

BICYCLE PEDESTRIAN COORDINATING COMMITTEE

10:00 a.m., Tuesday, June 25, 2013
City of Cape Coral Annex, Room A200
815 Nicholas Parkway E., Cape Coral
239-244-2220



AGENDA

Call to Order/Roll Call

Member Introductions

1. *Approval of the May 28, 2013 BPCC Meeting Minutes
2. Public Comments on Items on the Agenda

New Business

3. Bike Tourism Presentation (Simone Behr)
4. Update on the Bicycle Pedestrian Safety Action Plan (Don Scott)
5. Discussion on Design Specifications for Marked and Signed Bike Lanes Countywide (Ron Gogoi)
6. Lee County Bicycle Pedestrian App Proposal (Mike Tisch)
7. Discussion on the MPO Notification of New/Upgraded Bicycle Pedestrian Facilities by Local Govt. Jurisdictions (Ron Gogoi)

Other Business

8. Public and Member Comments on Items not on the Agenda
9. Local Government Reports on Bicycle Pedestrian Related Projects
10. LeeTran Report
11. FDOT Report
12. Announcements
14. Information and Distribution Items

Adjournment

* Action Items + May Require Action

All meetings of the Lee County Metropolitan Planning Organization (MPO) are open to the public. In accordance with the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting should contact Mr. Meghan Marion at the Lee MPO 48 hours prior to the meeting by calling (239) 244-2220; if you are hearing or speech impaired call (800) 955-8770 Voice / (800) 955-8771 TDD. Or, e-mail mmarion@leempo.com.

The MPO's planning process is conducted in accordance with Title VI of the Civil Rights Act of 1964 and related statutes. Any person or beneficiary who believes he or she has been discriminated against because of race, color, religion, sex, age, national origin, disability or familial status may file a complaint with the Florida Department of Transportation District One Title VI Coordinator Robin Parrish at (863) 519-2675, or by writing her at P.O. Box 1249, Bartow, Florida 33831.

**MINUTES OF THE LEE COUNTY MPO BICYCLE PEDESTRIAN
COORDINATING COMMITTEE**

Held on May 28, 2013

The meeting of the Bicycle Pedestrian Coordinating Committee was held on May 28, 2013 at the City of Cape Coral Annex, Room A200, 815 Nicholas Parkway East, Cape Coral.

Those in attendance included:

Patricia Young	At-Large Member
Karen Solgard	At-Large Member
Stephanie Smith	City of Cape Coral
Jeff Davis	City of Bonita Springs
Dan Moser	Injury Prevention Coalition
Mike Tisch	Lee County DOT
Jason Lamey	Lee County Parks and Recreation
Steve Jansen	Lee County CTST
Mike Tisch	Lee County DOT
Dawn Huff	Lee County School District
Josh Overmyer	Town of Fort Myers Beach
Simone Behr	Visitors Convention Bureau
Stacey Ravey	Collier Transportation Planning

Others in attendance included Don Scott, Ron Gogoi and Brian Raimondo with the Lee County MPO; Providence Nagy and Russ Muller with FDOT; Darla Letourneau of BikeWalkLee; Shane Marit with Fort Myers Beach; and Ned Baier with Jacobs Engineering.

CALL TO ORDER

Chairman Moser called the meeting to order at 10:00 am.

The attendees introduced themselves. Mr. Gogoi announced that a quorum was present.

APPROVAL OF MINUTES

AGENDA ITEM #1 – APPROVAL OF THE April 23, 2013 BPCC MEETING MINUTES

Ms. Huff asked that her name be added to the members who attended the April 23rd meeting as her name is missing from the members who did.

MOTION BY MR. DAVIS TO APPROVE THE APRIL 23, 2013 BPCC MEETING MINUTES WITH THE CHANGES TO ADD MS. HUFF'S NAME TO THE LIST OF MEMBERS WHO ATTENDED THE MEETING. SECONDED BY MR. OVERMYER. MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM #2 - PUBLIC COMMENTS ON ITEMS ON THE AGENDA

Chairman Moser reported that he had a comment card from Ms. Darla Letourneau and that she would make her comments when the specific items were being discussed.

