

Executive Summary and Main Insights: Productivity Indicators

In 2022, Urban95 expanded in Tira, becoming city-wide (scalability) and reaching diverse populations - parents, preschool children (including special education), kindergarten staff, and caretakers. It also established early childhood as a priority on the municipal agenda. To promote data-based decision-making, authority employees must expand participation in professional training to strengthen learning and application of insights gained among the network of partners.

- A permanent seat for program leaders at the decision-making table, for new partners engagement and inter-department collaborations:** The program manager in Tira actively engages in regular staff meetings with the mayor. During these meetings, they discuss the program's various interventions and coordinate how the relevant departments will support implementation of the pilot programs.
- Mapping of potential interventions & initiating pilots in public spaces, while defining inter-departmental division of labor and engaging municipal officials & external stakeholders:** Authority officials are actively engaged in examining and implementing interventions (according to the type of intervention and relevant department), including participation in planning processes, public engagement meetings, resource pooling, execution of pilots, and recruiting external collaborators from diverse fields.
- Extent of municipal officials & professionals participating in national seminars to acquire knowledge from Urban95 partners, peer-learning, including satisfaction:** In 2022, four municipal officials from Tira (including the Urban95 program director) attended municipal team trainings. Participants expressed high satisfaction with the trainings, but only one noted that the trainings offered opportunities for collaboration with colleagues, and two others highlighted the valuable contributions made by interacting and learning from their peers. Ten staff members from kindergartens and four professional caretakers who participated in activities and trainings expressed **high satisfaction with the content, knowledge, and tools provided**. However, **most participants felt that they were not yet ready** to confidently lead courses or activities in public spaces or urban nature. This **must be strengthened** for future trainings.
- Extent of public space intervention implementation and extent of activities & events for young children & their caregivers:** In 2022, public space interventions were evaluated (community and bicycle garden), as well as early childhood activities, including summer street events (attended by 600 children and their caregivers), monthly community garden activities (attended by 5 kindergartens, Oct 2022-Jun 2023), and gardening therapy at the child development unit. Other 2022 activities were not evaluated.
- City residents, parents of young children, are aware of and familiar with the Urban95 program:** Before the street events in Summer 2022, a minority of Tira parents knew of Urban95. However, at community garden activities (October 2022), most mothers reported prior knowledge of the program, showcasing **a notable increase in exposure among Tira residents**.
- Parents of young children are aware of Urban95 activities:** During street events and public engagement sessions, participants reported limited advertising exposure, which negatively impacted attendance. To enhance future activities, allocate resources for extensive advertising via various channels, particularly local social networks, and prominent signage during events.
- Number of city residents, parents of young children, involved in public participation process:** Three public engagement sessions were held with the residents of Tira and their children before establishing the community garden, and an event for the plan's unveiling took place (with around 150 participants). To further enhance resident involvement in the public engagement process, it is essential to invest in advertising and tailor the timing and content of the meetings to residents and their children.
- Parents of young children report sense of safety and security when using and staying in renovated public spaces:** Observations and conversations with residents reveal **poor feelings of security and safety** in public spaces after interventions ('community garden', 'bicycle garden'). To address this, regular maintenance and prompt handling of hazards must be prioritized.



Executive Summary & Main Insights: Result Indicators - Target Audience: Parents in Tira and their Children Aged 0-6

