

OVERVIEW EXECUTIVE SUMMARY

**As part of the
Fort Myers Congestion Mitigation Study**

Prepared for



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EXECUTIVE OVERVIEW

As a tourist community, a well functioning transportation system could greatly enhance the desirability of Fort Myers Beach as a destination. It would also greatly enhance the quality of life for its residents. It is, however, generally recognized that like many resort communities, Fort Myers Beach has significant issues with its traffic and overall transportation system. Further, the issues and potential solutions are complex, to the point that building consensus is difficult.

While it is obviously necessary to provide analysis and backup for the recommendations made, the recommendations contained in the numerous pages that follow can be summed up very simply.

- Remove the existing pedestrian signal.
- Replace it with signals at Estero Boulevard and 5th Street and Estero Boulevard and Crescent Street.
- Close the northbound left turn at Estero and 5th Street.
- Improve trailblazing signs to on-island parking and the northern portion of the island as well as signs directing drivers off of the island.
- Allow direct turns from San Carlos Boulevard into a combined parking facility existing between San Carlos and Old San Carlos Boulevards.
- If combined parking cannot be negotiated re-open Center Street.
- Improve trailblazing signs leading to the Summerlin Square park-and-ride.
- Put one additional trolley into service for 8 hours each day at least during peak season.
- Install the NextBus system in a limited way on the Summerlin Square park-and-ride route. NextBus equipped stops would include Summerlin Square, Bowditch Point, and Lynn Hall Park.
- Observe the changes in traffic and finalize the next improvement steps.

In reading the text that follows, decision makers and other interested parties will learn a great deal about why these particular items were chosen, the costs that are likely to be incurred, and insight into potential next steps. Many of these approaches are relatively simple, however, based on analysis performed on the traffic stream moving to and on the island, and surveys of the drivers within the traffic stream, these relatively simple solutions are likely to be highly effective.

The final issue listed above is perhaps the most important to the process. While not a specific implementation step, the process of observing the impact from changes made and then adjusting future changes based on



what is learned can be a powerful congestion management tool for the Town. This approach is very similar to the Total Quality Management (TQM) process pioneered by W. Edwards Deming.

The transportation planning process, and the process of implementing transportation improvements for the Town of Fort Myers Beach needs to be interactive and ongoing. This report begins that process by identifying improvements that can be implemented immediately and then provides recommendations for follow up improvements depending on the result of the initial efforts. The Town can enhance this process by establishing a structure to perform this review and analyze the results. Whether this process is based on new or existing organizations and whether it is a public, private, or hybrid entity is up to the Town.

There is no doubt that this approach represents a significant change in the approach of the project team, and there is no doubt that it is a direct result of the public involvement process. During the summer, the project team at the direction of the Town Manager re-evaluated its approach. Where the team had been proceeding in a manner that sought to simultaneously solve all problems, the process evolved into one where simple, but effective, solutions were identified. Each of these solutions can stand on its own; however, there is also significant synergy among them.



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