

ECCCL

ESTERO COUNCIL OF
COMMUNITY LEADERS

- **Pledge of Allegiance**
- **Guest Introductions and Recognition of First Time Visitors**
- **Estero and San Carlos Park Fire District Reports**
- **Village Report...Councilwoman Katy Errington**
- **Announcements**
- **Community Input Session**
- **Estero Economic Outreach Council (EOC) Update**
- **Progress and Update on Lee Health's Application for a Certificate of Need (CON)**
- **Lee Health's Plans for Their 43 Acre Parcel on the Northwest Corner at Coconut Road and US 41**
- **Joint Educational Advocacy Task Force Created by the Village of Estero and the Lee County School District**
- **The Myths and Realities of Roundabouts and How They Might Make Travel on Estero Parkway Safer**
- **Traffic Congestion and Safety and Transportation Funding of County Roads**
- **ECCL Health Committee**
- **Environmental Committee Report**
- **Community Planning Report...Developments Now Under Review**
- **ECCL Financial Report**
- **Adjournment Next Meeting Friday, May 11, 10 a.m. at Estero Comm. Park**



ESTERO FIRE RESCUE

Fire Chief Scott Vanderbrook



SAN CARLOS PARK FIRE PROTECTION & RESCUE SERVICE DISTRICT

Fire Chief David Cambareri

Public Information Office Alexis Rothring



Village Report

Councilmember Katy Errington

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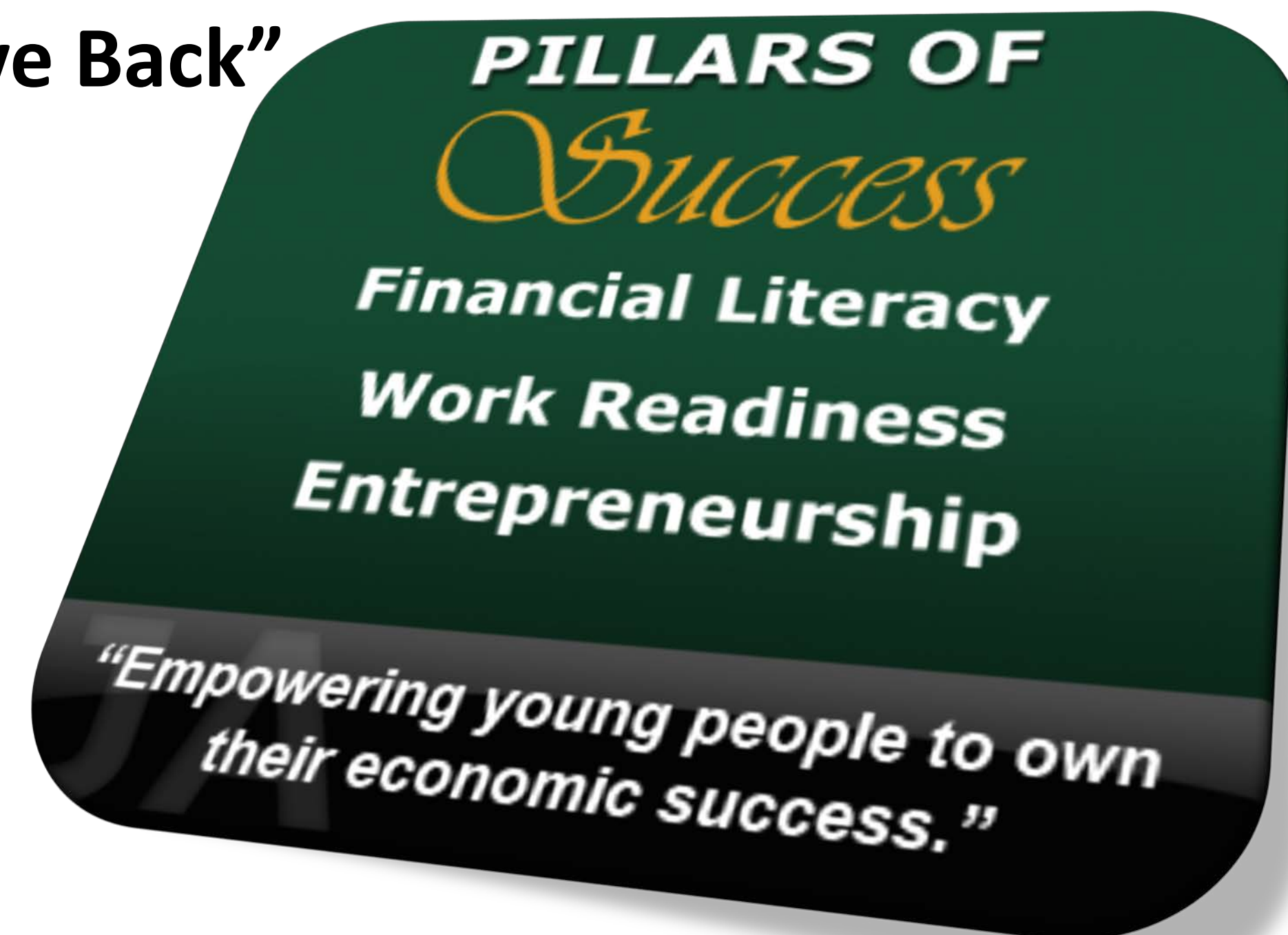
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**ECCL Economic Outreach Council –
JIM SHIELDS**

Economic Outreach Council – Current Scope of Work

- For 2018/2019, EOC is focusing on three primary initiatives:
 - Junior Achievement
 - Lee County Schools Support
 - FGCU Entrepreneurship Support
 - Focus is on tapping into the human need to “Give Back”

