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**CHARLOTTE COUNTY, FLORIDA
RFP NO. 20250503
AUGUST 4, 2025**

REQUEST FOR PROPOSALS

TRANSIT MARKETING SERVICES ANNUAL CONTRACT

▶ **Cynthia Palmer
Chief Operating and Financial Officer**
Quest Corporation of America
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Land O' Lakes, FL 34638
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Letter of Introduction

Charlotte County, Florida
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Quest Corporation of America, Inc.
17220 Camelot Court
Land O' Lakes, FL 34638
Website: www.QCAusa.com

Dear Evaluation Committee,

Quest Corporation of America (Quest) is excited to submit this proposal to provide marketing and strategic planning services to Charlotte County.

Serving throughout the State of Florida including Southwest Florida, our team is highly qualified and well suited for this contract. We are pleased to have the opportunity to introduce you to our full-service creative, communications and marketing team, including more than 130 associates. Quest's highly qualified team is the ideal choice to develop and implement a marketing plan for Charlotte County Transit.

Quest's extensive experience in transit marketing and branding will help Charlotte County Transit to grow community awareness and perception about its services and benefits. Working cooperatively with your staff, we will develop a program that increases the two-way dialogue between the agency and community, which is crucial for growing ridership. We also will work to enhance Charlotte County Transit's image as a vital transportation component in Charlotte County and portions of surrounding areas of Englewood, Port Charlotte, and Punta Gorda.

We commit to providing Charlotte County with high-quality, low-cost marketing strategies and options to generate the highest return on investment for the agency. Our Creative Services Division stands ready to update, refresh and develop new passenger-facing materials to broadcast key messages. We also have a menu of innovative, multimedia marketing strategies that we look forward to employing on behalf of Charlotte County Transit.

Quest is a Disadvantaged Business Enterprise (DBE)/Woman/Minority Owned (W/MBE) firm that is certified to do business in Florida and in more than 20 other states. Our work as transportation communicators has included the design and development of marketing and public outreach programs, budgets and timelines for dozens of transit agencies.

We understand that public accountability is crucial. We believe in working with complete transparency, see ourselves as an extension of your staff, and will govern ourselves accordingly. We have built strong relationships with Charlotte County Transit staff and treat them as part of the Quest family. We believe client satisfaction requires being responsive, available, and flexible. We are proud of the work we completed in 2024 with Charlotte County Transit on the Transit Development Plan and we would love the opportunity to serve your organization and County again. Our team is here to support you every step of the way.

Thank you for your consideration of our proposal. Quest stands ready and committed to providing you with the high-quality service our many clients have come to expect from us.

Sincerely,



Cynthia Palmer
Chief Operating and Financial Officer
Cynthia.Palmer@QCAusa.com
Office: 941.932.7880

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TAB A: CREATIVE ABILITY AND EXPERIENCE

TAB A: Creative Ability and Experience

PREVIOUS EXPERIENCE IN THE PUBLIC TRANSPORTATION SECTOR

Quest has served the transportation industry for nearly three decades, with exceptional community outreach, marketing, advertising, public relations and media relations. Our work as transportation communicators has included the design, development and execution of marketing and public outreach programs, budgets and timelines for transportation clients including:

- | | |
|---|---|
| • Advertising | • News Releases |
| • Animation | • Presentation Development/Speech Writing |
| • Bilingual/Translation Services | • Print Production |
| • Billboard Design | • Program Management |
| • Brochures/Fliers | • Public Education Campaigns |
| • Bus Stop Signage | • Public Involvement/Community Outreach |
| • Bus Wrap Design | • Public Meetings/Workshops |
| • Copywriting | • Public Relations |
| • Direct Mail Campaigns | • Rebranding Strategy |
| • Drone | • Revenue Generation Plans |
| • Educational Demonstration Videos | • Ridership Development |
| • Focus Groups | • Social Media |
| • Gamification Techniques | • Social Media Reels |
| • Graphic Design | • Special Events |
| • Intergovernmental/Community Relations | • Strategic Communications |
| • Incentive Promotions | • Surveys |
| • Logo Development | • System Maps / Schedules |
| • Market Research | • Transit Advertising |
| • Marketing Campaigns | • TV and Radio Ads |
| • Media Buying/Placement | • Video |
| • Media Relations | • Wayfinding Signage |
| • Multimedia | • Website Design/Content Support |

Current and past clients include:



PASCO COUNTY PUBLIC TRANSPORTATION

In 2020, Quest began the branding and marketing for Pasco County Public Transportation, now doing business as GOPASCO, which has 16 fixed-route transit buses on nine routes – two routes travel into Northern Pinellas County. Demand response service is also provided to the qualified and registered mobility impaired, and the transportation disadvantaged through the GOPASCO paratransit service.

As part of GOPASCO brand identity development, the team created a logo, style guide, rider alert templates - a set to print and display on buses and a set for social media, a PowerPoint presentation template, social media content to announce the new brand, and designed production-ready files to be used on buses, bus stop signs, county vehicles and swag. We also developed, designed and launched their new website, GOPASCO.com. Launch of the website was coordinated to coincide with the live launch of their new brand. The website also won a second-place marketing award at the 2021 Florida Public Transportation Association Conference.



Logo Before



Logo After



Quest helped the agency by livestreaming a successful ribbon-cutting for a new transit route on October 5, 2020. The livestream consisted of showing a preview of the new route as a countdown to the ribbon cutting. We filmed the video using a GoPro attached to a bus windshield and fast-forwarded during post-production to certain destinations along the route. The video also contains footage from two informal events that occurred on the same day. The ribbon cutting and other videos can be viewed on [Quest's Vimeo account](#).

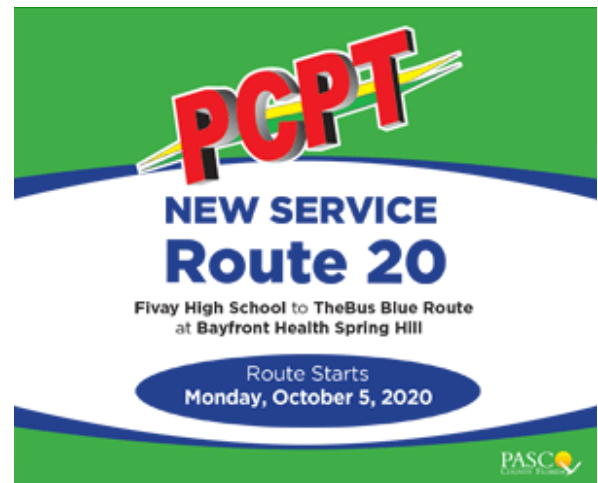
Another component of the new service launch was a two-month digital advertising campaign. Quest designed the cross-platform ads and managed the media buy, reviewing reports and ensuring positive return on investment. The campaign ran in September and October 2020. October's efforts resulted in 575,000 impressions with 1,672 clicks with a CTR of .29% (the average is .05%). September's results included 145,000 impressions with 1,020 clicks and CTR of .70% (average is .05%). The ads were geofenced to addresses along the new service route. Quest also designed a billboard graphic that is displayed on a county-owned digital billboard along a main highway in Pasco County.

Award-Winning Videos

Quest produced a "Thank you, Bus Drivers" video for GOPASCO, along with social media posts and more. The video placed second in the Potpourri Campaign category for the Florida Public Transportation Association award (2020).

The "Thank You" video was published in the Florida Transit Marketing Network newsletter along with a story from their employee newsletter that Quest helped write. Another successful video Quest produced, ["Keep Pasco Moving"](#), helped demonstrate the agency's commitment to COVID-19 safety and sanitation efforts, as well as introducing their new buses. The buses help add value to how the agency is keeping Pasco residents moving, even in challenging times. In addition to live filming, Quest provided on-site photography and drone footage of their buses, wrote the script and storyboard, and provided narration with in-house talent.

GOPASCO also earned several marketing awards in multiple categories at the 2021 Florida Public Transportation Association (FPTA) Conference. Our video documenting their [rebrand launch](#) contributed to their award in the Special Events category.



Thank You, Bus Drivers! - www.Youtube.com
(Note: Video and marketing materials on this page produced before rebrand.)

GOLDSBORO-WAYNE TRANSPORTATION AUTHORITY (GWTA), BRANDING, MARKETING & PUBLIC RELATIONS

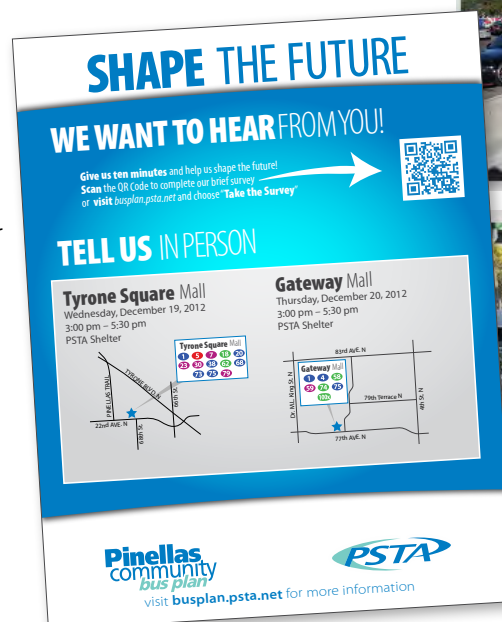
The Goldsboro-Wayne Transportation Authority (GWTA) provides fixed route and Americans with Disabilities Act van services to both urban and rural customers in the City of Goldsboro and Wayne County, North Carolina. GWTA is governed by a Board of Directors and is an agency partially funded by the City of Goldsboro. Since 2015, Quest has provided branding, marketing and public relations services to GWTA. Current duties include development of marketing campaigns, website development and maintenance, customer satisfaction surveys, passenger counts and other data collection. Quest has developed successful marketing campaigns, including the “We Are GWTA” and “Vets Ride Free Day” campaigns. Additionally, Quest developed route maps, system maps and passenger-facing materials.



PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA)

Quest led the public involvement and community education efforts for the Pinellas Suncoast Transit Authority's (PSTA) 2040 Transit Plan Update with the goal of obtaining recommendations that the agency could implement short term (one – three years), mid-term (four – 10 years) and long-term (11+ years). The project encompassed a comprehensive transit system review of current service and fares, funding sources and future service possibilities. Crucial to the process was input from area residents, employers, service providers, educational institutions and others, as well as PSTA's passengers and employees. Quest coordinated more than 70 presentations and outreach events as part of this effort.

Quest's public involvement efforts included engaging a Stakeholder's Steering Committee, holding public meetings, ramping up a project speakers' bureau, supporting PSTA's website and social media initiatives and media relations. Working closely with the project team, including PSTA's marketing associates, Quest's role ensured an inclusive process that meant complementing community input with data collected from extensive onboard origin and destination surveys, fare payment methods, time-of-day and day-of-week ridership statistics and other reliable sources for gathering information.



JACKSONVILLE TRANSPORTATION AUTHORITY

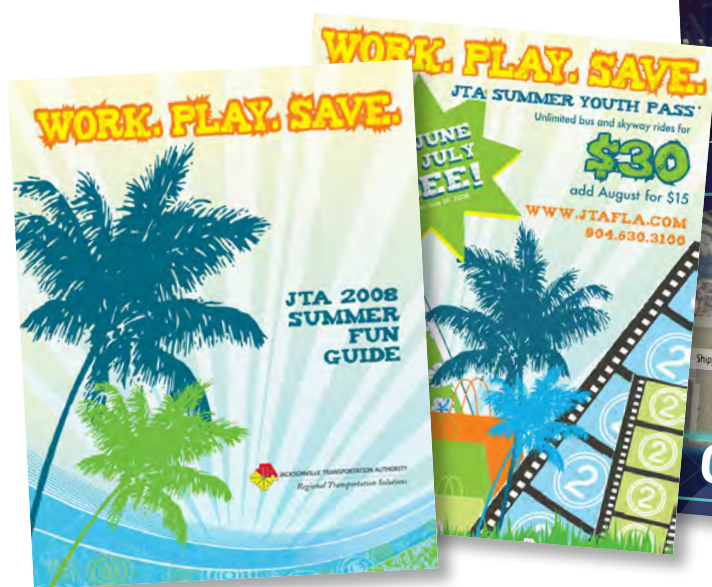
Jacksonville Transportation Authority (JTA) leadership decided to rebrand the agency with a more regional transportation focus. The agency selected Quest to serve as the general marketing consultant, responsible for achieving this goal through unifying and building of existing advertising, marketing and public relations.

Quest has identified key target audiences, conducted a competitive analysis of like agencies and completed a communications review of current internal and external communication efforts.

Internal and external clients were surveyed to determine the current perceptions of JTA among residents and target audiences. Quest implemented numerous marketing campaigns for JTA programs and services including the launch of the “AirJTA” bus service to and from the airport, the promotion of the “Bikes on Buses” education and training program, the promotion of the use of JTA services as a cost-effective solution for commuters and JTA’s 50th and 55th anniversary celebrations.

Quest excels at taking a seed of an idea and growing it into a full-fledged marketing campaign with impact. Our JTA campaigns reached a market of more than 700,000 people. Additional tasks successfully accomplished included the redesign and launch of the JTA website along with the design and production of the agency’s annual reports to become less of a governmental piece and more of a community relations tool.

Most recently Quest has supported JTA and RS&H Engineering with public outreach, public meetings and surveying activities for the MobilityWorks Complete Streets and the Skyway Modernization project.

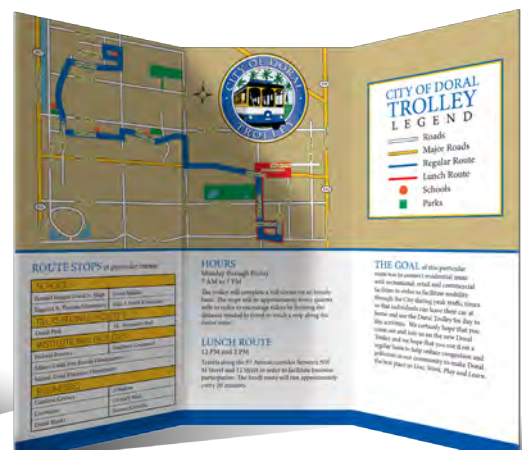


DORAL TROLLEY BRANDING AND MARKETING, CITY OF DORAL TROLLEY

In keeping with its small-town charm and desire to launch a new public transit initiative, the City of Doral selected Quest to lead the branding, marketing and community relations efforts for its trolley system. First, Quest created the logo and tagline for the new trolley bus service. Then, to maintain momentum on the public education efforts surrounding the new bus service, Quest worked closely with city associates to develop and implement a new marketing campaign to promote awareness of the new bus system. Included in the marketing campaign was the design and distribution of collateral materials such as promotional flyers and passenger schedule brochures. The pilot program was very successful, due in large part to the community's awareness of the project, which was a direct result of Quest's savvy marketing and public relations initiatives.

With the continued success of its first route, the Doral Trolley System implemented a new service line in the downtown corridor targeting local business and retail. The City of Doral again turned to Quest to produce marketing materials to support outreach initiatives to increase ridership for the trolley system.

Efforts included a complete redesign of the Trolley system map and passenger schedules, as well as such marketing collateral as bus bench ads, promotional posters, interior cards and more.

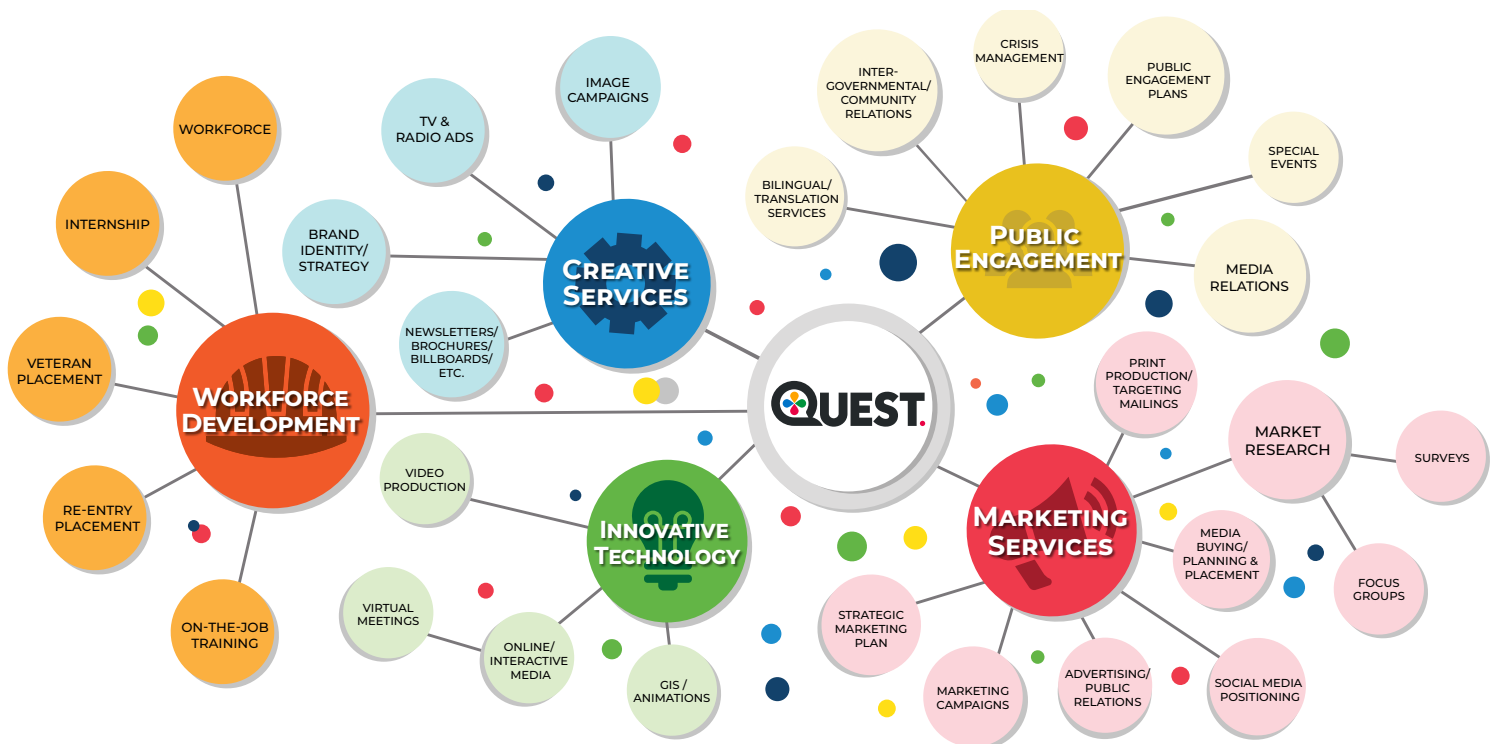


FULL-SERVICE COMMUNICATIONS, MEDIA PLANNING AND BUYING, AND CREATIVE AGENCY

Quest is a local, full-service communications and marketing firm serving clients across the state. Our multi-talented in-house staff brings ADDY Award-winning graphic artists, GIS, video, photography, animation, drone action, and top-in-the-field writers, marketers and project managers. We stand immediately ready to serve Change to Charlotte County Transit. Our professionals understand the importance of research-based strategic communications outreach.

Our public transit team, many of whom are right here in the Charlotte County area, includes extensive experience with all aspects of marketing – traditional and non-traditional – like: media and governmental relations; marketing and communication planning; branding; market research and analysis; ridership development; website development and maintenance; graphic design and multi-media services and copywriting; and database management.

