

The ECC is a non-partisan, all-volunteer, civic advocacy organization



A CIVIC ADVOCACY ORGANIZATION

WWW.ESTEROTODAY.COM

192th Monthly Meeting

February 14th, 2020

- **Agenda**

- **Recognition of First Time Visitors**
- **Executive Management Team (EMT)**
- **Announcements**
- **Advocacy Councils**
- **Committee Reports**
- **Community Input Session**
- **Guest Speaker**

ECCL Executive Management Team (EMT)

A Comparison Of The





To assure funding & resources are available to make our civic voices louder & stronger when supporting or opposing actions, activities, & issues before local, state & federal government agencies.

Selected Focus Areas:

- Safeguard the environment & maintain clear water
- Monitor community development
- Support quality education
- Support healthy communities
- Improve transportation



To mobilize financial resources by encouraging and facilitating generosity for continual development of a community that embraces its historic heritage, protects the environment & builds strong neighborhoods.

Selected Focus Areas:

- Operate for the people & priorities of the Village of Estero
- Mobilize financial resources for community places, projects & purposes
- Distribute resources to priority community needs that help fulfill our mission & vision



Increasing & Improving Veterans Access To Needed Health Services



The Why

1,525,400 Veterans Live in the State of Florida

- 1,172,800 wartime veterans
- 352,600 peacetime veterans
- 49,000 World War II veterans
- 139,129 Korean War veterans
- 519,843 Vietnam-era veterans
- 188,024 Gulf War veterans
- 177,494 Post-9/11 veterans
- 789,717 veterans 65 and over

Note: Fiscal 2017 demographic information from the VA's Veteran Population Projection Model 2016.

The Why

Life After The Military Can Pose Many Challenges To Veterans & Family Members

- **Some factors involved in a veteran's readjustment to civilian life:**
 - Psychological effects of trauma: including PTSD, survivor's guilt, depression, & substance abuse/addiction.
 - Physical handicap: disfigurement, amputation, & scarification
 - Re-establishing relationships with family & friends.
 - Coexisting with cultures different from those of the military
 - Relationship with:
 - Him/herself
 - Their sense of identity
 - Purpose & self-worth

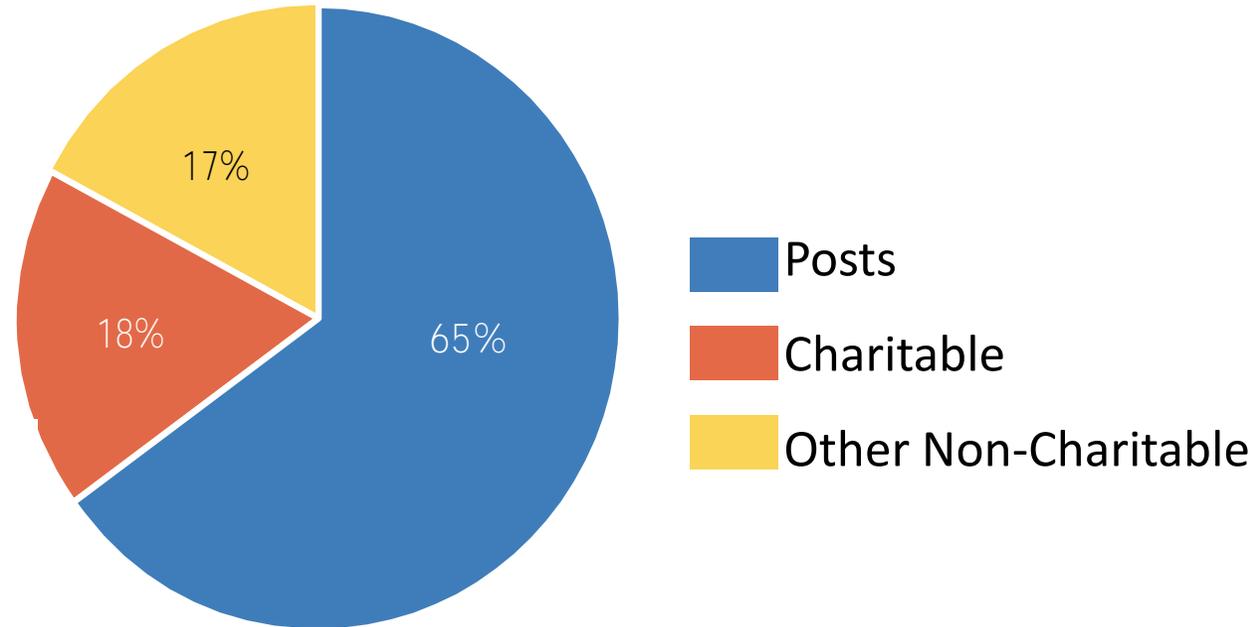


**The
Need**

Selected National Services

- Department of Veterans Affairs
- Vet Centers
- American Legion
- Veterans of Foreign Wars
- Disabled American Veterans
- AMVETS
- Wounded Warrior Project
- Hire Heroes USA
- National Coalition for Homeless Veterans

Other non-charitable organization





Selected Local Services

- American House
- ECCL
- Estero Chamber
- FGCU Community Counseling
- FGCU Veterans Support
- Hearts & Homes
- Home Base
- Lee County Human & Veterans Services
- Lee County Veterans Services
- Lee Health Behavioral
- Lee Health Coconut Point
- Lee Health Military Support
- Lee County Sheriff
- Village of Estero

Purpose Statement

“To meaningfully & measurably increase & Improve access for returning Veterans & their families to well organized, high quality, & comprehensive, physical & mental health services in Estero, Bonita Springs, & San Carlos Park, FL by June 2021.”



Suggested Process

1. Organize
2. Secure Commitment
3. Identify leadership/ownership
4. Agree on purpose
5. Agree on goals
6. Agree on strategies & tactics
7. Execute
8. Monitor
9. Modify
10. Monitor





Jim Gilmartin

ecclpres@gmail.com

Announcements

Voter Registration Deadline

18 February 2020



Florida is a Closed Primary State

When registering to vote or changing your party affiliation, it is important to know that Florida is a closed primary state. This means that, in a Primary Election, voters not registered with a major political party may not have any candidates to vote for, and may only be able to vote on non-partisan candidates or issues that may appear on their ballot.

Voters wishing to register to vote or change their party affiliation for a Primary Election must do so 29 days prior to that election.



Save the date – February 20, 2020

Estero Forever Foundation's Inaugural Celebration to be held at Grandezza Country Club.

A new foundation has been formed to enhance Estero's positive growth. It's called the Estero Forever Foundation.

Historic heritage, environmental preservation, recreational facilities and sports fields, and art and cultural centers are just some of the top priorities of the recently established foundation.

This new 501(c)3 organization was recently established with the goal of "forever building a stronger community" in order for Estero to continue to be the best place to live, work, play and visit.



Presidential Preference Primary Election Tuesday, March 17, 2020

On Election Day, Tuesday, March 17, 2020, all polling locations in Lee County will be open from 7:00 a.m. to 7:00 p.m.

<https://lee.electionsfl.org/Election-Information/Election-Dates-and-Deadlines/March-17-2020>

VILLAGE OF ESTERO

Fifth Anniversary Celebration

Saturday, March 21, 2020

Outdoor Concert 11:30am – 2:30pm FREE Admission

ESTERO COMMUNITY PARK



FEATURING SOUTHWEST FLORIDA'S PREMIER ENTERTAINERS

Billy Dean & Dawn

PERFORMING THE CLASSICS OF
POP. ROCK. BROADWAY. JAZZ. COUNTRY.

KID'S ACTIVITIES * MUSIC
LOCAL FOOD VENDORS

Bring Chairs



or Blankets

SPONSORED BY: The Village of Estero, Estero Council of Community Leaders,
Estero Chamber of Commerce, Local Churches, Estero Rotary Club

FUN FOR THE ENTIRE FAMILY

The 2020 United States Census, known as Census 2020, will be the twenty-fourth United States Census. National Census Day is April 1, 2020.