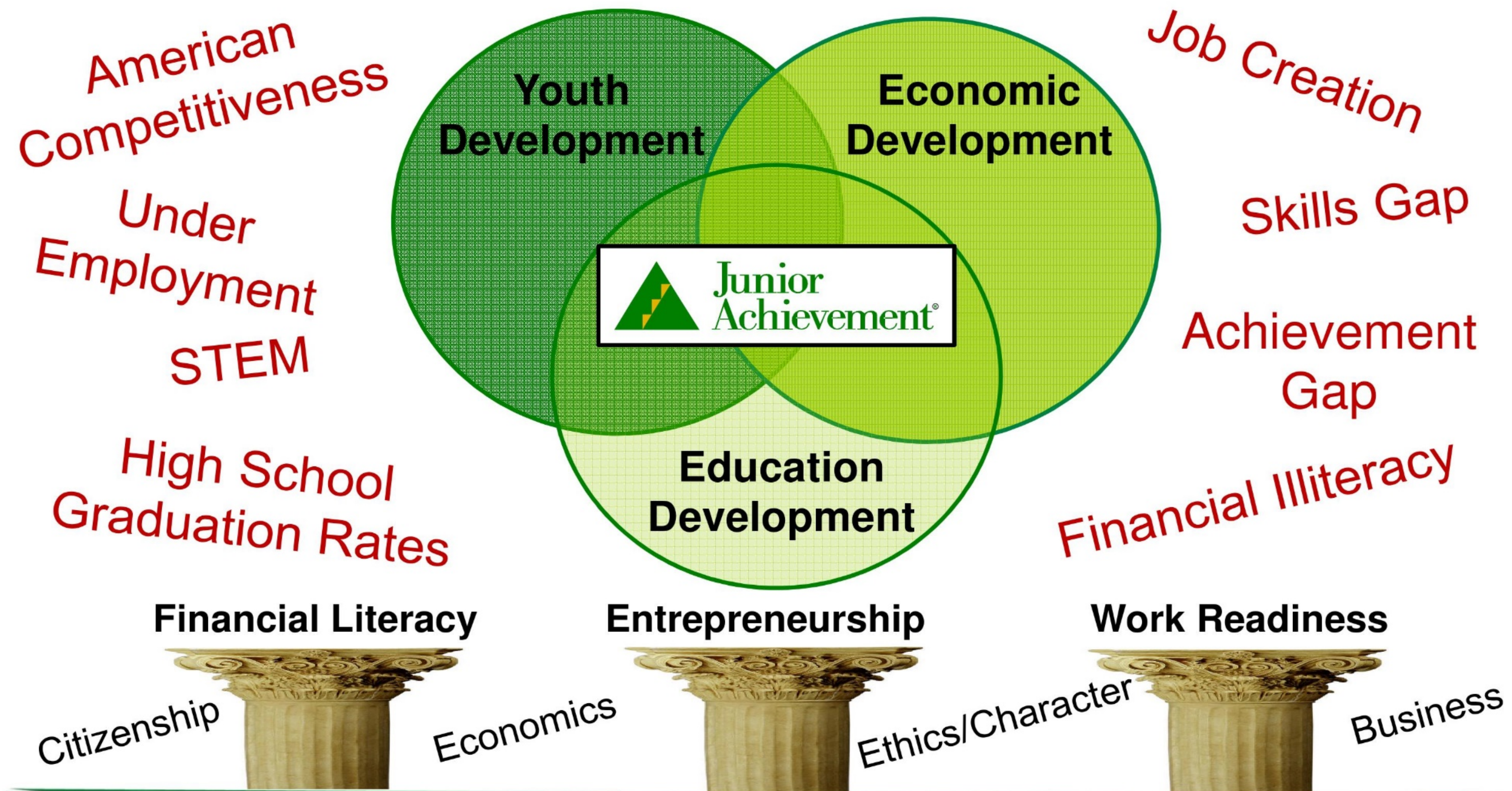




**GIVE THEM THE
POWER TO CHANGE
THEIR **WORLD.****

EMPOWER THE FUTURE®

Junior Achievement What We Do



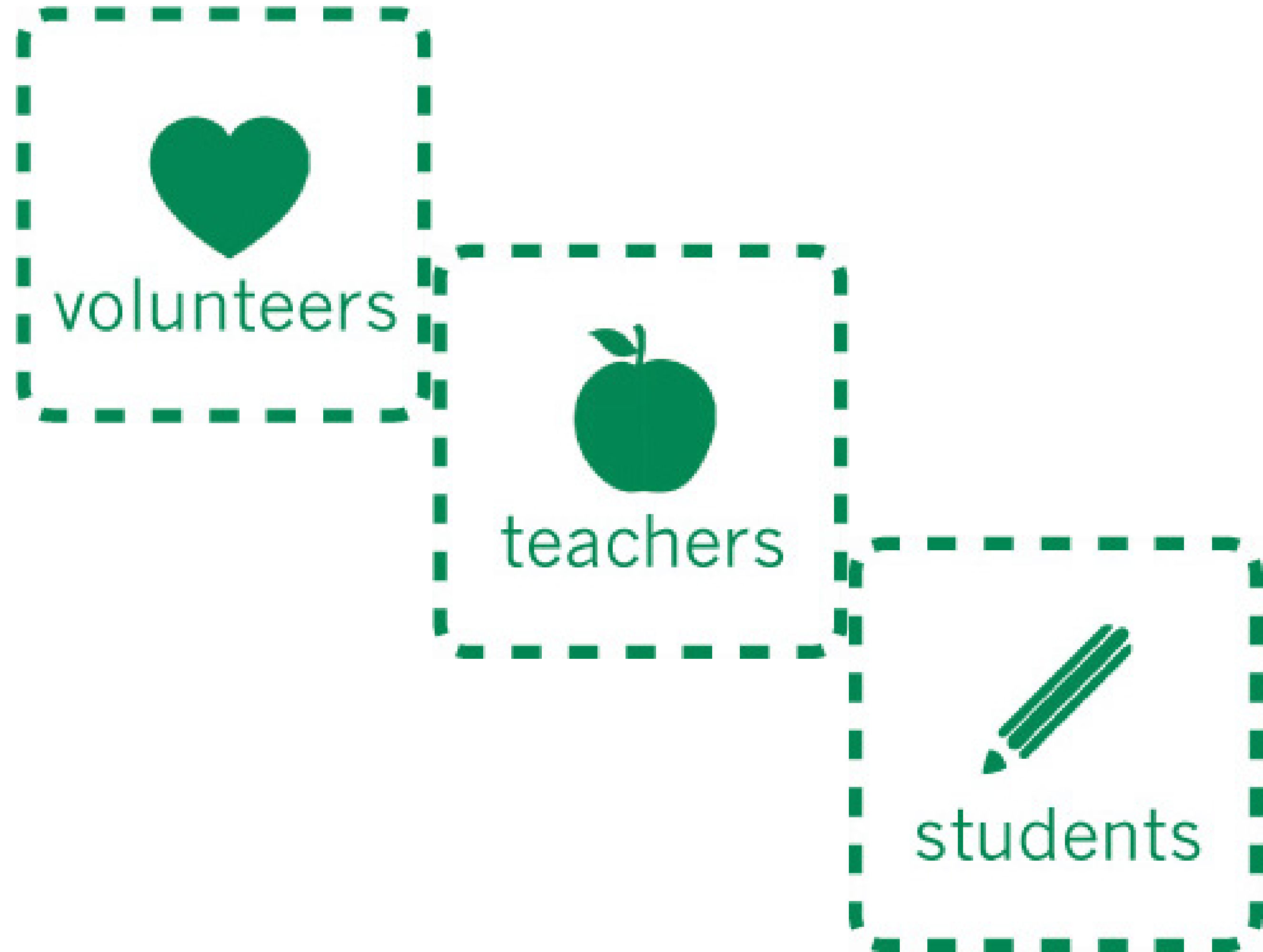
How We Do It ...

- Partnering with Estero schools grades K-12
- All JA Programs are taught and conducted by JA Ambassadors
- Supported by training, tools and JA crafted lessons



Our Progress: JA “2 - 5 - 8 - Graduate” Program

- **Recruited & trained JA Ambassadors**
- **JA will certify Ambassadors**
- **JA will schedule classes & link Ambassadors with teachers**
- **JA Lesson Plans include post evaluation process & feedback**
- **Program begins in the fall.**



How You Can Help – We Need 40 JA Ambassadors

- **Invite us into your communities**
 - Help us secure access into your communities
 - We will present the opportunity & value of the JA program to your neighbors
- **Become a vocal advocate of JA in your community**



*The JA Ambassador experience is rewarding & gratifying
allowing you to appreciate the impact you are making
on the children of Estero*

JA Ambassadors “Make The Magic Happen”



Become a



Ambassador

Lee Health

Suzanne Bradach
Director, Special Projects

Alex Greenwood
Vice President of Lee Health Coconut Point

April 13, 2018



Hospital CON Highlights

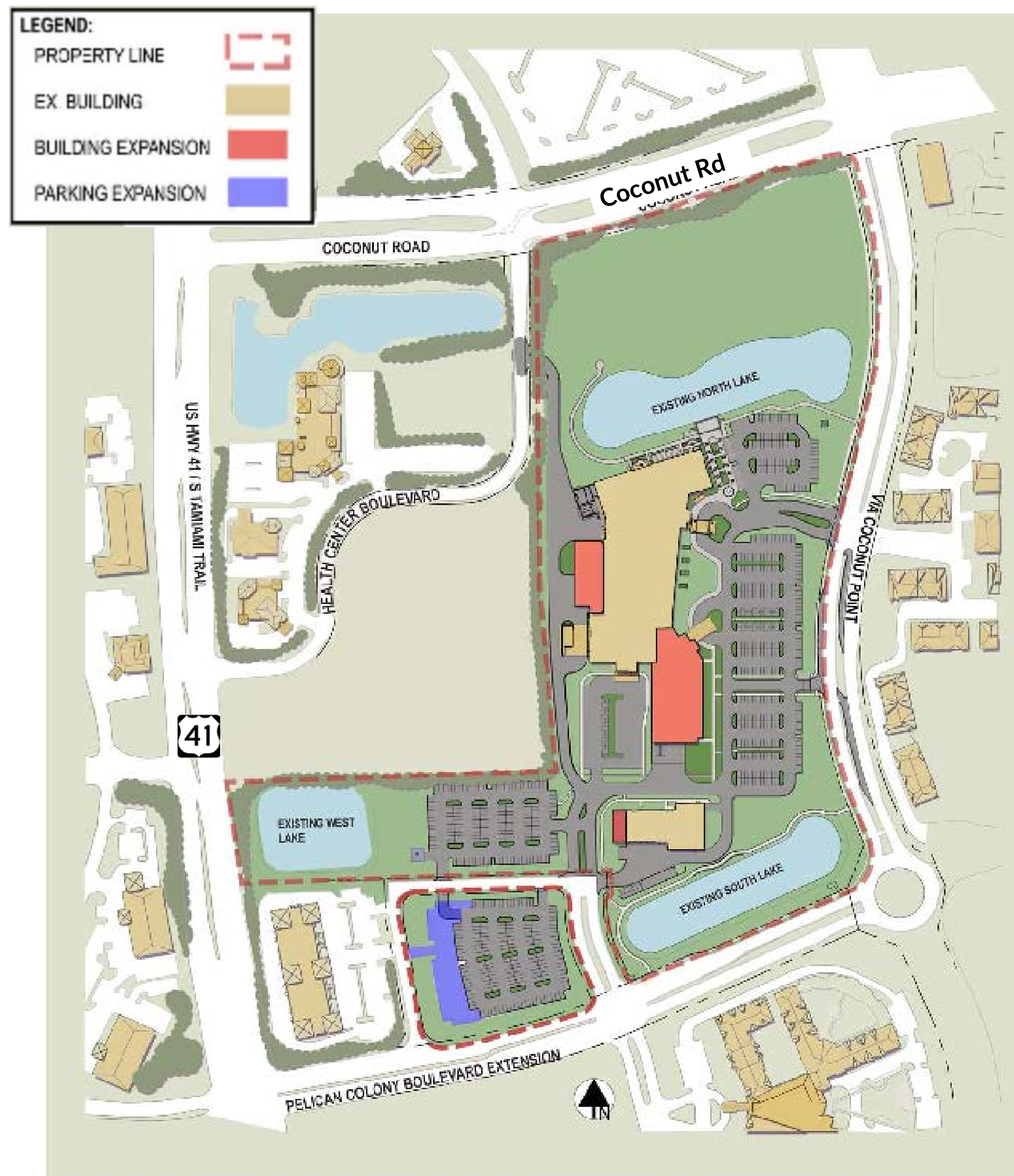
- **Population growth in the service area**
 - **Over 9% growth in the next 5 years/18% growth for seniors**
 - **39% will be at least age 65**
- **Proposed location will reduce travel time to the nearest hospitals making it easier, especially for the elder population**
- **Community wants a hospital – letters of support**
- **Represents a redistribution of beds – Lee Health will delicense 82 beds**
- **Lee Health has planned for a hospital at Coconut Point for over 12 years**
- **HCA abandoned Lee County in 2006**

Hospital CON – Programs & services

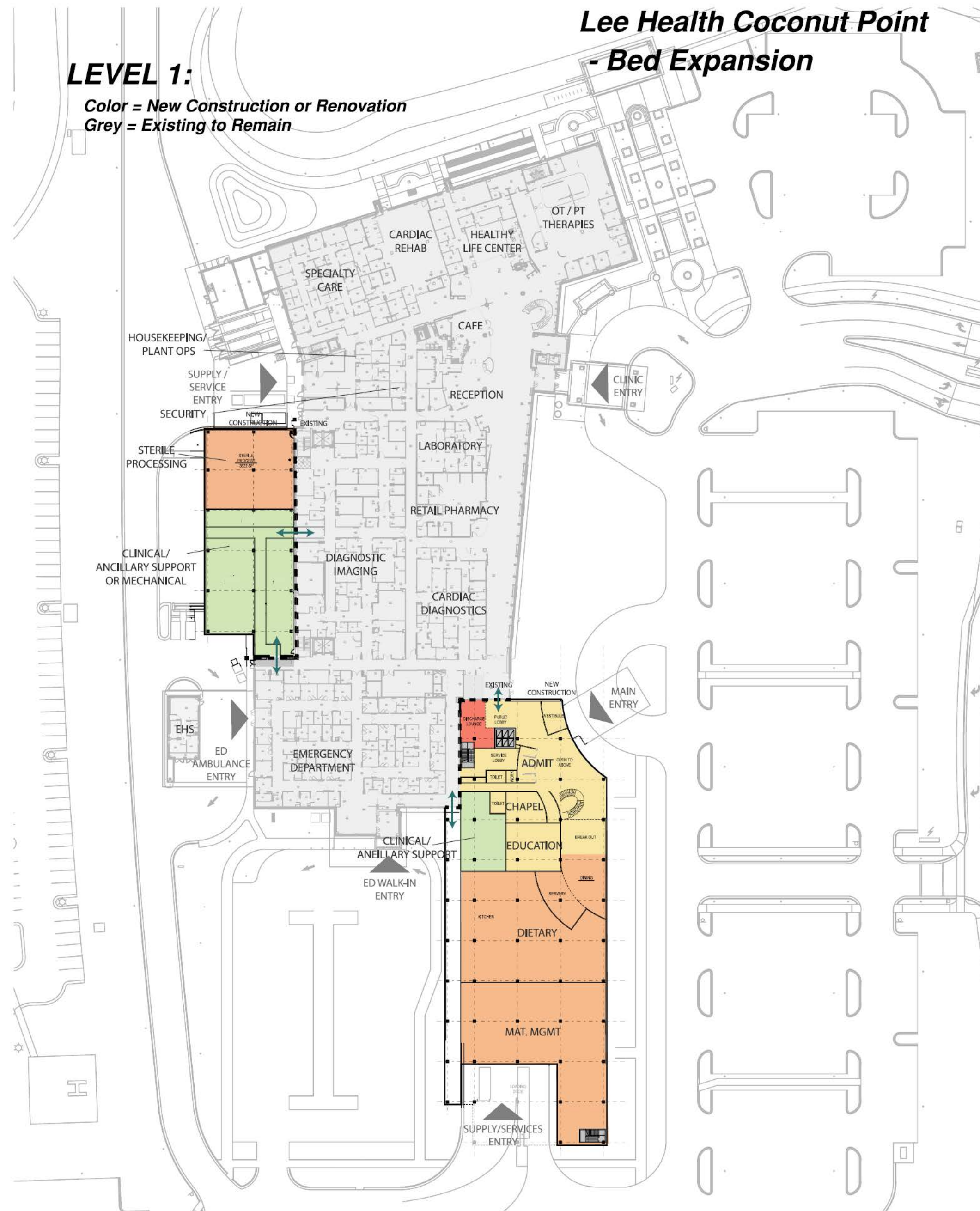
- **Focus on adult services**
- **Center on Aging and Health – comprehensive senior care program**
 - Geriatric medicine
 - Senior Care Choices – life care management program
 - Cognitive Health Center – dementia and behavioral health
 - Chronic care management
 - “Senior Friendly” emergency department
 - Inpatient geriatric rehab support