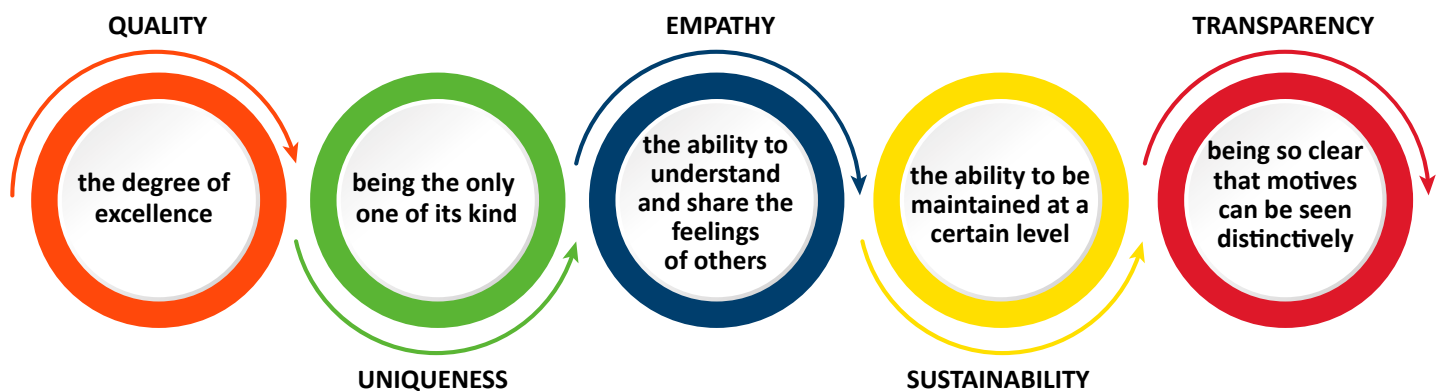
With more than two decades working in the industry, Quest has the depth of industry knowledge, resources, staff capabilities and the latest technology to get the job done right. Quest will use an integrated approach to develop, manage and expand the marketing strategy for Charlotte County Transit. We can also easily provide Spanish translation services by tapping our internal bilingual staff.



Quest is unique through our diverse and media-savvy employees, our passion for public service and the company values of ethics combined with sensitivity. Our team brings fresh and creative ideas, and strategic minds, enhanced by cutting-edge technology to accurately reach Charlotte County Transit's ridership and other stakeholders. We will leverage our institutional knowledge and insights gained from numerous campaigns implemented for transit and our other public sector clients to exceed Charlotte County Transit's expectations. The Quest team has current, expert knowledge about Charlotte County communities, and business, civic and political leadership, as well as transit-dependent and transit-choice riders.

Our firm has worked on projects for all modes of transportation including aviation, bus systems, commuter rail, bus rapid transit, trolley systems, ferries and roads and bridges. We also have expertise in bicycle and pedestrian paths, bus stop signage and shelter design. Regardless of the size of the project or the deadline, Quest has a successful track record of results that are fiscally responsible, sustainable, on-time and within budget.

Quest is a dynamic, innovative and solution-driven company. We take pride in the fact that we are strategic partners always supporting and promoting our clients. As a premier, fully integrated communications/marketing and public relations firm, we are inspired by the impact our employees make on the world as they reflect our core values, purpose and our strategic priorities. Our leadership is inspired to create opportunities for future leaders proudly delivering products and services in a safe and secure environment. We aspire to be your choice firm recognized not only for quality, but for positively impacting and improving people's lives.



Sharlene Lairscey

“ I’ve always believed that LOVE is where Leadership begins. ”

“ At Quest, we work hard and play even harder. I’m proud to be part of an organization that has stepped up to leave a legacy and make a true impact on our communities. ”



Jessica Francois

MARKETING PLAN DEVELOPMENT AND EXECUTION

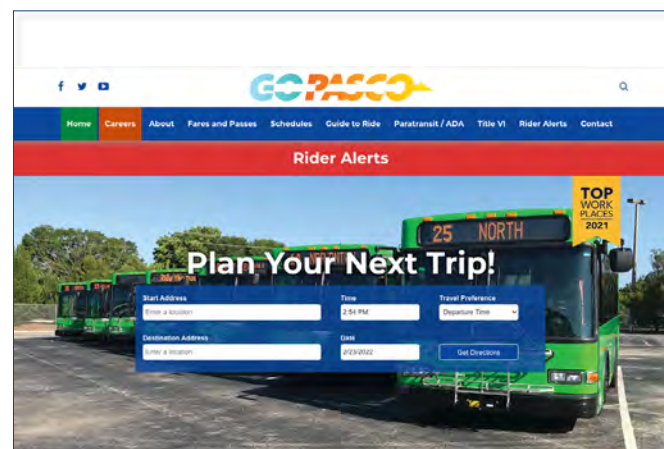
Quest is uniquely equipped to develop and implement a comprehensive, data-informed marketing plan tailored to the evolving needs of Charlotte County Transit. Our team brings decades of public sector experience and a full suite of in-house capabilities—including strategic planning, creative design, media buying, and stakeholder engagement—to ensure a seamless and effective execution from concept through completion.

We begin by conducting a thorough discovery process, which includes stakeholder interviews, demographic and ridership analysis, market segmentation, and a review of existing outreach efforts. Using these insights, we develop a tailored marketing plan aligned with your goals: promoting services, enhancing brand awareness, and improving community engagement. Our plans are structured to be adaptive, incorporating measurable objectives, timelines, creative direction, media strategies, and outreach tactics.

Our experience supporting major agencies, including PSTA, GOPASCO, and MCAT, demonstrates our ability to align branding and outreach with rider expectations and agency objectives. For example, for GOPASCO, we built a multi-platform campaign around a new brand launch that included a transit-focused jingle, vehicle wraps, website updates, and targeted ads, resulting in increased ridership and online engagement.

Execution of the marketing plan is managed by a dedicated Project Manager who oversees all workflows, ensures quality control, and coordinates closely with County staff. Our team leverages robust internal tools to track progress, maintain consistency across all creative assets, and ensure timely delivery of campaigns and materials. We also work closely with the County's Communications Office to align messaging and maintain adherence to brand guidelines.

Most importantly, Quest believes in an iterative and transparent process. We provide regular progress updates, conduct quarterly assessments, and remain flexible to adjust strategies based on performance metrics, feedback, and emerging needs. Whether through digital media, traditional outreach, or creative storytelling, Quest ensures that your marketing efforts are impactful, inclusive, and aligned with your long-term transit goals.



MCAT Celebrates Transit Riders for Mobility Week 2023!

Tuesday, October 31st, 2023
from 10 a.m. to 1:00 p.m.

Join the MCAT Team at:

- Downtown Station, 601 13th Street West
- DeSoto Station, 820 301 Boulevard West

Learn about future service changes!

Giveaways!

MCAT

MANATEE COUNTY AREA TRANSIT

m20

W23

WHAT MOVES YOU?

TARGETED MARKETING

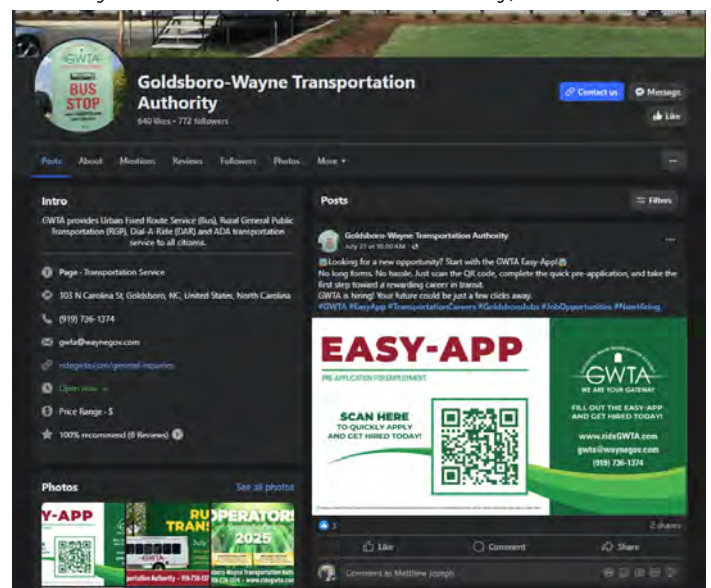
Quest's approach to marketing is rooted in strategy, data, and a deep understanding of transit audiences. For Charlotte County Transit, our targeted outreach will be built upon key insights already established in the 2024 Transit Development Plan (TDP), which Quest assisted in producing. This plan has already identified and analyzed core rider demographics, including dependent riders, seniors, commuters, college students, and underserved populations, providing a strong foundation to guide our marketing strategy. Using this data, we will implement a multi-channel advertising plan tailored to reach each group effectively and meaningfully.

To ensure reach and effectiveness, we will integrate a variety of marketing tools: digital advertising, eye-catching billboard designs, impactful radio jingles, targeted social media content, printed outreach materials, and on-vehicle signage. Every element is crafted to deliver a strong call to action—prompting audiences to visit the transit website, call a help line, or ride the bus for the first time. Additionally, we will build partnerships with local employers and educational institutions to promote ridership among workers and students, such as those attending Charlotte Technical College, encouraging them to see transit as a reliable, cost-effective transportation option. This targeted marketing philosophy ensures that messaging is not only visible but compelling—driving measurable results and expanding the reach and relevance of Charlotte County Transit across the region.

LEVERAGING SOCIAL MEDIA FOR TRANSIT OUTREACH AND BRAND AWARENESS

In 2024, Quest worked alongside Charlotte County Transit to develop its Transit Development Plan (TDP), during which one of the most significant challenges identified through public outreach was a general lack of awareness about existing transit services. Many residents expressed uncertainty about routes, service availability, and how to access information—highlighting the need for more effective and targeted communication strategies to bridge this gap. This key finding underscores the importance of leveraging modern communication tools to improve visibility and foster public engagement.

Our team's social media specialists are experienced in crafting compelling messaging and visuals that resonate with a range of audiences. We supported GWTA in launching its first Facebook page alongside a redesigned website and continue to provide a slate of scheduled, relevant posts that keep riders informed and engaged. Similarly, in our work with GOPASCO, Quest developed a cohesive brand identity including a logo, visual style



guide, and a comprehensive set of rider alert templates—customized for both print and digital use, including social media. For Charlotte County Transit, future social media strategies may also include exploring platforms like YouTube to broaden outreach, especially to younger demographics more inclined toward video content.

Quest understands the value of integrating creative, consistent, and community-focused social media strategies as part of a larger rebranding and marketing effort—ensuring that Charlotte County Transit becomes more visible, accessible, and desirable in the everyday lives of residents and visitors.

BRAND DEVELOPMENT

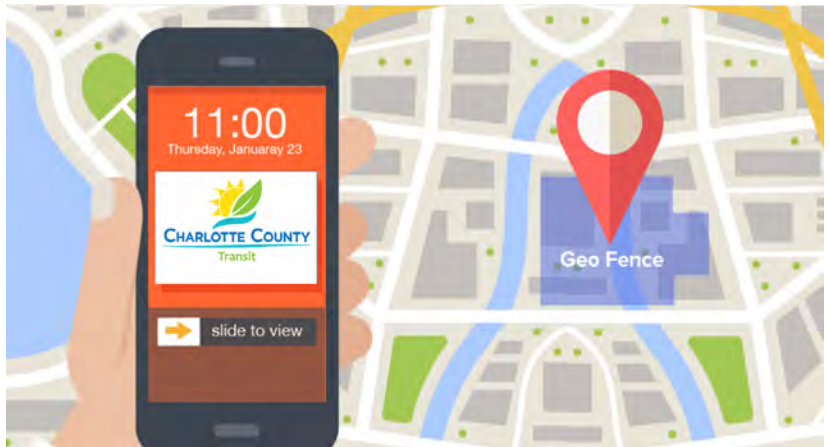
A strong brand identity also requires visual consistency. By maintaining this visual and tonal alignment, social media becomes a platform for both outreach and two-way communication, allowing the public not only to receive updates but also to interact, ask questions, and share feedback. This builds trust, boosts engagement, and makes the transit system feel more approachable and responsive.

The rebranding effort presents a unique opportunity to modernize Charlotte County Transit’s image. Through a refreshed look and messaging strategy that emphasizes efficiency, sustainability, and service excellence, Quest will help the agency reposition itself in the public eye. A strong, modern brand makes the system more attractive to new riders, especially younger audiences and those unfamiliar with public transit, ultimately increasing ridership and community buy-in.

GEOFENCING

Quest is highly experienced in designing and executing geofencing campaigns that elevate transit marketing by delivering messages to the right people, in the right places, at the right times. Geofencing technology allows Charlotte County Transit to target specific geographic zones—such as neighborhoods near service areas, college campuses, or key community destinations—with digital ads tailored to the interests, demographics, and online behaviors of the local population. This precision makes marketing campaigns more efficient and impactful by engaging audiences who are most likely to benefit from and utilize transit services.

As more individuals become “digital citizens,” spending increasing time online and on mobile devices, Quest often recommends digital-heavy outreach strategies. These campaigns enhance brand visibility and allow transit agencies to stay relevant, personal, and responsive to the evolving needs of their communities. By applying these proven tactics to Charlotte County Transit’s rebranding and outreach efforts, Quest can help the Charlotte County not only build awareness but also drive measurable engagement and ridership through focused, location-aware digital campaigns.



OUTREACH MATERIALS AND MESSAGING

Clear, consistent, and engaging messaging is essential to any successful public engagement or marketing campaign. Quest brings decades of experience in crafting compelling outreach materials that not only inform but also inspire action. For Charlotte County Transit, our team will create a suite of outreach tools designed to connect with a wide range of audiences, riders, community stakeholders, business leaders, and the general public.

Outreach materials will include flyers, fact sheets, brochures, display boards, infographics, bus wraps, social media content, and digital graphics—all aligned with the agency's updated brand identity. Messaging will reflect key themes of accessibility, efficiency, affordability, and environmental responsibility, while incorporating localized elements that speak directly to the Charlotte County community.

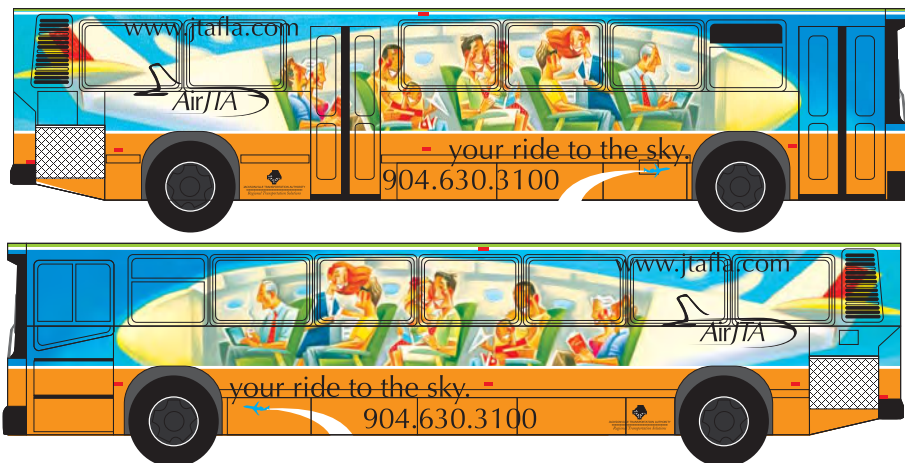
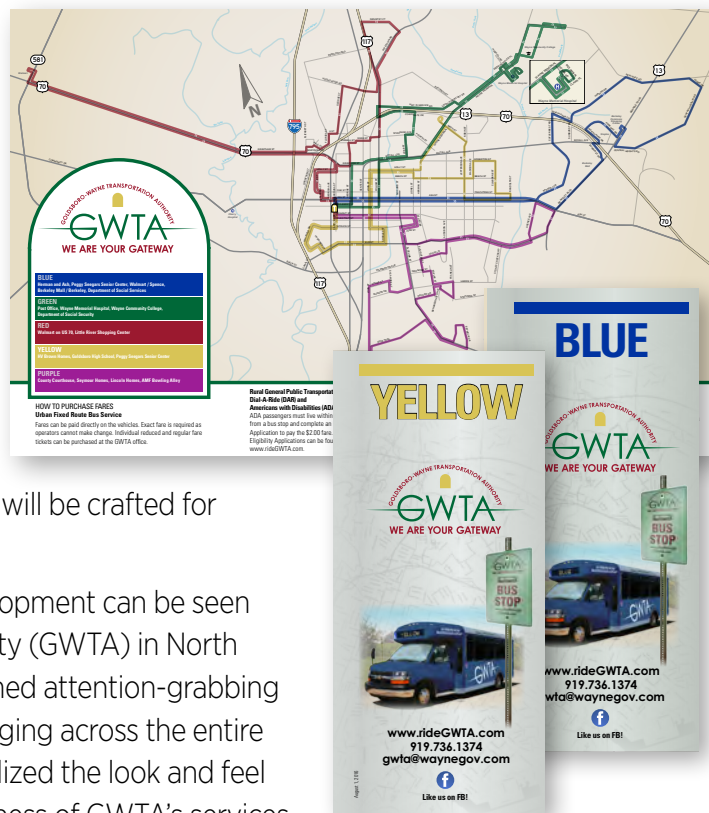
Messaging will be carefully tailored depending on the audience and platform. For example, short-form, visually engaging content will be developed for social media platforms, while more detailed and informative messaging will be crafted for printed mailers, newsletters, or community meetings.

A prime example of our successful outreach material development can be seen in our work with Goldsboro-Wayne Transportation Authority (GWTA) in North Carolina. As part of a full rebranding initiative, Quest designed attention-grabbing bus wraps that featured the new brand identity and messaging across the entire fleet. These high visibility moving billboards not only revitalized the look and feel of the system but also significantly increased public awareness of GWTA's services.

The creative use of bright colors, bold typography, and clear service information made the fleet a memorable and effective component of the overall outreach strategy. The rebranding effort helped establish a stronger identity for GWTA and improved rider engagement and community perception.

Drawing from other successful initiatives such as the Wekiva Parkway and Jacksonville Skyway Modernization Program, Quest understands how to adapt messaging to resonate with local values, highlight project benefits, and encourage community participation.

Quest's strategic communication approach also ensures that messaging remains consistent across all touchpoints—whether it's a radio jingle, a social media post, or a public meeting display. This coordinated effort strengthens brand recognition, reinforces key messages, and builds trust between Charlotte County Transit and the public it serves.



GRAPHIC DESIGN

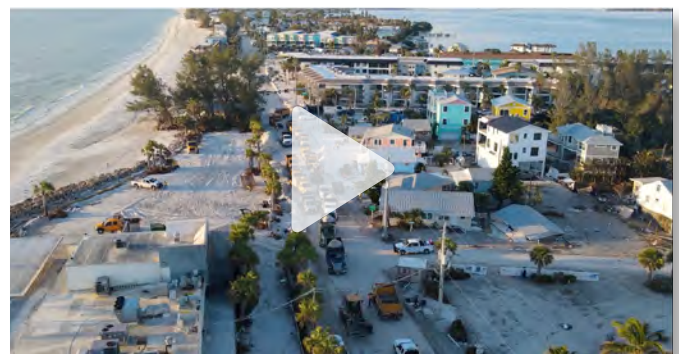
Quest's in-house Graphic Design Department delivers clean, impactful, and consistent visual materials that elevate public transportation branding and increase audience engagement. Our designers are highly skilled in Adobe Creative Cloud applications such as InDesign, Illustrator, Photoshop, After Effects, and Acrobat Pro, and they bring extensive experience developing creative assets for transit agencies of all sizes. Our team has successfully executed full-scale branding campaigns, including logos, animated mascots, and print collateral for agencies like Goldsboro-Wayne Transportation Authority (GWTA), where we produced the widely recognized animated character "Seymour the Bus." Every piece we design reflects the brand's identity, maintaining cohesion across all customer-facing materials while aligning with accessibility standards and budget expectations.