Florida left close to \$200M on the table during the last census in 2010

These funds are used to support 16 federally funded programs (e.g. Medicaid, Medicare, Highway Planning & Construction, and SNAP). The shortfall may double during this next count! Please be aware we will lose approximately \$1445 per person for those not counted.

Advocacy Councils

Transportation

Lou Frattarelli

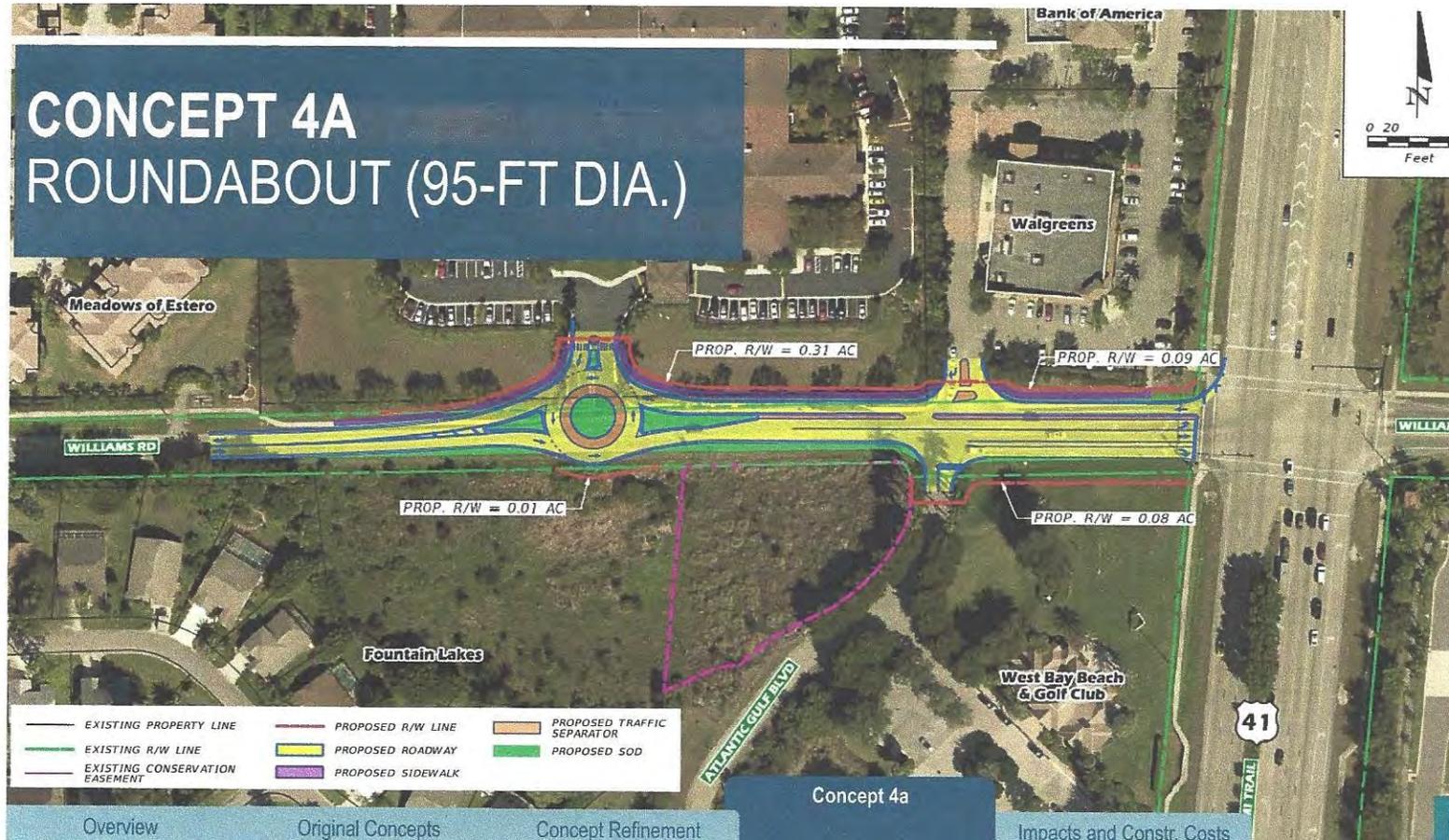
lfratt@embarqmail.com

Next Meeting Thursday, Feb 20th, 9:30 a.m.

FineMark Bank, Coconut Road

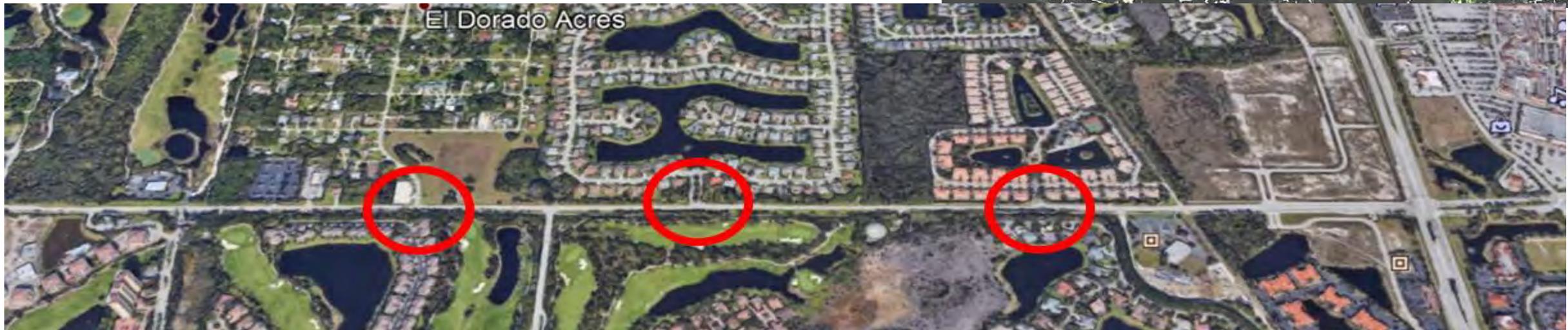
Williams Road West/US41 Update from Council Feb 5th Workshop

- Challenges:
 - Walgreens exit to close to US41
 - Limited left turn stacking
 - Illegal left turns at Walgreens exit
 - Parking lot used as turn around
- Option 4a is \$3.2 Million



Coconut Road Roadway Improvement Update

- Staff recommended Engineering Services
- Move into 19/20 FY CIP. The services would include:
- Assess feasibility - three roundabouts
 - Coconut Shore Blvd
 - Olde Meadowbrook Blvd
 - El Dorado Blvd
- Assess feasibility of roadway & turn lane improvements near US41
- Preparing preliminary design plans and cost estimate
- Council approved preparation of Budget amendment
- Bonita Springs to share project costs