Hospital CON - Patient Tower Details

- **Beds**
 - **70 – Medical Surgical beds**
 - **12 – Intensive care/cardiac care beds**
 - **20 – Observation beds (not considered inpatient)**
- **3 additional operating suites, 1 Interoperative cath lab**
- **Expanded diagnostic and support spaces**
- **Lobby, waiting and admission areas**



Site Plan rendering – Subject to change



Proposed

Lee Health Coconut Point
- Bed Expansion

LEVEL 2:

Color = New Construction or Renovation
Grey = Existing to Remain

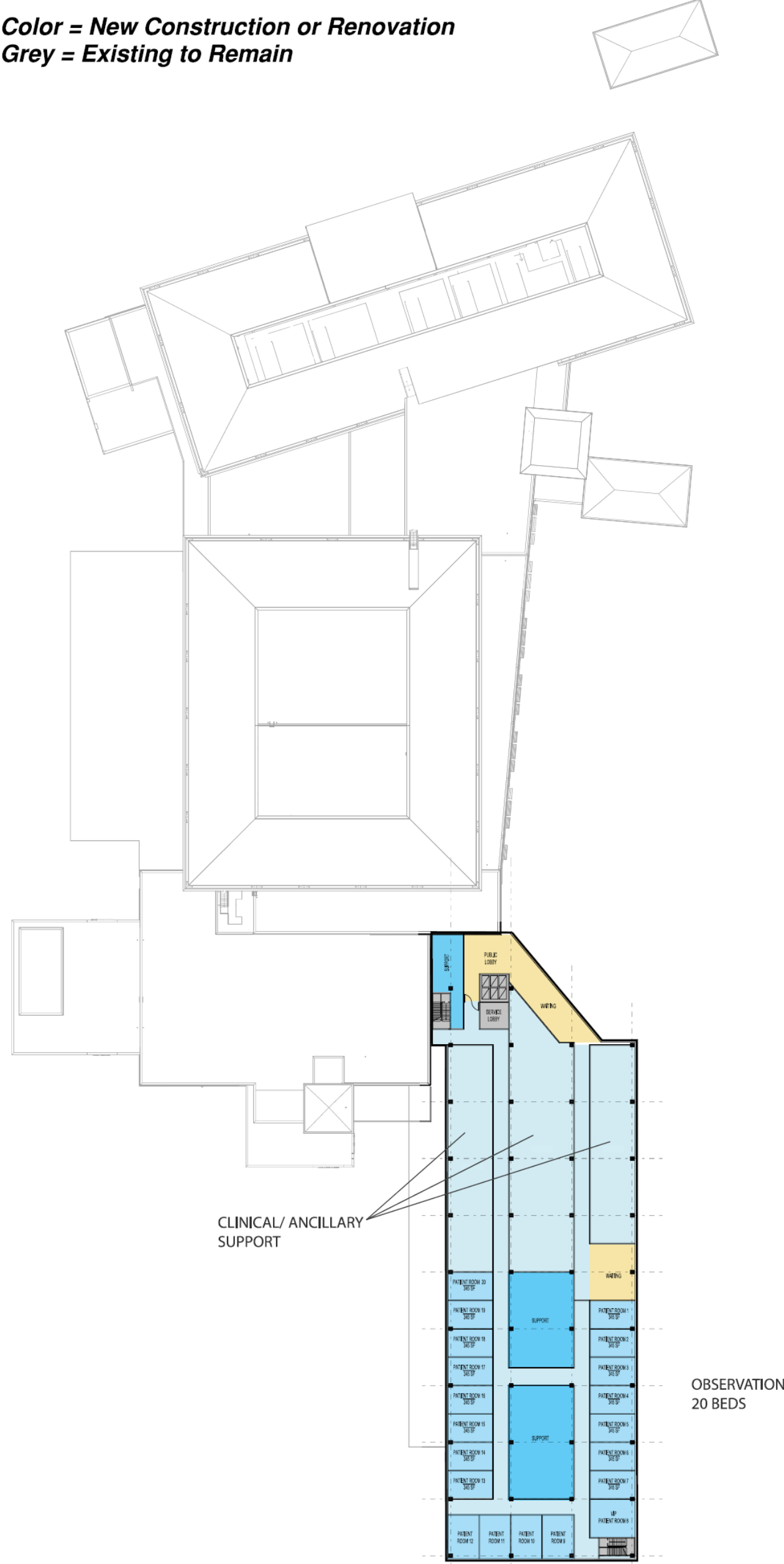


Proposed

**Lee Health Coconut Point
- Bed Expansion**

LEVEL 3:

Color = New Construction or Renovation
Grey = Existing to Remain

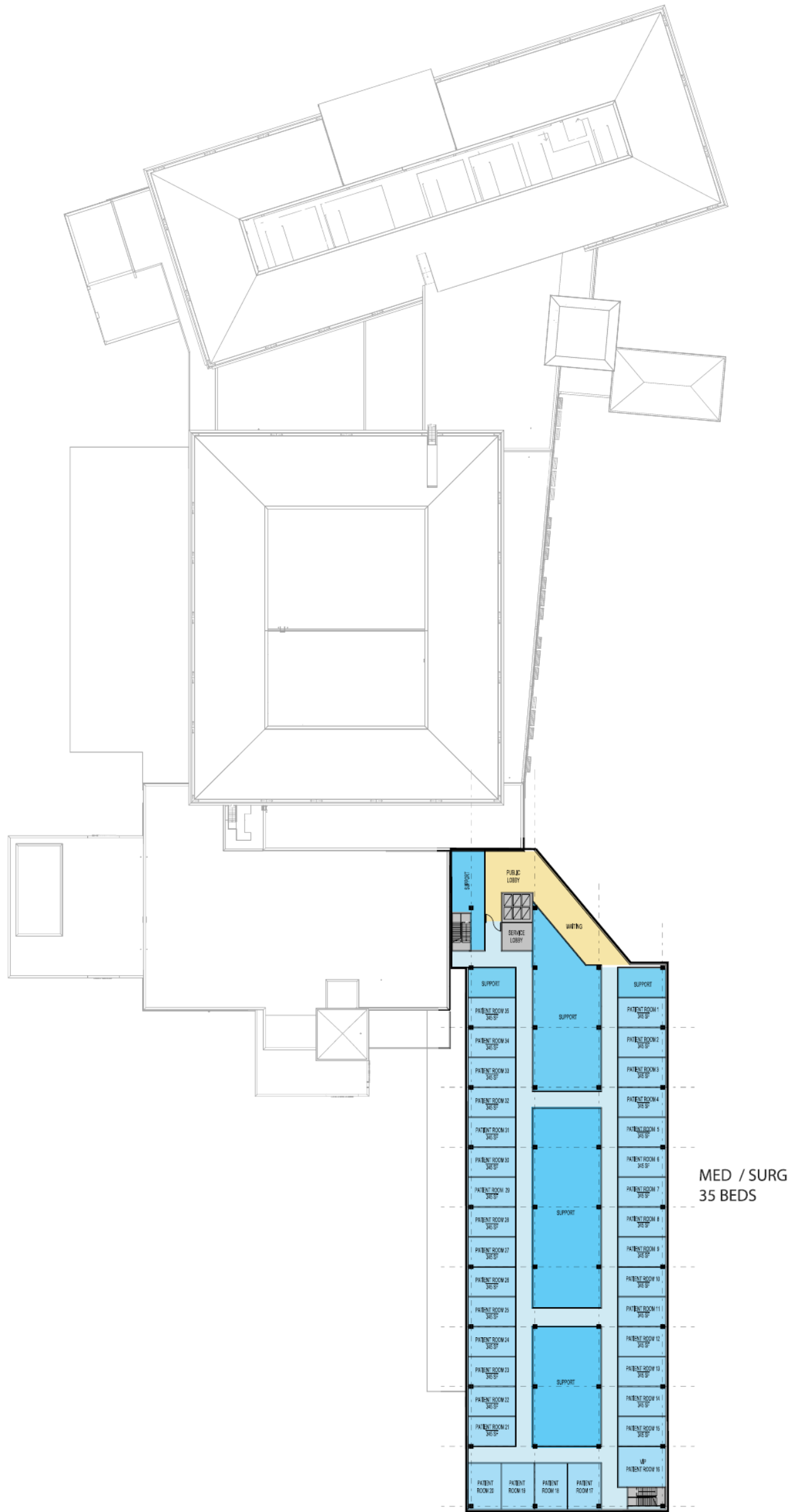


Proposed

Lee Health Coconut Point
- Bed Expansion

LEVEL 4-5:

Color = New Construction or Renovation
Grey = Existing to Remain



Proposed

Concept renderings - Hospital Tower



Preliminary –
Subject to change

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Joint Educational Advocacy Task Force
CHRISTINE PATRICCA AND NICK BATOS

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MYTHS AND REALITIES OF ROUNDABOUTS – BOB KING

From the Home Office in ... Lumpkin, GA

“TOP TEN” Roundabout Myths and Misunderstandings

Prepared by: *Mark Doctor*, FHWA



Myth #10 - Roundabouts and traffic circles are the same thing

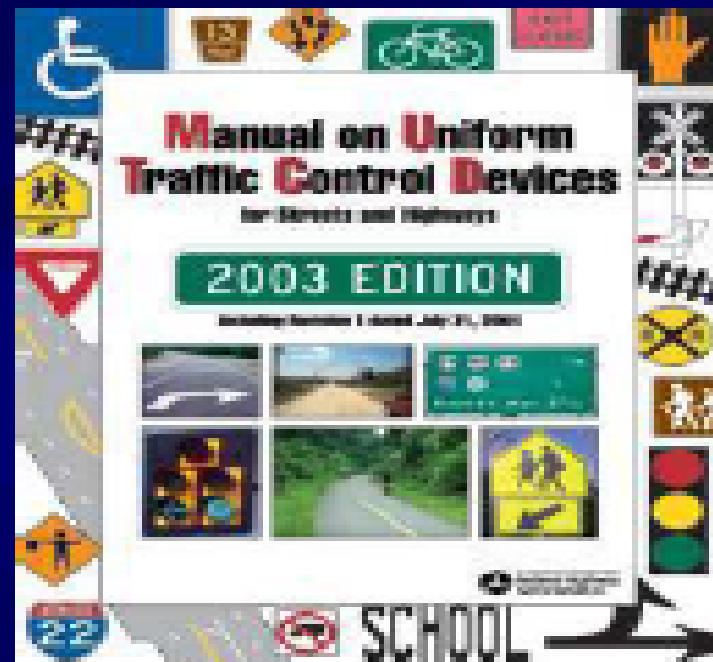


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What is a Modern Roundabout?

