



## SECTION 1.0 PROJECT OBJECTIVES

Travelers in Southwest Florida are faced with increasing traffic congestion and delays as the demands of a rapidly growing population put additional stress on existing roadways. In order to improve mobility for the traveling public, this bi-county study has been initiated. Lee and Charlotte counties funded the transportation corridor study from Interstate 75 (I-75) in Lee County west along Colonial Boulevard and Veterans Parkway, north along Burnt Store Road, then east along North Jones Loop Road to I-75 in Charlotte County. The City of Cape Coral contributed to the funding for the study in Lee County with its share of surplus toll revenue from the Midpoint Memorial Bridge. The study route travels through the cities of Fort Myers, Cape Coral, and Punta Gorda. These communities are also participating in this study. A Project Location Map is provided as [Figure 1-1](#).

### 1.1 STUDY PURPOSE

The study identifies mobility improvements to meet the long-term 2030 travel needs along this transportation route. Preliminary estimates of right-of-way (ROW) and construction costs will be developed as part of this study. At the conclusion of this study, Lee and Charlotte counties will have the necessary information to choose feasible alternatives and develop a schedule for funding and implementing these improvements. Following these decisions, further engineering and design studies will be conducted under separate contracts before the ROW and construction phases can be initiated.



Colonial Boulevard near McGregor Boulevard,  
Fort Myers



# Project Location Map

BI-COUNTY STUDY  
LEE AND CHARLOTTE  
COUNTIES

5-2-05



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## 1.2 PROJECT PROCESS

The transportation corridor study began in October 2003 and continues through early 2005. The study process includes two phases; the first phase includes data collection, existing conditions, and future travel demand. The second phase includes conceptual alternative analysis.

This report addresses phase one as follows:

- Develop an agency and community involvement plan
- Conduct a corridor travel survey in Lee County
- Collect existing data
- Evaluate existing roadway Level of Service (LOS)
- Develop future travel demand forecasts
- Identify improvement needs and potential funding sources

The second phase will address the engineering, environmental, and project cost estimates as follows:

- Collect physical, natural, and cultural data
- Develop conceptual roadway alternatives
- Evaluate project impacts and costs
- Prepare construction staging plan

Through the study process, the general public and elected officials were updated on the project's progress. Updates were also provided on the website throughout the course of the study. Agency coordination occurred primarily through a task force consisting of staff from the agencies.

Project management and contract administration was conducted by the Lee County Department of Transportation (DOT). The Charlotte County – Punta Gorda Metropolitan Planning Organization (MPO) assisted Lee County with project management in Charlotte County.

## 1.3 REPORT ORGANIZATION

This report, titled Phase I: Data Collection, Existing Conditions, and Future Travel Demand Report is organized to document the process that was followed for phase one of this corridor study. Furthermore, it describes the process leading to the report's conclusions. This report is organized as follows:

- The project objectives, purpose, process, and team are presented in Section 1.0 – Project Objectives.



Veterans Memorial, Cape Coral



Burnt Store Road, Punta Gorda

- A community involvement program describing the project website, task forces, and workshops are presented in Section 2.0 – Agency & Community Involvement.
- The travel survey characteristics and results are presented in Section 3.0 – Corridor Travel Survey.
- Existing data was collected for reference as well as analysis. Existing land use and traffic count data were collected. Furthermore, intersections and roadway segments were analyzed to determine existing LOS. This is presented in Section 4.0 – Data Collection & Level of Service.
- The future travel demand for the corridor was developed following a methodology which included the future land use and the revision of socioeconomic data in Cape Coral. Proposed corridor networks, forecasts, and deficiencies are presented in Section 5.0 – Future Travel Demand.
- Mobility improvement needs and potential funding sources are presented in Section 6.0 – Conclusion.

#### 1.4 PROJECT TEAM

The project team which conducted the transportation corridor study is composed of highly experienced transportation planning, engineering, and public involvement firms knowledgeable about southwest Florida and the state of Florida. Their staff consists of professional planners, environmentalists, and engineers. The firms are:

##### **PBS&J**

The prime consultant for the project responsible for the collection and evaluation of engineering and environmental information. PBS&J will develop and evaluate conceptual road improvements along the study route during phase two.



##### **CRSPE, Inc.**

A traffic sub-consultant assisting PBS&J with the review and evaluation of future traffic forecasts and growth. CRSPE, Inc. was also responsible for conducting a survey which asked about the public's travel characteristics. In addition, CRSPE, Inc. will evaluate the potential for development of an expressway corridor in Lee County during phase two.

**CRSPE, Inc.**

**Cella & Associates, Inc.**

A community involvement sub-consultant who coordinated the task force meetings. Cella & Associates, Inc. received suggestions and addressed questions about the project.

**Florida Transportation Engineering, Inc.**

A traffic sub-consultant who administered the travel survey along the study route. Florida Transportation Engineering, Inc. collected current traffic counts along the study route and surrounding area.

**JGK Consulting Corporation**

A roadway concept sub-consultant who assisted PBS&J in the evaluation of roadway concepts and impacts.

