project and in partnership with the City of Dunedin, FDOT is improving pedestrian accessibility and mobility on S.R. 580 (Skinner Boulevard). Reducing lanes and adding additional bike and pedestrian paths provides convenient, safe travel and access for users of all ages and abilities regardless of their mode of transportation. Helping to promote safety, roundabouts are being installed at two intersections along the corridor. An alternative to traffic signals and stop signs, the circular roundabout forces drivers to slow down, thus reducing severity of accidents. Benefits include up to a 90% reduction in fatalities as well as a 76% reduction in injury crashes, all while efficiently moving traffic.





# LET'S GET PROGRESSIVE

Progressive Design-Build contracts increase construction and design team collaboration to find innovative solutions to increase the success of a project.

FDOT's Tampa Westshore Interchange project is a great example of a progressive design-build contract. Construction and design, along with any trades needed, work from the same contract, allowing all parties to operate as one team.

Quest's West Central Florida team supported the planning and implementation of the Tampa Westshore Interchange industry forum prior to the competitive bid. Construction activities are anticipated to begin in 2024.

**FDOT**

**The FDOT Source Book**  
The trusted source for transportation performance measures including multimodal mobility, safety, infrastructure, and more. Go deeper with interactive visualizations at multiple geographies including district, county, MPO, modal provider, or segment.

**MOBILITY MONITOR**  
Need to know now? The Mobility Monitor is a monthly mobility performance report that uses preliminary district level and modal provider data for more immediate reporting. FDOT credentials are required. Contact [sourcebook@dot.state.fl.us](mailto:sourcebook@dot.state.fl.us) to request access.

**Mobility Data Integration Space**  
No more redundant data in siloed systems that are difficult to access. The Mobility Data Integration Space is the gateway to access mobility and travel demand modeling data from the single source of truth. Visit the MDIS to quickly find mobility dashboards, reports, and the data behind them.

**Safety Data Integration Space**  
Integrating data from across FDOT and its partners to empower users to answer questions about safety.

# GETTING VISUAL WITH YOU

Data visualization is a great way to simplify and show data in an understandable, insightful, and actionable form. The ability to present raw facts and numbers with interactive visualizations has led to modern data storytelling. Data visualization is increasingly considered the final step of any successful data-driven analytics plan.

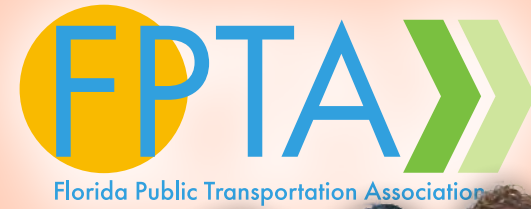
Quest believes in telling a story in everything you do. That is why we are happy to support the FDOT Central Office with data visualization design for the FDOT Source Book and online interactive capabilities. Empowering data decisions through the trusted source of statistics, the FDOT Source Book is a powerful way to explore and gather valuable insights on critical indicators in Florida's transportation system performance, Infrastructure, safety, and mobility both statewide and at the district and county levels.



# COMMITMENT TO THE INDUSTRY

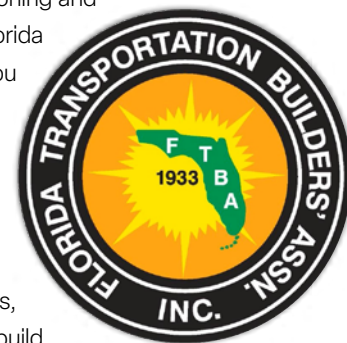
## ENHANCING MOBILITY BY CONNECTING PEOPLE

Quest values the relationships we have with our clients. One way we connect with our clients is by leveraging our association memberships and being active at industry events, workshops, and seminars. You can find Quest at industry gatherings including the Florida Transportation Builders' Association (FTBA), Florida Airports Council (FAC), Southern Association of State Highway and Transportation Officials (SASHTO), International Bridge, Tunnel and Turnpike Association (IBTTA), and the Florida Public Transportation Association (FPTA) – to name a few.





Florida Transportation Builders' Association (FTBA) is Florida's voice for the road and bridge building industry. Quest values the role of FTBA in championing and positioning Florida's transportation builders to serve the Florida Department of Transportation – now and into the future. You can often find us at one of their regional socials, educational events, roundtables, and at their annual conference. Quest, a proud annual sponsor for more than a decade, has long been a supporter of the event and transportation industry. The annual conference is one of those events in which we network with hundreds of people – our customers, industry colleagues, and new contacts as we continue to build relationships, expand our network, and diversify.



