Evaluation of Urban Space and Mobility Domain

Submitted as part of Phase A Urban95 TLV Program Evaluation

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Bernard van Leer FOUNDATION

תל אביב יפו TEL AVIV YAFO

URBAN95 עיר גדולה לילדים קטנים

מטח המרכז לטכנולוגיה חינוכית

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Background

- The Urban95 program promotes the development of urban environments (near home) in an inclusive equal manner for the benefit of young children. The program is designated, amongst other things, to advance the **mobility & urban space** domain - to create conditions in urban space that enable safe and accessible mobility.
- Moreover, the program promotes the 15-Minute-Neighborhood vision, according to which all services required by parents of young children are made accessible to them at a distance which does not exceed a 15 minute walk (in addition to adjusting public spaces to young children and their caregivers).
- As part of the first phase of the program, **the urban environment was mapped**, including the opportunities and barriers in the context of new mobility projects in various areas in Tel Aviv – Jaffa. Based on the mapping of natural environment, pilots based on the **Tactical Urbanism** Approach were advanced and implemented: "*An approach that describes interventions and changes in the city through simple means that require small budgets. These interventions are usually temporary, but might become on-going, and are designated to improve the neighborhood and street, and turn them into safer, more pleasant places*" (external stake holder). Most mobility & urban space pilots were executed during the COVID-19 crisis, a crisis which further emphasized the importance of adjusting the near-home public space to residents' needs.
- In addition, there is an on-going collaboration with **Gehl Architects,** which developed a tool that helps in on-site observations for the purpose of assessing usages and characterizing the users of urban space (The Public Life App). This tool assisted in collecting data from various sites throughout Tel Aviv – Jaffa, pre and post planned interventions (Basel Square, Nachalat Binyamin, Nordau Ave., HaShoter Square – Bograshov).

This report includes the main findings from observations during the following pilots: narrowing of Neve Eliezer junction, Neve-Sha'anan pedestrian zone, Ashtori Hafarhi pedestrian zone, Nordau Ave., Nachalat Binyamin and HaShoter Square – Bograshov.

Evaluation Research Objectives

Research Objective

Mapping the needs and evaluating the various services provided by the municipality as part of the Urban95 program – mobility & urban space domain, amongst parents and their children from birth to 3 years old who live in Tel Aviv – Jaffa.

Formative Evaluation Research: Nowadays, the Tel Aviv – Jaffa municipality and the Urban95 program promote the execution of interventions in the mobility & urban space domain. During the formative evaluation, pre and post intervention measurements were conducted as part of the various pilots that are part of Phases A + B of the Urban95 program. The goal of the measurements is to improve the interventions and solutions, make them more precise in accordance with the needs of the target audiences and assess the impact following execution.

- Specific Evaluation: Mapping of needs and barriers and assessing the current situation (Neve Sha'anan Pedestrian Zone, Nachalat Binyamin and HaShoter Square – Bograshov).
- On-going Evaluation: Assessing the impact of changes made on-site for young children and their caregivers (Ashtori Hafarhi, Nordau Ave. and Neve Eliezer Junction).

Impact Research on the impact of the program amongst residents of Tel Aviv – Jaffa who are parents of young children (from birth to 3 years old) and on the municipal systems (city officials and main partners) in the mobility & urban space domain.

Research Layout - Evaluation Activities

Most research actions took place between September 2020 – January 2021 and included*:

Observations and conversations with residents:

- Neve Sha'anan Pedestrian Zone: pre-intervention mapping observation
- Narrowing of the Neve Eliezer Junction: pre and post-intervention observations

Observations that included the use of the Public Life App by Gehl

- Nordau Ave.: pre and post-intervention observations
- Ashtori Hafarhi Pedestrian Zone & Basel Square: pre and post-intervention observations

Observations done only with the Public Life App by Gehl

- Nachalat Binyamin: observations during intervention
- Hashoter Square / Bograshov: pre-intervention mapping observations

Analysis of different types of documents related to mobility & urban space, for instance:

policy papers about urban space planning guidelines from Israel and overseas, Best practices suitable for young children.

Analysis of interviews with various city officials and stakeholders.

* Research tools attached as appendices.