Published Definitions from Key References:



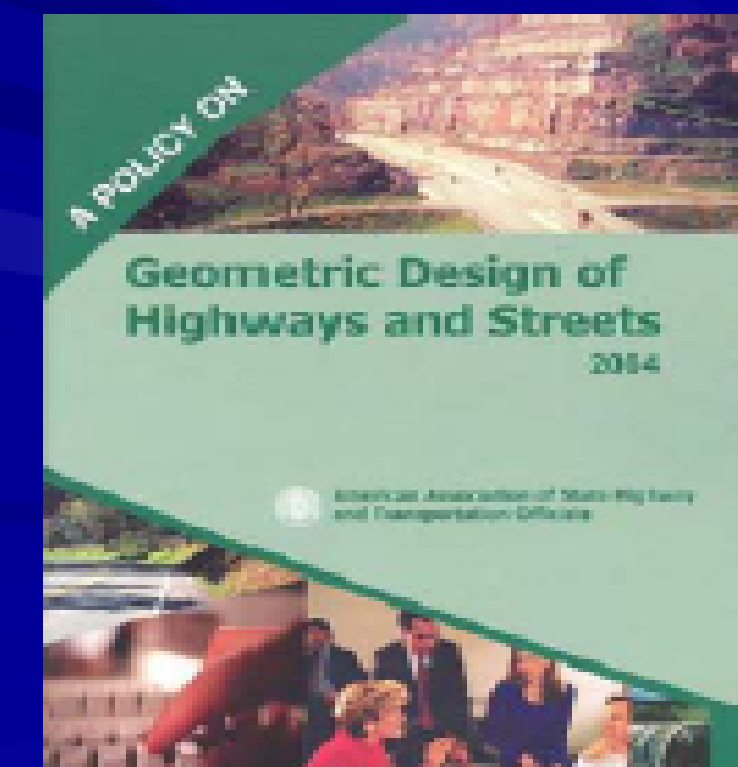
Manual on Uniform Traffic Control Devices

a circular intersection with yield control of all entering traffic, channelized approaches, and appropriate geometric curvature, such that travel speeds on the circulatory roadway are typically less than 50 km/h (30 mph).

AASHTO “Green Book” – A Policy on Geometric Design of Highways and Streets

“Modern roundabouts” are defined by two basic operational and design principles:

- Yield-at-Entry*
- Deflection of Entering Traffic*



Common distinctions between modern roundabouts and older rotary type intersections:

Typically, modern roundabouts are –

- smaller than rotaries
- designed for slower entry, circulating, and exit speeds
- always following a “yield-at-entry” traffic control principle
- designed with a raised splitter island to slow and deflect traffic prior to entry
- designed to facilitate safer pedestrian crossings
- designed to follow a same lane entry/lane exit principle at multilane roundabouts (NO LANE CHANGES in the circulatory roadway)

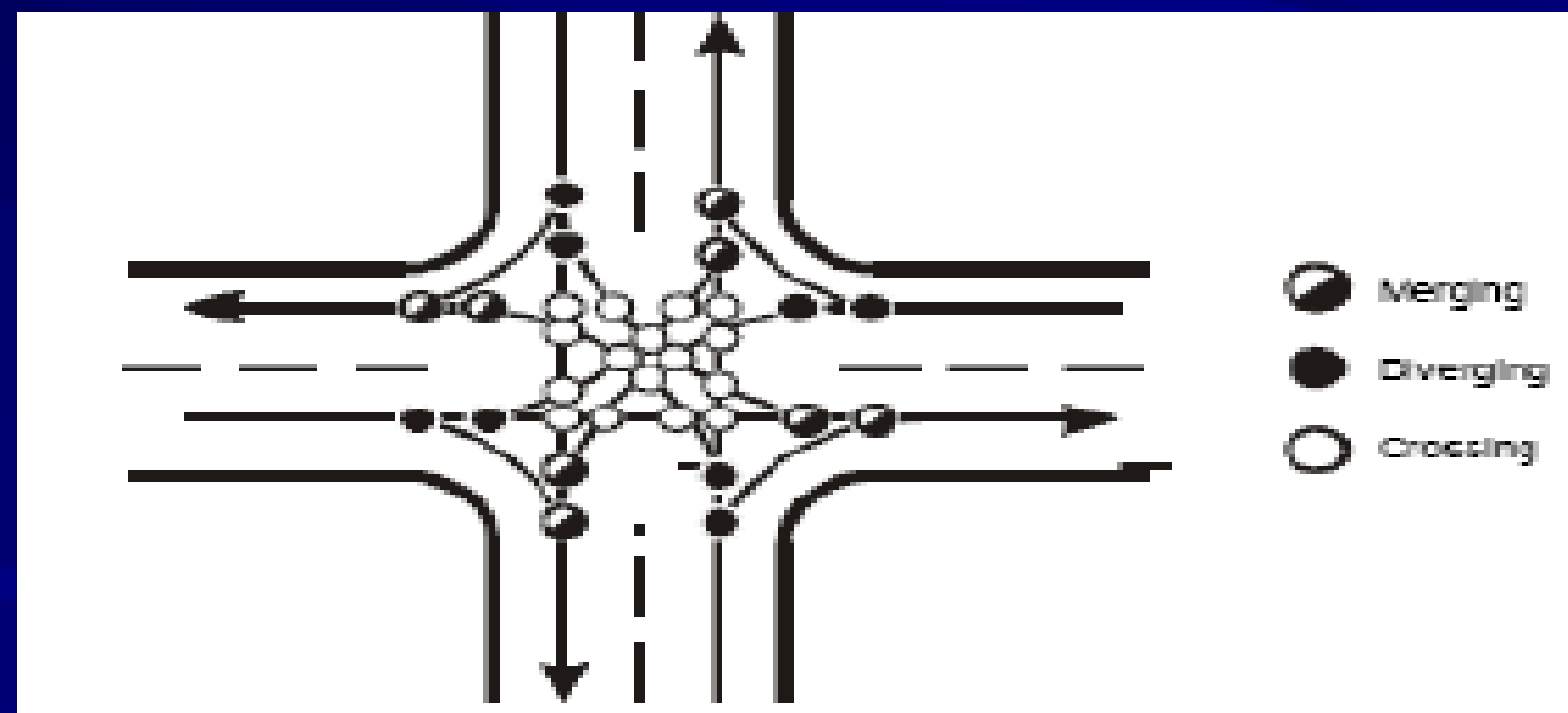
Myth #9 - Roundabouts cause more crashes

- **FACT:** Study after study conclusively shows that modern roundabouts reduce motor vehicle crashes.
- **The Insurance Institute for Highway Safety** (www.highwaysafety.org) "most serious kinds of crashes at conventional intersections are virtually eliminated by roundabouts...Crashes that do occur tend to be minor because traffic speeds are slower."
- **Studies of intersections around the U.S. that have been converted from stop signs or traffic signals to modern roundabouts.**
 - Total crashes were reduced by 39%
 - Serious crashes were reduced by 76%
 - Fatal or incapacitating injuries reduced by 89%

What makes roundabouts safer?

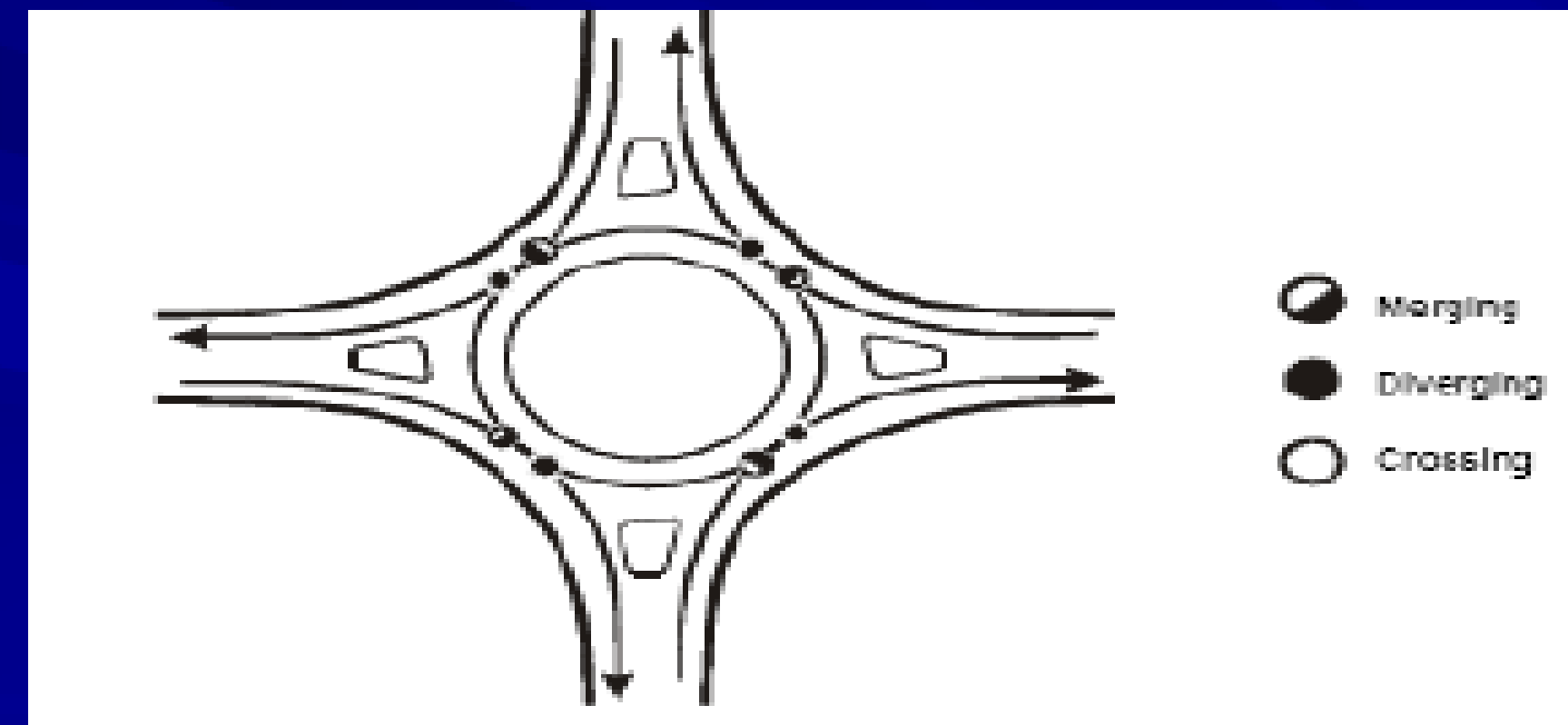
Two key reasons:

- 1) They reduce the number of potential conflicts
- 2) They reduce speeds (higher-speed crashes are more likely to result in serious injury or death)



32 conflict points

- High-speed
- High-angle
- High-energy



8 conflict points

- Low-speed
- Low-angle
- Low-energy

Myth #8 - The public will never accept roundabouts



Photo source: NYSDOT

FACT: Public Attitude Toward Roundabouts Quickly Changes After Construction


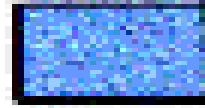
Attitude	Before Construction	After Construction
■ Very Negative	23%	00%
■ Negative	45%	00%
■ Neutral	18%	27%
■ Positive	14%	41%
■ Very Positive	0%	32%

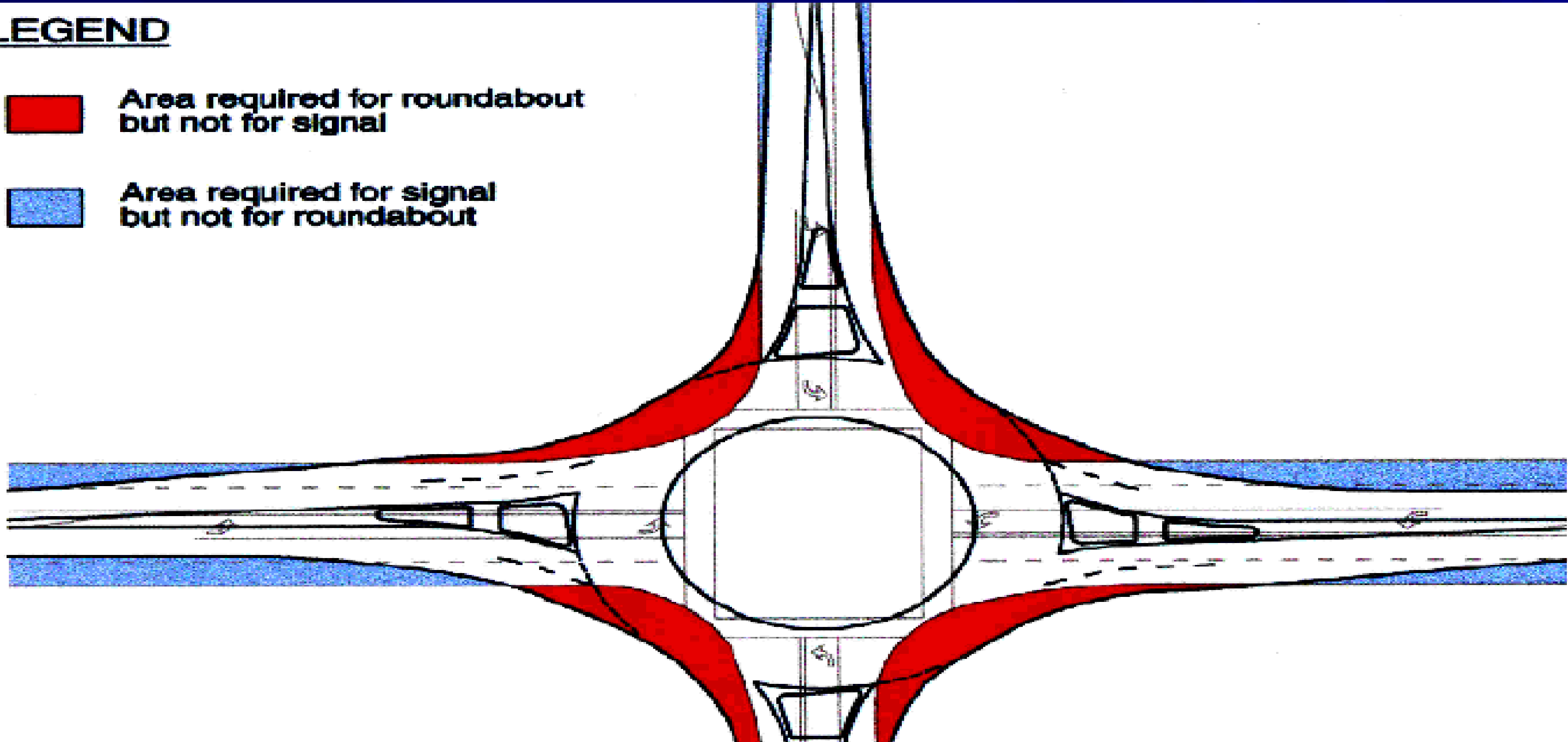
Myth #7 - Roundabouts cost more

- Actual costs depend on several site specific conditions
- Most agencies find the initial construction cost of a roundabout is comparable to the initial construction cost of a signal
- A “life-cycle” cost comparison should be used since roundabouts do not require signal equipment maintenance (\$15,000 + per year). Over the long run, roundabouts are typically less expensive than signals
- In some instances a roundabout may cost less because fewer lanes may be needed than at a signalized intersection. Typically the number of turn lanes can be reduced and in some instances the improved efficiency at the intersection allows the number of through lanes to be reduced.

Comparison of Typical ROW Needs: Roundabout vs Comparable Signalized Intersection

LEGEND

-  Area required for roundabout but not for signal
-  Area required for signal but not for roundabout



R.O.W. Comparison



Main St. and
Center St.
Hamburg, NY



Source: NYSDOT

Myth #6 – Roundabouts have less capacity than signalized intersections

Fact: Roundabouts are very efficient from a traffic operations perspective and for a given volume will typically have less delay time than a signal or stop controlled intersection.

Roundabouts must be designed to accommodate the proper demand volumes. An oversaturated roundabout will operate poorly as will an oversaturated signalized intersection.

Myth #5 – Fire trucks and other large vehicles can't make it through a roundabout

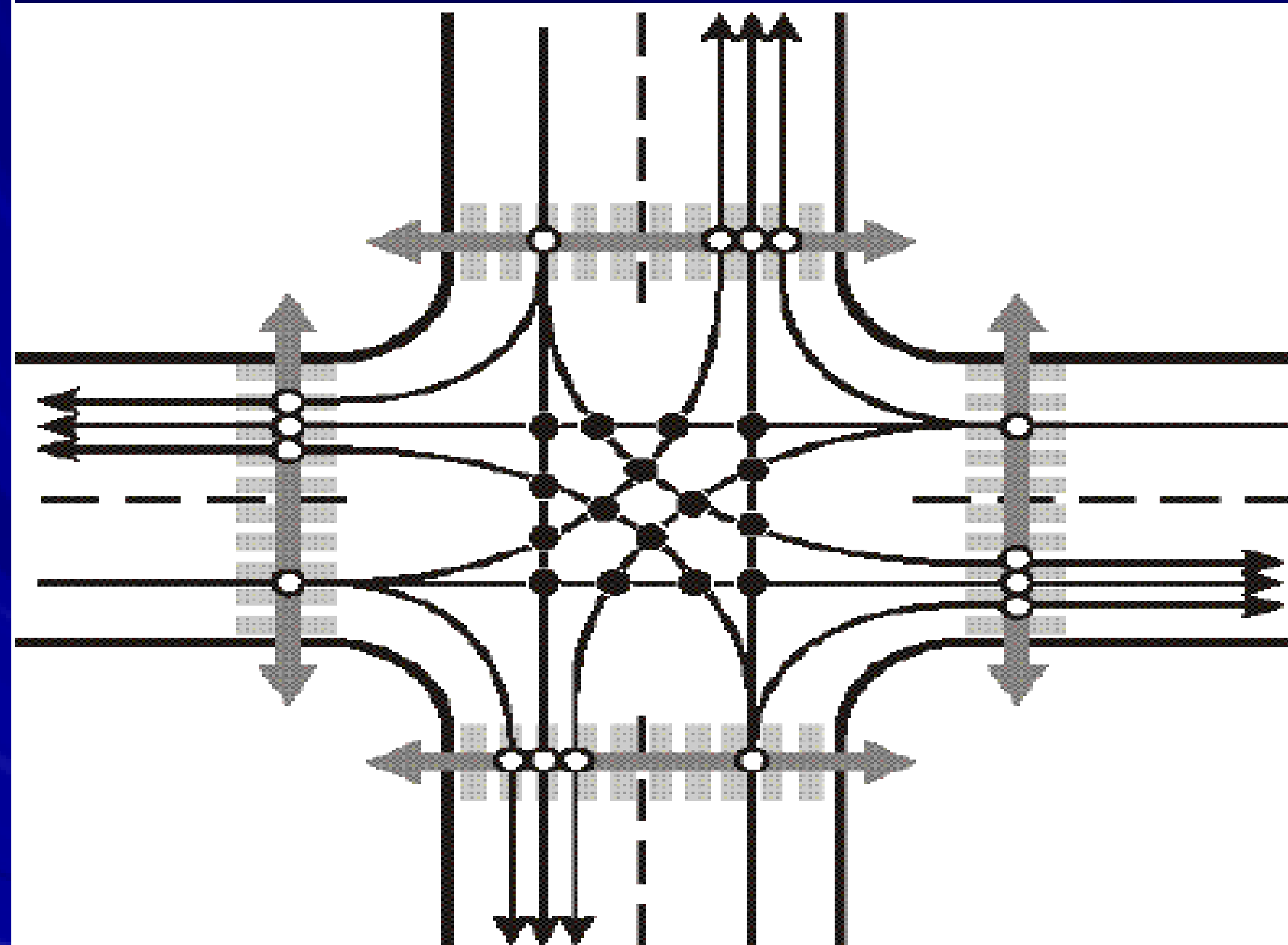
Fact: A well-designed modern roundabout includes a “truck apron” sized in accordance with the appropriate design vehicle for the highway type

