2 Lanes vs. 4 Lanes
A Community Information Session About the South Phoenix Light Rail Expansion

Saturday, September 15, 2018
We cannot solve our problems with the same thinking we used when we created them.

- Albert Einstein
Over 300 Questions Answered
Principles of Human Understanding™

1. The Illusion of Certainty
2. The Power of Distinction
3. Perception vs. Reality
4. The Validation of “Truth”
5. The Reality of Trust and Bias
6. Fundamental Attribution Error (FAE)
7. The Transformation of Empathy
8. The Power of Meaning (Context)
9. Counterintuitive Nature of Vulnerability
10. The Truth About Decisions

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Our Brains Like to Project Certainty
The Lesson

Progress isn’t about what you already know, it’s about what you don’t yet know.
Who Is This Guy?

Eric Bailey, MLOD
President of Bailey Strategic Innovation Group, Keynote Speaker, Retreat Facilitator
Phoenix, Arizona Area
Our Mission:
We Serve Those Who Serve
Our Vision:

We Will Change the Way the World Communicates
My Task from Council:

Be an independent 3rd party and get the pulse of the community on 2 lanes vs. 4 lanes.
Outcomes / Next Steps:

Produce a report for the City Council Available Publicly on or before 9/21 Council Meeting 9/26
Rules of the Day / Polarities

- Efficient Pace ↔ Conversations
- Diverse Perspectives ↔ Strong Point of View
- Focus on Right/Wrong ↔ Focus on Information
- Getting to Business ↔ Background and Theory
- Large Group Questions ↔ Individual Questions
- South Phoenix Fit ↔ BSIG Experience
What are We Doing Here Today?
Information About 2 Lanes vs. 4 Lanes
Getting Our Questions Answered
What are We NOT Doing Here Today?
Voting
Debating
Arguing
Common Questions
Out of the Scope of this Meeting

• “Why Central Ave?”
• “Why Rail?”
Common Questions

Out of the Scope of this Meeting

• “Why Central Ave?”
• “Why Rail?”
• “Can The Money Be Used for Other Projects?”
South Central Light Rail Funding

Where is the money coming from?

- Over half of the funds (61%) come from the Federal Government
  - Almost half (49%) from Federal New Starts Grant
  - And 12% from Federal Congestion Mitigation and Air Quality (CMAQ) Grant
- 16% comes from Regional Proposition 400 Funds that were approved by voters in 2004
- 23% is from the voter approved City of Phoenix Proposition 104, otherwise known as Transportation 2050
What funds can be used on other Phoenix Projects other than South Central Light Rail?

- The 23% Phoenix Transportation 2050 funds could be used for other transportation projects throughout the entire City as approved by the City Council.
- The 16% regional funds would be returned to the region to reallocate among high capacity transit projects within the County. This will require approval by the Valley Metro Board and Maricopa Association of Governments Regional Council.
- $0 funds would be provided by the Federal Government
• Introduction
  • Principles of Human Understanding™
    • Perception
    • Debate
  • Information on 2 and 4 lanes
  • Common Language: Street Capacity vs. Traffic Flow
• Information and Question Stations
Principles of Human Understanding™

1. The Illusion of Certainty *
2. The Power of Distinction *

3. Perception vs. Reality

4. The Validation of “Truth”
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The state of things as they actually exist, rather than as they may be perceived or might be imagined.

PERCEPTION ≠ REALITY

A way of understanding or interpreting something.
(The way I believe it to be / World view / “Truth”)

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What you say/do
(Reality)

Matters Less Than

What They Hear/Feel
(Perception)
Your Perception is not Their Perception
Your Experience is not Their Experience
4 Lanes Isn’t Possible
4 Lanes IS Possible

Reality:
Video

2 Lanes and 4 Lanes
Purpose and Process

(Result) Why

(Method) How
Debate
Process, not Purpose
Alignment of Purpose

Look for Common Desired Results
Ask Yourself

2 Questions
What Do I Truly Want?
What Do They Want?
Almost Any Debate Can be resolved by listening to find mutual purpose
Common Language
Street Capacity

Space required for a number of cars on a block. (Square Feet of Asphalt)
Street Capacity
Traffic Flow

Number of cars that can move along a block over time

(Cars per Hour)
Video
Traffic Flow
Stations

Additional Comments & Unanswered Questions
Stations

All Questions will be written on the walls so that everyone can see each question that has been asked.

Full transparency AND more opportunity for more people to ask questions.
Stations

• **Station #1: Project History & Funding**
  - Project Milestones
  - Funding
  - Light Rail 2019 & 2023 Maps
• **Station #2: Community Enhancements**
  - 2-Lane & 4-Lane Comparison
  - Landscaping
  - Bike Lanes
  - Shade
• **Station #3: Community Opportunities**
  - Business Assistance
  - Job Opportunities
  - Community Investments
• **Station #4: Traffic Flow**
  - Emergency Vehicle Operation
  - Bus Operation
  - Traffic Flow
  - Roundabouts
  - Traffic Signal Phasing/Turn Lanes
Project Website

www.Valleymetro.org/southcentral