# See y'all there!





## BUILDING

FOR A BETTER TOMORROW

2024 FTBA CONSTRUCTION CONFERENCE

FEBRUARY 8 & 9, 2024

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SIGNIA ORLANDO BONNET CREEK

REGISTER NOW





# A Healthy Florida

## FLORIDA DEPARTMENT OF HEALTH FACILITATES QUALITY OF LIFE

The Florida Department of Health Division of Medical Quality Assurance (MQA) ensures the quality and safety of healthcare services in the state. This division is responsible for regulating and licensing healthcare professionals, including physicians, nurses, pharmacists, and other medical practitioners. The division's work helps maintain public trust in the healthcare system and ensures that Floridians have access to safe and competent services.

Quest was selected to develop the MQA Annual Report for the Florida Department of Health with a new, fresh design layout and captivating graphics. This effort was an opportunity for MQA to elevate its brand while effectively communicating with stakeholders and legislators. The innovative design enhances visual appeal, conveys a sense of dynamism and progress, and ensures that the information presented is engaging and memorable, leaving a lasting impression on its intended audience.

Florida Department of Health  
DIVISION OF MEDICAL QUALITY ASSURANCE

**ANNUAL REPORT**  
and Long-Range Plan

Fiscal Year 2022-23

Ron DeSantis, Governor  
Joseph A. Ladapo, MD, PhD, State Surgeon General

Florida's population has increased by 1.9 percent since 2021, which makes it the fastest-growing state in the nation.

**EXECUTIVE SUMMARY**

Florida's population has increased by 1.9 percent since 2021, which makes it the fastest-growing state in the nation. With a population that is rapidly expanding, MQA is tasked with ensuring that the 1.4 million Florida health care practitioners can get to work and stay working with little delay in credentialing. In FY 2022-23, MQA not only met but exceeded its key performance measures: MQA issued 128,184 initial licenses to health care practitioners and processed over 610,000 renewal applications for licensure. The Bureau of Enforcement received 45,352 complaints and issued 200 emergency orders in response to serious violations. Finally, as a leading state agency harnessing artificial intelligence (AI) technology in service to its customers, MQA's Virtual Agent, ELL, has fielded over 509,000 voice calls and more than 224,000 web chats.

**LICENSING**

- 3.1% Increase in the number of initial licenses issued over the past five fiscal years.
- 3.1% Increase in the rate of approval for continuing education, as 82% of the remaining education requirements were approved.
- 3.2% Increase in the number of licensed practitioners (initial and renewal).
- 3.4% Increase in the number of initial licenses issued over the past five fiscal years.
- 6.5% Increase in the rate of initial licenses issued over the past five fiscal years.
- 4.4% More total applications received than FY 2021-22.
- 30,137 Professionals with the largest increases in active military qualifications: Certified nursing assistants - 43%, Massage therapists - 23%.
- 3% Is the highest number of upgrade applications received over the past five fiscal years.
- 3% Increase in the number of upgrade applications received over the past five fiscal years.
- 6.6% Increase in the number of upgrade applications received over the past five fiscal years.
- 96.9% Increase in the number of upgrade applications received over the past five fiscal years.

**ENFORCEMENT**

- 5,361 Initial orders and violations.
- 5,246 Renewal orders.
- 19,441 Renewal orders.
- 1,104 Renewed certificates of professional ability.
- 561 Cases and orders.

With a population that is rapidly expanding, MQA is tasked with ensuring that the 1.4 million Florida health care practitioners can get to work and stay working with little delay in credentialing.



### GWTA RECEIVES NORTH CAROLINA STATEWIDE AWARD

Quest has been proudly serving Goldsboro Wayne Transportation Authority (GWTA) since 2015, providing marketing and public relations services. Actively being part of the growth and improvements of the GWTA system, Quest's dedication as a committed partner continues to pay off. GWTA was recognized as the "Transit System of the Year" by the North Carolina Public Transportation Association.

*"Receiving this award is such an unexpected honor. It feels so good to be able to acknowledge and reward not only the work done by the entire GWTA staff, but also, it's a testament to the work Quest has done to improve and market GWTA."* - **Don Willis**, GWTA's Executive Director



**QUEST LED THE REBRANDING EFFORTS FOR LONG-TIME CLIENT, GWTA, BRINGING FRESH CREATIVE AND PERSPECTIVE TO THIS TRANSIT SYSTEM.**

### RAIL PASSENGER AMENITIES – CONNECTING PEOPLE IN PENNSYLVANIA

As an integral part of the Port Authority Transit Corporation's (PATCO) planned reopening of Franklin Square Station in Pennsylvania, Quest provided support to include public engagement and community awareness, as well as the development and production of the semi-annual newsletter. Enhancements included accessibility via PATCO to Franklin Square and adjacent neighborhoods, businesses, and attractions. Originally opened in 1936, enhancements to this beautiful transit amenity included civil, structural, mechanical, electrical, and ADA compliance.