We specialize in designing a broad spectrum of print and digital materials including brochures, posters, flyers, signage, promotional items, infographics, and presentation decks. For outdoor media, our capabilities extend to bus wraps, stop-level signage, billboard designs, and transit shelter displays. All graphics will be tailored to maintain continuity with Charlotte County Transit's brand and messaging goals, ensuring that shelters, buses, printed literature, and digital platforms all reflect a unified visual identity. Our team will also manage seasonal refreshes and updates, ensuring that materials stay current, visually appealing, and responsive to changes in service, ridership needs, or public feedback.

MULTIMEDIA PRODUCTION

Quest's full-service multimedia team offers robust production capabilities to help Charlotte County Transit reach and engage a broad and diverse audience through radio, video, digital media, and broadcast content. Our experienced producers manage the entire content lifecycle, from concept development and scripting to on-location filming, editing, and final delivery. We have developed professional commercials and videos for web, TV, and theater advertising for transit agencies across the country, always with an emphasis on storytelling that informs, inspires, and motivates action. This level of service ensures



FDOT District One Hurricanes Helene & Milton Recovery Efforts

that every message Charlotte County Transit delivers resonates deeply and consistently across all media channels. A key component of our multimedia support is our aerial video and photography capabilities. We utilize advanced cinematography drones, piloted by FAA-certified drone operators, to capture dynamic footage of transit vehicles, infrastructure, and community landmarks. This bird's-eye perspective enhances video storytelling, allowing us to visually demonstrate Charlotte County Transit's reach, accessibility, and community integration. Whether used for promotional videos, rider education, or social media content, these visuals can elevate the appeal of transit services and foster community connection.

Quest also supports hybrid and virtual events, including live-streamed public workshops and online engagement campaigns. We provide technical expertise and creative vision to ensure these efforts are professionally produced and accessible. Additionally, we offer media placement services, coordinating with radio stations, streaming platforms, and social channels to strategically distribute your campaigns. Our team is well-versed in Florida's Sunshine Laws and records retention guidelines, ensuring that all content developed is compliant, archived appropriately, and fully owned by Charlotte County Transit upon completion.

COMMUNITY ENGAGEMENT

Meaningful community engagement is at the heart of Quest's approach to public outreach. For Charlotte County Transit, community engagement is not just about providing information, it's about building relationships, listening to residents, and empowering riders to help shape the future of their transit system.

In 2023, Quest partnered with GOPASCO (Pasco County Public Transportation) to support a county-wide rebranding and outreach initiative. Our team facilitated community pop-ups at local libraries, senior centers, and farmer's markets to gather input on new transit branding and service priorities. We distributed surveys in English, Spanish, and Haitian Creole, and provided on-site staff to assist residents in completing them. As a result, GOPASCO received hundreds of valuable responses that directly influenced their service planning and marketing approach.



US 92 (4th Street North) Midblock Pedestrian Signals Educational Video



Enskri isit la pou pou genyen yon GRATIS II-RIDE PASS (10 yo pral chwazi owaza)

Non

Telèfon No.

Adres kay

Vil & Post Office

OSJÈ YONKRI SA A

Ki kote ou te soti anvan ou te resevwa nan otobis sa a?

☐ Travay

☐ Lakou

☐ Bay

☐ Kompatibil

☐ Sèvis medikal

☐ Sèvis sosyal sèvis piblik

☐ Lagliz

☐ Lòt

Kijan ou te rive nan estasyon otobis la/Transit Sante?

☐ Machin

☐ Kondwi

☐ Otobis

☐ Mè pou yo ki moun GWTA

☐ Otè

☐ Moun pou moun

Sa ou panse?

Tanpri klase satisfasyon ou ak GWTA nan domèn sa yo.

(Si yo satisfè, 1 se trè desevwa)

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CUSTOMER SATISFACTION SURVEYS

Ongoing feedback from the public is essential to refining and enhancing transit services. Quest brings deep experience in developing, distributing, and analyzing customer satisfaction surveys to help transit agencies better understand the needs, perceptions, and priorities of their riders and potential customers.

Quest's survey expertise spans dozens of transit and transportation agencies across the Southeast, including Goldsboro-Wayne Transportation Authority (GWTA) and Cobb Community Transit. For Charlotte County Transit, we are well-positioned to develop customized survey instruments that collect meaningful, actionable data to inform service improvements, marketing strategies, and long-range planning.

Our approach to surveys is comprehensive and flexible. We offer a full range of formats, printed, online, in-person intercept, and device-assisted options, to meet respondents where they are and encourage robust participation. Our locally based survey team, headquartered in Land O'Lakes, Florida, has collected more than 50,000 responses across a variety of transportation projects, providing us with the experience and technical knowledge to deliver results you can rely on.



RIDER FOCUS GROUPS

Rider focus groups are a powerful tool for gaining in-depth insights into passenger experiences, preferences, and needs. By facilitating structured conversations with diverse groups of transit users, Quest helps agencies uncover nuanced feedback that surveys alone may not capture. This qualitative approach enables transit providers to better understand rider priorities, identify service gaps, and test messaging or new concepts in a controlled environment.

Rider focus groups represent a broad cross-section of the community, such as daily commuters, seniors, students, people with disabilities, and occasional riders. These sessions explore topics like route convenience, customer service, safety perceptions, marketing effectiveness, and potential service improvements.

- Goldsboro-Wayne Transportation Authority (GWTA): Quest has conducted rider focus groups alongside online customer satisfaction surveys to better understand specific community needs. Insights from these discussions helped shape marketing campaigns like “Vets Ride Free Day” and service outreach targeted to seniors and veterans.
- Pinellas Suncoast Transit Authority (PSTA) 2040 Transit Plan Update: In addition to public meetings and surveys, Quest facilitated rider focus groups to explore attitudes toward fare structures, service frequency, and accessibility. Feedback was used to prioritize short-term and long-term transit investments.

Quest employs skilled facilitators who create an open, inclusive atmosphere encouraging honest dialogue. We design focus group guides to align with project goals and ensure balanced participation. Recordings, detailed notes, and key takeaways are documented and delivered in comprehensive reports for client use.



Sandee Launch

Project Principal

Experience – 38 Years

Sandee Launch is a seasoned transportation communications professional with extensive experience serving in a public information specialist / community relations coordinator capacity in Florida, Georgia, Louisiana, Pennsylvania, and North Carolina. She excels at project management and is adept at quality control. During her career, she has been responsible for communicating clearly and effectively about transportation issues; creating and editing publication content; developing and implementing marketing campaigns; planning and executing special events; and generating and adhering to departmental budgets. Ms. Launch has a strong track record in transit and airport marketing, as well as project management.

RELEVANT PROJECT EXPERIENCE

Goldsboro-Wayne Transportation Authority (GWTA) Marketing and Public Relations

Wayne County, NC (2016 – Present)

Ms. Launch manages this multi-year marketing and public relations contract. Her duties included development of marketing campaigns, website development and maintenance, customer satisfaction surveys, passenger counts and other data collection. Ms. Launch developed successful marketing campaigns, including the “We Are GWTA” and “Vets Ride Free” campaigns. Additionally, she developed route maps, system maps and all passenger-facing materials, including bus stop signage for the transit agency. Ms. Launch prepares and delivers regular reports to the Board of Directors updating them on contract status. She also directs the creation of workforce development materials, led the development of an animated mascot character and creates an annual GWTA calendar featuring employees, local landmarks and places of interest to GWTA ridership.

Boca Raton Airport Authority (BRAA), Marketing, Safety Management Systems (SMS) Communication, Community Awareness, and Outreach Campaigns

Boca Raton, FL (2023 – 2024)

Quest supports the FAA-mandated development and implementation of Safety Management Systems (SMS). A Safety Management System (SMS) is a systematic approach to managing safety, including all necessary organizational structures, accountabilities, policy statements, processes, and procedures. SMS provides Airport management with a set of tools to make safety-related decisions. Quest collaborated with the BRAA to develop an internal/external community awareness campaign for various target audiences to raise awareness on overall safety, potential hazards and risks, and what they can do to support safety culture. Efforts included developing an SMS brand, key messaging and talking points, comprehensive marketing and positioning campaign for the airport, with a focus on traditional and nontraditional digital media, social media initiatives, communications and outreach plan, graphic design and website support, stakeholder engagement, quarterly newsletter development and deployment, and content development. Ms. Launch researched and wrote the website copy for the airport’s SMS webpages. Ms. Launch oversaw development of a survey infographic and completed research for an industry wide scan of SMS systems. She oversaw development of deliverables for SMS Safety Week, including flyers, a virtual Foreign Object Debris walk, a safety quiz and an end of week random prize drawing. Ms. Launch developed the safety awards program and oversaw the design of certificates and safety pins .

Delaware River Port Authority (DRPA) PATCO Franklin Square Re-Opening Construction Monitoring Services

Philadelphia, PA (2022 – 2024)

Ms. Launch supported the prime contractor, HNTB, and the Delaware River Port Authority (DPRA) communications department with public involvement to create awareness and educate the public on the construction activity. Quest led efforts of developing a project brand that reflected both Philadelphia’s proud history and robust revitalization efforts, a media toolkit, all project construction alerts, email blasts, collateral, creating and updating a project website, led all project social media efforts across multiple platforms. Ms. Launch wrote stories and edited copy for the bi-annual newsletter and oversaw newsletter production, maintaining a tight schedule with the use of Monday.com. She also developed a whitepaper and accompanying presentation about this project for the AREMA conference.

Chatham Area Transit, Marketing and Public Outreach

Savannah, GA (2019)

Ms. Launch served as the project manager for this marketing contract. She coordinated development and delivery of creative products for this Savannah transit service. Deliverables included a handheld fan with passenger rules, a removable film display for the transfer center brick wall, directional paw print decals for the transfer center, fact sheets, advertisements and a commemorative hard-cover book.

Capital Area Metropolitan Planning Organization Wake County Transit Plan

Wake County, NC (2017 – 2018)

For this on-call planning contract, Ms. Launch provided public outreach, marketing, and advisory services. Under Ms. Launch's direction, the Quest team completed an assessment of Wake County Transit's current branding and website. Following the assessment, Ms. Launch created a strategic branding, marketing, website, and social media plan for the agency. Other duties included stakeholder identification, public outreach gap analysis and identification of peer organizations for review. Wake County Transit provides a funding mechanism and funding plan for transit services in the capital region and includes such transit providers as GoRaleigh and GoTriangle.

Pensacola International Airport Master Plan Update

Escambia County, FL (2016 – 2019)

Ms. Launch provided public outreach for the project team on this Master Plan Update. She wrote the Public Involvement Plan and helped develop the project website. Duties also included public meeting coordination and participation and development of meeting notification materials. She also facilitated updates to the project website.

Escambia County Area Transit Development Plan Major Update

Escambia County, FL (2016)

Ms. Launch spearheaded the public relations and community outreach for the development of this transit system plan. She guided Quest Creative Division staff in creating a project website and overall project branding. Ms. Launch handled all public meeting coordination, including establishing meeting locations and schedules, and staffing all meetings. Ms. Launch performed stakeholder interviews and wrote reports. She coordinated the participation of the study team in community events, where she was able to conduct surveys and help to analyze crucial data.

Okaloosa County Area Transit Development Plan Major Update

Okaloosa County, FL (2015 – 2016)

Ms. Launch spearheaded the public relations and community outreach for the development of this transit system plan. She guided Quest Creative Division staff in creating a project website and overall project branding. Ms. Launch handled all public meeting coordination, including establishing meeting locations and schedules, and staffing all meetings. Ms. Launch performed stakeholder interviews and wrote reports. She coordinated the participation of the study team in community events, where she was able to conduct surveys and help to analyze crucial data.

Charlotte Area Transit System Bus Rail Integration Plan

Charlotte, NC (2015 – 2017)

Ms. Launch provided public involvement services for this bus rail integration study for the \$1.6 billion Blue Line Extension. Ms. Launch interacted with the public at the Transfer Center and at meetings strategically planned throughout the City. She worked with transit personnel to answer questions, explain route changes and administer surveys. Ms. Launch completed a Public Involvement Summary for the plan, which included meeting summaries, data, charts, and photographs.

Cobb County Department of Transportation Route 10X Implementation Study

Cobb County, GA (2015)

Ms. Launch performed the market research for this study, including collecting more than 250 passenger surveys using computer tablets. In order to gather survey information from college students Ms. Launch worked on local campuses playing an interactive game with student populations and encouraging them to answer survey questions. Ms. Launch worked to establish the stakeholder committee, planned, set up and staffed all meetings and created minutes following the meetings. She oversaw development of all meeting collaterals including sign-in sheets, name tags, agendas, and project information sheets.

Concord Kannapolis Area Transit Marketing and Public Relations

Concord, NC (2013 – 2016)

Ms. Launch managed this multi-year marketing and public relations contract. Duties included development of marketing campaigns, website development and maintenance, development of promotional items, social media enhancements and development of an advertising revenue program. Ms. Launch oversaw production and development of route maps and system maps as well as other passenger-facing materials. As part of this contract, Ms. Launch developed a transit-health department partnership that included a health and wellness campaign using billboards, brochures, and maps.

EDUCATION

- Master of Science, Public Administration, Troy University
- Bachelor of Science, Journalism, University of Missouri



Matthew Yarosewick

Project Manager
Experience – 5 years

Matt Yarosewick is a passionate and results-driven media and public relations professional with more than five years of experience leading marketing campaigns, community outreach initiatives, and stakeholder engagement. As a self-motivated and detail-oriented project manager, he excels in time management, organization, and strategic planning, ensuring projects are completed on schedule and within budget. Known

for his strong problem-solving abilities, adaptability, and collaborative leadership, Mr. Yarosewick fosters productive team environments and maintains clear communication with clients and stakeholders. He has a strong background in writing and developing public information materials that position complex messages for community understanding and managing projects from conception through completion. He consistently aims to exceed expectations and deliver high-quality outcomes. .

RELEVANT PROJECT EXPERIENCE

Charlotte County Transit Development Plan – Public Involvement & Community Awareness

Charlotte County, FL (2025)

Charlotte County sought to engage the public and gather valuable insights into the state of its transit system. To support this effort, Quest was enlisted by the prime consultant to lead strategic stakeholder engagement and facilitate meaningful community input. As part of this initiative, Mr. Yarosewick led the planning, coordination, and distribution of a countywide online survey designed to maximize participation from both employees and business leaders. He managed the creative development of collateral design and messaging. His leadership ensured that outreach efforts were targeted, inclusive, and aligned with the County's outreach goals.

Collier County, Community and Human Services Division – Housing Operations, Affordable Housing Marketing

Collier County, FL (2024 - Present)

Serving as Project Manager, Mr. Yarosewick provides marketing strategies, writes social media content, and oversees the project schedule, work quality, staff, and budget. Mr. Yarosewick works with the team to develop collateral design, key messaging and strategies for distribution of information. Quest developed Collier County's website targeted to renters, homebuyers, homebuilders, and developers. Quest hosts the site and provides ongoing technical and content updates. The team also delivers graphic design and content development for the County's quarterly reports. Mr. Yarosewick leads the launches of new program funds, such as Disaster Insurance Deductible Assistance for homeowners and HOME-ARP assistance. These program launches include the development of social media and e-blast content, news releases, website updates, and reporting. All materials are internally translated into Spanish and Haitian Creole. Campaigns feature digital-out-of-home advertising, cross-platform ads, geofencing, retargeting, and other innovative outreach strategies.

Lee County 2050 Long-Range Transportation Plan – Public Involvement & Community Awareness

Lee County, FL (2025 - Present)

To support the development of the 2050 Long Range Transportation Plan, Quest was engaged to assist the prime consultant in executing a comprehensive public involvement strategy aimed at capturing diverse stakeholders and community input. As project manager, Mr. Yarosewick plays a central role in planning and implementing outreach activities. He oversees the coordination of public meetings, including site evaluation, logistics, and materials development to ensure accessibility and effectiveness. His responsibilities include creating project fact sheets, designing media collaterals, and managing critical engagement tools. Mr. Yarosewick worked closely with the Lee County Communications Department to promote the on-line survey and public meeting.

Collier County, Community and Human Services Division – Emergency Home Energy Assistance for the Elderly Program, Marketing and Communications

Collier County, FL (2025)

Mr. Yarosewick led development of the marketing and communications plan for the Emergency Home Energy Assistance for the Elderly Program (EHEAP) for Collier County. Serving as project manager, Mr. Yarosewick led every aspect of the project, from planning to production, ensuring all deliverables met county standards and were completed on schedule. Mr. Yarosewick created project contact cards and program flyers in English, Spanish, and Haitian Creole to ensure accessibility for all community members. He managed the design of visually engaging display boards for use at in-person outreach events and developed social media graphics, content, and a full outreach plan to support both traditional and digital engagement. All materials were reviewed and approved by Collier County and the Public Information Office and were delivered by the desired deadline. The campaign included innovative tools such as geofencing and targeted digital ads to broaden the program's visibility and connect with eligible residents.

Collier County 2050 Long-Range Transportation Plan – Public Involvement & Community Awareness

Collier County, FL (2025 – Present)

Collier County launched a public engagement initiative to inform the update of its Long-Range Transportation Plan (LRTP), aiming to gather input from residents, businesses, and key stakeholders. As the project manager, Mr. Yarosewick oversees all aspects of Quest's outreach efforts, including stakeholder coordination, event participation, and public survey campaign planning and execution. He leads the development and implementation of a comprehensive outreach strategy, managing community event involvement, building stakeholder relationships, and driving public awareness through a targeted social media campaign. Under his direction, the campaign promotes an online survey designed to collect feedback that will shape the County's transportation priorities and future investments.

Town of Fort Myers Beach, Design Services for Fishing Pier Replacement

Lee County, FL (2025 - Present)

Mr. Yarosewick serves as Project Manager, overseeing all aspects of public engagement, creative design, and quality assurance. He leads efforts for the Town of Fort Myers Beach, including planning and facilitating a public hearing before the Zoning Board and directing the design of a new entrance gate and entrance arch gate and sign for the Fort Myers Beach Fishing Pier.

Design Services for Stormwater Improvements for the Big Cypress Golf Course and Country Club

Collier County, FL (2024 – Present)

Mr. Yarosewick serves as the Project Manager for the Design Services for Stormwater Improvements at Big Cypress Golf and Country Club, leading all aspects of community engagement and public outreach. He oversees quality control for stakeholder lists, manages communications with key stakeholders, and directs the creation and timely delivery of all public meeting materials. In addition, he manages and updates the project website to provide the community with current and accurate information. Mr. Yarosewick also coordinates and facilitates public information meetings and develops essential collateral documents, ensuring transparent and effective communication throughout the project lifecycle.