NEW BUSINESS

AGENDA ITEM #3 – APPROVAL OF TAP, MULTI-MODAL ENHANCEMENT, AND SRTS PRIORITIES

Mr. Gogoi presented the staff proposed TAP and Multi-modal priorities and reported that is anticipated that FDOT will program 3 years' worth of projected TA funds which approximately amounts to \$680,000 for each year. The requested amounts of funds totaled over \$5 million. He also reported that there is a sufficient amount of multi-modal box funds to implement all the candidate projects for that category of funding. Ms. Letourneau called for new criteria for TA funds consistent with MAP 21, and called for the committee to reprioritize the staff suggested priorities. Discussion ensued.

MOTION BY MR. JANSEN RECOMMENDING A CHANGE IN THE PRIORITY ORDER SO THAT ABEL CANAL PATHWAY IS PRIORITY #1, WINKLER AVENUE PATHWAY IS PRIORITY #2, RAY POTTORF SIDEWALKS IS PRIORITY #3, CONNECTICUT STREET SIDEWALKS IS PRIORITY #4, PELICAN ELEMENTARY SIDEWALKS IS PRIORITY #5, BONITA SPRINGS ELEMENTARY IS PRIORITY #6, TROPICANA PARKWAY SIDEWALKS IS PRIORITY #7, GATOR CIRCLE SIDEWALKS IS PRIORITY #8, FORT MYERS NEIGHBORHOOD SIDEWALKS IS PRIORITY #9, OLD BURNT STORE ROAD BIKE LANES IS PRIORITY #10 AND RAY ALLEN ELEMENTARY SIDEWALKS IS PRIORITY #11. SECONDED BY MS HUFF. MOTION CARRIED UNANIMOUSLY.

The BPCC concurred with the priority order proposed in Table 1A for the Safe Routes to School projects for the State portion of TA funds and Highways Safety funds.

MOTION BY MR. JANSEN TO RECOMMEND MPO APPROVAL OF MULTI-MODAL ENHANCEMENT BOX FUND PRIORITIES IN TABLE 2 IN THE SAME ORDER AS PROPOSED BY STAFF. SECONDED BY MR. OVERMYER. MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM #4 – APPROVAL OF STP AND STATE FUND PRIORITIES

Mr. Scott presented the STP and state fund priorities and explained the various projects on the list. He also highlighted the shared use path project on Bayshore Road. He also discussed the two versions of the proposed priorities. The CAC version called for a removal of the Caloosahatchee River Bridge Incident Management System Phase II project while the TAC version maintained it assigning it however with the lowest priority among all the competing projects. Discussion ensued.

MOTION BY MR. JANSEN TO RECOMMEND MPO APPROVAL OF THE STP AND STATE FUND PRIORITIES CONSISTENT WITH THE CAC VERSION. SECONDED BY MR. OVERMYER. MOTION CARRIED UNANIMOUSLY.

AGENDA ITEM #5 – REVIEW OF THE BICYCLE PEDESTRIAN SAFETY ACTION PLAN

Mr. Scott shared and discussed the comments he had received on the draft Bicycle Pedestrian Safety Action Plan. He mentioned that the Plan was not ready to be presented to the MPO Board for approval yet. Discussion ensued. He stated that he will take into consideration the input he received at the BPC, and any other input he receives from the other advisory committees.

AGENDA ITEM #6 – ROAD SAFETY AUDIT PRESENTATION

Mr. John Temple of Cardno TBE gave a presentation on FDOT's Road Safety Audit.

AGENDA ITEM #7 – BIKE TOURISM

The agenda was tabled to the June 25th BPC meeting for lack of time.

AGENDA ITEM #8 – UPDATE ON TIGER V GRANT PROPOSAL

The item was pulled.

OTHER BUSINESS

AGENDA ITEM #9 – PUBLIC AND MEMBER COMMENTS ON ITEMS NOT ON THE AGENDA

None

AGENDA ITEM #10 – LOCAL GOVERNMENT REPORTS ON BICYCLE PEDESTRIAN RELATED PROJECTS

None.

AGENDA ITEM #11 – LEETRAN REPORT

None.

AGENDA ITEM #12 – FDOT REPORT

None.

AGENDA ITEM #13 – ANNOUNCEMENTS

Mr. Muller introduced Ms. Providance Nagy as the new District One Bicycle Pedestrian Coordinator.

AGENDA ITEM #14 – INFORMATION AND DISTRIBUTION ITEMS

None.

ADJOURNMENT

The meeting was adjourned at 12:05 P.M.

BIKE TOURISM UPDATE

RECOMMENDED ACTION No action needed. The update is being provided for informational purposes.