Myth #4 - Roundabouts are not good for pedestrians and bicyclists

Fact: Roundabouts are very pedestrian friendly

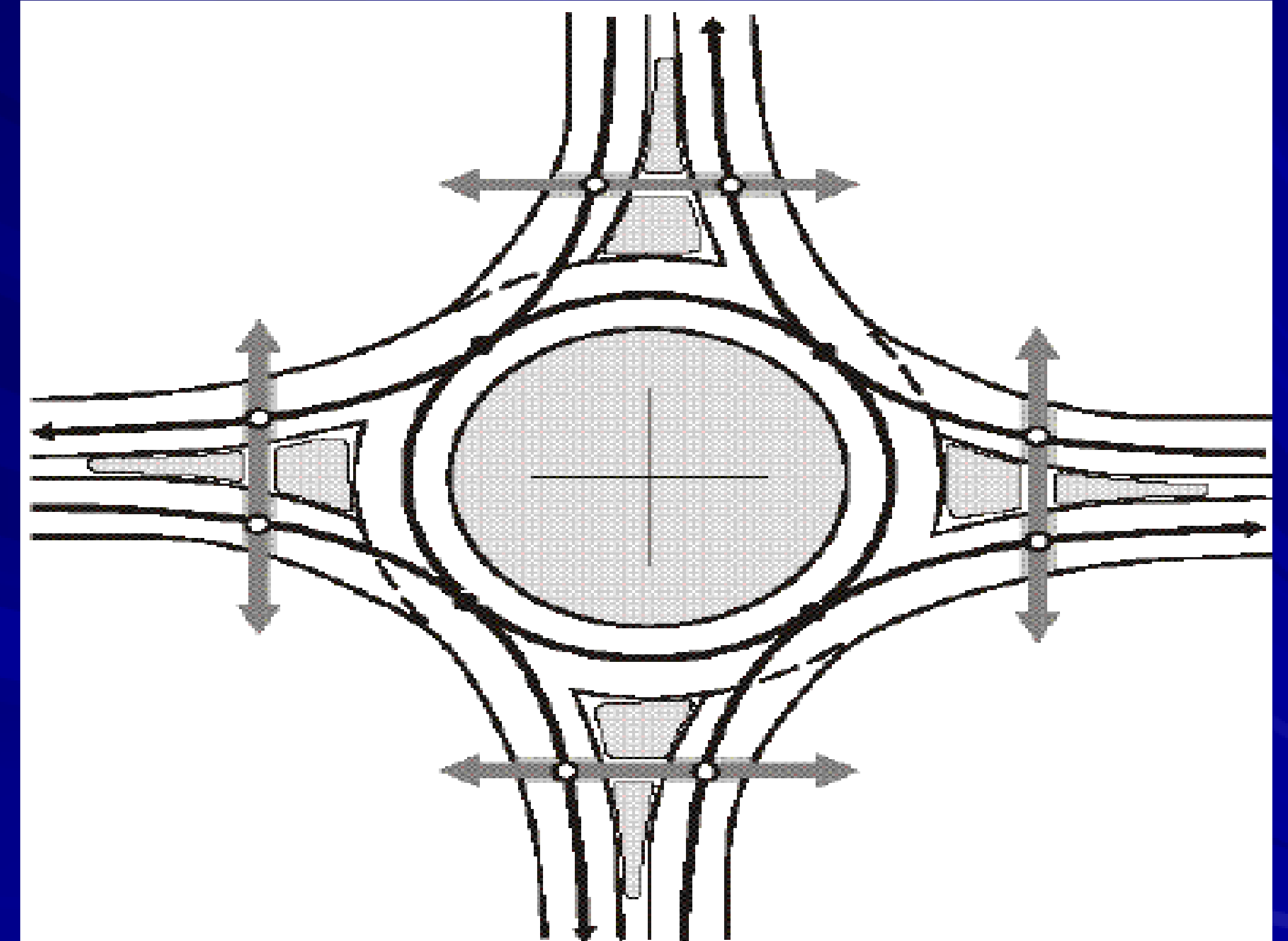
- The splitter islands provide a space for pedestrians in the middle of each crossing. Therefore, pedestrians only need to cross one direction of traffic at a time.
- The pedestrian crosswalks are set at least one full car length back from the yield line. That way, pedestrians do not have to cross in front of drivers that are looking for their gap in traffic. Experience has shown that the stopped vehicle one car length back from the yield line is more aware of pedestrians.

Comparison of Vehicle / Pedestrian Conflicts



○ Vehicle/Pedestrian Conflicts

16 Conflicts



○ Vehicle/Pedestrian Conflicts

8 Conflicts

Myth #3 – Roundabouts aren't good for older drivers

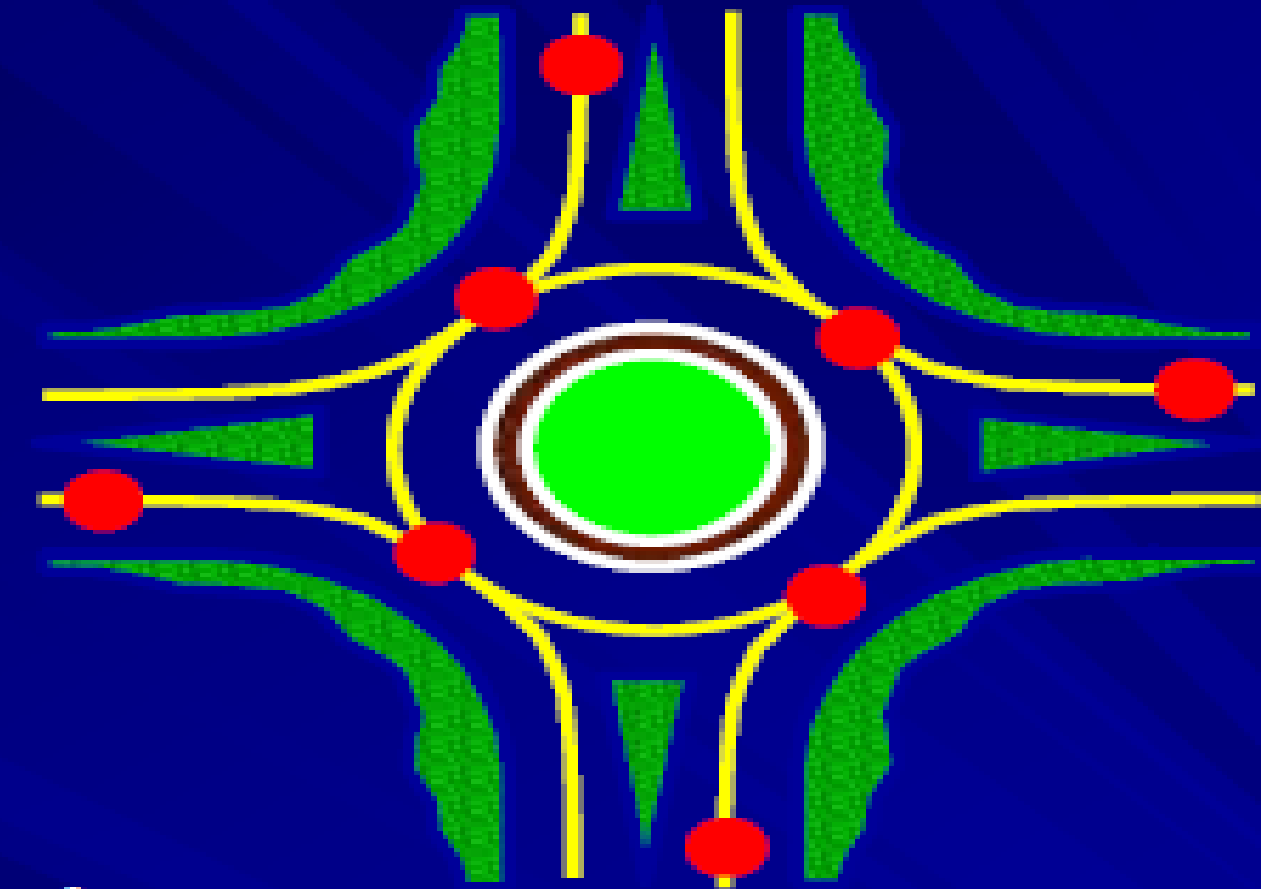
Some Demographic Facts:

- Americans aged 85 and older are the fastest growing part of the population.
- The size of the population aged 65 and older is projected to double over the next 30 years.
- By 2020 one in five people will be aged 65 or older.
- In other words - before 2020, the *85%ile design driver* will be someone aged 65 or older.



What Roundabouts Provide:

- Lower speeds
 Situation changes slowly
- Very forgiving environment
- More time to make
 the right response
- Judging gaps is easy and mistakes are not lethal
- NO demand to accurately judge closing speeds of fast traffic
- Low energy crashes: low closing speeds, low angle, low impact
- No wide visual scans needed
- Reduced need to look over one's shoulder
- Uncomplicated situations; simple decision-making



Myth #2 – Roundabouts are bad for the nearby businesses

Fact: Most business owners agree that slower speeds and safer travel enhance business along the corridor

Fact: Some “blighted” communities have actually experienced economic revitalization following roundabout projects

Case Study: Golden, Colorado



South Golden Road

Case Study: Golden, CO

South Golden Road – 15,000 ADT

- \$1.3M project in 1999 to construct four roundabouts, landscaping, medians & sidewalks
- Significant drop in number and severity of crashes
 - 1997 crash rate = 5.9 crashes/MVM
 - 2004 crash rate = 0.2 crashes/MVM
- Slower speeds but faster travel time thru corridor
- 60% sales tax revenue increase along corridor
 - *Roundabouts are good for business !!!*

Myth #1 – The roundabout center island is a great place to put a park, a monument, or a fountain



Principles for Good Roundabout Landscaping

- Make the center island more conspicuous
- Minimize roadside hazards
- Maintain adequate sight distance
- Discourage pedestrian traffic through the center island
- Improve area aesthetics

AIM STUDY TRAFFIC STUDY :

- **Task 6 – Transportation Improvements Cost Estimates
(Meetings with AIM to Modify Initial Findings)**
- **Task 7 – Environmental Support**
- **Task 8 – Proportional Share Analysis**

AIM STUDY TRAFFIC STUDY :

- Task 9 – Public Involvement

County Launches New Corkscrew Road Improvement Study Web Page:

- Sign Up for Updates
- Newsletters
- Meetings
- <https://www.leegov.com/corkscrew>



Next Transportation Committee Meeting:

**Thursday, April 19, @ 9:00 AM,
@ Fine Mark Bank**

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Traffic Congestion and Safety and Transportation Funding

DON ESLICK

Getting the Traffic Issues on County Roads Funded

- ✓ **For Impact Fees that finance Transportation, School and Park capital needs:**

County Commissioners once again bowed to the Development / Home builder coalition.