City of Venice Municipal Airport, Strategic Master Plan Update

Sarasota County, FL (2025 – Present)

As part of the Venice Municipal Airport Strategic Master Plan update, Mr. Yarosewick leads public involvement efforts and oversees the creative design and development of public educational materials, including project brochures, signage, and social media content. and intercept and digital survey efforts for the Venice Municipal Airport Strategic Master Plan. He is also responsible for coordinating and facilitating in-person intercept surveys and online digital surveys, as well as reporting and analyzing the results.

PAST EXPERIENCE

WHBQ FOX 13 On-Air Meteorologist & Social Media Personality

Memphis, TN (2022 - 2024)

Matt Yarosewick worked as a Meteorologist for the FOX affiliate in Memphis, Tennessee, where he helped to produce original and engaging content for viewers across several platforms. While collaborating with a team of meteorologists, Mr. Yarosewick analyzed and translated information and research data into easy-to-understand content for community members across three states. He consistently met tight broadcast and digital deadlines, often delivering content under rapidly changing conditions. In addition to his on-air responsibilities, Mr. Yarosewick played a key role in identifying, pitching, and coordinating compelling news and weather-related stories. He also excelled in creating relationships with local government officials and organizations, as well as fostering media relations with both local and national media outlets.

WNDU-TV Meteorologist & Social Media Manager

South Bend, IN (2020 - 2022)

Mr. Yarosewick worked as a Meteorologist for the NBC affiliate in South Bend, Indiana. He gathered data to formulate an accurate weather forecast, which he effectively communicated to the public using his strong on-air and interpersonal communications skills. He played a key role in identifying and pitching relevant story ideas, working closely with producers and camera crews to develop weather and science-related segments. Mr. Yarosewick participated in many community outreach events, both in person and remotely. He created relationships with learning institutions, government officials and other media outlets. He also managed webpages, social media accounts and metrics for the team of meteorologists. His efforts increased traffic to these accounts by 35%.

EDUCATION

- Bachelor of Science, Meteorology, Communications, The Pennsylvania State University, State College

PROFESSIONAL CERTIFICATIONS

- National Highway Institute, Public Involvement for Highway Traffic and Construction Noise Projects, 2025
- Federal Emergency Management Agency (FEMA), Social Media in Emergency Management, 2025
- Federal Emergency Management Agency (FEMA), Special Event Contingency Planning for Public Safety Agencies, 2025



Lori Buck

Deputy Project Manager

Experience – 21 Years

Lori Buck is a seasoned communications professional with more than 20 years of experience in community engagement, public involvement, media relations, event coordination and marketing. She has served numerous municipal agencies and the Florida Department of Transportation, contributing her skills across all phases of transportation development. Ms. Buck understands the nuances involved in developing strategic partnerships

with agencies and stakeholders, and is a master at developing and implementing marketing plans programs. Her expertise includes development of social media campaigns, website content, newsletters, brochures, presentations, and other outreach materials. Ms. Buck is experienced in developing project branding and communications programs for her clients.

Ms. Buck excels at collaborating with diverse communities to identify and reach stakeholders. Her ability to build strategic partnerships with stakeholders, agencies, and elected officials demonstrates her deep understanding of effective communication and collaboration. Additionally, she has coordinated and facilitated numerous in-person and virtual public meetings and hearings, community working groups and roundtable discussions, ensuring seamless execution and meaningful engagement. She is also proficient in using tools such as Wiki Mapping, 3D meeting rooms, virtual breakout rooms, and managing both in-person and online surveys

RELEVANT PROJECT EXPERIENCE

Collier County, Community and Human Services Division – Housing Operations, Affordable Housing Marketing

Collier County, FL (2024)

Ms. Buck is the Project Principal and Quality Assurance for this contract. She supported marketing strategies, developed social media content, and management of the project schedule, work quality, staff and budget. Quest developed Collier County's website targeted to renters, homebuyers, homebuilders, and developers. Quest hosts the site and provides ongoing technical and content updates. Quest provides graphic design and content development for their quarterly reports. The Quest team provides for launches of new program funds received such as Disaster Insurance Deductible Assistance to homeowners and HOME-ARP assistance. These program launches include social media and e-blast content development, news releases, website content and reporting. Materials are internally translated into Spanish and Haitian Creole languages. Campaigns include digital-out-of-home, cross platform ads, geofencing, retargeting, and more.

Collier County, Community and Human Services Division – Emergency Home Energy Assistance Program for the Elderly (EHEAP) Marketing and Communications

Collier County, FL (2025)

Ms. Buck supported a comprehensive Marketing and Outreach campaign to promote the Emergency Home Energy Assistance Program for the Elderly (EHEAP) across the county, with a focus on public engagement and community connection. The primary goal of this Marketing and Outreach campaign is to engage the public, increase program awareness, and expand outreach. She contributed to social media graphic and content development, designed informative flyers, and produced display boards to boost program visibility. She leveraged visual storytelling and targeted messaging to expand outreach efforts and connect with underserved populations, resulting in increased community awareness and participation in the program.

Pasco County Public Transportation, Comprehensive Operational Analysis (COA)

Pasco County, FL (2024)

As part of a marketing, outreach, and customer survey initiative, Pasco County Public Transportation (GoPasco) evaluated its transit system to identify needed improvements based on changes in ridership, development, population, employment, and service performance since the 2010 COA. The goal was to create a short-term plan to improve efficiency, modernize routes, and better allocate resources. Ms. Buck supported the effort through schedule management, website development, outreach materials, and onboard surveys.

Pinellas County, Trail Visioning and Logo Update Surveys

Pinellas County, FL (2020)

Pinellas County identified the need to reach out to the community stakeholders to examine the current and future needs of the trail. Ms. Buck developed a strategic public outreach and marketing plan to gather feedback on the visioning for the future of the trail and updating the Pinellas Trail logo. She developed survey questions, promoted the surveys, and provided analyzed data to the County. She was responsible for Public engagement tools and strategies including developing and utilizing surveys, social and traditional media outreach, stakeholder database development and outreach, and an in-person event along the trail.

Florida Department of Transportation Central Office, Target Zero Program

Statewide, FL (2021)

Quest supported the Florida Department of Transportation's Target Zero safety campaigns with creating and executing an overall Target Zero brand awareness campaign and a new data-based driver safety campaign. The goal was to change the behaviors among drivers, bicyclists and pedestrians that lead to fatal or serious-injury crashes. The program included coordinating and facilitating focus groups, partner meetings, ambassador meetings, branding, campaign development and advertising. Ms. Buck supported coordinating and facilitating focus groups which included developing a strategic recruitment plan, identifying community partners, and recruiting participants. Ms. Buck supported the development of agency partner materials, presentations, and deployment. The ultimate measure of success for these campaigns was to "move the needle" toward zero fatalities and serious injuries on Florida roadways.

Florida Department of Transportation (FDOT) District Seven, Tampa Bay Next, Owners Representative

Citrus, Hernando, Hillsborough, Pasco and Pinellas Counties, FL (2017 – 2024)

Ms. Buck played a pivotal role in community outreach and marketing as a core team member of the Tampa Bay Next program, a \$14.6 billion regional multimodal infrastructure initiative. She contributed to the development of outreach strategies and coordinated various public engagement activities, including meetings, hearings, and industry forums. Additionally, she facilitated community working groups, focus groups, and stakeholder interviews, ensuring inclusive participation from all stakeholders. Ms. Buck was responsible for creating a wide range of communication materials such as surveys, newsletters, fact sheets, social media content, and presentations, all aimed at engaging neighborhoods, businesses, civic organizations, non-profits, chambers of commerce, and local community leaders. Working closely with the graphic design team, she helped create a new logo, website design, program maps, marketing flyers and infographics. Furthermore, she played a crucial role in supporting the Tampa Interstate Study's Supplemental Environmental Impact Statement workshops and hearings, ensuring that community feedback was effectively integrated into the planning process.

Florida Department of Transportation (FDOT) District One, Bradenton-Palmetto Connector Alternative Corridor Evaluation (ACE) Planning Study,

Manatee County, FL (2023 – 2025)

Ms. Buck led public involvement efforts for the Bradenton-Palmetto Connector Alternative Corridor Evaluation (ACE) study, which is exploring potential corridor alternatives to connect the Cities of Bradenton and Palmetto across the Manatee River. Ms. Buck was responsible for crafting comprehensive outreach communication strategies, coordinating with agencies, and overseeing the planning and facilitation of stakeholder meetings. She also planned and facilitated the in-person and virtual public meetings to ensure community input. She created presentations, collateral materials, and graphics while identifying and staffing community outreach events for in-person engagement. Her approach to public involvement ensures that the project remains inclusive, transparent, and responsive to community feedback, establishing a solid foundation for well-informed decision-making throughout the process.

Ocala International Airport Terminal Design Charrettes

Marion County, FL (2017)

Ms. Buck supported this major terminal design project. The project included hosting three design charrettes, ensuring input from such stakeholders as tenants, advisory committee and city council members as well as the community throughout the City of Ocala and region. Developed the project fact sheet, media alert, facilitation guidelines and summary report to contribute toward an inclusive and informed decision-making process.

Lee County Metropolitan Planning Organization (MPO), Complete Streets Initiative

Lee County, FL (2015 – 2017)

Ms. Buck supported the Lee County MPO's Complete Streets Initiative community outreach services. This \$13.2 million TIGER grant project connected three loops that serve major portions of Lee County and placement of new bus shelters. Together, the three segments form a combined system for walking, bicycling and transit facilities that connect major commercial, residential, and recreational facilities. Ms. Buck was responsible for the development of fact sheets, newsletters, presentations, key messages, as well as coordinating and facilitating public meetings, media relations, and staffing a construction information hotline. She coordinated and facilitated a "Tiger Walk" for elementary children including development of safety materials and coloring sheets.

EDUCATION

- Bachelor of Arts, Communications, University of South Florida



Sharlene Francois Lairscey

Senior Advisor

Experience – 34 years

Sharlene Lairscey has been transforming business through marketing leadership since 1986 and is seen as a kindhearted and innovative leader in Florida's transportation industry. She is well known for developing well-structured community outreach and marketing plans guaranteed to increase visibility and ridership and to enhance agency images through community outreach and marketing strategies that promote awareness of the benefits of agency improvements. She has already built a strong track record for creating and executing successful marketing, communications, and public relations campaigns. As a Senior Communications Professional, she has proven experience leading turnkey Marketing and Strategic Communications programs to include branding, storytelling, public awareness, education outreach and campaigns, stakeholder relations, public events and more.

RELEVANT PROJECT EXPERIENCE

Pasco County Public Transportation, Comprehensive Operational Analysis (COA)

Pasco County, FL (2024 - Present)

Pasco County Public Transportation (GoPasco) is examining and evaluating the County's transit system to explore improvements that need to be made at GoPasco based on changes in ridership, development, population, employment patterns, and service performance since the last COA GoPasco conducted in 2010. The overall goal of this COA effort is to develop a plan that will enhance the efficiency and effectiveness of the existing and planned GoPasco system in a changing transit market environment. The core of the COA is a short-term plan. It will recommend route changes designed to improve service efficiency, apply resources where they are most needed, and modernize the route network based upon current and projected conditions within the service area. Ms. Lairscey serves as Quest's principal in charge of this effort. She provides senior leadership and oversight to the outreach team.

Jacksonville Transportation Authority (JTA) and Clay County Transportation (CCT) Study

Clay County, FL (2022 – 2023)

Ms. Lairscey provided quality assurance/quality control in support of the prime consultant and Quest's project manager to conduct a Transportation Study Update including a comprehensive operational analysis, for the Clay Community Transportation (CCT) system. Quest developed a public involvement plan and administered, managed, and staffed public outreach activities that included six county-wide public hybrid meetings. The Quest team developed survey instruments, managed and staffed on-board rider surveys, in-person community event surveys, an online community-wide transit opinion survey, and a transportation disadvantaged phone survey. Upon completion of the surveys, Quest compiled results from the surveys into a summary report that included data interpretation and recommendations for further study by the project team. As part of the overall study report, Quest developed public and stakeholder meeting summaries. Quest staff crafted social media and email content for Jacksonville Transportation Authority and Clay County to share meeting invites and other announcements about the study with their stakeholders. The project involved interagency collaboration with Jacksonville Transportation Authority (JTA) and Clay County.

Pasco County Public Transportation (PCPT), GOPASCO Branding and Marketing for Community and Employee Outreach

Pasco County, FL (2020 - 2023)

Ms. Lairscey served as the project principal and quality control manager for this contract. She provided strategic direction and planning in support of key initiatives including research, concept development, final rebranding, and roll-out plan for GOPASCO as the agency identity and brand. Ms. Lairscey spearheaded efforts of the Quest Team responsible for increasing awareness of the value and benefits that GOPASCO provides to the overall transportation infrastructure in the Tampa Bay region. Quest worked with GOPASCO building and maintaining positive relationships between stakeholders, taxpayers, and community partners, refreshing and advancing the GOPASCO brand, encouraging customer, community, and stakeholder participation in GOPASCO's planning efforts and creating a comprehensive marketing plan. Ms. Lairscey provided input, directed creative services, and ensured quality products and services were provided.

Manatee County Area Transit (MCAT), General Planning Services

Manatee County, FL (2016 - Present)

Ms. Lairscey served as Quest's project principal on this General Planning Services contract where Quest developed the public involvement plan to ensure passenger and community engagement in transit service design for MCAT. Working closely with transit system planners, Quest managed development of key messaging, collateral design, and dissemination of information at major transit hubs to ensure passengers were aware of proposed service modifications and to promote scheduled public workshops. Under Ms. Lairscey's direction, Quest managed creative development and production of a series of information videos for MCAT to educate the community about such new and expanded services as Service Expansion, Transportation Disadvantaged Bus Pass Program, and the Longboat Key Shuttle launch.

Lee County Transit (LeeTran) Transit Development Plan

Lee County, FL (2016)

Working closely with the prime consultant together with LeeTran planning and marketing divisions, Quest managed stakeholder, employee/bus operator and public involvement initiatives for this major update to the 10-year Transit Development Plan (TDP). Quest staff interviewed fixed-route bus and paratransit operators, managed scheduling and interviewing of key stakeholders, and scheduled community outreach events to ensure the updated plan reflects community needs and vision, as well as to help decision-makers move ahead with an informed and unified plan. Interviews included Lee County commissioners, municipal mayors, economic agencies, and colleges and universities. Additionally, Quest managed the development and quality control for summary reports of each public involvement phase. Ms. Lairscey provided senior leadership, client relations and quality control for this project.

City of Doral Trolley, Marketing and Communications

Doral, FL (2012 – 2015)

Quest was chosen by the City of Doral to brand and promote their unique, new trolley service. Beginning with the design of an identity for this specialized form of transit service, Quest developed a service name, logo, and route map and community education materials. Ms. Lairscey served as project principal/quality control officer for this contract. In addition to the design and production of bus stop signs, the City of Doral also turned to Quest to refresh the trolley service marketing collaterals, Riders' Guide, system map, and interior vehicle signage and to develop and launch a marketing campaign to build awareness and ridership. Throughout this contract, Ms. Lairscey served as public information support in the field for communications and community awareness where she planned, implemented and managed public education and outreach efforts for the City.

Birmingham – Jefferson County Transit Authority (BJCTA), Marketing Services and Website Development

Birmingham, AL (2012 – 2014)

Ms. Lairscey provided senior leadership and contract management for this contract where Quest supported content development, creative design, and quality control for the redesign of BJCTA's MAX transit system website. With the goal to make the website more attractive, easier to use and more technologically up-to-date, Quest worked closely with BJCTA staff to determine their present and future website needs, with such new features added as job openings and employment applications, news posts, an interactive Trip Planner, online vendor registration and proposal request listings, as well as online forms for vendors. Additionally, a content management system (CMS) was employed to allow posts and updates to be made easily by the client. BJCTA expanded Quest's project to include enhancing and refining the agency's Intranet site.

Jacksonville Transportation Authority (JTA), Marketing, Communication and Branding

Jacksonville, FL (2010 – 2012)

Quest managed the rebranding initiative at JTA. Quest staff worked closely with the leadership team who oversaw the roads, bridges, and public transportation services for the Jacksonville region. The Quest team's responsibilities included managing extensive surveying of the Jacksonville residential community as well as JTA customers to measure existing perceptions about the Authority. Phases included the development of a comprehensive redesign of JTA's logo, positioning statement and redesign of much of its public information collateral. Additionally, Quest staff, under Ms. Lairscey's leadership, was responsible for the quality control of JTA's annual report, and other such publications as their employee newsletter, transportation sales program brochure and customer information.

Hillsborough Area Regional Transit (HART), Transit Northeast and West Corridor Alternatives Analysis

Hillsborough County, FL (2010)

Quest supported public involvement services for the Northeast and West Corridors Alternatives Analysis for Hillsborough Area Regional Transit Authority (HART). Ms. Lairscey managed staff responsible for coordinating public involvement meetings, creating, and producing numerous meeting exhibits, ensuring the appropriate resources were assigned for this contract, for contract management and for quality control over production of newsletters, exhibits and other collaterals. The Alternatives Analysis addressed transportation needs in a study area including community focal points throughout Hillsborough County.

EDUCATION

- Master of Business Administration, University of South Florida Executive Program
- Bachelor of Arts, Mass Communications and Journalism, University of South Florida
- Associate of Arts, Liberal Studies, Florida State University
- Course Study, Government and Political Science, University of Florida

PROFESSIONAL MEMBERSHIPS

- Florida Transportation Builders Association (FTBA)
- Society for Marketing Professional Services (SMPS)
- International Bridge, Tunnel and Turnpike Association (IBTTA)
- TEAMFL



Ivan Rodriguez

Multimedia Production

Experience – 7 Years

Ivan Rodriguez is a multimedia creative specialist with significant experience in the video industry. Mr. Rodriguez's overall experience includes, but is not limited to; editing, producing, directing, storyboarding, motion graphics, cinematography, photography, set design, lighting, archiving, social media marketing, and community engagement. He has stepped into a variety of roles in the industry and is proficient in the Adobe

Creative Suite to edit video, photo, and audio. Mr. Rodriguez' ambition and desire to rise above the ordinary makes him an outstanding leader for Quest's multimedia production team.

RELEVANT PROJECT EXPERIENCE

Miami-Dade County Department of Transportation and Public Works, South Dade TransitWay Bus Rapid Transit

Miami-Dade County, FL (2025 - Present)

Quest supports the Miami-Dade County Department of Transportation and Public Works (MDTPW) with the development and implementation of a public engagement and safety awareness plan for the South Dade TransitWay Bus Rapid Transit (BRT) project. The purpose of the safety outreach campaign is to educate the community and increase awareness on the use of South Dade TransitWay Bus Rapid Transit, a 20-mile corridor including 14 stations stretching from the Dadeland South Metrorail station to the SW 344 Street Park-and-Ride/Transit Terminal providing fast, efficient, and improved public transportation accessibility for commuters traveling south-north between the southern parts of Miami-Dade County and downtown Miami, while emphasizing safety for riders, drivers, and pedestrians. Mr. Rodriguez served as director, camera operator, and editor for a Crosswalk Safety video completed for this contract in 2025.

Florida Department of Transportation (FDOT) District One, General Engineering Contract, Hurricane Helene Response Videos

Manatee County, FL (2024)

Mr. Rodriguez supported Emergency Hurricane Response. He organized teams and participated in safely and effectively capturing video and photos to be used to document the level of damage and FDOT's response effort.