Committee member Simone Behr will provide an update on the activities they are doing through the Visitors Convention Bureau website to promote bike tourism in Lee County.

UPDATE ON THE BICYCLE PEDESTRIAN SAFETY ACTION PLAN

RECOMMENDED ACTION No action needed. This is a discussion item.

The MPO has now received the comments on the Bicycle Pedestrian Safety Action Plan from each of the Committee's and is working to address the various issues. Staff will report the discussions from the various Committee's and will outline the issues that remain with recommendations on how we should proceed.

DISCUSSION ON THE DESIGN STANDARDS FOR MARKED AND SIGNED BIKE LANES COUNTYWIDE

RECOMMENDED ACTION No action needed. This is a discussion item.

The FDOT's design standards for Bicycle Lanes have changed. For example, the new spacing requirements for pavement marking symbols is $\frac{1}{4}$ of a mile on roadways with posted speeds less than 45 mph and $\frac{1}{2}$ a mile with speeds of 45 mph or greater. No distinction is made between urban and rural sections. The new standards are referenced in FDOT's current Plans Preparation Manual. The old spacing was 600 ft. in urban sections and $\frac{1}{4}$ of a mile in rural sections which is the same as recommended in the latest edition of the Florida Green Book. In addition, the new standards do not call for any bike lane signs. The FDOT is now using the new design guidelines in all new construction and 3R projects on state highways in Lee County.

For arterials and collectors owned by the local governments, design standards are implemented using engineering judgment.

At the June 25th meeting, there will be a discussion on current design standards practiced in Lee County, and if there is a need for consistent design guidelines across the county on all arterial and collector roadways.

LEE COUNTY BICYCLE PEDESTRIAN APP PROPOSAL

RECOMMENDED ACTION No action needed. This is an information and discussion item.

Lee County is considering developing a Bicycle/Pedestrian App for smart phones similar to the Calusa Blueway App. Committee member Mike Tisch will report on a proposal that was presented by *Pearl* to Lee County Parks and Recreation and Lee County DOT staff. There are two options for the App - one could be a native iPhone and Android App and the other could be a Mobile Website App, with the costs varying according to the type. The proposal is **attached**.



Lee County Parks & Recreation
Bike & Pedestrian App Proposal

Presented to: Michael Tisch
Tuesday, May 28, 2013



Project Overview

Lee County MPO recently developed a printed map which displays accessible biking and pedestrian trails in the area. While the map is very helpful, local cyclist voiced their desire to have a mobile app to access the map and trail information. Because most cyclist, runners and walkers carry a smartphone, it would be ideal for them to utilize a mobile app during a ride or workout rather than carrying a printed map.

Branding

To begin the process, pearl recommends creating a brand for the trails. Developing a brand for the trails will make them easily identifiable and will create a sense of excitement and brand loyalty among users. Similar to the Calusa Blueway paddling trail and Lee County Waterways, the biking and pedestrian trails would be branded in a similar fashion.

- Name and logo development
- App icon for smartphone home screen
- Incorporate established brand “look and feel” throughout the app

Bike & Pedestrian App

The bike and pedestrian app will be developed for cyclist, runners, and walkers alike and will utilize google map functionality to overlay trails in Lee County. Users will be able to select the type of map they would like to view and each will cater to that type of exercise. For example, if a family is looking for bike trails, they would select the “family friendly” map which would filter to show only the trails that are suggested for families with children.

Bikers and pedestrians will have the option to choose from different types of maps based on their level of experience or interest (elite, intermediate, novice, mountain biking or family friendly). In addition to the map options, the app will include helpful resources such as traffic laws and signals as well as important phone numbers to have while on the trail.

There are two different types of app options: native smartphone or a mobile website. Although we initially discussed the mobile website app for this project, after further research of functionality and features, pearl recommends developing native smartphone apps for the bike and pedestrian trails. Both options have been outlined below and include pros and cons for each type of app.



Option 1: Native iPhone and Android Apps

The first option is to develop a native iPhone and Android app. These type of apps are housed directly on smartphones and are not web server reliant, so the user will not experience problems with the app functioning based on internet availability. Users would be able to download the app from the app store or Google Play store. The apps would include all Lee County trails with the ability to drill down to the type desired (elite, intermediate, notice, mountain biking or family friendly).