- **The post-intervention public spaces are suitable for safe use, stay and mobility on foot and with a stroller:** Selected intervention spaces were tailored to the goals of each pilot program, considering safe usage of the space and accessibility on foot and with a stroller. Generally, the spaces proved adequately safe and secure. However, **it is crucial to maintain regular upkeep after the intervention/tailoring of the space** to preserve the space and promptly address faults and obstacles.
- **Increase in Urban95 services consumption by caregivers' and their young children, across the city:**
 - **Hundreds of children participated** in the guided activities (including 120 kindergarteners and 10 special needs children), with dozens of parents and kindergarten staff.
 - Street activities were hosted in various neighborhoods across the city, leading to an increase in children attending the Child Development Unit thanks to this exposure.
- **High satisfaction of caregivers & their young children, from the contents provided as part of the program's interventions: Parents reported high satisfaction rates** with the activities, content, and services provided as part of the program for themselves and their children. Most expressed a desire to participate more frequently.
- **Increase in number of young children and caregivers staying in post-intervention playgrounds / public space play areas:**
 - Following the intervention, few families began using the Gan Payis community garden. Poor attendance was also observed at the renovated bicycle park in Kiryat Hinuch.
 - To increase exposure and usage, it is essential to advertise new spaces among the target audiences and organize afternoon activities for children and parents. This builds on last year's activities in the intervention areas, as part of initiatives at kindergartens and the Child Development Unit.
- **Increase in number of young children and caregivers not using cars (walking or by bicycles), in post-intervention public spaces** The predominant use of cars for transportation remains unchanged, both for picking up children from schools and arriving at activities/playgrounds. Despite adding a bicycle path at Kiryat Hinuch Park,
- **Increase in number of young children and caregivers participating in activities in tactic intervention areas (place making):**
 - In establishing the community garden, **the process of public engagement**, though new to residents, **was well-received**, and they expressed a desire for such processes to continue in the city. **To encourage more active involvement**, actions should be taken to engage residents in decision-making and implementation.
 - Despite positive reactions, participating residents also highlighted barriers and challenges in the community garden's establishment, which must be addressed
- **Increase in extent of promoting communal ties among city residents, parents of young children:**
 - The evaluation of various pilots revealed **a significant contribution to fostering community relations**/connecting with new families in the city. Intervention spaces were acknowledged as places for meetings and community dialogue.
 - Residents (at street activities/parents at the bike park) expressed strong willingness to be actively involved in the intervention zone (lead street activities/garden cleaning).



Executive Summary & Main Insights: Result Indicators - Target Audience: Authority Officials and Professionals in the Field

- **ECD is on the municipal agenda:** Urban95's diverse projects and pilots in Tira are routinely included in discussions on the urban agenda.
- **Municipal officials understand EC needs, implementing acquired knowledge for promoting solutions for young children and their caregivers' benefit:**
 - City officials, kindergarten staff, and caregivers from the Child Development Unit participated in trainings and activities to gain knowledge about early childhood needs, which they now apply in their work.
 - The teams who led activities at community gardens, street events, and gardening therapy had a professional background and skills for working with preschool children.
- **Collaborations between municipal officials & external partners, promotion of municipal investment & pooling external resources to adjust the urban space for EC needs:** Projects were launched by municipal officials in collaboration with diverse external partners in planning, construction and activities phases. This was enabled by the use of **municipal funds and personnel plus additional funds** from government bodies, academic institutions, NGOs, private companies, and suppliers.
- **Public space interventions' implementation, considering EC needs and P.O.V, providing contents for young children & caregivers to support the interventions:**
 - The projects in public spaces catered to early childhood needs but need further development for better accessibility for children and families
 - Activities with age-appropriate content were held, and future activities should aim to address children of different ages and caregivers (suitable conditions for adults, infrastructure and activities for toddlers and crawling babies). Arabic-speaking instructors and training teams assembled for needs in the field are also essential.
- **Building trust between the municipality and city residents:**
 - **Community figures should be involved as leaders/guides for activities** to enhance operational quality, participant satisfaction, and strengthen ties with the Authority.
 - **Public engagement in establishing the community garden fostered trust between residents and the Authority.** Increased involvement from the local authority, **with senior officials attending meetings**, may encourage wider resident participation in various pilots (including public partnerships). Future processes should also **involve local stakeholders** and consider their opinions (in light of reports that their input was disregarded in building the community garden).

To ensure program sustainability and integrate the early childhood perspective into municipal policy and strategic urban approaches, it's crucial to encourage independent initiatives and projects by authority officials. However, mechanisms for interdepartmental cooperation and data-based work practices and decision-making haven't been fully embraced by the Authority. To address this, urban officials should participate in professional trainings and be supported by Urban95's experts and consultants. This approach can facilitate peer learning and provide Tira representatives an opportunity to share their experiences with other authorities.