

# The ECCL's November Monthly Meeting

*Chaired by*

*Jim Gilmartin, President.*

**ECCL**

A CIVIC ADVOCACY ORGANIZATION



# Terry Flanagan

*Chief Business Administrator*



# James Root

*Consultant to the ECCL on  
Septic to Sewer Issues*



# Allan Bowditch

*Chief Communications Officer*





**ECCCL**

A CIVIC ADVOCACY ORGANIZATION

# **The 2022 Residents Survey Results**

November 2022

# Objectives

- To examine the views of residents living in Estero and the Surrounding Communities in order to help direct future ECCL actions and identify key priorities.

# Sample

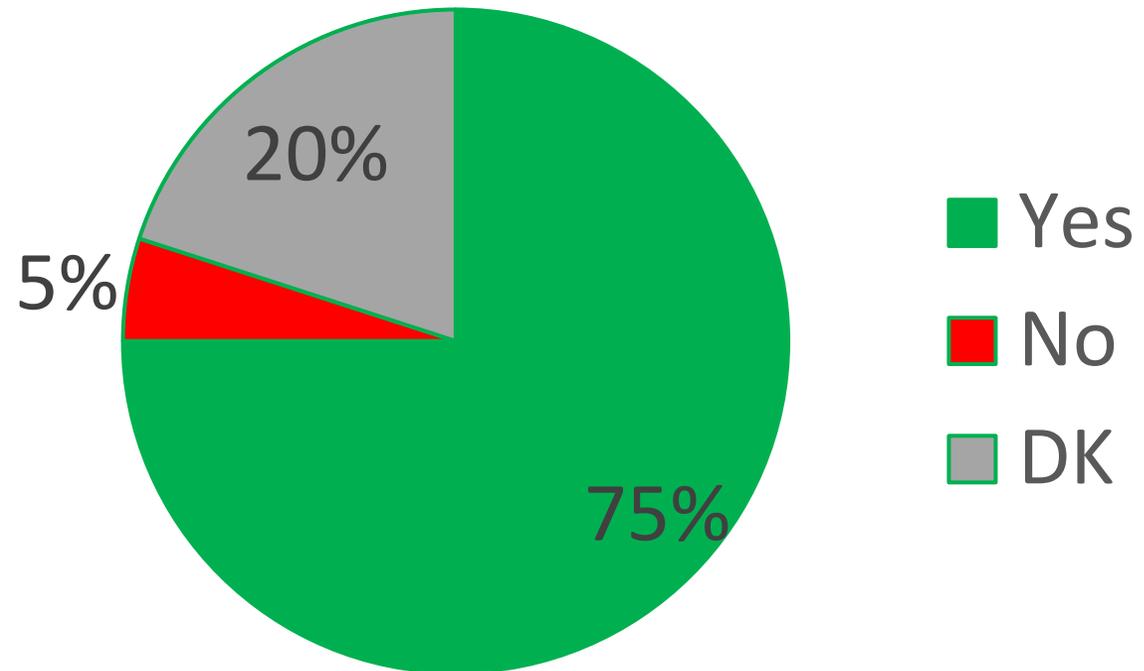
- A total of 831 respondents ( 54% male and 46% female)
- Over 40 neighborhoods: The highest single neighborhood represented was The Preserve@ Corkscrew (14%), Lighthouse Bay (11%), Pelican Sound (6%), Bella Terra (5%), Riverwood Plantation (5%), Shadow Wood (4%).
- 62% spend 9 months or more on average per year in the locality.

1

- Half said they knew at least a moderate amount about the ECCL, although 1 in 5 said they knew nothing.

2

**Is there a need a need for a community-based, 501c3 nonprofit, nonpartisan, nonpolitical, and volunteer community organization?**



## ➤ Why?

- ***“Our area has agricultural land as well as preserves, and with the communities growing in Estero, it's important to have someone able to address important growth issues and keep us informed!”***
- ***“There should continue to be a watchdog organization that protects the community’s best interest. The ECCL’s track record is positive proof.”***
- ***“To oversee our growth and make sure that we are continuing to grow in a healthy and positive environment.”***

## 3 cont

### ➤ Why?

- *“A nonpolitical, non-partisan, 501(c)(3) volunteer organization would be a great asset to the community.”*
- *“To provide perspectives that the official government representatives and employees either don't see or refuse to acknowledge.”*
- *“A nonpolitical organization is needed to address all resident's wants and evaluate accordingly.”*
- *“This is a great way to keep the residents informed and gain feedback from them. Being non-political is wonderful in view of the divisions we are seeing. Maybe both sides can come together to make this the great community it should be!”*