Urban Space and Mobility - Logic Model, Mapping of Tools and Indicators

Actions	Outputs*	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)
Mapping the neighborhoods' physical spaces to adjust them to the suitable and accessible use and needs of caregivers and their children Promoting urban infrastructure investments for optimal, safe and suitable mobility of caregivers and their children via foot and/or bicycle (daycares entry, wide sidewalks, accessible buildings, roads, intersections, crosswalks, walkway markings) Promoting urban investments to adjust urban spaces for use and stay of caregivers and their children (shade, nature, accessible bus stations, public transport, heat and air pollution reduction) Initiation of mobility and urban spaces pilots and recruitment of partners for implementation	# of pilots' implementation Integration of caregivers and children's perspectives into urban planning principles regarding mobility (such as the strategic urban bicycle program, walkability promotion) # of caregivers walking/riding daily with their children on designated walkways/paths # of caregivers and their children moving around in an urban public space designed in accordance with Urban95 principles # of parent-child interactions and joint play of children and their caregivers in urban public spaces	# of infrastructures renovated & fitted for the use of caregivers and their children Increase in frequency of parent-child joint walking / riding on designated walkways / paths in their neighborhoods # of caregivers moving around urban spaces designed in accordance with Urban95 principles # of caregivers using accessibility solutions in public spaces (walkability interventions)	Caregivers and their children spending time daily in adjusted urban spaces, contributing to their development Caregivers and their children moving around safe and accessible urban spaces Caregiver and children perspectives incorporated into planning of public spaces, making them suitable for young children (playgrounds, accessible sidewalks, public transportation, shade, clear air, green spaces)

Indicator/ Tool	Data Analysis & Retrospective Review	In-depth Interviews	Field Observations
Physical infrastructures suitable for young children and their caregivers	V	V	V
Frequency of walking, bicycling or use of public transit instead of private car			V
Use of suitable urban spaces			V
parent-child Interactions and joint play in public spaces			V
Urban95 principles are integrated into urban planning protocols for public space	V	V	

*Collection and measurement of output evaluations is carried out on an ongoing basis by the Urban95 staff of the Tel Aviv - Jaffa municipality.

Urban Space and Mobility - Summary of Actions & Outputs

Summary of Actions & Outputs (2017-2019)	Summary of Actions & Outputs (from 2020 onwards)
• Engaging senior city officials with the Urban95 vision through seminars, such as the Nacto Seminar, which led to perceptual change. • Participation in forums that focus on setting mobility policies such as: the walkability promotion, the strategic plan for advancement of cycling. • Pilots in Dov Hoz and Neve Eliezer Neighborhoods: following public participation surveys to identify challenges and observations of obstacles along the routes, possible solutions were presented to city officials (City Beautification Department, Traffic Unit, Community Administration), a policy guide was produced, and various on-site pilots were approved. • Initiation and advancement of inter-administration collaborations to promote mobility considering the needs of young children and their caregivers, for example – the pilot conducted in Ashtori Hafarhi Pedestrian Zone and Basel Square.	• Planning and renovation of the Ashtori Hafarhi Pedestrian Zone and Basel Square: Adjusting public space to they stay of young children and their caregivers. As part of the municipal policy of turning streets into walking-oriented spaces. • Planning and upgrading a section of Nordau Ave., opposite Magid Community Center: Building two public compounds (one for the general public and a designated one for young children). • Following public participation survey in Dov Hoz and Neve Eliezer Neighborhoods, • the following steps were taken: - Narrowing of a junction in Neve Eliezer Neighborhood: Increasing pedestrians' sense of safety. - Planning of kindergartens entrances expansion: to allow convenient, safe and pleasant access. • Neve Sha'anan Pedestrian Zone (location associated with asylum seekers' population): Developing a plan to make the space accessible for parents and their children. • Nachalat Binyamin Pedestrian Zone: Closing the southern section of Nachalat Binyamin Street. Developing a plan to continue intervention by adding sitting areas, bike parking racks and play facilities for children. • Projects designated to promote walkability in Southern Tel Aviv: Hatikva, Ezra and Haargazim Neighborhoods. • Collaboration with Gehl Architects - a measurement tool for urban space use: Pre-intervention observations were done at three locations. Gehl Architects also developed a designated data dashboard and held a workshop presenting the data to municipal partners.

Key Principles, Challenges & Guidelines for Planning Urban Space adjusted to Young Children in different cities in Israel and abroad

"When we take into account the experience of babies, toddlers, and their caregivers in the planning and design of cities, we can better meet the needs of all residents and users of public space"

(Cecilia Vaca Jones, Executive Director of the Bernard van Leer Foundation).