The most important advantage of native apps is that they are able to run in the background (working whether the phone is active or in sleep mode) and are able to track and store data. This ability allows for an additional section of the app which will track the workout performed by the user as well as track the time, speed and distance of the workout. Users can create a profile to store the data so that they can revisit records of their workout and the path they traveled.

Pros

- More reliable GPS services
- Able to run in the background, allowing the workout tracking portion
- Not necessarily web server reliant

Cons

- More expensive development cost
- Two separate platforms to develop for

Option 2: Mobile Website App

The second form is a mobile website app. This type of app relies on a web server and internet connection for use. Because most users will have a wireless connection through their smartphone, they will likely be able to access the mobile site while on the trails. Unfortunately with a mobile website app, the tracking portion will not be possible. Mobile website apps do not run in the background and therefore would not be able to track and store workout data. While creating a mobile website app is a more cost effective solution, it will limit the app to simply showing the maps, current position on a trail and resources.

Pros

- Cross platform - available on all phones with web browsing capability
- Lower cost of development

Cons

- Relies on a web server and internet connection for use
- No background resources, eliminating tracking functionality
- Inconsistent GPS tracking
- App will not have as many features



Your Team

Upon hiring pearl, you will be paired with Account Director Kara Siefert and Creative Director and Agency Owner, Scott Qurollo.



Kara Siefert - A graduate of Florida Gulf Coast University's Marketing Program, Kara gained brand expertise in the banking and real estate industries, most recently with Florida Community Bank. There she led the bank's rebranding efforts in 2011 and developed a unique understanding of not only the importance of good design, but its relation to brand and messaging.



Scott Qurollo - Scott bring 25 years of experience to his leadership role at pearl, where he takes a personal hand in creative strategy development, brand management and creative direction. He holds a Bachelor of Arts degree in Visual Communications from Drury University in Springfield, MO.

Scott began his career at Bass Pro Shops, moved on to serve several national marine industry clients and later served as Creative Director at Interstate Hotels and Resorts. A student of both the art and science of brands, how they're created, brought to life and expressed through diverse channels, Scott offers extensive category experience in marine, tourism and hospitality marketing.

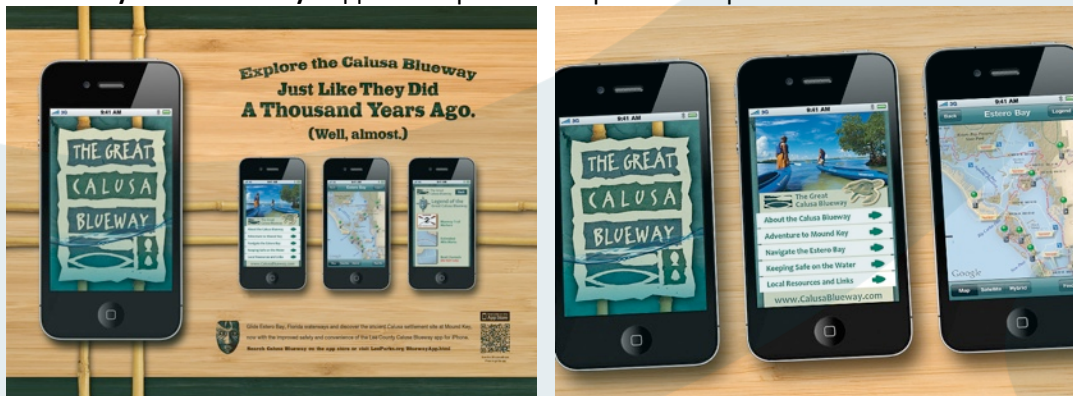


Our Work

Lee County DNR - branding, app development, design and production of Lee County Boater's Guide.



Lee County Calusa Blueway - App development and promotion products.