# 4

- The most important ECCL's actions -the top 5 cited.
  - **1<sup>st</sup>. To help protect our environment and preserve our clean water, and wetlands.**
  - **2<sup>nd</sup>. To inform about Village, County, Regional, and State issues and ways to respond to issues threatening the quality of life in our communities.**
  - **3<sup>rd</sup> . To function as a watchdog organization to monitor the implementation of Village of Estero initiatives and plans.**
  - **3<sup>rd</sup>. To proactively respond to perceived immediate threats to our quality of life.**
  - **5<sup>th</sup>. To help improve our safety by supporting the funding and planning for safe and adequate roadways, walking/biking/and multi-use paths serving our communities**

# 5

- Looking at ECCL's Councils the following 5 were considered key. (% who said "yes" it was an important aspect)
  - **91% - Environment & Water Quality**
  - **85% - Community Development (enhance and effect change to improve the community)**
  - **80% - Safety & Transportation**
  - **71% - Economic development and construction (improving the economy in a community)**
  - **60% - Health & Healthcare**

# 6

- The purpose statement that was best suited to what the ECCL should be doing: -
  - **1<sup>st</sup> To champion opportunities, challenge threats, offer solutions, and communicate accurate information to help residents make informed decisions.**
  - **2<sup>nd</sup> To provide checks and balances for the betterment of the greater Estero community.**
  - **3<sup>rd</sup> To advocate for your community, now and for the future.**

# 7

- Regarding the implementation of various plans in Estero:-
- **While most seemed relatively satisfied– 20% expressed dissatisfaction with: -**
  - **The development of the 62 acres around the Estero River.**
  - **Providing a community theatre**
  - **The road widening between Stoneybrook and Bella Terra.**
  - **Extending the availability of bike paths**
  - **Providing court based sports (Pickleball, Tennis etc.)**

Around half were unaware or didn't know of: -

- **The initiative to provide access to Larry Kiker Preserve from Corkscrew Road.**
- **Providing a community theatre**
- **Introducing field based sports or court based sports**
- **Developing a Veterans Park**
- While 20-30% were unaware or didn't know of
  - **The 62 acre development along the Estero River**
  - **Conversion of septic systems to mains sewer**
  - **Preserving our historical buildings.**

- Other comments of importance that were raised:
  - **The need to retain a healthy balance between populated areas and conservation areas.**
  - **To continue the development of safe biking lanes/pathways, and walking pathways. (concerns about their proximity to traffic)**
  - **East Corkscrew Concerns: Need to anticipate the needs of the community instead of waiting until they are at crisis level.**
  - **The better use of public spaces (more imagination needed)**
  - **Use project timelines for local initiatives that are underway.**

# Recommendations

- Residents have confirmed the importance of the ECCL and we should continue to convey
  - **The ECCL as a 501c3, not for profit, volunteer, non partisan organization.**
- The ECCL's purpose should focus on: -
  - **To champion opportunities, challenge threats, offer solutions, and communicate accurate information to help residents make informed decisions.**
  - **To provide checks and balances for the betterment of the greater Estero community.**

# Recommendations

- The areas the ECCL should consider as a key focus of our communications are:-
  - **Environment and Water Quality**
  - **Community Development**
  - **Safety and Transportation**
  - **Economic Development and Construction**
  - **Health and Healthcare**

# Recommendations

- The ECCL should also be mindful of the expressed wishes of residents to address:-
  - **Maintaining a healthy balance between populated areas and conservation areas.**
  - **Continuing to push for the development of safe biking lanes/pathways, and walking pathways.**
  - **East Corkscrew Concerns: Needing to anticipate the needs of the community Better use of public spaces (more imagination needed)**
  - **The timelines for projects underway in the Village.**

*Thank  
you*



# *Questions*



# The President's Report on Rebranding.

*Jim Gilmartin*





# Rebranding the ECCL

**A Blueprint for Change**

**11.17.2022**

# Rebranding

## The Estero Council of Community Leaders (ECCL)

- Our current brand positioning may appear confusing or outdated
- Rebranding is the process of easily, accurately, and effectively communicating our purpose and value proposition to our target populations
- Our goal: To improve and strengthen our public image and our communications efforts