Corkscrew Road Widening Project

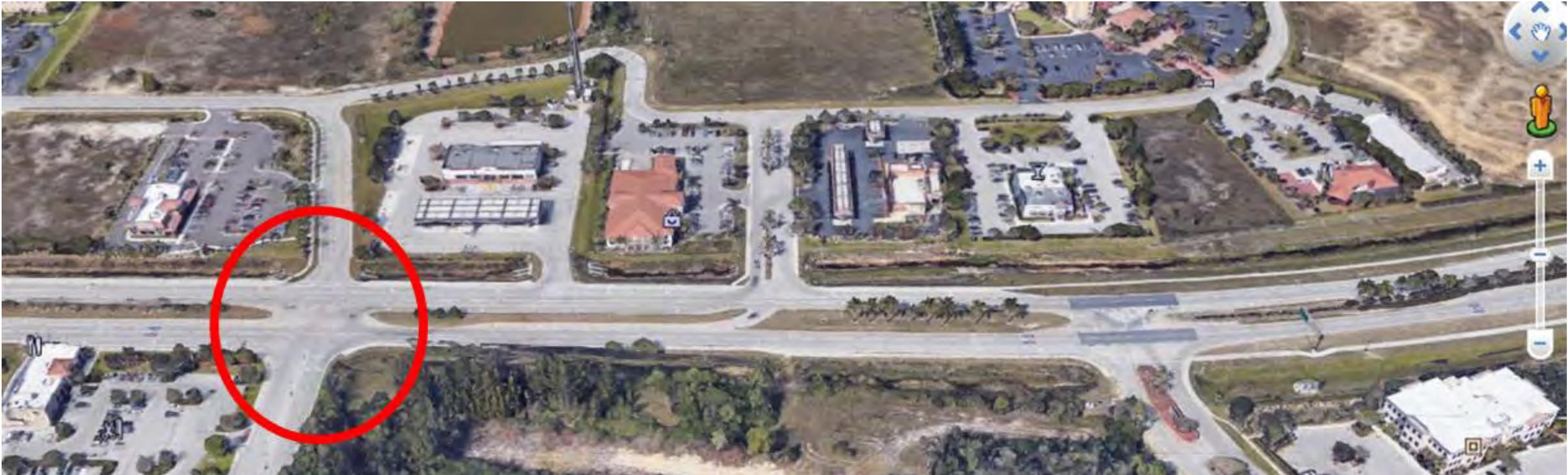
- Understand Village's position on the project and funding intentions
 - lighting, landscaping, multi use path, sidewalks, bike lanes, etc.
- Meeting on 1/31/20 with East Corkscrew Alliance.
 - Discussed Village's position/vision (David Willems, Village Public Works Director)
 - Reviewed the 60% drawings to identify issues and concerns
- Meeting held 2/12/20 with LDOT and Johnson Engineering to discuss issues and concerns and identify options.
- Public meeting scheduled on Feb 26th at Estero Rec Center

FY20/21 CIP Process Update

- Started 2/5/20 at Council Workshop.
- Village Manager Steve Sarkozy provided a Budget and Capital Improvement Program (CIP) Introduction.
- The annual timetable will start with workshops in January and February and a public forum in March with CIP approval in April
- Community survey in May with CIP adoption in July
- The Transportation Council will provide input
 - Project ranking and advocacy for high priority projects
- There are not substantial funds available for additional projects

Traffic Signal at Lowe's

- Design work in progress
- Council's zoning approval of Estero Crossings Jan 29th
- Developer, Stock builds reverse frontage road



ECCL

ESTERO COUNCIL OF
COMMUNITY LEADERS

Health Committee

Lowell Gerson

239.405.5302, lwgerson@gmail.com

Next Meeting, Friday, February 28th, 2:30pm, Lee Health Coconut Point

Fall Prevention Initiative

- **Lee County**

Fall Deaths

186/year

Non Fatal Fall Hospitalizations

296/year

Emergency Dept. Visits

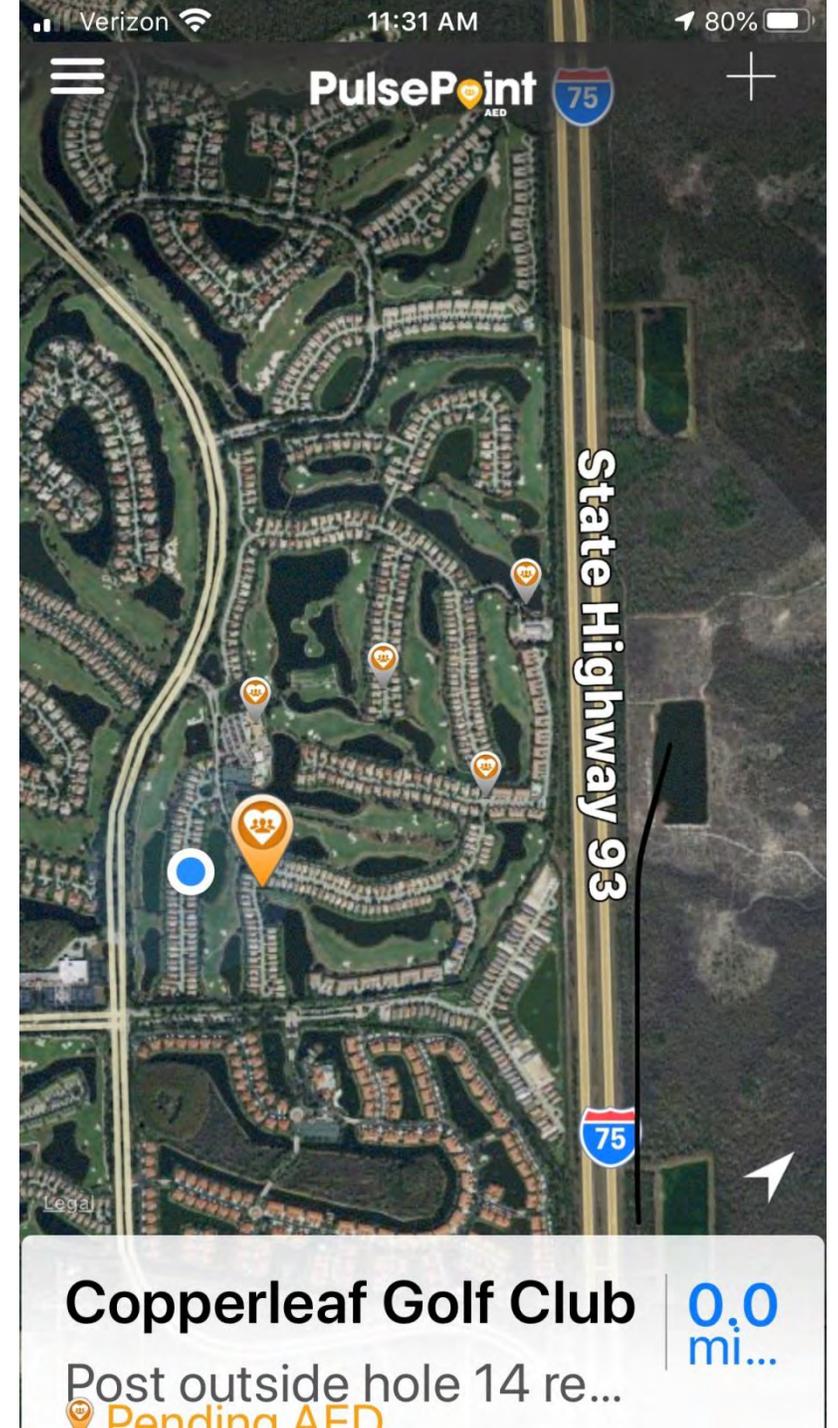
5894/year

Balance Screening and Talk

- **Step Wise Lee can Come to your Community**
- **Contact**
 - **Mark Tesoro 239.989.7594**
 - **Molly Grubbs 239.495.4475**

AED Locations

- Talk with your community to list AEDs
 - PulsePoint
- Register if you are AED certified
 - PulsePoint Respond





A CIVIC ADVOCACY ORGANIZATION

Environmental

Derrick Botana

derrick@bwboatclub.com

Next Meeting February 24th, 2020, 2pm

BayWater Corporate Office

27499 Riverview Center Blvd. Bonita Springs

CALUSA WATERKEEPER PRESENTS:

CALUSA OPALOOZA 2020



**WATER & FESTIVAL
ROCK & CONCERT**

SUNDAY, MARCH 22, 2020, 10AM - 9PM
CENTENNIAL PARK | FT. MYERS, FL

Hotel California
THE ORIGINAL EAGLES TRIBUTE



ECCL

ESTERO COUNCIL OF
COMMUNITY LEADERS

Education Council Report

Points of Interest



Advocacy



Three Oaks Mentor Program



Junior Achievement



Advocacy
in
Action

MAKING DATA-DRIVEN DECISIONS

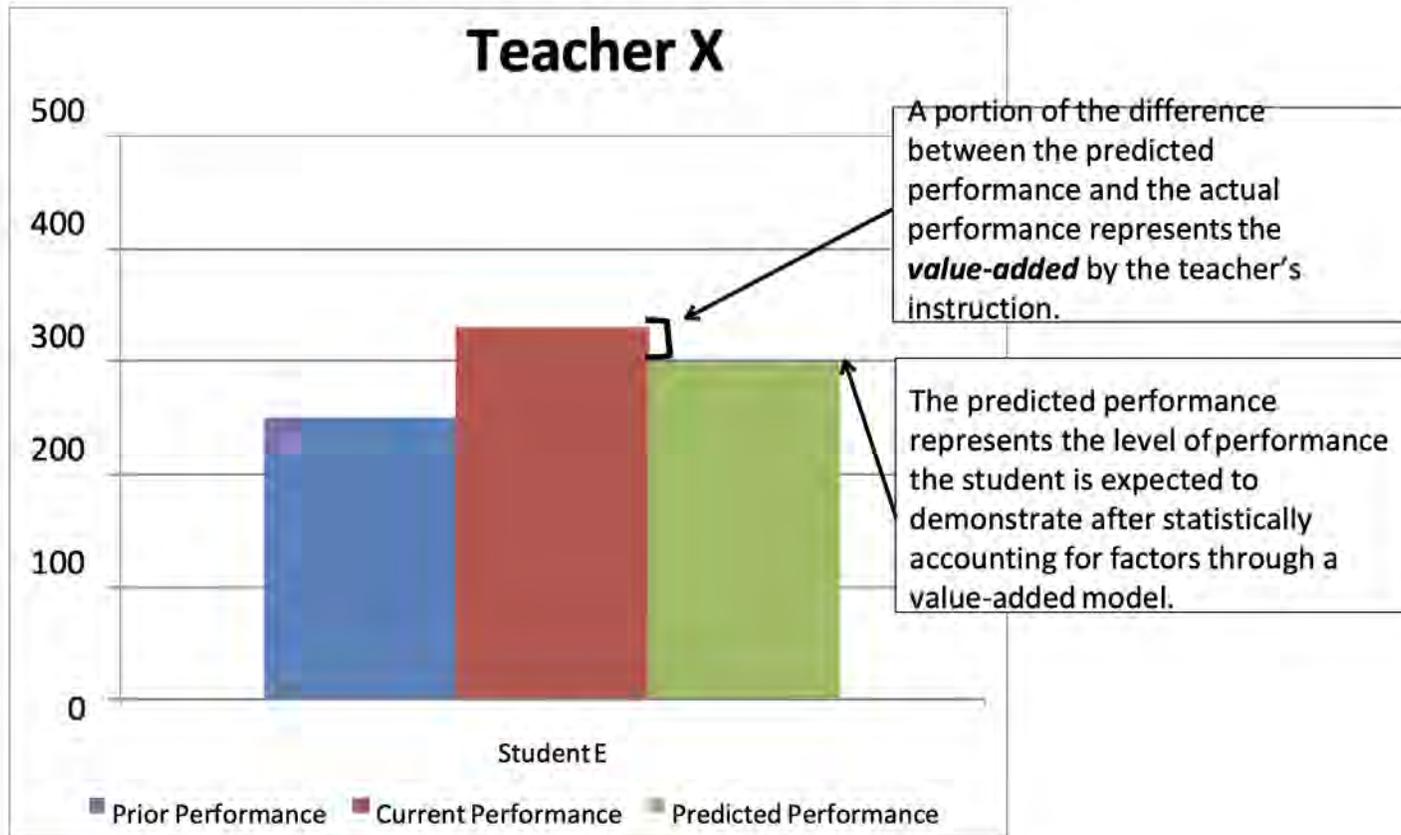


Economically Disadvantaged

INCOME ELIGIBILITY GUIDELINES												
Effective from July 1, 2019 to June 30, 2020												
HOUSEHOLD SIZE	FEDERAL POVERTY GUIDELINES	REDUCED PRICE MEALS - 185 %					FREE MEALS - 130 %					
	ANNUAL	ANNUAL	MONTHLY	TWICE PER MONTH	EVERY TWO WEEKS	WEEKLY	ANNUAL	MONTHLY	TWICE PER MONTH	EVERY TWO WEEKS	WEEKLY	
48 CONTIGUOUS STATES, DISTRICT OF COLUMBIA, GUAM, AND TERRITORIES												
1	12,490	23,107	1,926	963	889	445	16,237	1,354	677	625	313	
2	16,910	31,284	2,607	1,304	1,204	602	21,983	1,832	916	846	423	
3	21,330	39,461	3,289	1,645	1,518	759	27,729	2,311	1,156	1,067	534	
4	25,750	47,638	3,970	1,985	1,833	917	33,475	2,790	1,395	1,288	644	
5	30,170	55,815	4,652	2,326	2,147	1,074	39,221	3,269	1,635	1,509	755	
6	34,590	63,992	5,333	2,667	2,462	1,231	44,967	3,748	1,874	1,730	865	
7	39,010	72,169	6,015	3,008	2,776	1,388	50,713	4,227	2,114	1,951	976	
8	43,430	80,346	6,696	3,348	3,091	1,546	56,459	4,705	2,353	2,172	1,086	
For each add'l family member, add	4,420	8,177	682	341	315	158	5,746	479	240	221	111	

Value Added Model (VAM)