Urban Space Challenges for Young Children

Mapping Challenges related to Mobility & Urban Space in Tel Aviv – Jaffa, based on Analysis of Municipal Documents:

- Width of sidewalks – too narrow for children / baby strollers. For example, residents from Tel Aviv – Jaffa[1] complain about lack of accessibility to baby strollers, and shortage of parking space next to community centers designated for young children.
- Cars pulling out of parking spots, cross the sidewalks and endanger pedestrians[2].
- Cyclists and pedestrians report that due to route conditions, cyclists are forced to ride in non-designated areas (sidewalks)[3].
- Cars parked on sidewalks block pedestrians' passage, especially with baby strollers[2].
- Shortage of convenient, continuous[4] paths designated for walking and cycling.
- Shortage of shaded and stationary areas for community engagements (benches, multi-purpose facilities designated for sitting, community gatherings and play)[4].
- Dirty streets – The Tel Aviv – Jaffa City Survey shows that only 38% of the parents of young children are highly satisfied with the level of street cleanliness in their neighborhoods. More than half of the residents of Northern Tel Aviv think that the streets are clean, as opposed to only a third of the residents of Southern Tel Aviv and Jaffa.
- Urban space in Ezra neighborhood does not allow young children safe play[2].
- Following the COVID-19 crisis[5], 57% of parents of young children in Tel Aviv – Jaffa reduced their use of public transportation (mainly city-center residents), but only 34% tended to walk more frequently and 37% increased their car use (mainly South-West city residents, 64%).

[2] Ezra Neighborhood Tour: preparation for traffic light intervention and in order to encourage walkability amongst families with young children. Urban95

[1] SALTA feedback amongst residents of Northern + Southern Tel Aviv-Jaffa [3] Focus Group – Mothers – cycling – Sprout 26/11/20 [4] Focus Group – Mothers – Walking – Sprout 22/11/20

[5] City Survey findings (September 2020) – selected data amongst parents of children up to the age of 5. The Center for Economic and Social Research – Tel Aviv - Jaffa

Four Key Principles for Planning New and Renewed Neighborhoods in Israel for Young Children

Exposure to Nature

Young children's connection to nature is essential to their emotional and motor development. To allow that, the overall neighborhood planning (built-up area and landscape design) should include planting of trees, which will increase the children's exposure to nature near their homes. In addition, public playgrounds planning should include use of different materials, which allow experimenting with various textures and senses (sand, water, etc.) as well as easy access to public parks.

Near-home Environment

The near-home environment should provide young children with safe space for play and social interaction. To meet this goal, a small, fenced playground should be planned next to each residential buildings cluster, while joint play areas may be used in more populated areas (such as a joint backyard or tenants' multi-purpose venue).

Services for Young Children

It is best to offer all range of services for young children and their caregivers, in a location that allows for pleasant and comfortable access, at a short distance from home: daycare centers, public playground and variety of public services (community center, well-baby clinic, health clinic) and commercial services (bakery, grocery shop and stores). To meet this goal, daycare centers should be located so people will prefer to arrive by foot and shorter routes from home to daycare centers should be planned. Moreover, the public and commercial services should be planned at a short walking distance from one another, with a network of paths and streets that connects them.

Convenience & Continuity of Walking

During the neighborhood planning process, children's security and safety while walking and crossing the streets should be considered. The planners should create a pleasant, safe environment where young children can spend time and make sure that the walking distance between young children's points of interest is optimal. In order to meet these goals, pedestrian crossings should be short and "secured areas" where children can walk without having to cross the road should be created. In addition, urban planning which decreases exposure to the elements through shade and trees should be advanced.

*A reference list is attached as an appendix

Key Principles in Urban Space for Young Children – Impact On-Site

Four Key Principles for Planning New and Renewed Neighborhoods in Israel for Young Children - On-Site Implementation

Exposure to Nature

The Urban95 program and the City Beautification Department have advanced the renovation and construction of playgrounds, which include sand and water play facilities to help promote young children's emotional and motoric development, through exposure to nature and experimenting with different materials. As part of the collaboration, a design plan for an optimal playground based on Urban95 principles is in development.

Near-home Environment

The intervention on Ashtori Hafarhi Pedestrian Zone created a safe near-home space for play for residents of Basel Square and the adjacent streets. This intervention has met a substantial need, especially during the pandemic when lock-downs and distance restrictions were imposed: *"It was obvious that Ashtori Hafarhi required some investment in public space, for young families in particular"* (City official from Engineering Administration).

