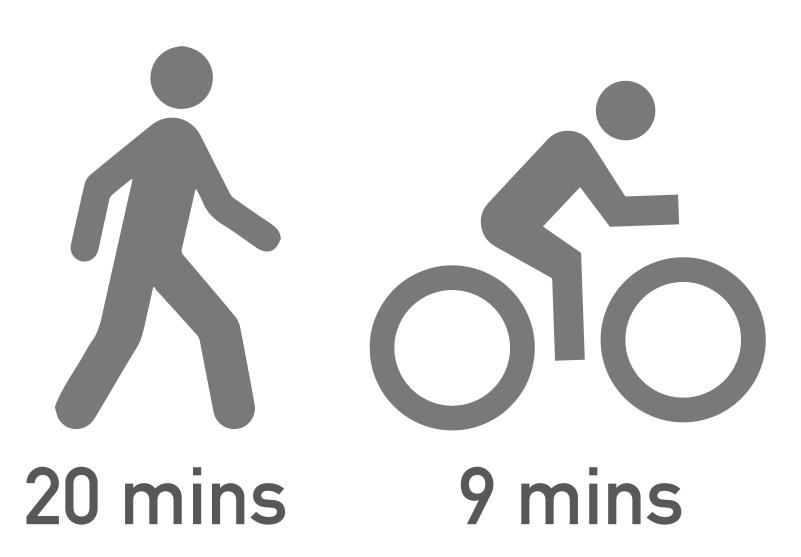
### Time v Distance – which do you prefer?

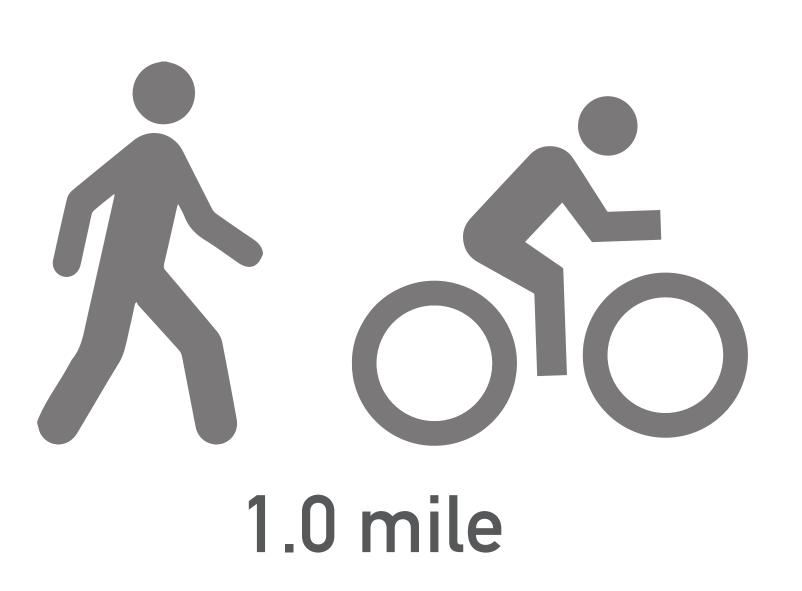
RANK YOUR PREFERENCE BY WRITING A NUMBER (1–3) IN THE COLUMN UNDER YOUR CHOICE

Measuring the distance from point A to point B can be done in two ways: (1) Temporal (time) and (2) Measurement (length).

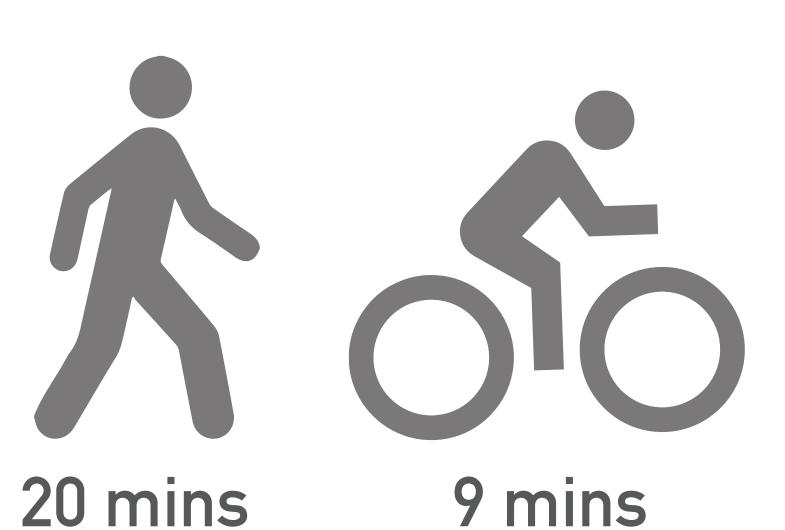
## Downtown



# Downtown



## Downtown



1.0 mile

#### TIME

People perceive time to be more achievable

Time varies and not the same for all people

#### DISTANCE

Distance is an exact unit and the same for all people

Distance can be a barrier to encourage people to walk/bike

#### TIME & DISTANCE

Displaying both provides optimum information

Displaying both takes up valuable sign space

#### Rank using number 1 as best