Florida Department of Transportation (FDOT) District One, Peace River Campus Groundbreaking Ceremony

Hardee County, FL (2024)

Mr. Rodriguez provided event support including technical assistance and set up of microphones, speakers, and a podium for the River Campus groundbreaking ceremony. Quest serves in-house for this 12-county, Districtwide Public Involvement Services contract. Quest also supported press conferences, safety events, video and multimedia services, project development and environment study and design projects public outreach, and social media.

Blueprint Intergovernmental Agency, Arts Walking Tour

Tallahassee, FL (2024)

Mr. Rodriguez led the Multimedia Team for this art walking tour. He also provided voiceover narration for the walking tour audio portions of the project. Quest serves Blueprint Intergovernmental Agency with website support and other tasks as needed..

The Ounce of Prevention Fund of Florida, Public Service Announcements and Social Media

Statewide, FL (2024)

The Ounce of Prevention Fund of Florida engaged Quest to develop one 30-second and one 15-second Public Service Announcement for a child abuse prevention campaign and a safe sleep campaign, and two mini social media clips for each campaign. Mr. Rodriguez served as Video Production Manager for this contract.

Florida Department of Transportation (FDOT) District One, Moving Forward Lt. Governor Press Conference

Fort Myers, FL (2023)

During the 2023 Legislative session, the Florida Legislature passed the Moving Florida Forward Infrastructure Initiative. As part of the initiative, FDOT identified a selection of critical needs on state-owned roadways that will address congestion, improve safety, ensure the resiliency of Florida's transportation network, and enhance Florida's supply chain. To introduce the initiative to Central Florida, Lt. Governor Jeanette Nunez held a press conference. Mr. Rodriguez served as producer for the Moving Florida Forward Press Conference. He coordinated with the client to ensure all AV equipment was available and working. He served as the producer for the event, managing the AV and video teams, ensuring all video and photo capture requirements were met, and provided QC and editing assistance for the video recap.

Florida Department of Transportation (FDOT) District One, Skyway Bridge Wave Attenuation Device Press Conference

Tampa, FL (2023)

The Department of Transportation held a press conference in June of 2023 to introduce FDOT's first use of Wave Attenuation Devices (WAD) for the \$6.3 million design-build of the Skyway Bridge. The structures represent the first time FDOT has used the devices, which not only are a faster, cheaper method of constructing breakwaters, but also create reefs and replenish shorelines. Mr. Rodriguez served as the lead camera operator capturing the press conference and conducting interviews. He captured footage of the WAD devices and the bridge itself and provided editing assistance and quality assurance for the final video.

Toho Water Authority, Digital Animation Services

St. Cloud, FL (2022)

Mr. Rodriguez created realistic and cartoon-style logo animations for the Toho Water Authority. The animations show a natural flow of water through different modes of transportation. He created the looks and brought it all together utilizing Adobe Illustrator, Photoshop, and After Effects to render out MP4s and GIFs.

Ocala Water Resources, Video and Drone Services

Ocala, FL (2022)

Mr. Rodriguez was the project manager and creative lead on a video series with the City of Ocala's Water Resources Department. These videos covered the individual processes of the wastewater and drinking water facilities in Ocala. Ground and aerial footage was captured at the plants and around the city to accompany the script and voiceover work that was developed.

Ocean Reef Community Association (ORCA), Video and Creative Services

Key Largo, FL (2021)

Mr. Rodriguez served as the lead camera operator, photographer, and editor for a multi-day production with ORCA in South Florida. His roles included capturing ground video at numerous locations, recording sound bites, directing on-camera talent, capturing video in moving motor vehicles and watercraft, and selectively piecing together all footage for a Town Hall video. He also color-corrected aerial and ground photography.

EDUCATION

- Bachelor of Science, Marketing, Florida Gulf Coast University



Mercedyz Mitchell

Multimedia Production

Experience – 7 Years

Mercedyz Mitchell is a multimedia specialist. As an experienced video editor and producer, Ms. Mitchell has worked with multiple public and private industries. She is experienced with sound systems, lighting rigs, video walls as well as live camera shooting using both older and modern equipment. She has worked in the live entertainment industry, supporting shows for artists such as The Eagles, Pink, Taylor Swift, Queen, Adam

Lambert and more. Ms. Mitchell also served as Videographer and Media Specialist for the Sarasota Metropolis FC Professional soccer team. Her roles included setting up the Sony 4K camera and audio equipment to be able to stream live worldwide via MyCujoo as well as produce and edit marketing video content. Ms. Mitchell has experience supporting and directing the execution of scripting, storyboarding, sound, camerawork, editing, and final delivery of projects, as well as building relationships with clients in the healthcare, professional sports, music, 2D and 3D graphic animation and transportation industries. Ms. Mitchell also supports Corporate Marketing and division-level marketing efforts by organizing and planning photography and video shoots for various collateral including prime proposals, teamings, social media, and more.

RELEVANT PROJECT EXPERIENCE

Broward County Aviation Department, Environmental Planning and Acoustical Consulting Services, Public Involvement Services

Broward County, FL (2024)

Ms. Mitchell provided QC support for the transcribed Webex recording for this project where Quest provides public meeting coordination and support for the planning of the Broward County Aviation Department. Specific tasks include preparation of meeting notifications and materials, updating the master mailing list, coordinating the property owner and occupant notification, attendance and facilitation at the meeting, and meeting follow-up.

City of Sarasota, Main Street Visioning Public Information/Video Services

Sarasota, FL (2024)

Ms. Mitchell supported QC process for videos on this contract where Quest supports public engagement including conducted boots-on-the-ground survey outreach for businesses in the project area, supported a public meeting and stakeholder meeting and supported outreach at an Arts Festival. The Main Street Visioning project is a series of work phases that enable business, institutional, and community leaders to provide input and identify the potential improvement projects that the Main Street Complete Streets could achieve. The study includes visioning exercises, stakeholder meetings, social media, and project fact sheets.

Martin County MPO, 2050 Long Range Transportation Plan (LRTP), Public Involvement Services

Martin County, FL (2024 - Present)

Ms. Mitchell supports QC and is a photographer, assistant video editor and provides quality assurance for this project where Quest's team supports development and maintenance of the Public Involvement Plan, facilitating and coordination public outreach including workshops, open houses/meetings and focus groups. Martin County's LRTP aims to identify transportation needs and ensure Martin County can accommodate future growth, provide safe and efficient mobility for all users, and develop a strategic investment plan for enhancing all modes of transportation, including roadways, public transportation, shared rides, and bicycle and pedestrian facilities.

Delaware River Port Authority (DRPA) PATCO Franklin Square Re-Opening Construction Monitoring Services

Philadelphia, PA (2024 - 2025)

Ms. Mitchell was the lead videographer and photographer and assisted editing photography and video products for this project where Quest supported the Delaware River Port Authority (DRPA) communications department with public involvement to create awareness and educate the public on the construction activity. Quest led efforts of developing a project brand that reflects both Philadelphia's proud history and robust revitalization efforts. Our team also developed a whitepaper and accompanying presentation about this project for the 2024 American Railway Engineering and Maintenance-of-Way Association (AREMA) conference.

Toho Water Authority, Public Information Services

Osceola and Polk Counties, FL (2023)

Ms. Mitchell captured b-roll throughout the facility, as well as obtained live action footage of Toho employees performing daily task at their place of business. Quest was selected for the inaugural public information services contract for the Toho Water Authority (Toho), the largest water, wastewater, and reclaimed water services provider in Osceola County. Ms. Mitchell served as a videographer for this project. Her role was to tour the Toho facility with the client and capture the full process of the water plant from start to finish to create an informational video for the public.

Boca Raton Airport Authority (BRAA), Marketing, Safety Management Systems (SMS) Communication, Community Awareness, and Outreach Campaigns

Boca Raton, FL (2023)

Ms. Mitchell served as the graphic animator for this project. She was tasked with animating the Boca Raton Airport Mascot, Safety Sam, to be used on social media and companywide. Quest provided strategy, consultation, and research to support the FAA-mandated development and implementation of a Safety Management Systems (SMS) at the Boca Raton Airport. A Safety Management System (SMS) is a systematic approach to managing safety, including all necessary organizational structures, accountabilities, policy statements, processes, and procedures. SMS provides Airport management with a set of tools to make safety-related decisions.

City of Punta Gorda, Photography Services

Punta Gorda, FL (May 2023)

Ms. Mitchell served as the lead ground photographer for this photography services contract. Ms. Mitchell and the Quest team worked with the City of Punta Gorda to capture and highlight the best of the city through ground and drone photography.

Pasco County Public Transportation (PCPT), Branding and Marketing

Pasco County, FL (2022)

Ms. Mitchell served as both the videographer and video editor on GOPASCO's 25 Years of Fixed Routes video, as well as public transportation recruitment videos. She was required to capture interviews and B roll. During the post-production, Ms. Mitchell performed the editing process by creating the marketing videos, as well as incorporating color correction and audio adjustments. Quest provided support in increasing awareness of the value and benefits that GOPASCO provides to the overall transportation infrastructure in the Tampa Bay region; building and maintaining positive relationships between GOPASCO customers, taxpayers, and community partners; and encouraging customer, community, and stakeholder participation in GOPASCO's planning efforts and public involvement opportunities. Ms. Mitchell was required to travel on-site and capture interviews and B roll. During the post-production, Ms. Mitchell performed this task by updating the video clip selection with newly shot footage, completed a new script, audio engineering, graphic element creations and color correction.

Coral Springs Improvement District (CSID), Branding and Marketing

Broward County, FL (2022 -2024)

Ms. Mitchell was tasked with creating 2D graphic animations as well as performing audio engineering to enhance the audio for a six-video project for the Coral Springs Improvement District (CSID). Quest was hired to help the Coral Springs Improvement District position itself in the community as an exceptional water provider, separate from the City of Coral Springs. The team's messaging centered on educating the community about CSID's mission and value to the community, and finer points that differentiate them from the City.

Cooper City Mayor Public Announcement, Video Services

Cooper City, FL (2021)

Ms. Mitchell served as the videographer to capture the "Mayor's Message" for Cooper City. She set up the required lavalier and shotgun microphones to capture audio while simultaneously manning 4K cameras to capture the highest quality possible. During postproduction, Ms. Mitchell performed the editing process of the videos with color correction and audio adjustments.

EDUCATION

- Bachelor of Science, Show Production, Full Sail University

CERTIFICATIONS

- Adobe Illustrator for Video and 3D
- Premiere Pro 2020 Essential Training
- Learning Video Lighting
- Adobe Captivate
- Premiere Pro Quick Tips
- Creative Video Editing Techniques
- Introduction to Video Color Correction
- Audio for Video Production and Post Sound Techniques
- Using Character Animator in Production
- After Effects CC 2021 Essential Training: Motion Graphics



Chip Boeckh

Graphic Designer

Experience – 30 Years

Chip Boeckh is a veteran graphic design professional with more than 30 years of experience as an art director and graphic designer. He is capable of successfully managing creative graphic design teams, freelance writers, illustrators, and photographers. He has the ability to conceptualize and organize multiple publications and oversee all aspects of production, including directing photoshoots. He is highly creative, excelling at concept creation, publication branding, web, and print content development. He has in-depth knowledge and experience using both MAC and PCs in Adobe Creative Suite software, including InDesign, Illustrator, Photoshop, and After Effects; Apple: Pages, Numbers, and Keynote; Microsoft Office: Word, Excel, and PowerPoint; QuarkXpress, and Prezi. As a graphic designer for Quest, he brings his team-oriented, deadline-driven mindset and expert skills to deliver an engaging, high-quality product to clients. Supporting Quest's business development and profitability, Mr. Boeckh designs prime pursuit proposals, blitzes for emails and social media, and other division marketing needs, contributing to business-to-business marketing.

RELEVANT PROJECT EXPERIENCE

Charlotte County Transit Development Plan, 10-Year Update

Charlotte County, FL (2024 - Present)

Mr. Boeckh provides graphic design services for a study that will update Charlotte County's Transit Development Plan. The Quest team serves an integral role in the planning and implementation of public workshops for this study. Mr. Boeckh designs all materials associated with the public workshops.

Osceola County, Program Management for Transportation and Transit Planning

Osceola County, FL (2024)

Mr. Boeckh designed hiring event flyers for this program where Quest provides public information for program management for Osceola County's Transportation and Transit Planning Program. Quest supports strategic and comprehensive communications to stakeholders in Osceola County.

Manatee County Area Transit (MCAT), Communication Services

Manatee County, FL (2023 – 2024)

Mr. Boeckh provided graphic design services for this public outreach and communication services contract for Manatee County Area Transit. Mr. Boeckh delivered exceptional products and services, assisting in elevating MCAT's presence and reputation within the community, and beyond. Some of the services Mr. Boeckh provided include graphic design for deliverables, website design, and graphics for social media content.

Pasco County Public Transportation (PCPT), Branding and Marketing

Pasco County, FL (2020 – 2022)

Mr. Boeckh assisted the Quest team with all aspects of client branding. Mr. Boeckh used both traditional and innovative techniques to promote ridership and the PCPT brand to targeted audiences. Quest provided support in increasing awareness of the value and benefits that GOPASCO provides to the overall transportation infrastructure in the Tampa Bay region; building and maintaining positive relationships between GOPASCO customers, taxpayers, and community partners; and encouraging customer, community, and stakeholder participation in GOPASCO's planning efforts and public involvement opportunities.

Toho Water Authority, Public Information Services

Osceola and Polk Counties, FL (2024 - Present)

Mr. Boeckh designed infographics for various water authority publications. Quest was selected for the inaugural public information services contract for the Toho Water Authority (Toho), the largest water, wastewater, and reclaimed water services provider in Osceola County. Toho currently serves more than 160,000 customers in Kissimmee, Poinciana, and unincorporated areas of Osceola County. The utility owns and operates 13 water plants, eight wastewater plants and treats and distributes approximately 37.5 million gallons of potable water and reclaims 27 million gallons of wastewater each day.

Ocean Reef Community Association (ORCA)

Key Largo, FL (2024)

Mr. Boeckh provided graphic design, infographic development and photographic manipulation and management. Quest contracted with the Ocean Reef Community Association to provide professional graphic design services and project management for the association's annual budget book.

Environmental Composites, Marketing and Graphic Design

Tavares, FL (2021 – 2022)

Quest was hired to provide character development, postcard design, development, and production, and handle a direct mail campaign for Environmental Composites. Mr. Boeckh developed Rusty Grate, a character that is currently used as a marketing tool. He also designed a postcard that was developed and direct mailed to potential customers.

Collier County Affordable Housing Program, Marketing and Outreach

Collier County, FL (2020 – Present)

Mr. Boeckh provided graphic design services for Collier County's efforts to market Coronavirus Aid, Relief, and Economic Security (CARES) Act federal relief funds to aid nonprofits and community health and safety providers, licensed childcare providers, individuals and families, and small businesses. Mr. Boeckh creates graphics for the Collier County Affordable Housing new website launch and social media. The new website has features and solutions for housing affordability option for residents and housing developers in Collier County. He also provides graphics for Affordable Housing flyers and social media, as well as the COVID-19 Relief funding program. Mr. Boeckh developed the 32-page fillable and responsive Affordable Housing application form.

City of Ocala, Wetland Recharge Park Educational Video

Marion County, (2020)

The City of Ocala's Water Resources Department hired Quest to produce a three-minute educational video about their unique wetland recharge park. The goal of the video was to explain the function and positive environmental impact of the park in a fun and engaging way. Mr. Boeckh led the team in developing a mascot for the video, Murphy, the Southern Fox squirrel. Murphy is an animated character and appeared during 50% of the video time. In addition, Mr. Boeckh helped develop the script and storyboard.

Concord / Kannapolis, Rider Transit Marketing and Branding

Concord / Kannapolis, NC (2015 – 2017)

Mr. Boeckh led the design and production of Rider Transit's branding message and marketing effort, which included all print collateral as well as outdoor advertising. He launched a healthy eating and active living project with the design of location maps, route maps, brochures, and billboards.

EDUCATION

- Bachelor of Fine Arts, Graphic Design, Ringling College of Art and Design
- Associate of Arts, Architecture, St. Petersburg College

AWARDS

- Gold Addy, Local Category Cover, Whodunit in Florida, 2008
- Silver Addy, Local Category Spread, Whodunit in Florida, 2008
- Image Award, Florida Public Relations Association (FPRA) Orlando, 2008



Lisa Lawrence

Graphic Designer

Experience – 30 Years

Lisa Lawrence is recognized as a talented designer and a highly effective partner to marketers and clients. She has a proven track record as a lead designer in busy creative services departments, producing dynamic visual advertising and promotional pieces for many of Atlanta's Fortune 500 companies. Ms. Lawrence has experience in the Safety and Awareness industry having provided graphic design support to the National Restaurant

Association and ServSafe. She also has experience in retail advertisement through an advertisement agency where she was the designer for the Ashley Furniture's account and Lenox Square, a large shopping mall in Atlanta. Ms. Lawrence is experienced with point-of-purchase and trade show graphics and set up. She is providing graphic support to many of our transportation clients as well as Collier County's affordable housing marketing and outreach as well as their CARES Act funds marketing efforts. Ms. Lawrence is a results-oriented leader recognized for innovative tactics and strategies. She has attained a reputation among peers for finding the most efficient way to facilitate a project or process without sacrificing quality or creativity. Ms. Lawrence is an intuitive and creative visual thinker, competent in both the verbal and non-verbal languages of art and design. She possesses strong problem-solving skills and an ability to manage time-sensitive projects. Ms. Lawrence holds excellent communication and interpersonal skills.

RELEVANT PROJECT EXPERIENCE

Goldsboro-Wayne Transportation Authority (GWTa), Rebranding, Marketing and Creative Design

Goldsboro, NC (2019 – Present)

Ms. Lawrence provides graphic design services for this multi-year marketing and public relations contract. She developed flyers, posters, a How to Ride guide, social media posts and a website slider for GWTa's workforce development campaign. Additionally, Ms. Lawrence designed flyers, posters and a website slider for the "We Are GWTa" campaign, which focuses on employees of the transit agency. She also maintains and updates all of GWTa's transit guides and system maps in trilingual formats. She developed Seymour the Bus an animated character that represents the agency. The character was used in animated videos on the agency's social media accounts, website and on the City's streaming TV channel. Ms. Lawrence also designed the agency's annual calendar for distribution to more than 2,000 riders, staff and local officials. Additionally, she designed the authority's 25th anniversary celebration logo, which was used on a variety of promotional items and other deliverables.

City of St. Cloud, Marketing and Public Relations

St. Cloud, FL (2024 - Present)

Ms. Lawrence provides design as needed for this job where Quest is providing on-call public relations, communications and marketing support to the City of St. Cloud. Tasks have included design and layout of the city's quarterly newsletter, and development and layout of a Legislative Priorities brochure and a Citizens Guide to Council Meetings. Production includes a print and digital version, which uses the Flipsnack program. Other tasks include developing an educational marketing plan for the city's Community Redevelopment Agency, parking lot signage design, magnet design, brochure template design and layout with content refreshed, promotional flyer and social media encouraging feedback about the city's procurement process and social media graphics. An ongoing task is providing website updates and issue resolution.