Value-Added Example



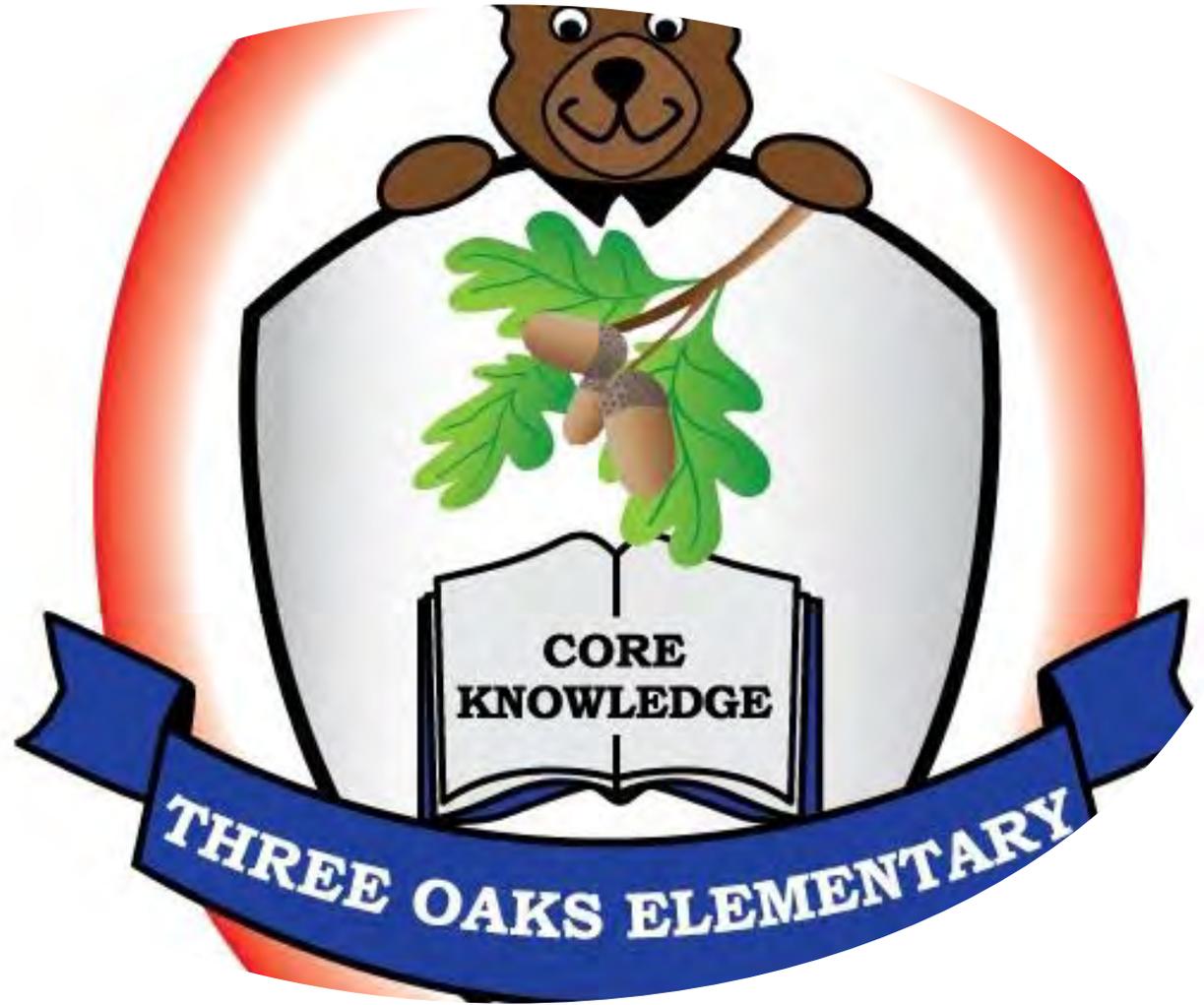
Pinewoods
Elementary

- Highly Effective Teacher: 58.6% (42)
- Effective Teacher: 58.6% (51)
- Economically Disadvantaged Students: 34.1%



Three Oaks Elementary

- Highly Effective Teacher: 89.3% (50)
- Effective Teacher: 10.7% (6)
- Economically Disadvantaged Students: 39.7%



Three Oaks Middle

- Highly Effective Teacher: 48.3% (29)
- Effective Teacher: 51.7% (31)
- Economically Disadvantaged Students: 48.2%



Pinewoods
Elementary

- Highly Effective Teacher: 41.4% (36)
- Effective Teacher: 58.6% (51)
- Economically Disadvantaged Students: 43.4%





**CALL
TO
ACTION**

“At-risk” Mentor Program

- Volunteers needed to invest in the future of a student
- Meet on a weekly basis 20-30 minutes
- Work on student-set academic goals
- NOT a tutoring program

- Contact Kevin Tolliver
- kptolliver1@gmail.com





- *Career Success* - 11th grade
Estero High School during
month of May
- *Personal Finance* - 12th grade
Two more pilot sessions in
March

REMEMBER

- The quality of schools directly impacts:
- Crime Rate
- Property Values



How do I get involved?

3rd Wednesday of the month

Next meeting February 19, 9:00-10:00 am

Location: NavaED 10600 Chevrolet Way #107

All are welcome

8TH ANNUAL

Breaking Par

at Grandézza

Join us for two fun-filled days
in support of the leaders
of tomorrow!

March 19 - 20, 2020

Thursday, 5:30 p.m. Gala-Dinner -

Dress to impress at an elegant gala featuring delicious cuisine and incredible live and silent auctions.

Friday, 8:30 a.m. Shotgun

Scramble - Hit the green at our signature Golf Tournament featuring students from the PGA Golf Management Program at FGCU. The activities will wrap up with an awards luncheon and the chance to win tons of prizes!



All proceeds support local Junior Achievement programs that teach students the importance of financial literacy, work readiness, and entrepreneurship.



The Club at Grandézza

11481 Grande Oak Boulevard,
Estero, Florida 33928



CONTACT US
to attend,
play, sponsor or
volunteer!

For more information, please contact Stephanie Hoffman at shoffman@jaswfl.org or 239-225-2590. www.jaswfl.org

Contact Information

Jeremy M. Jasper, M.Ed

Jeremy@navaed.com

(239) 317-2906



Community Development

Jim Tatooles
jetatooles@prodigy.net

**Next meeting Thursday, March 12th, 4:00 pm, at the
Historical Society Cottage (Estero Community Park)**

Estero Crossing

- Village Council Estero Crossing Development
- A Combined effort of all involved over a long period of time
 - Traffic light at Lowes
 - Access road





Plaza del Sol

**Estero Interstate
Commerce Park**

Corkscrew Road

Three Oaks Parkway

Estero Town Center

**Corkscrew
Commerce
Center**

175

Estero Crossing

**Villa
Palmeras**

**Corkscrew
Woodlands**

Proposed Development - Via Coconut

- New mixed-use development across from Genova

A_COCONUT_PATTERN_BOOK_DRB.pptx

47/55



OVERALL LANDSCAPE PLAN



LEGEND

- (A)** ENTRY
 - A1. Pavers
 - A2. Signage
- (B)** POND
 - B1. Fountain
 - B2. Littoral Plantings
- (C)** MARSH / FILTER POND
 - C1. Littoral plantings/ Grasses

- (G)** MEANDERING PATHWAY
 - G1. Benches
 - G2. 8" Wide Concrete Path
- (H)** AMENITY DECK
 - H1. Fire pit
 - H2. Trellis
 - H3. Specimen Planting
- (I)** ENHANCED LANDSCAPE BUFFER

- (L)** RESORT STYLE POOL DECK
- (M)** VIA COCONUT BUFFER PLANTINGS
 - Enhanced Plantings 14'-18' Trees
 - Hedge Shrub 36" at Installation
 - Additional Groundcovers and shrub layers
- (N)** ENHANCED PERIMETER BUFFER PLANTINGS

Village of Estero Information Data Warehouse & Interactive Map Project

- Partnership
 - Village of Estero
 - Requirements and Data Hosting
 - Estero Chamber
 - Business info
 - ECCL
 - Community Info

Doors
Single family
Villas (2)
Villas (more than 2)
Townhomes
Condos-low rise
Condos-high rise
Amenities
Clubhouse
F&B - indoor
F&B - outdoor
Community pool (s)
Health/fitness facility
Security-Gate Entry and Control
Gated-manned-24 hrs.
Gated-manned-other
Fees - HOA-CDD
Master HOA
Community HOA
CDD
Sports & Recreation
Golf course
private
Semi private

Arts & Entertainment

Roslyn Gula, CoChair
Arts and Activities
roslyn.gula@gmail.com

Anthony Gigliotti, CoChair
Sports and Recreation
abgigliotti@gmail.com

**Next Meeting: Wednesday, Mar 4th, 2020, 4pm,
Estero Historical Society Cottage (Estero Community Park)**

Village of Estero Parks, Recreation, and Open Space Plan Comments

- Need a Local info and History Center
- Permanent Home for Arts and Craft
- Linkage to Rails to Trails, Lee County South Library, FGCU
- Celebration of Veterans pocket park
- Community Theater
- Physical activity and Camaraderie area for Veterans
- Community Calendar

London Bay Homes Bayview

- Estero Bay Access for Boaters (At the former Weeks Fish Camp)
- An “Open” Meeting will be held at Estero High School
- On Wednesday Feb 26th at 5:30 pm
- London Bay Homes will present their plans at the meeting

Committee Reports

ECCL

ESTERO COUNCIL OF
COMMUNITY LEADERS

Finance & Fundraising Committee Report

SUMMARY FINANCIAL REPORT

FOR THE MONTH ENDED JANUARY 31, 2020

Income				
Residential Community Dues				9,800
Content Marketing				1,850
Total Income				11,650
Expenses				
Website Expenses		1,028		
Membership Reception		455		
Media and Public Relations		300		
Database & Acctg. Software		215		
Other		399		2,397
Excess Income over Expense				9,253
Cash at January 31				13,907

For further detail, see the financial statements at www.EsteroToday.com



ECCCL

A CIVIC ADVOCACY ORGANIZATION

The 2019 Residents Survey Results

February 2020

Objectives



TO PROVIDE THE ECCL WITH A
BETTER UNDERSTANDING OF
RESIDENTS OPINIONS ON
OPPORTUNITIES TO IMPROVE THE
QUALITY OF LIFE IN ESTERO AND
SURROUNDING COMMUNITIES



TO EXAMINE WHAT RESIDENTS
FEEL THE ECCL SHOULD BE
FOCUSING ON TO IMPROVE THE
QUALITY OF LIFE FOR RESIDENTS
AND THEIR FAMILIES IN THE
COMING YEARS



TO UNDERSTAND AND IMPROVE
THE ECCL'S COMMUNICATION'S
EFFECTIVENESS

Sample

- A total of 589 respondents (58% male and 42% female)
- The response rate represented 15.4% of the 3,827 “core” contacts (although 9,862 were initially sent by Survey Monkey from the ECCL broader contact list)
- Over 40 neighborhoods: The highest single neighborhood represented was Bella Terra (8%), Lighthouse Bay (7%), Shadow Wood (6%), and West Bay (5%).
- 46% were aged 51-70yrs and 49% 71+yrs
- 41% had lived in the area for over 15 yrs. with another 21% for 11 to 15 years.
- 65% spend 9 months or more on average per year in the locality.