Budget

Lee County Bike & Pedestrian Trail Branding: \$1,500

Option 1: Native iPhone and Android App Development: \$28,000

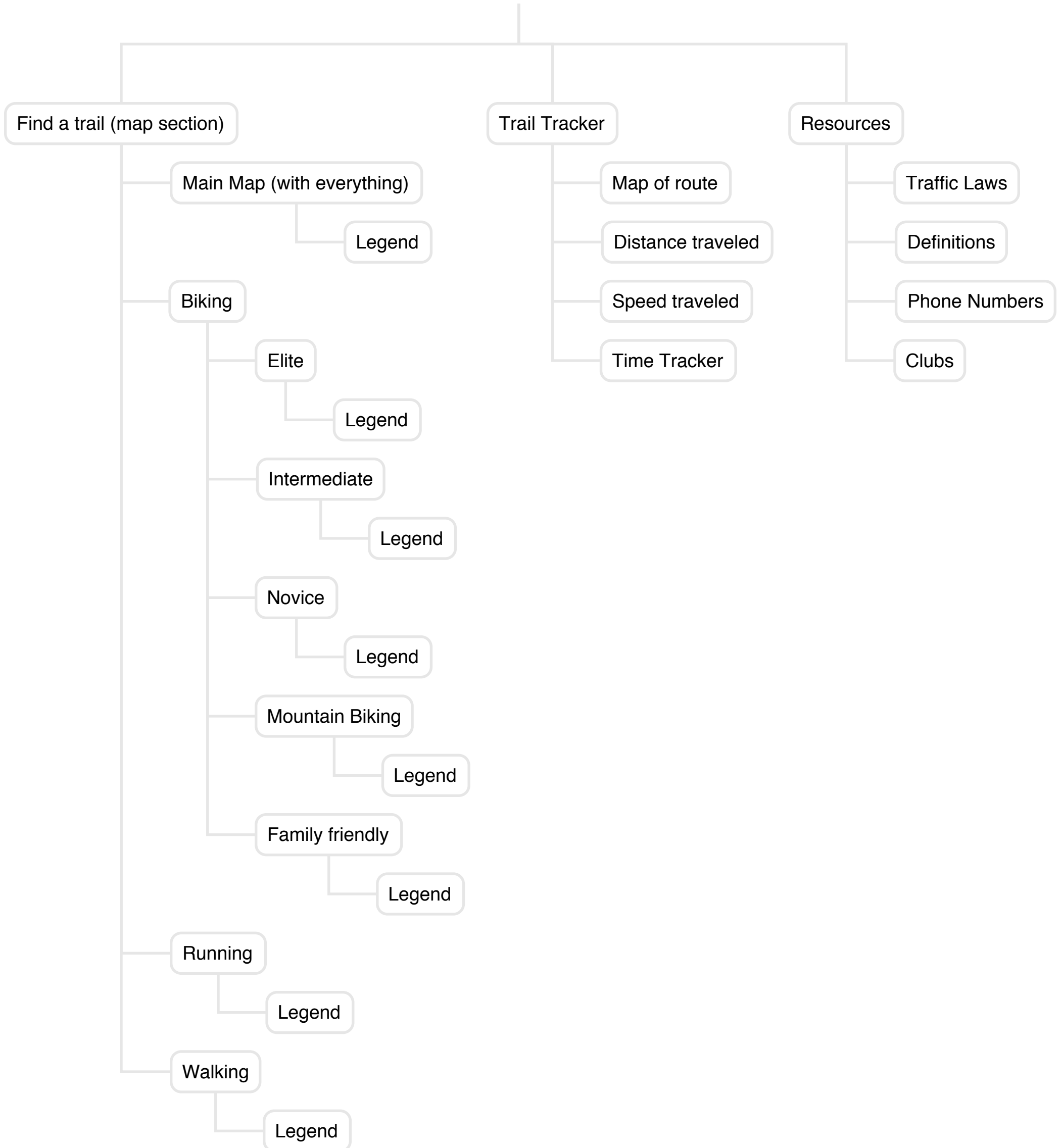
*Development of one native app (either iPhone or Android): \$16,000

Option 2: Mobile Website App Development: \$12,625

Thank you for the opportunity to work with you on the Lee County bike and pedestrian trail app. If you would like to see more samples of our work, please visit www.pearlbrands.com. Please feel free to contact us with any questions you may have.