- ✓ **Commissioners lengthened the deadline for their next decision from 3 to 5 years**

FUNDED & UNFUNDED COUNTY ROAD PROJECTS

As of 2017:

- **15 projects received some funding during the next 10 years**
- **10 more, Including Corkscrew Rd, were prioritized but unfunded.**

✓ 2018 Lee County Capital Improvement Plan (CIP) Budget Workshops:

- Tuesday, May 1st
- Tuesday, June 5th
- Tuesday June 19th, and
- Tuesday August 21st



1:30 PM,
Admin. East Bldg
2201 Second St., Ft Myers

✓ Testimony must be presented during the Board's 9:30 AM Meeting

✓ Final Budget Hearings: September 4 and 18

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Health Committee – LOWELL GERSON

Next Steering Committee Meeting:

**May 18, 2:30 PM at Commons Enrichment Center
at
The Brooks**

ECCL

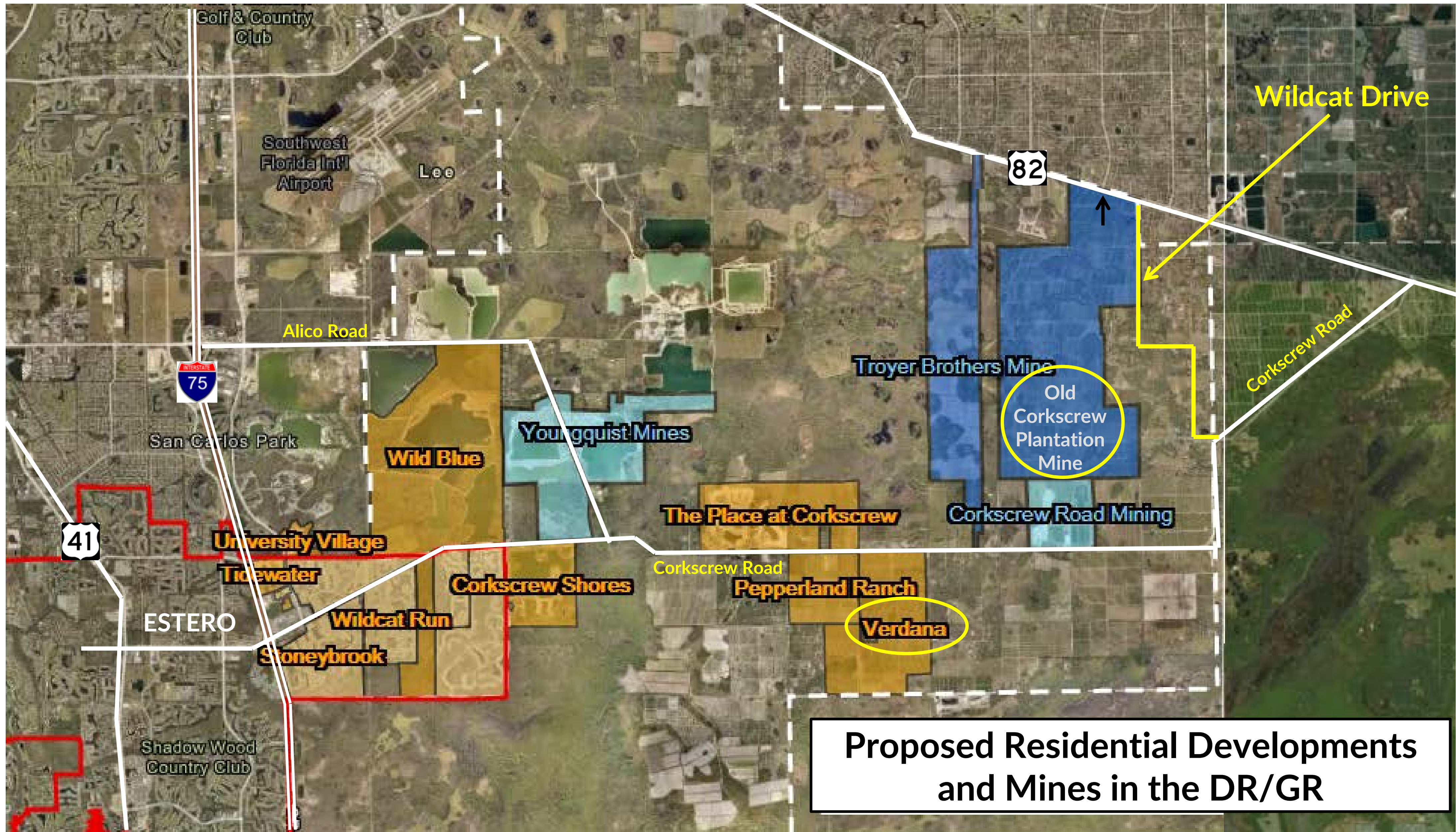
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Environmental Report – PETE CANGIALOSI

Environmental Report

- **Old Corkscrew Plantation Mine Rezoning Application -**
Zoning Examiner Hearings: Held on March 27, March 28, and April 4,
→ **NEXT – Tuesday, April 24 - Please come**
- **Verdana Rezoning Hearing - Thursday, April 12**
- **Troyer Brothers Mine Postponement - CPA Deadline - Dec 3, 2018**



Next Environmental Committee Meeting:

Friday, April 20 @ 2:00 PM,

@ Six Mile Cypress Slough Preserve

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Community Planning – JIM TATOOLES

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FINANCIAL – BOB LIENESCH

SUMMARY FINANCIAL REPORT FOR THE MONTH ENDED MARCH 31, 2018

Income	
Residential Community Dues	\$ 1,200
Interest	1

Total Income	1,201
Expenses	
Communications, media, and PR	- 992
Other operating expenses	- 189

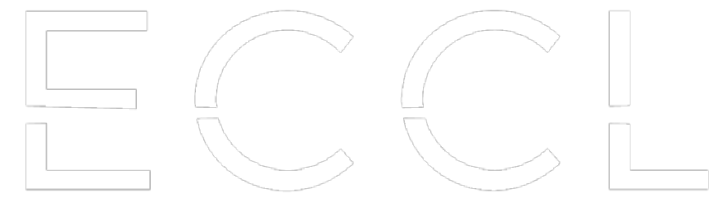
Total Expenses	- 1,181

Excess of Income Over Expenses for March	\$ 20
	=====
Excess of Income over Expenses for 2018	\$ 1,451
	=====
Cash Balance at March 31	\$18,032
	=====

For further details, see the financial statements linked to the agenda or at www.EsteroToday.com

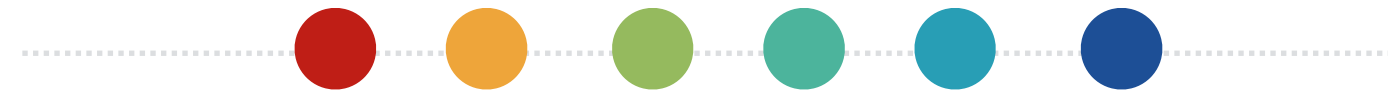
DUES STATUS

All communities have paid their 2018 dues. Thank You.



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Adjournment



Next Meeting

Friday, May 11, 2018

10 AM

@ Estero Community Park





MARCH ANALYTICS REPORT

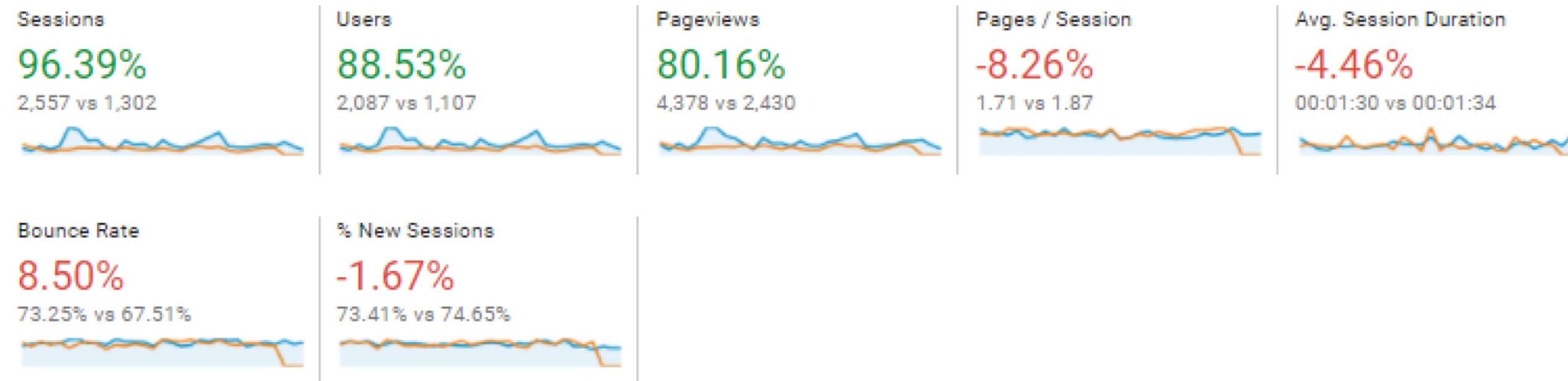
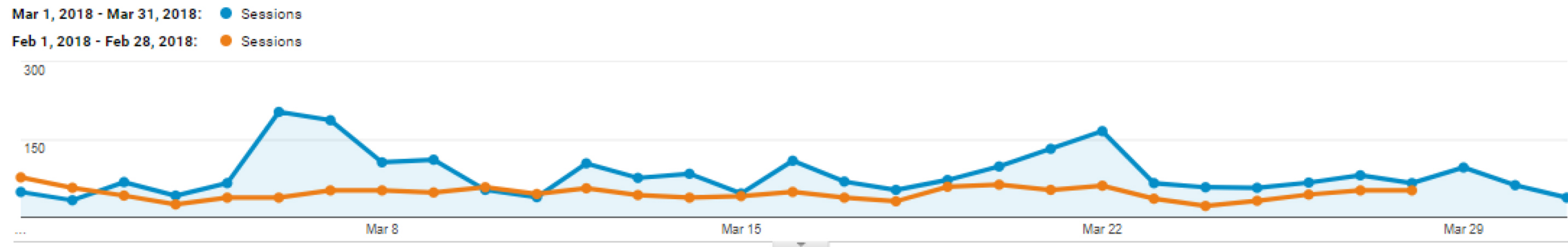
Tom MacDonald

OVERVIEW

- Website sessions, users, and page views are all up by over 80%.
- 43% of web traffic came from search engines, social media, and email campaigns.
- Google rankings for the keywords “estero volunteer,” “estero communities,” “volunteer,” and more have all improved.
- All Facebook analytics except page and video views are up.
- Twitter received 2.7k impressions and 5 new followers.