Jacksonville Transportation Authority (JTA), Bay Street Innovation Corridor, Ultimate Urban Circulator

Duval County, FL (2023 – 2025)

Ms. Lawrence provided graphic design to support this project such as social media graphics and an e-News template. Quest assisted Beep with stakeholder engagement for the Bay Street Innovation Corridor phase of the Jacksonville Transportation Authority's (JTA) Ultimate Urban Circulator (U2C) project. Beep, an autonomous vehicle company, is one of the Vision to Reality (V2R) partners who serve as sub-consultants with Balfour Beatty who was the prime engineering firm responsible for managing the U2C project. The Bay Street Innovation Corridor is a transformative project integrating innovation and emerging technologies into public transportation service delivery. This will demonstrate a national model for the deployment of autonomous transit vehicles with advanced sensors and technologies that will support big data analytics. Our team supported coordination and facilitation of public meetings and outreach events, developing a communications plan and stakeholder matrix, and leveraging Monday.com to share project management with Beep and JTA. Quest also developed monthly construction e-News to raise awareness of construction activities.

Pasco County Public Transportation, Comprehensive Operational Analysis (COA)

Pasco County, FL (2024 - Present)

Ms. Lawrence developed fact sheets and graphics for this study. Pasco County Public Transportation is examining and evaluating the County's transit system to explore improvements that need to be made at GOPASCO based on changes in ridership, development, population, employment patterns, and service performance since the last COA GOPASCO conducted in 2010. The overall goal of this COA effort is to develop a plan that will enhance the efficiency and effectiveness of the existing and planned GoPasco system in a changing transit market

environment. The core of the COA is a short-term plan. It will recommend route changes designed to improve service efficiency, apply resources where they are most needed, and modernize the route network based upon current and projected conditions within the service area.

Florida Highway Safety and Motor Vehicles (FLHSMV), Florida Motorcycle Safety and Education Program (FMSP)

Statewide, FL (2023 – Present)

Ms. Lawrence designed branded tangible educational items, billboards, a retractable banner and an event tent for this program. Additionally, she developed and designed the brand guidelines book for this project where the Florida Department of Highway Safety and Motor Vehicles launched the Motorcycle Safety and Education Program in collaboration with American Bikers Aiming Towards Education (ABATE) of Florida, Inc., the Latin American Motorcycle Association (L.A.M.A.) Inc., and the American Legion – Department of Florida, Inc. (ALR). The Florida Motorcycle Safety and Education Program is a comprehensive education, awareness marketing, and outreach plan to enhance motorcycle safety and reduce crashes and injuries among Florida motorcyclists. A commitment to inclusivity, collaboration, and a proactive approach to motorcycle safety guides this Program. Quest collaborated with FMSP to develop an internal/external community awareness campaign for various target audiences to raise awareness on overall safety, potential hazards and risks, and what they can do to support safety culture. Efforts include program administration and coordination, developing a brand identity package, conducting rider research, key messaging and talking points, a comprehensive marketing and communication campaign with a focus on traditional and nontraditional digital media, social media initiatives, development and management of community outreach plan, graphic design and website support, stakeholder engagement, content development, safety materials, safety education, multimedia efforts including video and photography.

Boca Raton Airport Authority (BRAA), Marketing, Safety Management Systems (SMS) Communication, Community Awareness and Outreach Campaigns

Boca Raton, FL (2023 – 2024)

Ms. Lawrence developed a survey infographic, designed an SMS Safety Week flyer, a safety quiz, and a safety program document with certificates and safety pins. Quest supports the FAA-mandated development and implementation of Safety Management Systems (SMS). A Safety Management System (SMS) is a systematic approach to managing safety, including all necessary organizational structures, accountabilities, policy statements, processes, and procedures. SMS provides Airport management with a set of tools to make safety-related decisions. Quest collaborated with the BRAA to develop an internal/external community awareness campaign for various target audiences to raise awareness on overall safety, potential hazards and risks, and what they can do to support safety culture. Efforts included developing an SMS brand, key messaging and talking points, comprehensive marketing and positioning campaign for the airport, with a focus on traditional and nontraditional digital media, social media initiatives, communications and outreach plan, graphic design and website support, stakeholder engagement, quarterly newsletter development and deployment, and content development.

Chatham Area Transit, Marketing and Communications Services

Savannah, GA (2020 – 2022)

Ms. Lawrence developed advertising and awareness materials for the buses and terminals of the Chatham Area Transit Authority, which serves the Savannah, GA metropolitan area. She also helped develop and created a custom-designed bus route map commemorating Black History Month in Savannah which was featured on the local Fox News station.

Pasco County Public Transportation (PCPT), Branding and Marketing

Pasco County, FL (2020 – 2022)

Ms. Lawrence assisted the Quest team with PCPT Marketing Plan. The team was responsible for increasing awareness of the value and benefits that PCPT provided to the overall transportation infrastructure in the Tampa Bay region, building and maintaining positive relationships between PCPT customers, taxpayers and community partners, refreshing and advancing the PCPT brand, encouraging customer, community and stakeholder participation in PCPT's planning efforts and public involvement opportunities; and creating a comprehensive marketing plan. Ms. Lawrence used both traditional and innovative techniques to promote ridership and the PCPT brand to targeted audiences.

EDUCATION

- Bachelor of Arts, Graphic Design, Central Connecticut State University
- Associate of Arts, Communications and Marketing, Norwalk Community College

AWARDS

- Gold Winner, MarCom Creative Awards, 2006



Christa Assi

Social Media Specialist

Experience – 5 Years

Ms. Assi is an exceptional writer and creative thinker who embraces diversity. Semi-fluent in Arabic and conversational in French, Ms. Assi founded an organization in college focused on the inclusivity and diversification of cultures where she created a safe space for members and others specifically interested in Middle East and North African cultures. She translates this passion for diversity and inclusion into her social media presence and skillset. Ms. Assi creates and manages captivating social media content that resonates with her audiences. She manages multiple platforms for a wide variety of agencies and is proud of her ability to strengthen brand awareness and increase stakeholder loyalty. Ms. Assi is proficient in using Microsoft Office programs (Excel, Word, PowerPoint, Outlook, and Teams), as well as Adobe Photoshop, Illustrator and Lightroom. She displays remarkable professionalism, time management skills and customer service mindset.

RELEVANT PROJECT EXPERIENCE

Quest Corporation of America, Project Manager – Corporate Marketing *Statewide, FL (2024 - Present)*

Ms. Assi is a Project Manager in the Corporate Marketing department who will spearhead our social media strategy to achieve the online presence to which Quest aspires. She is responsible for creating and managing captivating, interactive content across various platforms and analyze performance metrics and leverage other data to enhance social media marketing campaigns, thereby strengthening brand awareness, in support of new business.

Florida Department of Transportation (FDOT) Central Office, Florida Transportation Plan (FTP) and Policy Development *Statewide, FL (2024)*

Ms. Assi assisted with facilitating a Northeast area workshop. The FDOT 2055 Florida Transportation Plan (FTP) is a comprehensive 30-year blueprint guiding the future of transportation in Florida. Updated every five years, the FTP incorporates input from various partners, stakeholders, and the public to enhance safety, improve mobility, support economic growth, and preserve natural resources. Emphasizing community engagement, regional collaboration, and strategic investments, the plan is shaped by focus groups and public feedback to reflect the community's vision and priorities. With a commitment to inclusivity, collaboration, and a proactive approach to community engagement, Quest collaborated with FDOT to develop and host the 2055 FTP Statewide Webinar. The Statewide Webinar was held to announce the 2055 FTP update, describe the FTP development process, and review the Community Engagement Plan to receive input during the FTP development. During the webinar, the presentation was followed by a question-and-answer session using the GoToWebinar chat function to interact with the study team. Efforts also include coordinating Regional FTP Workshop venue locations, coordinating logistics and event coordination with FDOT districts, developing and engaging stakeholders in a stakeholder database, GIS Services, developing and deploying Geofencing Campaigns, and coordinating multimedia efforts, including video interviews of FTP Steering Committee, event video production, and photography.

Jacksonville Transportation Authority (JTA), Bay Street Innovation Corridor, Ultimate Urban Circulator *Duval County, FL (2024)*

Ms. Assi assisted the Project Manager with various documents including quality reviews. Quest assisted Beep with stakeholder engagement for the Bay Street Innovation Corridor phase of the Jacksonville Transportation Authority's (JTA) Ultimate Urban Circulator (U2C) project. Beep, an autonomous vehicle company, is one of the Vision to Reality (V2R) partners who serve as sub-consultants with Balfour Beatty who is the prime engineering firm responsible for managing the U2C project. The Bay Street Innovation Corridor was a transformative project integrating innovation and emerging technologies into public transportation service delivery. This demonstrated a national model for the deployment of autonomous transit vehicles with advanced sensors and technologies that will support big data analytics. Quest has supported coordination and facilitation of public meetings and outreach events, developing a communications plan and stakeholder matrix, and leveraging Monday.com to share project management with Beep and JTA. Quest also developed monthly construction e-News to raise awareness of construction activities. Quest participated in public engagement opportunities, facilitated and coordinated quarterly informational community conversations and conducted outreach to nearby neighborhoods for anticipated expansion of the project. Quest also translated materials into Spanish as needed and provide American Sign Language interpreters at events and meetings.

City of St. Augustine, SMART PD&E Study *St. Johns County, FL (2024)*

Ms. Assi assisted the Project Manager with public meeting planning, an on-site facility evaluation and quality control of documents. The City of St. Augustine is conducting a Project Development and Environment (PD&E) study to address the needs, issues, problems and objectives related to mobility, safety, economic, environment and resiliency in St. Johns County. The Quest team is provided public involvement for this study as a subconsultant to Metric Engineering. Quest's team will develop and maintain the Public Involvement Plan and will coordinate

and facilitate and develop materials for a hybrid public meeting. Quest developed a project summary which incorporated all comments and coordination.

City of Gainesville's Regional Transit System (RTS), 2024 Major Update of the Transit Development Plan

Alachua County, FL (2024)

Ms. Assi assisted the Project Manager with researching stakeholder interview questions and events suitable for pop up meetings and surveys. Quest is provided public involvement and survey services for the 2024 Update of the Ten-Year Transit Development Plan (TDP). The TDP is a strategic vision and programming exercise designed to produce a 5-year service and capital improvement program and a 10-year service and capital improvement plan. Quest developed the Public Involvement Plan and will facilitate stakeholder interviews and coordinate discussion group workshops. Quest assisted the City, RTS staff and Consultant staff in assembling a Review Committee that helped guide the overall TDP update effort.

EDUCATION

- Bachelor of Arts, International Studies, Journalism, Stetson University



TAB B: PROJECT APPROACH

TAB E: Project Approach

As your marketing and public relations partner, Quest understands the goal of Charlotte County Transit is to retain existing core riders, increase usage by new and occasional riders, and enhance the public's perception and awareness of your transit services.

Quest is the right choice and is uniquely qualified to be your marketing and creative agency because of our experience working with Charlotte County, and we have a deep understanding of the transportation and transit industry. Our team includes local staff that you already know and trust, Matt Yarosewick, who is well versed with your agency's objectives. We have been serving public agencies for 30

years and have helped many transit organizations across the state. Our team is known for creative ideas, strong marketing skills, and great customer service. We work hard to do more than expected, providing you with creative tools and strategies to produce results.

We understand the relationship between transit agencies and local governments, as well as the many constraints of federal and grant funding. Quest always steers marketing initiatives toward getting our clients the most cost-effective bang for their marketing buck. We will work seamlessly with Charlotte County Transit to help raise the profile of transit as the foundation for a healthy, livable and sustainable community. Building on our previous work with Charlotte County Transit, Quest will use an integrated approach to develop, manage and expand the marketing strategy for Charlotte County Transit.

PROJECT MANAGEMENT AND COORDINATION

Quest is committed to providing Charlotte County Transit with structured, proactive marketing management. A dedicated and experienced Project Manager, Matt Yarosewick will serve as the primary point of contact, overseeing all campaign activities while maintaining direct engagement with Charlotte County Transit staff. This includes coordinating monthly calls, developing project schedules, submitting progress reports, and maintaining organized meeting notes and deliverables. Our approach emphasizes consistent communication and accountability, ensuring every element of Charlotte County Transit's marketing and rebranding efforts stays on schedule, within scope, and aligned with the County's goals.

As part of Quest's commitment to transparency and performance-based outcomes, we will deliver comprehensive quarterly reporting to Charlotte County Transit that encompasses key metrics and strategic insights. These reports will include detailed performance metrics such as website traffic trends, social media engagement, and campaign effectiveness. Additionally, we will conduct quarterly market assessments using current U.S. Census data and ridership statistics to evaluate evolving community demographics and transit usage patterns. Demand analysis and ridership forecasting will also be performed quarterly to anticipate service needs and identify opportunities for growth. Each report will conclude with a performance review and tailored strategic recommendations, ensuring that data-driven insights are consistently used to refine outreach strategies, enhance service visibility, and support long-term transit planning goals.



Throughout the campaign, Quest will ensure all final content is reviewed and approved by Charlotte County and the County's Communications Office, strictly adhering to approved color codes and brand guidelines. Upon completion, all finished and approved materials, including jingles, logos, and advertisements, will become the property of Charlotte County.

CONTRACT KICKOFF

Quest will schedule a kickoff meeting with Charlotte County Transit staff to establish a shared understanding of the project goals, priorities, and expectations. During this meeting, Quest will introduce key team members assigned to the project, including the dedicated Project Principal, Project Manager, Graphic Designers and Multimedia production crew. The team will review all project-specific tasks outlined in the scope of work, including branding, outreach, advertising, and performance reporting. A walkthrough of the proposed marketing timeline and the implementation and use of the Monday.com platform. A key focus of the meeting will be to define and confirm the approval process for all marketing materials, clarifying review timelines, points of contact, and final sign-off procedures. This collaborative session ensures transparency, sets expectations, and aligns all stakeholders for a smooth and productive partnership.



MARKETING PLAN DEVELOPMENT

Quest will work with Charlotte County Transit to develop a comprehensive and strategic marketing plan that aligns with the agency's goals of increasing awareness, building ridership, and enhancing its public image. Our approach includes crafting targeted advertising and outreach strategies designed to connect with current riders, attract new users, and engage key stakeholders and funding partners. Our plan will include educational and promotional efforts that spotlight the value, reliability, and ease of use of the system.

What sets Quest apart is our deep local connection, our staff lives and works in Southwest Florida including Charlotte County, offering unique insights into the community's values, preferences, and media landscape. This enables us to deliver award-worthy advertising campaigns tailored specifically to the Charlotte County audience. These campaigns will feature a mix of digital, radio, print, and outdoor advertisements, including eye-catching bus shelter posters and billboard placements. We will also design "Did you know?" ads that highlight key facts and innovations, such as the Charlotte Rides app, which allows passengers to book and manage trips 24/7, and the county's fleet of 33 vehicles providing curb-to-curb and Transportation Disadvantaged (TD) services. These campaigns aim to reach both traditional and non-traditional riders, including transit-choice individuals and new residents unfamiliar with the service.

The result will be a multifaceted marketing plan that not only promotes Charlotte County Transit's services but also builds a strong, community-centered brand. By leveraging both high-level strategy and neighborhood-level knowledge, Quest will ensure the agency's story is told with clarity, creativity, and impact, ultimately driving more people to ride, support, and advocate for transit in Charlotte County.



LEVERAGING SOCIAL MEDIA FOR OUTREACH

In today's digital landscape, social media has transformed how transit systems connect with their communities—offering a powerful channel for real-time engagement, targeted messaging, and brand-building. Quest is fully prepared to lead the social media strategy for Charlotte County Transit, including the creation and setup of branded profiles across key platforms such as Facebook, Instagram, and X. We will design visually compelling and consistent social media imagery aligned with the County's brand identity to ensure professional and recognizable presence across all platforms.

Beyond profile setup, Quest will develop and implement robust content and campaign plans tailored to Charlotte County Transit's unique services, goals, and audiences. This includes crafting regular posts that promote routes, schedules, service updates, community initiatives, and ridership benefits, while also addressing public questions and encouraging feedback. Campaigns will be strategically timed and themed to align with seasonal needs, service changes, or broader public awareness initiatives. By creating engaging, relevant content and fostering active two-way communication, Quest will help grow a loyal digital audience, improve the perception of transit, and drive greater community participation and ridership.

BRAND DEVELOPMENT

Social media is a powerful tool in shaping and strengthening the brand identity of a transit system. For Charlotte County Transit, brand development begins with presenting a consistent, accessible, and engaging public image that resonates with both current riders and the broader community. Quest will work with the County to craft a social media presence that highlights core values such as reliability, accessibility, and community service. This will be achieved through thoughtfully designed content, including service updates, rider testimonials, educational infographics, and promotional campaigns, that reinforce these values across multiple platforms.

For example, Quest managed a two-month digital advertising campaign for Pasco County Public Transportation (GOPASCO) as part of a new service launch. The campaign included cross-platform ads designed by Quest and geofenced specifically to addresses along the new route. In October alone, the campaign generated 575,000 impressions and 1,672 clicks, achieving a click-through rate (CTR) of 0.29%—significantly higher than the industry average of 0.05%. September's campaign results were even stronger, with a CTR of 0.70%.



BUILDING BRAND RECOGNITION

During the development of Charlotte County Transit's 2024 Transit Development Plan (TDP), the need to rebrand the transit system was identified to enhance public perception and increase ridership. Rebranding provides Charlotte County Transit a valuable opportunity to modernize its image, communicate a fresh and relevant vision, and better reflect the evolving values of the community it serves. Combined with other system improvements proposed in the TDP, a comprehensive rebranding strategy could attract new riders and rekindle interest among current and former users. By visually and emotionally redefining the transit experience, Quest aims to help Charlotte County Transit stand out, promoting the system as reliable, efficient, and essential for everyday mobility.

As part of the Charlotte County Transit rebranding initiative, Quest will deliver a comprehensive suite of high-quality

graphic and video products designed to elevate public perception, drive engagement, and reinforce the new brand identity across all touchpoints. Our creative team will design visually compelling logo and new taglines. This will then be translated into digital ads, informational handouts, bus posters, and on-system signage to ensure consistent, impactful messaging both online and throughout the community. To further bring the brand to life, we will produce dynamic transit-related videos and animations that tell the story of Charlotte County Transit, highlighting services, benefits, and rider experiences in an engaging and easily shareable format. In addition, Quest will develop unique and eye-catching concepts for vehicle wraps and other branding elements, turning buses and service vehicles into mobile billboards that increase visibility and build familiarity with the new brand.

Quest will manage the creation and execution of a dynamic radio advertising campaign that includes the development of a custom jingle. Designed specifically for Charlotte County Transit, the jingle will be carefully crafted to reflect the agency's personality and vision, capturing the attention of listeners while promoting recognition and recall of the brand. Our creative production team will handle everything from composing and recording to final mixing, ensuring the final product motivates audiences to explore and engage with the transit system. When integrated into radio spots, digital content, and even live events, the jingle will become a memorable auditory signature for the agency.

RIDERSHIP DEVELOPMENT STRATEGIES

Charlotte County Transit has seen remarkable growth, with ridership increasing by approximately 65% between 2022 and 2023, a clear indicator of rising community interest and reliance on public transportation. To sustain this momentum and further broaden the system's reach, Quest will implement comprehensive ridership development strategies designed to both educate the public and promote Charlotte County Transit as a convenient, reliable, and environmentally responsible choice.