Services for Young Children

These services are advanced in Tel Aviv – Jaffa in cooperation with Urban95 through the 15-Minute-Neighborhood vision – according to which, all services required for parents and young children would be provided in a 15 min. walk from home. Thus, starting from the planning phase, Urban95 has emphasized the adjustment of public space to young children, particularly around points of interest:

"*We started off by forming a team to take care of public space, in a way that considers the 95cm height and the caregivers. It has to do with mobility in public space, whether by walking to the playground or the Well-Baby clinic*" (City official from Construction & Infrastructure Administration).

Convenience & Continuity of Walking

The narrowing of Neve Eliezer Junction and "Continuous Sidewalk" Pilot were designated to advance children's safety while walking and crossing the street.

The intervention on Nordau Ave. shows how the addition of adjusted stationary spaces generates a pleasant and safe environment for young children and enables the planning of optimal walking distances between different points of interest such as the Magid Community Center.

Guidelines for Planning Urban Space for Young Children – Literature Review

Urban planning adjusted to young children, is the planning of an urban environment that provides children, their families and communities with a range of services and opportunities for a complete and optimal development of the new generation of city residents (ACELG, 2014)

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Policy Setting

Considering young children and their caregivers' needs during **planning phases** (shelter, food, play activities and healthy relations with others) including **land use planning** in accordance with young children's needs, with maximal proximity to children's points of interest (daycare centers, playgrounds, community centers). For that purpose, mapping of daily usages of young children and their caregivers in public space should be conducted.

Forming a long-term vision including **measurable objectives and goals,** in accordance with budgets and pre-planned time frame.

At the same time, young children's needs should be prioritized through policy setting, **engaging policy makers and stakeholders** in the long-term vision, including allocation of resources and positions.

 # Holistic approach for planning, which focuses on the needs of young children and their families and emphasizes the importance of social and communal cohesion.

*A reference list is attached as an appendix

Guidelines for Planning Urban Space for Young Children – Impact On-Site

Urban planning adjusted to young children, is the planning of an urban environment that provides children, their families and communities with a range of services and opportunities for a complete and optimal development of the new generation of city residents (ACELG, 2014)

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Policy Setting - On-Site Implementation

Considering young children and their caregivers' needs during **planning phases, including land use planning.**

The seminar and tours initiated by the Urban95 staff led to a perceptual change and to recognition of the need to set planning instructions for mobility projects: "*There is a need for planning guidelines based on Urban95 principles – If an urban plan that affects public space does not include planning principles that put the child in the center, we would not be able to make an adaptation.*" (Senior city official from Engineering Administration).

Recognizing the need to map the different usages of urban space and integrating the findings the planning phase, advances the consideration of young children's needs.

Forming a long-term vision with **measurable objectives and goals,** to prioritize young children's needs through policy setting, by **engaging stakeholders** to the vision, including allocation of resources and positions.

The Urban95 staff does that, inter alia, through sharing information of successes obtained in different cities: "*I learned that it is possible to use the public space in many different ways. The guidance we received in Copenhagen was impressive. Copenhagen has become a city adapted to pedestrians, cyclists and Urban95 principles*" (City official from Construction & Infrastructure Administration). Exposure to on-site examples contributed to perceiving the vision as a practical and attainable one and, increased the local motivation to advance it.

 # Holistic approach for planning, which focuses on the needs of young children and their families and emphasizes the importance of social and communal cohesion.

It is reflected by fruitful collaboration between city officials and different departments in Tel Aviv – Jaffa Municipality: "*I feel that I have someone to talk to and I have some 'brothers in arms' - the work, desire, vision, challenges and difficulties – there are many people to talk to and many good collaborations*" (City official from Construction & Infrastructure Administration). The open channel of communication between various municipal administrations, advances holistic thinking about the needs of young children and their families, and helps to find comprehensive solutions, in addition to handling local problems.

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Planning Mobility Projects – Best Practices

 # Decisions on Intervention Locations should be based on the most significant needs of young children, while focusing on projects with the maximal potential to succeed. Moreover, local constraints should also be considered: weather, transportation and social climate.

 # Measuring Projects' Impact over time, through data collection before and after the interventions' implementation.

Conducting various pilots that **demonstrate the success potential** to policy makers and might lead to expansion of an intervention throughout the urban space.