# Matching Naming and Rebranding

- Our brand impacts how people view and engage with us and whether they're willing to support our purpose, mission, and vision
  - When they think of us what comes to mind?
- An unclear brand can have a hugely detrimental effect, causing individuals to regard us as untrustworthy, illegitimate, or unnecessary
- Matching our name with our purpose and mission will create a consistent and better understood message

# Our Steps to Rebranding the ECCL

- **Beginning in April 2022, our process included the following:**
- Challenging our current Purpose, Mission, and Vision Statements
- Consulting with FGCU Organization and Strategy Development Consultants
- Conducting a Community Survey to Test Conclusions
- Determining the Value of Changing Our Name

# Essential Components of Rebranding

- **We conducted a comprehensive assessment of the ECCL**
- **Purpose, Mission, and Vision Statements** — the core of our organization
  - We were sure to assess *WHY* we existed, *WHAT* we do, and how we can best serve our residents
- **We considered ways to stand out — memorable.** Standing out is critical if we want to garner necessary support

# Defining Purpose, Mission, Vision, and Impact

- **We substituted the words *Why, and What-How*, for Purpose and Mission – to minimize confusion**
- ***Purpose/Why: Why we exist. Our reason for being***
- ***Mission/What-How: Mission drives us. What we do and how we do it***
- ***Vision/Aspiration: Describes our long-term desire***
- ***Impact: The result of our actions improves the quality of life for Estero residents***

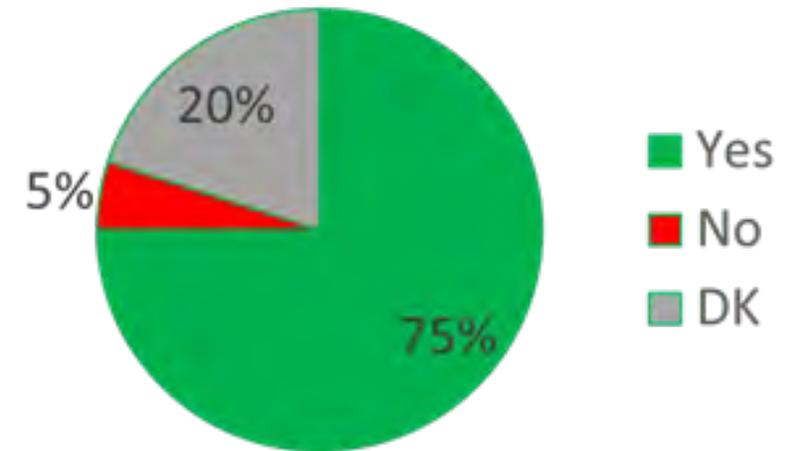
# FGCU Professors Consultation & Resident Survey

- We consulted FGCU professors, and their recommendation are included in our report
- We conducted a survey:

- To the question:

Is there a need for a community-based, 501c3 nonprofit, nonpartisan, nonpolitical, and volunteer community organization?

Respondents  
Answered!