Effective outreach and promotional strategies will focus on raising awareness of system enhancements, such as new technologies, expanded routes, and improved rider amenities. These improvements offer significant value to current and potential riders—but without strategic promotion, they may go unnoticed. To address this, Quest will design targeted messaging campaigns that spotlight these enhancements across multiple media, tailoring messages to diverse audiences throughout the County.

To support these efforts, Quest will employ a variety of proven marketing tools to expand visibility and engagement. These include mailer, billboard, bus shelter advertising, and other high-visibility placements throughout the community. Quest will also explore other creative platforms for promotion, such as theater advertising, public service announcements, and community event participation, ensuring transit messaging reaches residents where they live, work, and gather.

PUBLIC AND MEDIA RELATIONS

Quest's project team has extensive experience in successfully developing and executing communication and marketing strategies for public sector clients that include local, regional, national and social media strategies to promote your brand that will result in community pride, recognition of Charlotte County Transit's brand and increased attention to your efforts.

Objectives for public and media relations may include:

- Generate widespread positive exposure for the brand.
- Increase local community's exposure to the brand.
- Maximize exposure of images of the brand across Charlotte County
- Leverage brand exposure during local and regional events.

Approaches may include:

- Develop and update digital media kits to keep media well informed and engaged.
- Email and phone campaigns that capture opt-ins for disseminating messages via text.
- Use QR codes on all marketing collaterals as applicable.
- Create branded message library.
- Create or enhance partnerships with other transit options to increase impact.
- Write and deliver editorials, press releases, speeches and other materials.
- Share media mentions with branded messages on social media.
- Engage with trade, local and travel media and social media influencers.
- Partner with Charlotte County Chamber of Commerce and/or Punta Gorda/Englewood Beach Visitor & Convention Bureau.
- Digital advertising includes geofencing, geolocation, retargeting, domain names, streaming audio, Connected TV, Facebook ads, Google Ads, gas pumps, ATMs, screens at businesses, mall signage and more. The local media, through which we would want to pitch stories or advertise with to promote Charlotte County Transit include:



Television

- CC-TV (Channel 97, Charlotte County)
- WBBH (Channel 20, NBC)
- WZVN (Channel 26, ABC)
- WINK (Channel 11, CBS)
- WFTX (Channel 36, FOX)
- WGCU (Channel 30, PBS)



Radio

- WCCF AM 1580 (Regional)
- WENG AM 1530 (Regional)
- WIKX FM 92.9 (Local)
- WBCG FM 98.9 (Local)
- WCVU FM 104.9 (Local)
- WINK FM 96.9 (Local)
- WCKT FM 100.9 (Local)



Print Media

- The Charlotte Sun
- Charlotte County Florida Weekly
- Charlotte Sun Herald
- Englewood Sun
- The Daily Sun
- North Port Sun
- Punta Gorda Sun
- Venice Gondolier Sun
- The Classified Report

Quest's integrated team is extensively experienced in media relations and will seek no-cost, earned media opportunities for the agency. Many of our associates are former reporters and editors, so we are intimately familiar with media deadlines and the never-ending 24-hour online and broadcast news cycle.

Building strong and continued relationships with media partners is a vital part of our public relations strategy. Our associates will proactively propose and implement strategic media plans, based on approved key messaging, that elevate Charlotte County Transit to identified audiences using local and regional media outlets. Media relations tasks that are part of the plan will include news conferences, media tours, print and video news releases, e-news alerts, letters to the editor and guest editorials.

PUBLIC PARTNERSHIPS

Establishing and nurturing public partnerships is an essential component of Charlotte County Transit's outreach, growth, and long-term sustainability. Quest understands that successful transit systems thrive when supported by a strong network of public sector allies—including local governments, educational institutions, health organizations, and other civic entities. These partnerships not only extend the reach of marketing campaigns but also strengthen public trust, improve service delivery, and enhance community impact.

As part of our approach, Quest will build upon the stakeholder relationships already identified through the 2024 Transit Development Plan (TDP), which our team played a key role. This includes continued collaboration with key partners such as the Charlotte County Board of County Commissioners, Charlotte County Public Schools, Charlotte Technical College, the Department of Health, the Area Agency on Aging for Southwest Florida (AAASWFL), and Babcock Ranch leadership. These organizations represent essential voices in shaping a public transportation system that is equitable, responsive, and accessible.

Quest will also actively engage with major employers and public destinations, such as Advent Health, HCA Florida Fawcett Hospital, FedEx, Cheney Brothers, Publix, Walmart, Sunseeker Resort, Fishermen's Village, and Punta Gorda Airport. These entities play a vital role in workforce mobility and visitor transportation, making them ideal partners for joint promotions, commuter programs, and informational campaigns.



Public partnerships will be leveraged to:

- Distribute transit information and marketing materials.
- Identify employee or student transit needs.
- Promote employer-sponsored ridership incentives.
- Host co-branded outreach events or transportation fairs.
- Provide direct feedback on service gaps and opportunities.

STORYTELLING AND RIDER SPOTLIGHTS

At the heart of every successful transit system are the people who depend on it—and their stories are powerful tools for building connection, trust, and awareness. Quest believes that storytelling humanizes public transportation and makes its value tangible to the broader community. For Charlotte County Transit, we will craft a campaign for Rider Spotlights and storytelling features that showcase how the service is transforming lives every day.

These stories might highlight a senior who relies on the service for medical appointments, a student at Charlotte Technical



College commuting to class using the Charlotte Rides app, or an employee at Sunseeker or a local hospital who uses the service to get to work. By capturing these authentic narratives through short videos, written testimonials, social media snippets, and even transit signage, we'll make transit more relatable to non-riders and deepen the pride of existing ones.

For Charlotte County Transit, our storytelling approach will be diverse and inclusive, reflecting the unique voices across Punta Gorda, Englewood, Port Charlotte, Babcock Ranch, and the surrounding beach and rural communities. Stories will be gathered through community events, rider surveys, social media prompts, and outreach to local partners like the Health Department, Charlotte County Public Schools, and major employers.

Ultimately, storytelling helps answer not just what the service is, but why it matters. With Quest's help, Charlotte County Transit can bring these stories to the forefront, turning riders into ambassadors and community members into advocates for a growing, responsive transportation network.

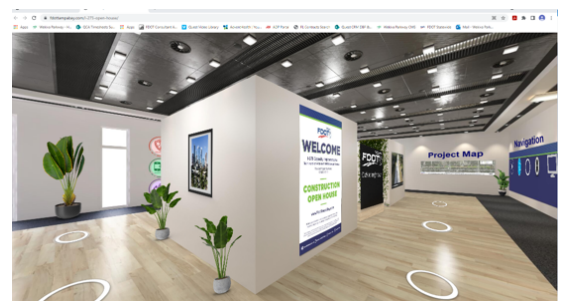
COMMUNITY OUTREACH EVENTS – IN-PERSON AND VIRTUAL

Quest recognizes that face-to-face interaction remains one of the most effective ways to build trust and gather valuable input from the public. Our team excels at planning and executing engaging outreach events that bring transit conversations directly to the community—meeting people where they live, work, and travel. For Charlotte County Transit, Quest will coordinate a series of strategically located in-person public workshops



to increase awareness, foster two-way communication, and gather actionable public feedback. Materials will be translated into Spanish and Haitian Creole as needed, and our team will be prepared to communicate in culturally appropriate ways to serve all residents.

In addition to in-person public workshops, Quest will facilitate virtual public workshops to ensure inclusivity and reach residents who may not be able to attend physical meetings. We will plan, promote, and moderate online engagement sessions that mirror the interactive and informative nature of live workshops. These virtual workshops will feature live presentations, real-time Q&A sessions, polls, and breakout rooms to encourage broad participation. Digital surveys and comment forms will also be embedded to collect input conveniently. Both in-



person and virtual workshop data, including attendance, questions, and feedback, will be compiled and analyzed in Monday.com for easy reporting and integration into future planning and outreach strategies. This hybrid approach ensures a comprehensive and equitable outreach effort across Charlotte County.

TARGETED STAKEHOLDER ENGAGEMENT

Effective stakeholder engagement is critical to the success of any transit project or marketing initiative. Quest understands that meaningful communication with key stakeholders, including elected officials, community leaders, business owners, major employers, educational institutions, and advocacy groups—helps build trust, fosters

collaboration, and ensures diverse perspectives are integrated into decision-making.

For Charlotte County Transit, Quest will implement a targeted stakeholder engagement strategy designed to identify, prioritize, and actively involve stakeholders who have a direct interest in or influence over transit services. This approach ensures that messaging is tailored and relevant, engagement opportunities are accessible, and feedback is incorporated throughout the project lifecycle. Quest's targeted stakeholder engagement includes personalized communication, regular updates, facilitated workshops, and collaborative forums.

CUSTOMER SATISFACTION SURVEYS

Quest will help Charlotte County Transit design and administer annual customer satisfaction surveys, which can be distributed on buses, at key transfer stations, during outreach events, and online. This allows for broad reach and ensures that both frequent riders and members of the community have an opportunity to share their perspectives. These surveys will help gauge satisfaction with service quality, identify areas of concern, and capture emerging needs within the transit system.

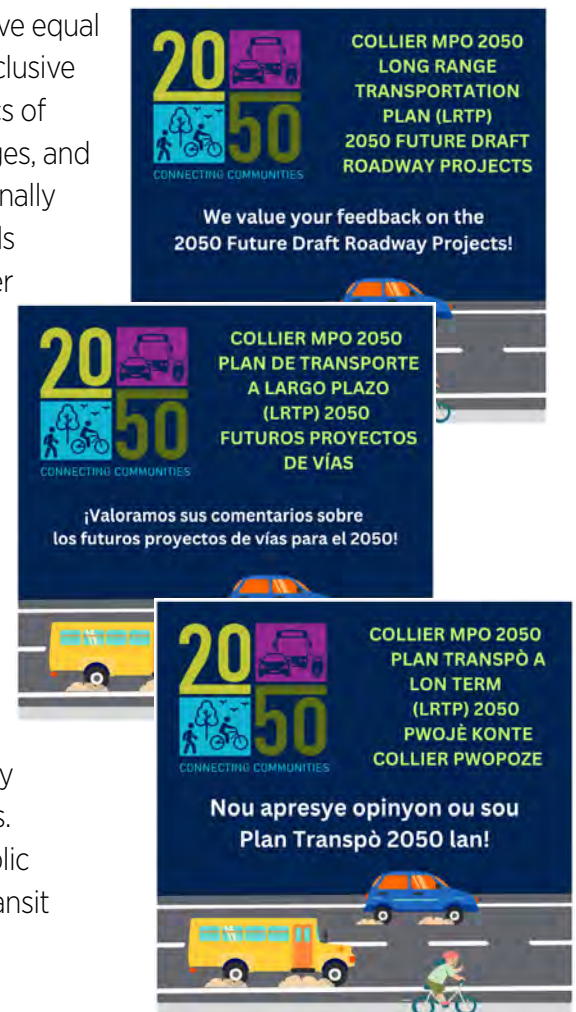
We recognize the importance of surveys that are both effective and approachable. Our team takes great care to ensure questions are clearly written and focused on gathering the most useful data, while keeping surveys brief enough to maintain rider interest and participation. Additionally, we can include educational messaging within the surveys to inform the public about the benefits and features of Charlotte County Transit, thereby using the process as both a research and outreach tool.

INCLUSIVE AND EQUITABLE OUTREACH

Quest is deeply committed to ensuring that all community members have equal access to transit information and engagement opportunities through inclusive and equitable outreach practices. Recognizing the diverse demographics of Charlotte County, including individuals of varying ages, abilities, languages, and socioeconomic backgrounds, our approach is designed to reach traditionally underserved and hard-to-reach populations. We tailor outreach methods to remove barriers, whether linguistic, physical, or technological, to foster meaningful participation from all segments of the community.

For example, Quest's team includes native Spanish speakers and professionals fluent in Haitian Creole, enabling us to provide culturally relevant translations of marketing materials, surveys, and public notices to ensure Spanish and Haitian Creole-speaking residents have clear access to transit information. We also employ accessible communication formats, such as large-print flyers and audio/video content with captions, to better serve seniors and people with disabilities.

By employing these inclusive strategies, Quest ensures that Charlotte County Transit's outreach not only complies with federal and state equity requirements but genuinely reflects the voices and needs of all residents. This commitment to equity strengthens community trust, enhances public participation, and ultimately leads to a more responsive and effective transit system.





TAB C: AWARDS

TAB C: Awards

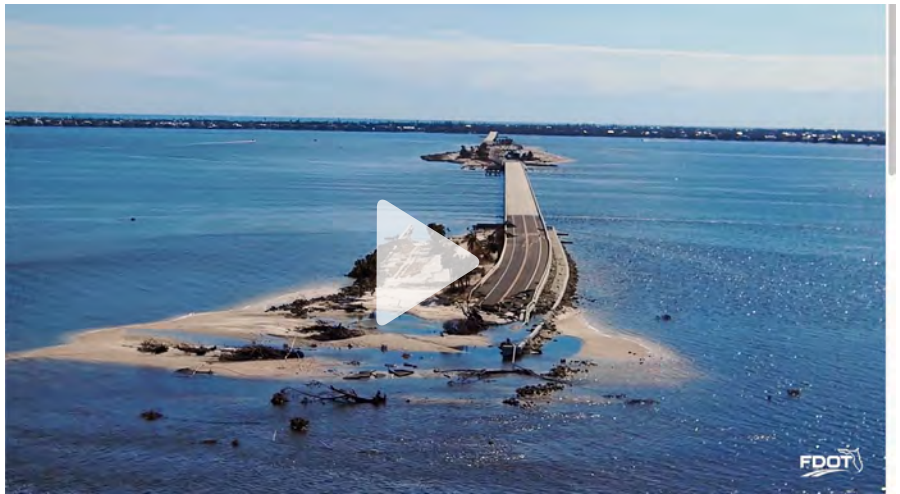
Quest is proud to have received numerous awards recognizing our excellence in public involvement, multimedia production, and creative communications across a wide range of transportation and public service projects. Our award-winning work includes impactful efforts for the Florida Department of Transportation (FDOT), municipal clients, and major initiatives such as hurricane relief communications following Hurricane Ian in 2022, the Wekiva Parkway project, and many campaigns developed through our in-house Creative Department.

This section showcases just a few of the many honors that reflect our commitment to innovation, quality, and community impact. We hope Charlotte County Transit will allow our award-winning team to bring that same level of excellence to support the agency's goals—helping to build, elevate, and sustain a strong transit brand throughout the county for years to come.

FDOT DISTRICT 1 SANIBEL CAUSEWAY EMERGENCY CONSTRUCTION MULTIMEDIA PRODUCTION

Sanibel Island, Florida

When Hurricane Ian hit District 1, Quest got a call and began traveling daily to the Sanibel Causeway for over a month. We captured ground and aerial footage to help tell the story of the damage and how FDOT was working to restore the causeway so convoys of rescue teams and those transporting resources could go to the island. Along the way, Quest conducted interviews and collected sound bites from people both on-site and at the FDOT District 1 office. Quest produced a video of just under five minutes, to deliver the powerful visual story of how FDOT quickly restored the Sanibel Causeway.



Link: <https://vimeo.com/qcausa/sanibel>



The Southern Association of State Highway and Transportation Officials (SASHTO) recognized the project's success with an America's Transportation Award.

WEKIVA PARKWAY

Orange, Lake, and Seminole Counties, Florida

The decades-long journey to complete Central Florida's beltway culminated on January 27, 2024, with the highly anticipated opening of the final stretch of the Wekiva Parkway. For 20 years, Quest has been an integral part of this landmark project by creating the Parkway's branding, developing communications tools, and engaging thousands of community members throughout the planning and construction of the 25-mile Parkway.

Quest designed and managed the project website for the Florida Department of Transportation (FDOT) and the Central Florida Expressway Authority (CFX), ensuring seamless public access to key information. We led strategic messaging efforts, crafting construction alerts for officials, residents, and media while developing a suite of communication tools, including social media channels, videos, surveys, and more. Our team coordinated over 34 public meetings with more than 8,000 attendees and organized or participated in over 800 community events that reached over 10,000 people.

To commemorate the final Parkway section's grand opening, Quest orchestrated two major events. For the ribbon-cutting ceremony, Quest handled every detail, from designing stunning challenge coins and branded mementos to preparing speaker notes and key messaging. The following month, Quest led a free community celebration in partnership with at least 30 state agencies, local governments, and community organizations. The event welcomed 200 attendees and featured a local high school band performance, guided bike rides, distinguished speakers, a ceremonial tree planting, and the unveiling of a bronze plaque honoring the regional collaboration that brought the Wekiva Parkway vision to life.

Awards for Wekiva Parkway include the following:



- **International Bridge, Tunnel & Tollway Association (IBTTA) – 2019 Toll Excellence – Social Responsibility Award**
- **East Central Florida Regional Planning Council (ECFRPC) – 2024 Diamond Award**
- **Florida Transportation Builders Association (FTBA) – 2024 Construction Project of the Year, Design Build**
- **Design-Build Institute of America, Florida Chapter – Honor Award for Transportation Structures**



QUEST CREATIVE SERVICES AND DEPARTMENT

Land O' Lakes, Florida

Quest's in-house Creative Services Department is a dynamic team of talented designers, visual storytellers, and artists dedicated to producing high-impact, award-winning content. With a deep understanding of branding, public engagement, and transportation communications, this team brings ideas to life through compelling visuals, engaging animations, and strategic messaging. Whether designing logos, social media graphics, digital ads, transit wraps, or full-scale marketing campaigns, the department consistently delivers creative products that resonate with diverse audiences and elevate public perception. Their work has been recognized for excellence in design, innovation, and effectiveness across a range of municipal and transportation projects. With a sharp eye for detail and a commitment to accessibility, the Creative Department ensures every visual asset reflects the client's goals and community voice while maintaining the highest design standards.

Quest's Creative Services Department has many awards to their name, here are just two of the most recent awards from this year.



• **2025 Florida Dept of Management Services job for Marketing and Public Relations**

• **2025 Florida Dept of Environmental Protection for Marketing Campaigns**





TAB D: COST AND PRICE ANALYSIS

TAB D: Cost and Price Analysis

Quest submits an hourly rate of \$110 per hour for all proposed project classifications. Quest bills only for actual hours worked. All direct expenses are billed at actual with no markup.

Project Principal	\$110 per hour
Senior Advisor	\$110 per hour
Project Manager	\$110 per hour
Deputy Project Manager	\$110 per hour
Multimedia Services	\$110 per hour
Graphic Designer	\$110 per hour
Social Media Specialist	\$110 per hour



TAB E: REPORTING AND ANALYSIS

TAB E: Reporting and Analysis

CONTRACT MANAGEMENT

Quest's contract management strategy is based on clearly defined roles and responsibilities, a deep understanding of our clients' needs and objectives and a Quest's project manager and the corporate team will be fully available to provide marketing, copywriting, creative and outreach services.