 # Data & Information Collection about young children and their needs, with the aim of planning mobility projects.

 # Community Participation in future planning for young children.

*A reference list is attached as an appendix

Guidelines for Planning Urban Space for Young Children – Impact On-Site

Planning of Safe Mobility Advances Children's Independence and Sense of Safety in Public Space and Provides Opportunities for Play and Development

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Planning Mobility Projects – Best Practices - On-Site Implementation

 # Decisions on intervention locations were based on young children's needs and the project's success potential.

Nordau Ave. and Ashtori Hafarhi, were chosen as strategic locations for traffic of target audiences. Moreover, as part of the program, playgrounds in strategic locations were renovated.

 # Impact Measurement

Urban95 TLV program is accompanied by formative evaluation research and the measurement practices are adjusted to the features of the various pilots. Most of the time pre-intervention observations are conducted with the aim of mapping needs and post-intervention observations are conducted with the aim of assessing impact and meeting pilots' goals.

 # Conducting pilots that demonstrate the success potential

The Urban95 program in cooperation with Tel Aviv – Jaffa Municipality adapted the following approach: "*Tactical Urbanism approach is about making rapid, reversible changes in public space, such as a cycle path built overnight, cancelling parking spaces by installing traffic cones – and checking later whether it works well*" (External stakeholder).

Recently, a Pedestrian Zone Pilot was conducted across the city. Its success has led to expansion into different city areas and different populations, such as the Neve Sha'anan Pedestrian Zone: "*Working with the asylum community on improving the space and making it accessible to additional target audiences, including young families and children*" (City official from Engineering Administration).

 # Data & Information Collection

As preparation for the interventions and as part of the evaluation research, information was collected from municipal resources, national data bases (the Central Bureau of Statistics) and designated mapping surveys.

 # Community Participation

The Urban95 program includes practices of public participation during the planning phase of most projects, for instance, as part of the interventions on Nordau Ave. and Ashtori Hafarhi Pedestrian Zone.

Guidelines for Planning Urban Space for Young Children – Literature Review

Examples for adjusted mobility planning: A safe route is the main route used daily by young children in their neighborhood.

"Open Streets" are important – these are the public areas that allow families with children to play and socialize with others in the community.

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Parameters Leading to Success

 # Street Lights to increased sense of safety while walking and crossing in late hours.

 # Wide, Accessible Walking Paths & Designated Bicycle Trails, that provide protection for young cyclists, with an emphasis on main streets and junctions.

 # Prioritizing Passage by Foot, especially where there is limited space, by, for example, shortening waiting time at traffic lights.

 # Green Infrastructure: multiple trees and shade.

 # Improving Pedestrian Crossings so that they are marked clearly and are wide and short as much as possible.

 # Reducing Car Speed through speed limit and design of public space: narrowing the width and numbers of lanes (3 meters in urban areas) and placement of physical elements such as street furniture.

* Quality of life measurements in big cities – The Central Bureau of Statistics, 2019

Guidelines for Planning Urban Space for Young Children – Impact On-Site

Examples for adjusted mobility planning: A safe route is the main route used daily by young children in their neighborhood.

"Open Streets" are important – these are the public areas that allow families with children to play and socialize with others in the community.

Main approaches for planning an urban environment adjusted to young children in various cities in Israel and world-wide*

Parameters Leading to Success - On-Site Implementation

 # Streetlights to increase sense of safety:

According to the Central Bureau of Statistics, sense of safety while walking near home in the dark hours is lower in Tel Aviv–Jaffa in comparison to the national average (79.3% Vs. 85.7% accordingly).

 # Wide, Accessible Walking Paths & Designated Bicycle Trails

Following the Urban95 program in Tel Aviv – Jaffa: "*We led many processes of adding bicycle trails around the city… Which led to a change at the level of the parents – more parents and children started to travel by bike*" (City official from Engineering Administration).

 # Improving Pedestrian Crossings

The Urban95 staff has been collaborating with the Construction and Infrastructure Administration, for example – the narrowing of Neve Eliezer Junction: "*We want the zebra crossings to be as short as possible, so that instead of the children having to reach the cars line in order to cross, we would narrow the road, so the child would stand safely on the pavement and then cross.*" *(Senior city official from Construction & Infrastructure Administration).*

 # Prioritizing Passage by Foot – The shortening of waiting time at traffic lights were initiated by the Tel Aviv – Jaffa Municipality in cooperation with Urban95:

I ran The Walkability Forum that convenes once a month, with stakeholders from the municipality and guests. We put pedestrians' interests on the agenda. For example, shortening waiting times for traffic lights. Urban95 also takes part." (City official from Transportation Authority).