# Resident Survey Cont.

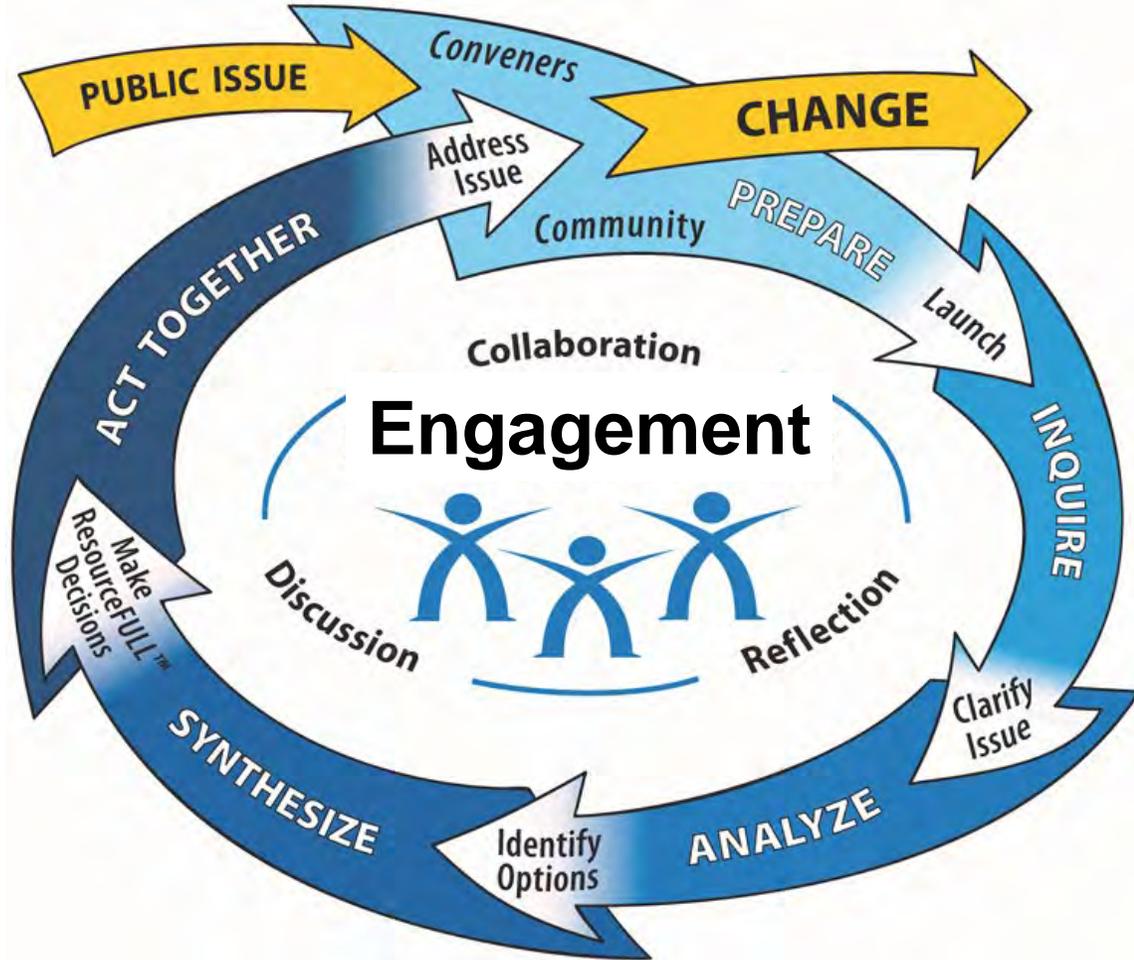
- **Reasons the respondents considered us necessary included:**
- “We need nonpartisan and nonpolitical groups in our divided society”
- “To be a voice for responsible growth and environmental issues”
- “To keep development to a minimum to maintain our quality of life”
- “To help shape Estero's future”

# Our Name:

## Estero Council of Community Leaders (ECCL)

### • **Our Name is Generic or Vague**

- Although it served a purpose, our current name is too general and often misunderstood
- People likely don't understand our current purpose, mission, and vision based on our current logo, name, and tagline
  - **We Need to Avoid a Disconnect Between Our Name, Purpose, Mission, and Vision**
- Our chosen name should connect to our purpose, mission, and vision and be specific enough to set us apart



# Engagement is Our Future

A Blueprint for Change

# Approved By the Board of Directors

- **Who We Are**

An all-volunteer, nonpolitical, nonprofit community engagement association

- **Purpose: Why We Exist**

To inform residents of key community issues and encourage resident engagement to impact the quality of life in greater Estero

# Approved By the Board of Directors

- **Mission: What We Do**  
**Our Volunteers:**

- **Provide Transparency** by listening to residents, evaluating government plans and other local activities, and communicating informed and collective opinions to residents **to Build Trust**

**Conduct Research** and communicate findings, seek opportunities, offer solutions, and challenge threats, **to Stimulate Resident Engagement**

# Approved By the Board of Directors

- **Mission: What We Do**  
**Our Volunteers:**

- **Organize Live and Online Educational Forums** providing government and resident decision-makers expertise, articles, and insight **to provide knowledgeable and balanced information**

**Collaborate With Organizations** focused on bettering our environment, water, safety and transportation, community health, and local education **to strengthen our voices and increase favorable community impacts**

# Approved By the Board of Directors

- **Vision: To What We Aspire**

- To have a community of informed and engaged residents,  
resulting in  
a community that delivers the quality of life desired by its residents



# Engage Estero

Inform – Engage – Impact

Formerly the Estero Council of Community Leaders (ECCL)

*What We do, we do with purpose, passion, and pride in our community*

**Effective February 1, 2023**



# Engage Estero

Inform – Engage – Impact

Formerly the Estero Council of Community Leaders (ECCL)

## Questions & Comments

*Thank  
You!*

ECCCL  
ECCCL  
A CIVIC ADVOCACY ORGANIZATION