Summary (1)

- 92% of residents in the sample receive their ECCL information from ECCL email updates, and 4 out of 5 feel this method is the most important way of obtaining ECCL information.

Summary (2)

- Over 70% associate the goals of the ECCL most important to residents
 - Information about Village, County, Regional and State issues
 - Ways to act on issues threatening the quality of life in our communities
 - Help and protect and preserve clean water, wetlands, wildlife, and wilderness
 - Ensure building development in Estero and surrounding communities maintain an appearance according to community design plans
 - Improve transportation by supporting the funding and planning for safe and adequate roadways, walking/biking/and multi-use paths

Summary (3)

- Many (55%), unprompted had a clear idea about the most important ECCL achievements.
- From the list of issues shown the most significant were:-
 - Assisting opening of Lee Health Emergency Dept
 - Establishing Village of Estero
 - Mobilization to attend Commission on lime rock mining
 - Design standards established

Summary (4)

- In the future the respondents felt the ECCL should focus their advocacy efforts (in particular) on:
 - The Environment (A clear winner)
 - Community Development
 - Health and Healthcare
 - Transportation.
- High Interest in a Performing Arts Center
- Little interest in more large box stores, commercial business development, Olympic Swimming Pool, or arts and craft center

Summary (5)

- The majority were in favor of advocating for the use of government funds for enhancing roadway landscaping, and for expanding arts, recreation and entertainment
- There was a high level of support for several specific suggestions.
 - Connecting biking and hiking trails (54%)
 - Enhancing access of the Estero River (58%)
 - Ensuring marina Access to the Estero Bay (52%)
 - Open air venues for music, and open air plays (43%)

Summary (6)

- Other suggestion included:
 - Focus was on discouraging significant building development
 - Encouraging the use of our open spaces for outdoor activities/relaxation
 - Other comments made supported a theatre development, pickle ball courts, and more bike and walking trails

Recommendations (1)

- Given the importance of email communication from the ECCL, every effort should be made to ensure that communications remain compelling, attractive, and focused
- With the growing interest expressed in social media, this needs to be addressed for the growing number of younger residents (Facebook; Twitter; LinkedIn; Next Door, etc.)

Recommendations (2)

- The ECCL given the interest and concerns should, prioritize communications covering
 - a) The Environment**
 - b) Community Development
 - c) Health and Healthcare
 - d) Transportation

Recommendations (3)

- There is support for the use of funds to enhance major local roadways and enhance the arts and recreation offered in the local area
- The ECCL must be mindful of the concerns expressed about over development of the small lots of land within Estero and Surrounding Areas. It is a major worry to many due to the increase in population density and the impact on our roads

Recommendations (4)

- Developmental prioritization (amongst other ideas) should be focused on:
 - Connecting biking and hiking trails
 - Enhancing access of the Estero River
 - Ensuring marina access to the Estero Bay
 - Development of a community theatre and the implementation of open-air venues for music, and open-air plays

Recommendations (5)

- Given the interest in the community theatre and having more music concerts, initial low cost options would be:
 - Encourage more organized open-air events
 - Plays and concerts
 - To gauge the interest level before embarking on the more costly option of a community theatre

Some Key Findings



Some Key Findings

Importance of goals/objectives Total of importance scores given 8/9/10

- Help and protect and preserve our clean water, wetlands, wildlife, and wilderness - 85%
- Inform you about Village, County, Regional and State issues and ways to act on issues threatening the quality of life in our communities - 83%
- Proactively respond to perceived immediate threats to our quality of life - 79%

Some Key Findings

Importance of goals/objectives Total of importance scores given 8/9/10

- Improve transportation by supporting the funding and planning for safe and adequate roadways, walking/biking/and multi-use paths serving our communities - 73%
- Ensure building development maintain appearance according to community design plans - 72%

Some Key Findings

Importance of goals/objectives Total of importance scores given 8/9/10

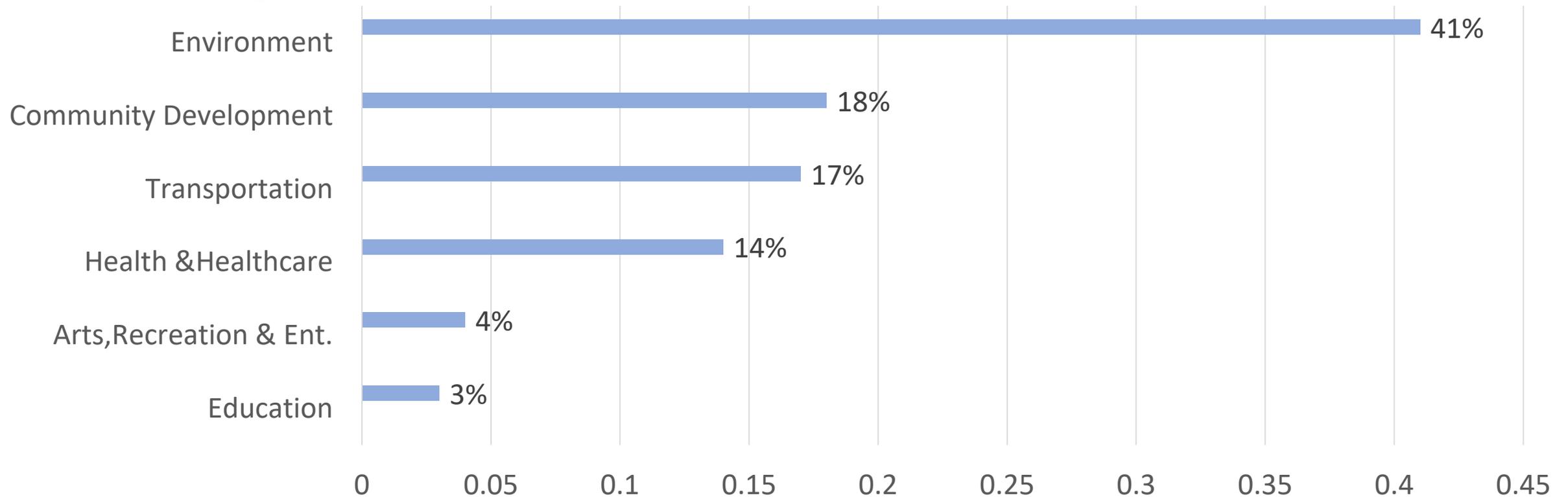
- Create a physical/social/economic environment to foster good health outcome - 54%
- Improve/establish arts, recreation and entertainment venues - 46%
- Improve educational programs Junior Achievement programs on financial literacy and work readiness - 31%