# Across State Lines



One life.



One love.







One company.



One hundred.



## QUEST INVESTS

### INTERNSHIP PROGRAM ENABLES YOUNG PROFESSIONALS

Through the Quest Corporation of America, Inc. Internship Program, we invest in young individuals with the goal of transforming students into leaders. Achieving our goal begins with meaningful connection and goes beyond the average “Internship” experience. Our Summer 2023 Interns, Emily Kersey and Adelaide Aliano, brought exciting enthusiasm and passion for learning to the experience. We understand the importance of investing time into each activity with our students so that we may create the most meaningful learning experiences, thus setting up these future professionals for success. We believe such investment in our community’s young professionals supports our vision to continue serving as positive industry leaders.

# ON A FINAL NOTE



Thank you all so much for your support. And thank you for taking the time to enjoy this publication. Our team takes pride in the creation of all the work we do, and we are extremely excited to share this showcase.

In writing this closing statement, I reflected on the past months and concluded 2023 was an excellent year for Quest. It's hard to believe that we are closing out the year gone by and implementing fresh initiatives for the coming year. Throughout the industry, I believe we've all accomplished so much together.

As we continue to grow, I can't say enough about the passion and dedication that goes into our commitment to you – our customers. With more than 100 professionals statewide, our team members have discovered and implemented new ways to help our customers and industry partners shine.

As we move forward, staying true to our core values is essential to all of us. That means involving our employees in the growth process, prioritizing onboarding, creating more efficient workflows, fostering team cohesion, recognizing alignment with culture, and maintaining transparency. If we stay focused, I'm confident we can preserve the essence of who we are.

We are unique, and our unique identity makes us more than just a business. It makes us a place that genuinely fosters love, kindness, and hard work in everything we do. As future President/CEO, my goal is for Quest to maintain its unique identity and cultivate a motivated and satisfied workforce.

I also want to say to all of our associates that I am so proud to be part of our organization alongside you. I do not doubt that 2024 is going to be another incredible year.

Lastly, to our valued customers – we wish you peace, joy, and prosperity throughout the coming year.

So, in closing, thank you from the bottom of our hearts!

With love,

Acknowledgements – Our Senior Graphic Designer for this issue is Joe Duhamel. He was responsible for our publications' new appearance – new bling for a new beginning. As our Editor-in-Chief, Jordan Welniak has worked tirelessly and enthusiastically to include all forms of art and artists, celebrate excellence, champion our clients and their customers, and create a publication that you cannot wait to review. Thank you, Jordan and Joe, for your hard work.

A digital copy of this publication is available to download on our website [QCAusa.com](http://QCAusa.com). To contact us directly, call **866.662.6273** or email [Corporate@QCAusa.com](mailto:Corporate@QCAusa.com).



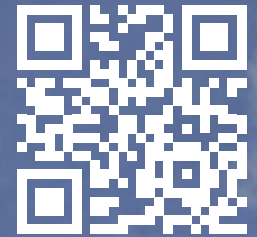
Administrative  
Advertising Campaigns  
Agency Advocacy  
Animation  
Annual Reports  
Bilingual Translation Services  
Billboard Design  
Brand Identity  
Brand Strategy  
Brochures  
Charrettes  
Character Development  
Communication Plans  
Community Event Planning

Community Outreach  
Community Sponsorship Programs  
Community Working Groups  
Consensus Building  
Copywriting  
Creative Services  
Crisis Communications  
Customer Appreciation  
Database Management  
Direct Mail Campaigns  
Drone Services  
Economic Impact Brochures  
Employee Appreciation Programs

Environmental Coordination  
Flyers  
Focus Groups  
Gamification Techniques  
Gis Services  
Grant Writing And Reporting  
Graphic Design  
Image Campaigns  
Incentive Promotions  
Intergovernmental Relations  
Issue Resolution And Documentation  
Logo Development  
Market Research

Marketing Plans And Campaigns  
Master Plan Update Reports  
Media Buying, Planning, and Placement  
Media Relations  
Meeting Facilitation  
National Outreach Efforts  
News Releases  
Newsletters  
Online Focus Groups  
Partnering Facilitation  
Photography  
Public Engagement  
Social Media

Speech Writing  
Strategic Communications  
Surveys  
Videography  
Virtual Meetings  
Website Design  
Workforce Development



The **Art** of **Communication**