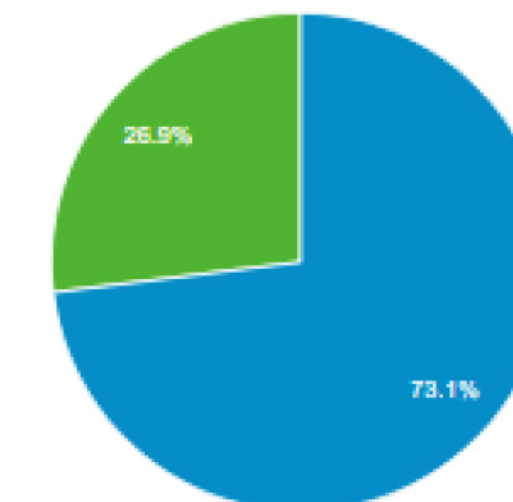
WEBSITE PERFORMANCE

- Website sessions, users, and page views are all up by over 80%.

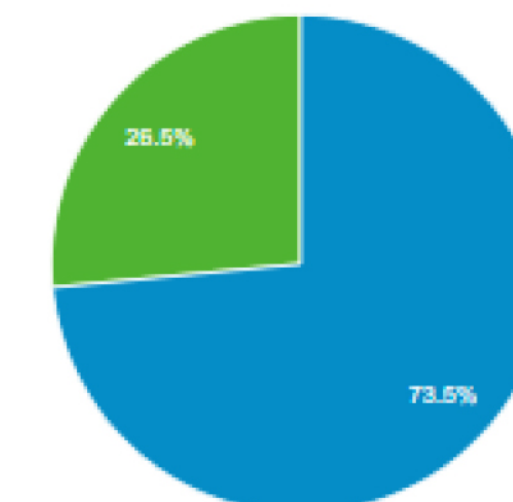


New Visitor Returning Visitor

Mar 1, 2018 - Mar 31, 2018



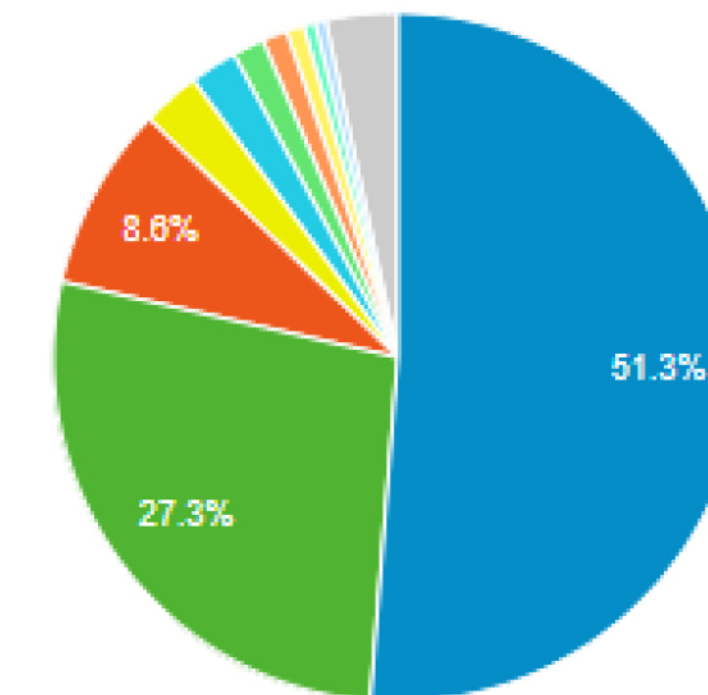
Feb 1, 2018 - Feb 28, 2018



WEBSITE VISITS BY SOURCE

- 30.31% of web traffic came from business listings / search engines (Google, Bing, & Yahoo), 2.70% came from email campaigns (Constant Contact), and 10.13% came from social media (Facebook).

Source / Medium	Sessions	Sessions	Contribution to total: Sessions
	2,557 % of Total: 100.00% (2,557)	2,557 % of Total: 100.00% (2,557)	
1. (direct) / (none)	1,311	51.27%	
2. google / organic	697	27.26%	
3. m.facebook.com / referral	221	8.64%	
4. myemail.constantcontact.com / referral	69	2.70%	
5. bing / organic	57	2.23%	
6. facebook.com / referral	38	1.49%	
7. esterofl.org / referral	30	1.17%	
8. yahoo / organic	21	0.82%	
9. news.url.google.com / referral	14	0.55%	
10. outlook.live.com / referral	13	0.51%	



SEO RANKINGS

- The below keywords are ranked by where they show up in the search engine. For example, “estero today” shows up first across all search engines.

Keyword	Google	Yahoo	Bing
estero committees	1 +1	2 0	5 -2
estero today	1 0	1 0	1 0
eccl	1 0	2 +1	1 0
eccl meetings	1 0	1 0	1 0
estero council of community leaders	1 0	1 0	1 0
join the eccl	1 0	1 0	1 0
estero volunteers	1 +27	10 +27	10 +27
estero volunteer	1 +78	10 +9	10 +4
estero community organization	1 0	1 +3	1 +1
estero community	1 +6	9 -3	9 +21
estero communities	2 +10	17 +13	17 +13
volunteer eccl	2 0	2 +1	2 0
volunteer	2 +99	- 0	- 0

MONTHLY MEMES



FACEBOOK OVERVIEW

Actions on Page

March 1 - March 28

1

Total Actions on Page ▲ 100%



Page Views

March 1 - March 28

106

Total Page Views ▼ 6%



Page Previews

March 1 - March 28

30

Page Previews ▲ 77%

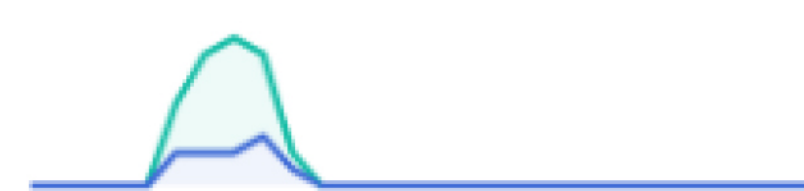


Page Likes

March 1 - March 28

31

Page Likes ▲ 158%



Reach

March 1 - March 28

9,361

People Reached ▲ 340%



Recommendations

March 1 - March 28



We don't have data to show you this week.

Post Engagements

March 1 - March 28

1,015

Post Engagement ▲ 577%



Videos

March 1 - March 28

1

Total Video Views ▲ 0%

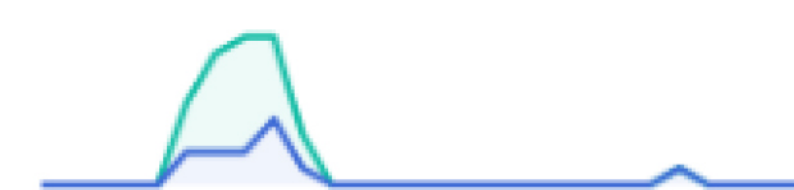


Page Followers

March 1 - March 28

34

Page Followers ▲ 162%



TWITTER OVERVIEW

Mar 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 127 impressions

A walk on the [#beach](#) is worth a thousand words. [#LongWalksOnTheBeach](#) [#ECCL](#)
pic.twitter.com/KwXuWZAteu



Top media Tweet earned 126 impressions

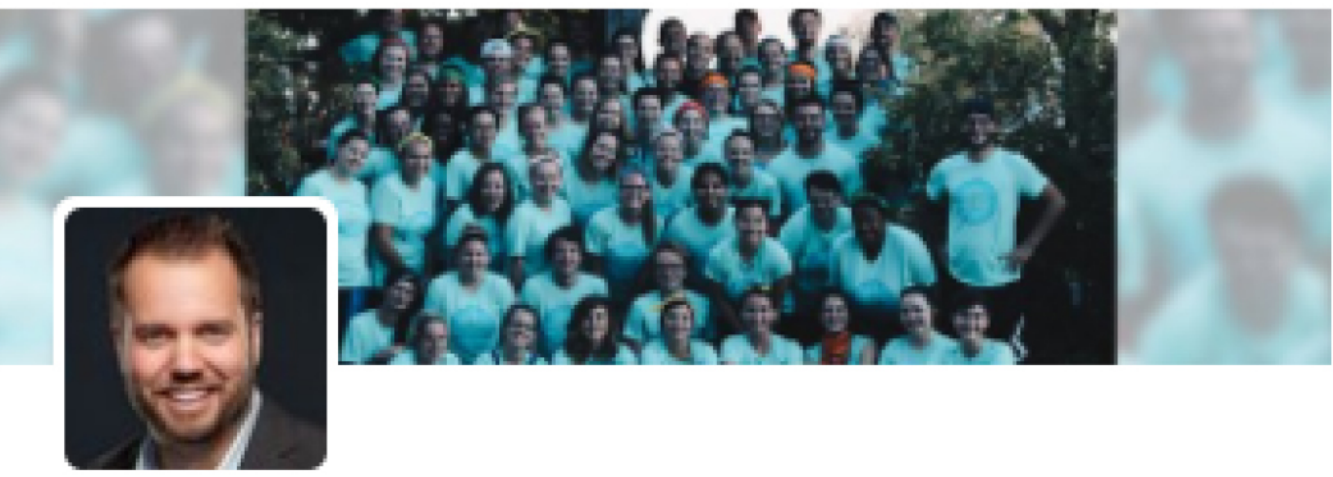
Ready to take a comprehensive look at our city's [#transportation](#) needs? Check out our [#Estero](#) Development Report here: esterotoday.com/wp-content/upl... [#ECCL](#)
pic.twitter.com/yWDw13Tvdw



MAR 2018 SUMMARY

Tweets	Tweet impressions
20	2,764
Profile visits	New followers
61	5

Top Follower followed by 214K people



John Hall
[@johnhall](#) FOLLOWS YOU
Co-founder [@influenceandco](#), Author
<https://t.co/2mVXaABKCa>, Keynote Speaker
<https://t.co/tml6NNHC23>, [@Forbes](#) [@Inc](#) columnist,
most important father/husband