Some Key Findings



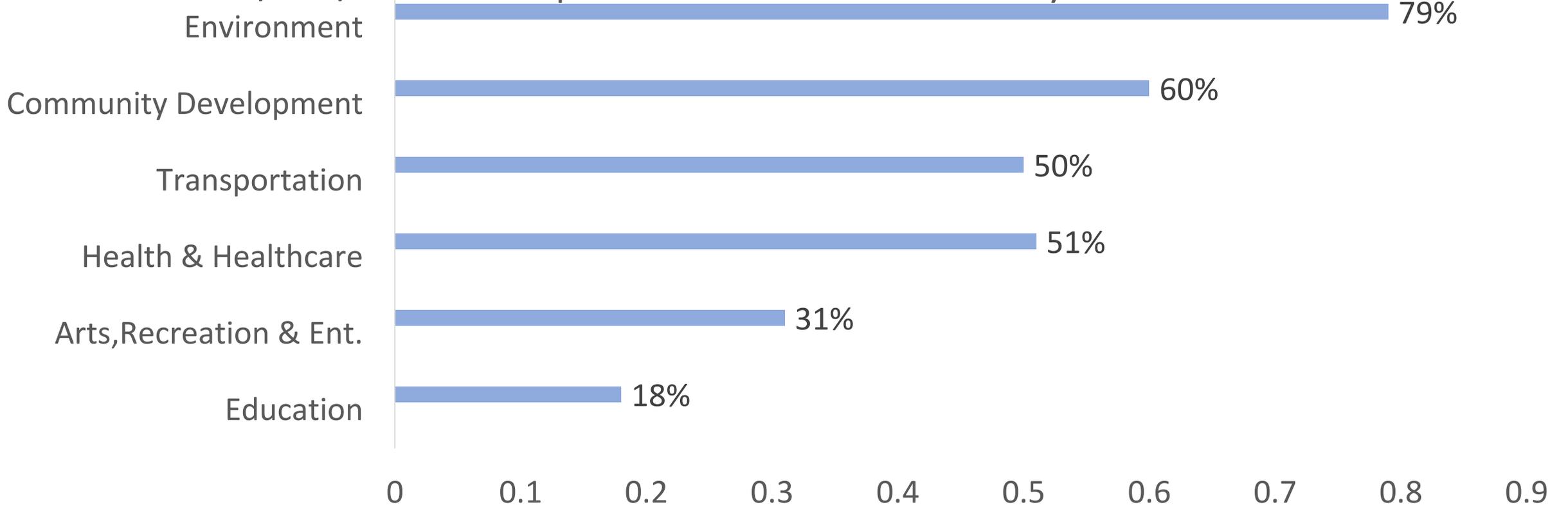
Some Key Findings

The most Important Issue ECCL 's Advocacy efforts should focus on



Some Key Findings

The 1st/2nd/3rd most Important Issue ECCL 's Advocacy efforts should focus



Some Key Findings



Some Key Findings



Some Key Findings

➤ Level of Interest in Various Arts/Social Activities (High interest 8/9/10)

- | | |
|---|-----|
| • Enhancing access Estero river for walking, fishing, boating | 58% |
| • Marina Access to Estero Bay for boating, paddle boarding etc. | 52% |
| • Shakespeare in the park + other open-air-plays | 43% |
| • A “Taste of Estero” | 33% |
| • Vintage car show | 16% |
| • Cirque du Soleil | 12% |
| • Fishing Tournaments | 7% |
| • Outdoor Camping | 3% |

*Thank
you*



Community Input



A CIVIC ADVOCACY ORGANIZATION

Next Meeting

Mar 13th, 2020, 10am

Lee County Library South (Three Oaks)

Appendix

Key Findings (i)

➤ How They Receive Information About ECCL Activities

- Email Updates 92%
- Minutes from ECCL meetings 30%
- Periodically visit ECCL website 25%
- Local Press 22%
- Attend ECCL Meetings 19%
- Don't receive 2%

Key Findings (ii)

➤ Communications Rated 1st or 2nd in Terms of Importance

- | | |
|------------------------------|-----|
| • Email Updates | 80% |
| • Minutes from ECCL meetings | 32% |
| • ECCL Website | 27% |
| • ECCL Meetings | 17% |
| • Local Press | 14% |
| • Other | 1% |

Key Findings (iii)

- Association with the ECCL Goals
 - Inform about Village, County, Regional and State issues and ways to act on issues threatening the quality of life in our communities - 87%
 - Help and protect and preserve clean water, wetlands, wildlife, and wilderness - 75%

Key Findings (iii)

➤ Association with the ECCL Goals

- Ensure building development in Estero and surrounding communities maintain an appearance according to community design plans - 74%
- Improve transportation by supporting the funding and planning for safe and adequate roadways, walking/biking/and multi-use paths - 72%
- Proactively offer ways to participate in planning process to help preserve our quality of life - 63%

Key Findings (iii) cont.

➤ Association with the ECCL Goals

- Proactively respond to perceived immediate threats to our quality of life - 59%
- Improve health care services helping establish local high-quality health facilities to meet wellness needs of our community - 57%
- Improve/establish arts, recreation and entertainment venues - 45%

Key Findings (iii) cont.

- Association with the ECCL Goals
 - Create physical/social/economic environment to foster good health outcomes - 44%
 - Improve educational programs, Junior Achievement programs on financial literacy and work readiness - 37%
 - None - 1%

Key Findings (iii) cont.

Importance of goals/objectives Total of importance scores given 8/9/10

- Help and protect and preserve our clean water, wetlands, wildlife, and wilderness - 85%
- Inform you about Village, County, Regional and State issues and ways to act on issues threatening the quality of life in our communities - 83%
- Proactively respond to perceived immediate threats to our quality of life - 79%

Key Findings (iv)

Importance of goals/objectives Total of importance scores given 8/9/10

- Improve transportation by supporting the funding and planning for safe and adequate roadways, walking/biking/and multi-use paths serving our communities - 73%
- Ensure building development maintain appearance according to community design plans - 72%

Key Findings (iv)

Importance of goals/objectives Total of importance scores given 8/9/10

- Proactively offer ways to participate in planning process help preserve our QOL - 63%
- Improve health care services to establish local high quality health facilities to meet the wellness and treatment needs of our community - 62%

Key Findings (iv)

Importance of goals/objectives Total of importance scores given 8/9/10

- Create a physical/social/economic environment to foster good health outcome - 54%
- Improve/establish arts, recreation and entertainment venues - 46%
- Improve educational programs Junior Achievement programs on financial literacy and work readiness - 31%

Key Findings (v)

Most significant ECCL Achievements (unprompted)

- 55% offered comments unaided on this question.
- The main comments centered on:
 - The establishment of the Estero Village (17%)
 - The implementation of Building design guidelines (15%)
 - The establishment of the Lee Emergency Health Center (13%)
 - The restrictions on mining expansion (8%)
 - Purchase of land on Estero River (8%)
 - Need to help preserve water quality (7%)

Key Findings (v) Cont.

Examples of comments were:

- *“Supported the establishment of the Village of Estero”*
- *“Purchase of the Estero River property and environmental impact of the mines”*
- *“Improvements to Roadways, Health facility, protection of environment Including water, air and wild life”*

Key Findings (v) Cont.