Collaboration between BvLF, Urban95 TLV & Gehl Architects

Collaboration with Gehl Architects

Background

- As part of a long-term collaboration between BvLF and Gehl Architects the PSPL (Public Space Public Life) Platform was developed, to collect data about the way the general public, and young children and their caregivers in particular, use public space.
- First, a manual version of a designated observation index was developed. The index focuses mainly on documenting the interactions of the young children and caregivers in public space and with the urban environment. Next, a digital version for the observation tool was developed – The Public Life App.
- The Urban 95 program in Tel Aviv – Jaffa, alongside three other cities, took part in the Public Life App pilot, conducted during the COVID-19 crisis. Using the Public Life App, field observers collected data about young children and their caregivers' behavior in urban environment.

As part of the collaboration between the Urban95 Program and Gehl Architects, data were collected from various locations in Tel Aviv – Jaffa through the Public Life App:

Nachalat Binyamin

HaShoter Square - Bograshov

Nordau Ave

Ashtori Hafarhi - Basel Square

HaShoter Square – Bograshov (pre-intervention) & Nachalat Binyamin (during intervention)

Nachalat Binyamin

HaShoter Square - Bograshov

Research Layout using the Public Life App by Gehl Architects

Background for research based on data collected only by the Public Life App:

Nachalat Binyamin

The data were collected between 20/08/2020 – 21/08/2020

- As part of the Pedestrian Zones Pilot, the southern section of Nachalat Binyamin St. was closed for traffic from 18:00, in order to promote commercial and communal activities.
- The Urban95 staff participated in the planning of the intervention and the architectural plan, which was funded by the Tel Aviv – Jaffa Municipality.
- As part of the evaluation research, the volume of passersby and users was measured, using the Public Life App.
- For the sake of comparison, observations were conducted in two areas: the northern section of the pedestrian zone, which is permanently closed to vehicles and the southern section which was closed from 18:00 as part of the pilot.
- In the future, further intervention is planned by adding sitting areas, bicycle parking racks and play facilities for children.

HaShoter Square - Bograshov

The data were collected between 06/08/2020 – 07/08/2020

- The location was selected specifically for the pilot of Public Life App: Volume of passersby at Bograshov-Tshernikhovski Junction was measured, in addition to the volume of people staying in Hashoter Square and in an additional location on the other side of the junction.
- Points of interest for the Tel Aviv – Jaffa Municipality:
  - Rush hours Vs. off-peak hours.
  - Visitors using lounge chairs allocated by the municipality as part of the solutions for staying outdoors near home, given COVID-19 restrictions.
  - Characterization of passersby (walking Vs. riding) with the aim of adding a bicycle trail.

On-site Visitors' characteristics

Nachalat Binyamin

Movement/Stationary (N=4588): During observations data were collected on 4,588 visitors in two sections of Nachalat Binyamin Street

About **95%** stayed at the location

About **5%** passed-by

Stationary (N=193): 65% of the visitors stayed in the northern section of the street and 35% stayed in the southern section.

84% of the visitors were **adults over the age of 25**, **13%** are **youth**.

Almost no children under the age of 5 were observed at any time.

The peak hour was just before noon (11:30) during the week, and at noon on Friday.

The rise in the volume of visitors was mostly detected in the northern section, while in the southern section the volume of visitors was rather consistent throughout the day.

HaShoter Square - Bograshov

Movement/Stationary (N=3,480): During the observations, data were collected on 3,480 visitors.