Quests project manager commits to:

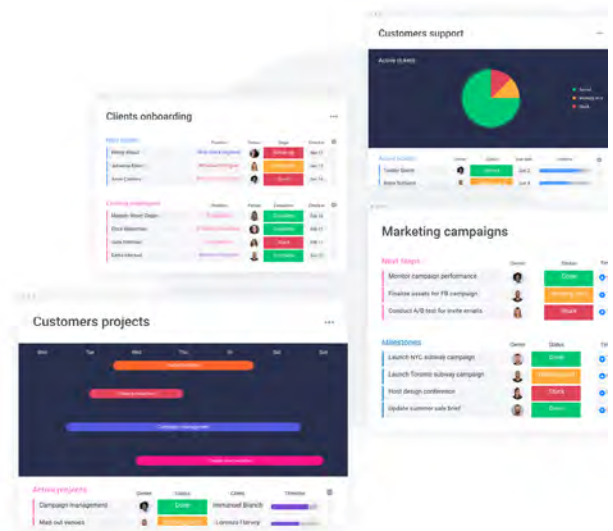
- Identifying appropriate resources and personnel for each task.
- Maintaining a clear understanding of tasks and scope.
- Adhering to approved budgets, deadlines and schedules.
- Following established reporting and approval protocol.
- Scheduling regular progress meetings and performance reviews.

PROJECT MANAGEMENT AND TRACKING USING MONDAY.COM

Quest brings a structured and transparent approach to project management through its implementation of Monday.com, a dynamic web-based work management platform that ensures all marketing, outreach, and rebranding efforts for Charlotte County Transit are delivered on time, within scope, and with full visibility to County staff.

Using Monday.com, Quest organizes all project-related elements, including tasks, milestones, approvals, deliverables, metrics, and review cycles, into a centralized, easy-to-navigate dashboard. This dashboard is accessible to both the Quest team and designated Charlotte County Transit staff, allowing for real-time visibility into project timelines and performance. Whether it's the development of a new logo, the rollout of a radio campaign, the design of printed materials, or the scheduling of public engagement workshops, every component is tracked, assigned, and updated through this single platform.

Customized boards and automated workflows allow Quest to streamline coordination across internal and external teams. Built-in features such as color-coded status indicators, progress bars, task dependencies, and deadline alerts help everyone stay aligned on responsibilities and next steps. Weekly updates, file uploads, and threaded



2025 Event and Campaign Tracking & Status									
Item Name	Campaign/Committee	Event Date	Event Time	Assigned Staff	Campaign Lead	Type	Campaign Comments	Target Segment/Campaign	Lead Agency/Event Host
Vehicle Theft Discussion Month		Jul 1			TRUST CO	Campaign	Social Media	Vehicle Theft Discussion Month	TRUST CO
Independence Day (Impaired Driving Awareness)		Jul 3			TRUST CO	Campaign	Social Media	Independence Day	TRUST CO
Independence Day		Jul 4			TRUST CO	Campaign	Social Media	Independence Day	TRUST CO
Taxidermy Zoro Boudoir Showcase (July 6 - July 31)		Jul 6			TRUST CO	Campaign	Social Media	Taxidermy Zoro Boudoir Showcase	TRUST CO
UFOVIA Robot Meetings - Memorial Support		Jul 11			Office of Safety	Event	Internal Event	UFOVIA Robot Meetings	Office of Safety
Tortugas Grove (1st of 11)		Jul 11			Office of Safety	Event	Internal Event	Tortugas Grove	Office of Safety
Operation Southern Shore County (July 14 - July 18)		Jul 14			TRUST CO	Campaign	Internal Event	Operation Southern Shore County	TRUST CO
Operation Southern Shore County (July 14 - July 18)		Jul 14			TRUST CO	Campaign	Internal Event	Operation Southern Shore County	TRUST CO
Shark & You BBQ		Jul 15			Office of Safety	Event	Internal Event	Shark & You BBQ	Office of Safety
US 92 Safety Kit Outreach - Bridge Shelter District		Jul 17			Office of Safety	Event	Internal Event	US 92 Safety Kit Outreach	Office of Safety
Volusia County School Summer Camp 2025		Jul 22			Office of Safety	Event	Internal Event	Volusia County School Summer Camp	Office of Safety
US 92 Safety Kit Outreach - First Step Shelter		Jul 24			Office of Safety	Event	Internal Event	US 92 Safety Kit Outreach	Office of Safety
Orlando County 92 Community Open House Resource Fair		Jul 24			Office of Safety	Event	Internal Event	Orlando County 92 Community Open House	Office of Safety
Florida Law Enforcement Traffic Safety Challenge Day 1		Jul 24			TRUST CO	Campaign	Internal Event	Florida Law Enforcement Traffic Safety Challenge	TRUST CO
Florida Law Enforcement Traffic Safety Challenge Day 2		Jul 25			TRUST CO	Campaign	Internal Event	Florida Law Enforcement Traffic Safety Challenge	TRUST CO
Back to School Backpack Program (Backpacks distributed)		Jul 25			Office of Safety	Event	Internal Event	Back to School Backpack Program	Office of Safety
Tortugas Grove (11th of 11)		Jul 25			Office of Safety	Event	Internal Event	Tortugas Grove	Office of Safety
Back to School Community Outreach		Jul 25			Office of Safety	Event	Internal Event	Back to School Community Outreach	Office of Safety
Back to School Material Support		Jul 25			Office of Safety	Event	Internal Event	Back to School Material Support	Office of Safety
First Step Shelter - Volusia/Flagler-TRC Delivery		Jul 25			Office of Safety	Event	Internal Event	First Step Shelter - Volusia/Flagler-TRC Delivery	Office of Safety
Helmets Lending for SRQ Training Class Broward County SO		Jul 25			Office of Safety	Event	Internal Event	Helmets Lending for SRQ Training Class	Office of Safety
Meets for Walkabout Presentations		Jul 25			Office of Safety	Event	Internal Event	Meets for Walkabout Presentations	Office of Safety
Back to School Bus-Frontal Police Department Internal Training		Jul 25			Office of Safety	Event	Internal Event	Back to School Bus-Frontal Police Department	Office of Safety

discussions reduce the need for cumbersome email exchanges, and enable faster feedback cycles for reviewing marketing collateral, public notices, graphics, and other content requiring County approval.

Quest will oversee all project elements within Monday.com. This team will be responsible for maintaining the platform workspace, updating records, assigning tasks, uploading final files, managing reporting tools, and archiving approvals or comments for future references. Monthly performance reports will be drawn directly from the platform and shared with Charlotte County Transit staff to provide transparent updates and guide ongoing strategy.

By leveraging the collaborative and analytical power of Monday.com, Quest fosters a transparent, proactive, and accountable working environment that aligns with Charlotte County Transit's goals for consistent branding, efficient communication, and measurable results. This structured yet flexible approach ensures every phase of the contract, from planning and production to implementation and reporting, is executed with clarity and purpose.

MAINTAINING SCHEDULES

Quest uses a detailed project management schedule that tracks tasks, assigns personnel, monitors start and completion dates and daily progress. During team meetings, the status of project activities is reviewed to ensure we are meeting the required deadlines and project priorities. Should schedule adjustments be required, Quest will immediately notify Charlotte County Transit personnel to develop a new plan or adjust the deadlines moving forward.

Task	Lead	Status	Start Date	Completion Date	Timezone	Label	File	Link	Progress Tracking
Phase 1 - FDOT Survey									
FDOT Internal Resource Review		Done	May 15, 2024	May 17	EST	100 responses		Survey link	100%
Phase 2 - Working Group									
Working Group that every week to update priorities		Done	May 15, 2024	May 23	EST	Done			100%
Meeting collaboration with all stakeholders		Done	May 17	Jun 23	EST	Done			100%
Phase 3 - Technical Review									
Quest ask 5-10 to share with Technical Review		Done	Jun 9	Jun 27	EST	Done		Technical Review	100%
Quest to provide mobile descriptions, update mobile no.		Done	Jul 15	Jul 23	EST	Done			100%
Quest bring in diversity		Done	Jul 14	Aug 29	EST	Done			100%
FDOT to provide updated documents to reduce the white		Done	Jul 14	Aug 14	EST	Done			100%
Quest and FDOT photography from their files		Done	Jul 14	Jul 27	EST	Done			100%
Technical Review Team start		Done	Jul 14	Oct 8	EST	Done			100%

CONTENT COORDINATION AND METRICS MONITORING

Quest will coordinate closely with the Charlotte County Public Information Officer and the Charlotte County Communications Office to ensure all content aligns with the County's established brand guidelines and communication standards. To support this collaboration, Quest will develop and manage a content calendar that details upcoming posts, campaigns, graphics, and key messaging points. This schedule will be maintained using Monday.com, an interactive project management platform that allows for real-time updates, seamless communication, and transparent tracking of approvals, edits, and deadlines.

All proposed social media content, including visuals, post text, hashtags, and campaign concepts, will be uploaded to Monday.com for centralized review and approval. This streamlined workflow enables the County's communications staff to provide timely feedback and approvals, ensuring that content is not only professional and consistent but also reflects real-time transit developments, public notices, and rider alerts.

In addition to managing content coordination, Quest will also use Monday.com to document and report on key performance metrics. This includes engagement rates, reach, impressions, click-throughs, and audience interactions across platforms like Facebook, Instagram, YouTube, and X. By integrating these analytics into Monday.com dashboards or linked reports, Charlotte County Transit leadership can easily access real-time insights into campaign performance, identify content that resonates most with the public, and refine strategies accordingly.



PERFORMANCE METRICS AND KPIS

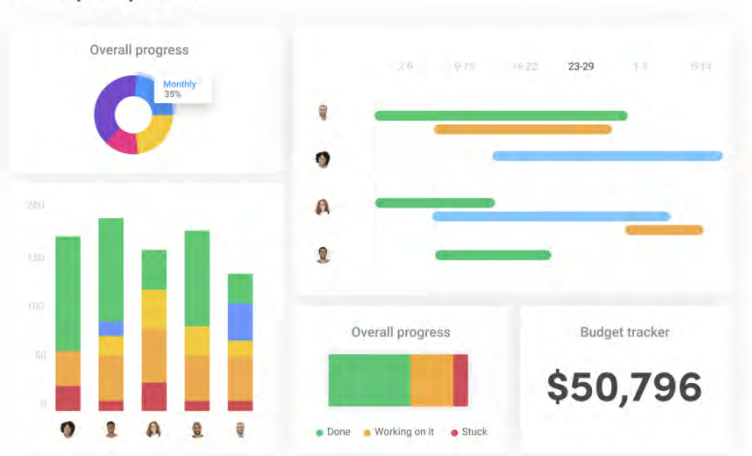
At Quest, we believe that consistent evaluation through defined performance metrics and key performance indicators (KPIs) is essential to measuring the impact and success of any marketing initiative. Our team will work closely with Charlotte County Transit to establish a tailored set of KPIs aligned with the goals of the marketing, public relations, and rebranding efforts outlined in the scope of services.

To provide an accurate picture of campaign performance, we track a variety of traditional and digital marketing KPIs, including:

- Impressions – the number of times a post, ad, or message is viewed.
- Reach – the number of unique users who see content.
- Engagements – likes, comments, shares, reactions, saves, clicks.
- Click-Through Rate (CTR) – how often people who see an ad end up clicking on it.
- Cost Per Thousand (CPM)/Cost Per Click (CPC) – measuring the value and efficiency of media placements.
- Video Completion Rates – percentage of viewers who watched the entire video.
- Website Traffic – total visits, new vs. returning visitors, session duration, and top-performing pages.
- Ad Recall and Awareness Metrics – derived from paid platform feedback or survey responses.
- Participation at Public Workshops – attendance counts and level of public engagement at events and workshops.
- Survey Participation and Feedback Results – response volume and sentiment from rebranding or service perception surveys.



Company KPIs



For example, during a recent transit rebranding campaign in Central Florida, Quest used Meta Ads Manager and Google Analytics to track campaign performance. A social media campaign promoting a new service route yielded over 400,000 impressions, 12,000 engagements, and a CTR of 3.2%, well above industry average. Simultaneously, website traffic to the new route's landing page increased by 76%, and targeted survey responses revealed that 84% of riders were aware of the change.

Also, during the Wekiva Parkway public outreach campaign for FDOT and CFX, Quest launched a series of educational and project update posts across Facebook and Instagram. By monitoring engagement metrics, we identified that carousel posts with short, bold captions consistently outperformed static graphics by 42% in engagement. As a result, we pivoted the content calendar to include more dynamic visuals and incorporated community-friendly language, which led to a 30% increase in overall post reach within the next 60 days.



SURVEY & PUBLIC FEEDBACK ANALYSIS

Quest Corporation of America ensures that all survey efforts conducted on behalf of Charlotte County Transit are accompanied by robust reporting and analytics to extract meaningful insights and track public sentiment over time. Whether distributed in written format during public workshops or electronically via online platforms, each survey is carefully analyzed to assess response trends, community preferences, and demographic reach. To ensure accessibility and inclusivity, Quest offers surveys in English, Spanish, and Haitian Creole as needed, and tracks response rates by language to gauge effectiveness in reaching diverse audiences.

Survey responses are collected and processed using digital tools that enable efficient tabulation, visualization, and segmentation of data. All responses and related analytics are systematically uploaded and managed within the Monday.com platform, allowing for real-time access, transparent tracking, and seamless collaboration between Quest and Charlotte County Transit staff. Metrics such as total responses, completion rates, most frequent comments, and key satisfaction indicators are compiled into clear, digestible dashboards and reports within Monday.com.



CONTINUOUS IMPROVEMENT THROUGH ANALYTICS

Quest uses ongoing data analysis to optimize Charlotte County Transit's marketing and outreach. Tracking metrics like social media interactions, digital ad clicks, and survey feedback allows us to pinpoint what's working and where improvements are needed. For instance, in the GOPASCO rebranding campaign, we adjusted digital ad tactics midstream based on analytics, driving higher engagement and awareness. This iterative process ensures campaigns stay effective and aligned with the County's changing priorities.



MONTHLY REPORTING AND PERFORMANCE MONITORING VIA MONDAY.COM

Quest utilizes Monday.com as a dynamic project management and reporting tool to streamline monthly reporting, performance tracking, and campaign evaluation for public sector clients. Through customized dashboards, Quest delivers clear, actionable insights into social media outreach, campaign task progress, and public engagement milestones. For example, during the Jacksonville Transportation Authority (JTA) Skyway Modernization Program, Quest used Monday.com to track monthly growth in follower count, engagement rates, and top-performing content, helping optimize future messaging strategies.

With the ability to store files, track revisions, log team hours, and generate visual analytics in one centralized workspace, Monday.com enhances transparency, simplifies collaboration, and ensures that Charlotte County Transit will have consistent, accessible reports to evaluate success and make informed decisions.



QUEST HAS ALL THE TOOLS

Quest is uniquely equipped to support Charlotte County Transit's reporting and analytics through extensive experience, proven processes, and transparency. Using Monday.com, we offer a centralized, user-friendly platform that simplifies data access, collaboration, and timely reporting. Our dedicated team manages data collection, analysis, and delivers clear insights, enabling Charlotte County staff to monitor performance easily without juggling multiple systems or manual tasks. This integrated approach boosts efficiency and empowers informed decisions to optimize marketing and community engagement, making reporting seamless and stress-free for Charlotte County.



PART IV - SUBMITTAL FORMS
PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. <u>1</u> Dated <u>7/9/25</u>	Addendum No. _____ Dated _____	Addendum No. _____ Dated _____
Addendum No. _____ Dated _____	Addendum No. _____ Dated _____	Addendum No. _____ Dated _____

Type of Organization (please check one):	INDIVIDUAL CORPORATION	<input type="checkbox"/> PARTNERSHIP <input checked="" type="checkbox"/> JOINT VENTURE	<input type="checkbox"/> <input type="checkbox"/>
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<u>Quest Corporation of America, Inc.</u> Firm Name	<u>941.932.7880</u> Telephone
<u>N/A</u> Fictitious or d/b/a Name	<u>59-3335186</u> Federal Employer Identification Number (FEIN)

<u>17220 Camelot Court</u> Home Office Address	
<u>Land O' Lakes, FL 34638</u> City, State, Zip	<u>29</u> Number of Years in Business

<u>N/A</u> Address: Office Servicing Charlotte County, other than above	
--	--

<u>Lori Buck, Executive Vice President</u> Name/Title of your Charlotte County Rep.	<u>727.224.0511</u> Telephone
--	----------------------------------

<u>Cynthia Palmer, Chief Operating and Financial Officer</u> Name/Title of Individual Binding Firm (Please Print)	
--	--

<u><i>Cynthia Palmer</i></u> Signature of Individual Binding Firm	<u>7/11/2025</u> Date
--	--------------------------

<u>Cynthia.palmer@QCAusa.com</u> Email Address	
---	--

(This form must be completed & returned)

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Quest Corporation of America, Inc.
does: (name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Cynthia Palmer
Proposer's Signature

7/11/2025
Date

NAME OF FIRM Quest Corporation of America, Inc.

(This form must be completed and returned)

**HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06**

Charlotte County Contract #20250503

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

Cynthia Palmer
Signature

Cynthia Palmer
Printed Name

Chief Operating and Financial Officer
Title

Quest Corporation of America, Inc.
Nongovernmental Entity

7/11/2025
Date

END OF PART IV

NAME OF FIRM Quest Corporation of America, Inc.
(This form must be completed and returned)

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

* APPLICANT'S ORGANIZATION

Quest Corporation of America, Inc.



* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

Prefix: Ms. * First Name: Cynthia Middle Name: N/A
* Last Name: Palmer Suffix: N/A
* Title: Chief Operating and Financial Officer

* SIGNATURE: Cynthia Palmer * DATE: 7/11/25

ADMINISTRATIVE	ENVIRONMENTAL COORDINATION	PHOTOGRAMMETRY
ADVERTISING CAMPAIGNS	FLYERS	PHOTOGRAPHY
AGENCY ADVOCACY	FOCUS GROUPS	PUBLIC ENGAGEMENT
ANIMATION	GAMIFICATION TECHNIQUES	SOCIAL MEDIA
ANNUAL REPORTS	GIS SERVICES	SPEECH WRITING
BILINGUAL TRANSLATION SERVICES	GRANT WRITING AND REPORTING	STRATEGIC COMMUNICATIONS
BILLBOARD DESIGN	GRAPHIC DESIGN	SURVEYS
BRAND IDENTITY	IMAGE CAMPAIGNS	THERMAL IMAGERY
BRAND STRATEGY	INCENTIVE PROMOTIONS	VIDEOGRAPHY
BROCHURES	INTERGOVERNMENTAL RELATIONS	VIRTUAL MEETINGS
CHARRETTES	ISSUE RESOLUTION AND DOCUMENTATION	WEBSITE DESIGN
COMMUNICATION PLANS	LIDAR IMAGERY	WORKFORCE DEVELOPMENT
COMMUNITY EVENT PLANNING	LOGO DEVELOPMENT	
COMMUNITY OUTREACH	MARKET RESEARCH	
COMMUNITY SPONSORSHIP PROGRAMS	MARKETING PLANS AND CAMPAIGNS	
COMMUNITY WORKING GROUPS	MASTER PLAN UPDATE REPORTS	
CONSENSUS BUILDING	MEDIA BUYING, PLANNING AND PLACEMENT	
COPYWRITING	MEDIA RELATIONS	
CREATIVE SERVICES	MEETING FACILITATION	
CRISIS COMMUNICATIONS	MULTISPECTRAL IMAGERY	
CUSTOMER APPRECIATION	NATIONAL OUTREACH EFFORTS	
DATABASE MANAGEMENT	NEWS RELEASES	
DIRECT MAIL CAMPAIGNS	NEWSLETTERS	
DRONE SERVICES	ONLINE FOCUS GROUPS	
ECONOMIC IMPACT BROCHURES	PARTNERING FACILITATION	
EMPLOYEE APPRECIATION PROGRAMS		



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