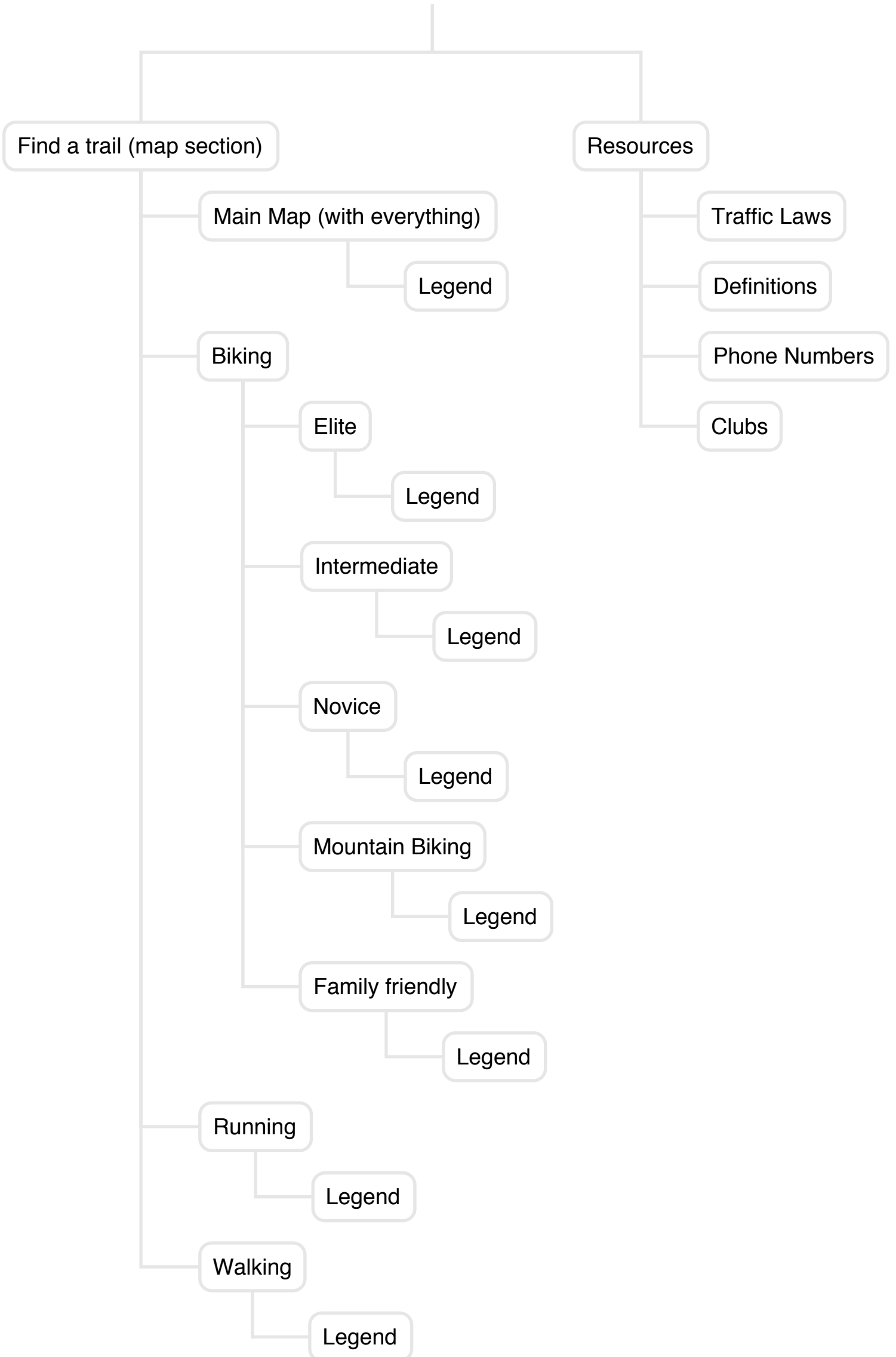


Lee County Bike & Pedestrian Native iPhone & Android Apps





Lee County Bike & Pedestrian Mobile Website App



**DISCUSSION ON THE MPO NOTIFICATION OF NEW/UPGRADED
BIKE PED FACILITIES BY LOCAL GOVERNMENT
JURISDICTIONS**

RECOMMENDED ACTION No action needed. This is a discussion item.

The MPO staff has to monitor and track any new bicycle pedestrian facilities that have been constructed or any existing bicycle pedestrian facilities that have been upgraded so as to be able to update the maps and the total bicycle pedestrian lane mileage countywide (and also by the individual jurisdictions). The tracking of these bike ped projects are confined to arterials and collectors, except when they are on local roads funded with MPO allocated dollars and then we will need to be notified.

We need to track the total mileage by facility types – bike lanes, shoulders, sidewalks etc., and the information will assist us to track the number of new facilities built each year and we will be able to use that information to update the maps and for performance measure reporting.

A process for local governments to notify the completion of projects, along with project details will be discussed at the June 25th meeting.