

Participants were given \$400 West O Dollars (four \$100 dollar bills) that they could distribute to seven jars. The jars represented potential key elements of the West O Streetscape project. By putting dollars in a particular jar, participants were showing their desire to see that element prioritized in the design process. The grey bars in the graph below show the total dollars placed in each jar. This exercise suggests that participants valued street trees, bike trails and pedestrian improvements by a clear margin.