Examples of comments were:

- *“Building requirements and maintaining aesthetically pleasing development. Rejecting proposed high rise buildings is a very important objective that the ECCL has been able to achieve.*
- *We certainly don't want the Estero area to resemble Ft. Myers Beach and many of the areas in Naples or Bonita Springs.”*

Key Findings (vi)

The Most Significant ECCL achievement (1st/2nd/3rd)

- | | |
|---|----------------------------|
| ➤ Assisting opening of Lee Health Emergency Dept | 54% (28%-1 st) |
| ➤ Establish Village of Estero | 41% (21%-1 st) |
| ➤ Mobilization to attend Commission on lime rock mining | 35% (12%-1 st) |
| ➤ Design standards established | 30% (7%-1 st) |
| ➤ Advocated to stop flyover Coconut Road and I75 | 28% (11%-1 st) |

Key Findings (vi)

The Most Significant ECCL achievement (1st/2nd/3rd)

- | | |
|---|---------------------------|
| ➤ Supported purchase of Estero on the River | 23% (5%-1 st) |
| ➤ Transport planning doubled north/south arterial lanes | 21% (4%-1 st) |
| ➤ Exp. Koreshan State Park/Purchase River Property | 19% |
| ➤ Recruited students thro. Jr. Achievement Program | 8% |
| ➤ Mobilized objections to Hertz arena (bright yellow) | 8% |

Key Findings (vii)

What should ECCL Attempt to Achieve in Future

- 51% offered their views!
- A majority of comments centered on the need to limit building and growth
 - *“Limit building so as to not over-burden the infrastructure. Watch the retail landscape in particular - lots of vacancies out there already in Coconut Point, Miramar, the Lee Tax Collector shopping center.”*
 - *“Control growth and prevent overbuilding”*
 - *“Stop building apartment buildings...we have enough MDU’s”*

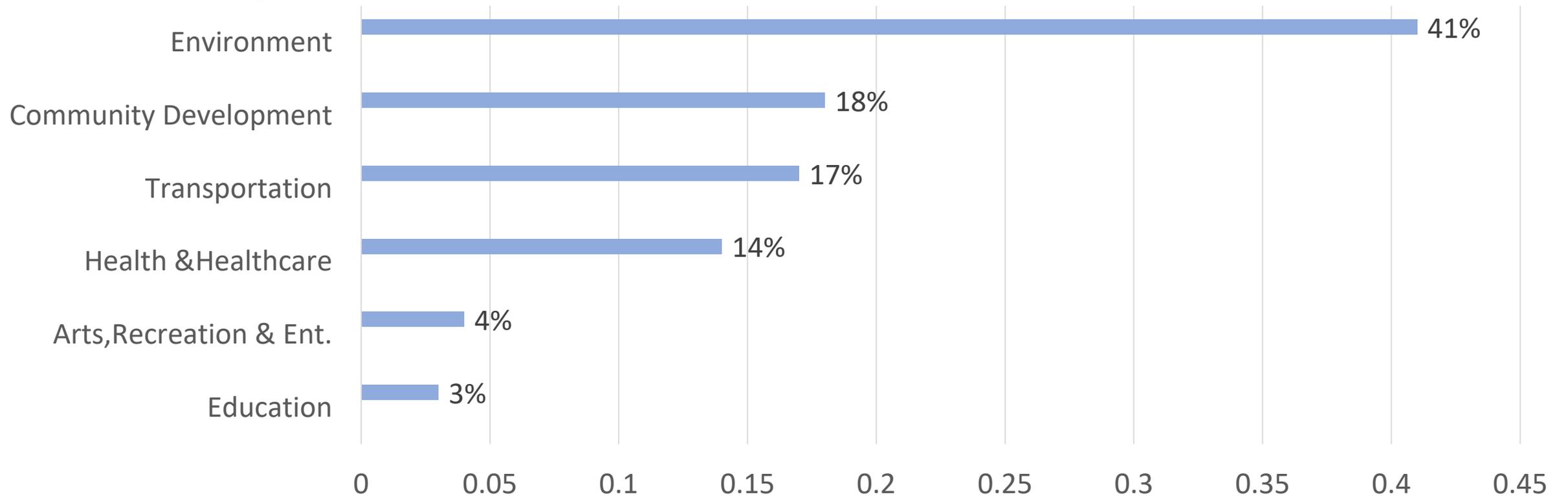
Key Findings (vii)

What should ECCL Attempt to Achieve in Future

- Other comments focused on the need to reduce mining and continue the overseeing of design standards
- Comments relating to the enhancing the Riverwalk and improving biking and walking paths around the village were also made

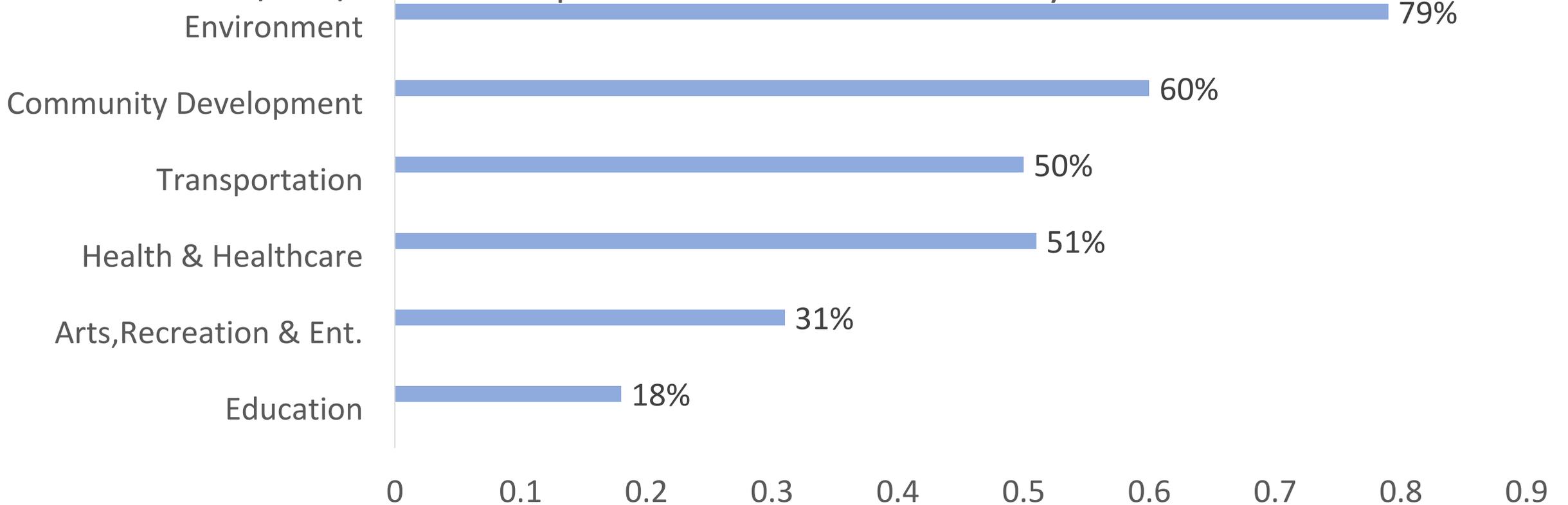
Key Findings (viii)

The most Important Issue ECCL 's Advocacy efforts should focus on



Key Findings (viii) Cont.

The 1st/2nd/3rd most Important Issue ECCL 's Advocacy efforts should focus



Key Findings (ix)

➤ Support Level for the Following Developments

	<u>Top Interest scores 8/9/10</u>	<u>Little/no Interest 1/2/3</u>
• A Performing Arts Center	38%	19%
• Build Sports Complex	23%	32%
• Medical School	23%	41%
• Arts /Craft Center	16%	37%
• Commercial Businesses	16%	48%
• Olympic Style Arena	13%	58%
• Large Retail Box Stores	6%	75%

Key Findings (x)

- 73% agreed with the idea of using funds to enhance landscaping on Estero major roadways
- 79% approve of expanding the arts, recreation and entertainment in the area (29% “strongly” approved)
- 56% felt “somewhat” satisfied (only 12% “very” satisfied) with the current levels of arts, recreation and entertainment – but 1 in 4 were dissatisfied

Key Findings (xi)

➤ Level of Interest in Various Recreational Activities (High interest 8/9/10)

- Provision of linked hiking /biking trails 54%
- Youth outdoor varied sports with leagues 30%
- Other sports Pickleball, Volleyball, Bocce etc. 27%

Key Findings (xii)

➤ Level of Interest in Various Arts/Social Activities (High interest 8/9/10)

- | | |
|---|-----|
| • Enhancing access Estero river for walking, fishing, boating | 58% |
| • Marina Access to Estero Bay for boating, paddle boarding etc. | 52% |
| • Shakespeare in the park + other open-air-plays | 43% |
| • A “Taste of Estero” | 33% |
| • Vintage car show | 16% |
| • Cirque du Soleil | 12% |
| • Fishing Tournaments | 7% |
| • Outdoor Camping | 3% |

Key Findings (xiii)

*Thank
you*