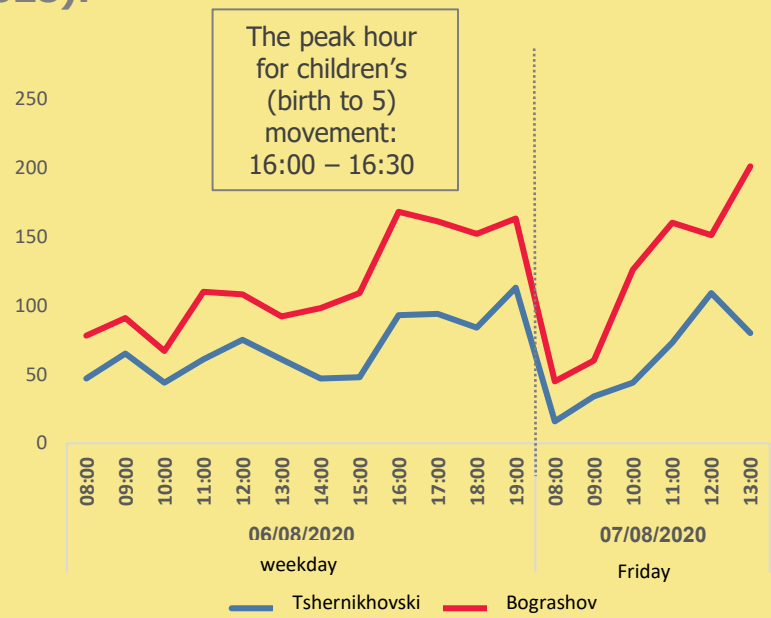
Among passers-by (N=3,328), 64% were observed moving on Bograshov St.

Most visitors (N=152) were observed at HaShoter Square (61%).

Movement (N=3,328):

About 90% of passers-by were adults and youth (15+). A rise in traffic volume – on Thursday evening and Friday noon.

47% **53%**



HaShoter Square – Bograshov & Nachalat Binyamin

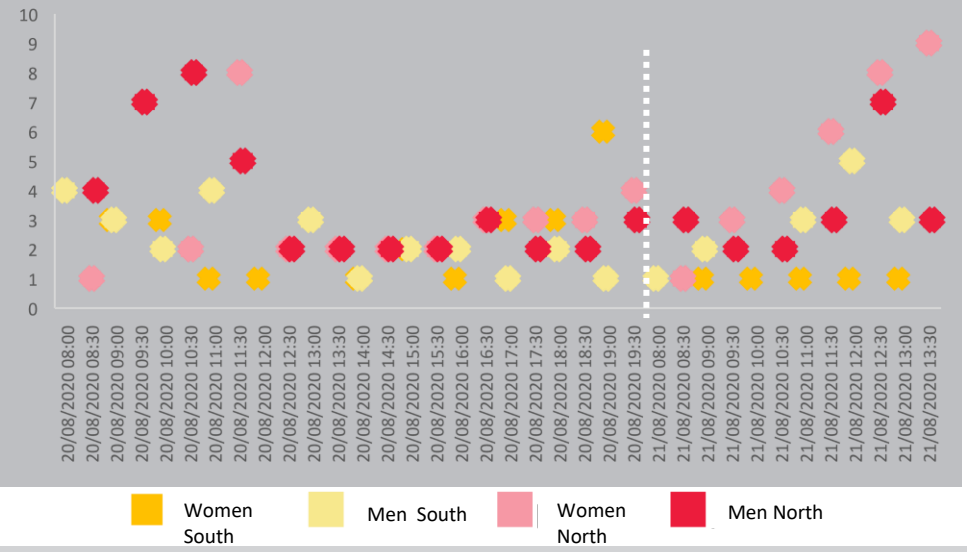
Characterization of Visitors in Intervention Space

Nachalat Binyamin

Amongst visitors in the southern section, there was a higher presence of men (57%), whereas in the northern section there was a gender balance. At twilight, as the southern section closed to vehicles, more women were present, in comparison to noon time. On Friday morning, there were mostly women present (61%) in the northern section and mostly men (74%) in the southern section.

Stationary

	North N=125	South N=68
Women	50%	43%
Men	50%	57%



HaShoter Square - Bograshov

amongst passersby at junction

76%

were pedestrians

N=3480 Movement

While

24%

were bicycling

Majority of women amongst passersby – **53%**

71% of cyclists were men

Bograshov (N=2,140)

28% Bicycling

Tchernichovsky (N=1,188)

18% Bicycling

vectors created by kjpargeter, macrovector - www.freepik.com

Visitors' Usage of Urban Space

Nachalat Binyamin

Stationary modes are consistent with the environment; in the south there is a greater number of coffee shops and restaurants that encourage sitting, in comparison to the north. Informal sitting derives from COVID-19 restrictions (take-away being the only option). Most of the activity is commercial which attracts older visitors rather than young children. Stationary adolescents were mostly observed standing.

Stationary

	North N=125	South N=68
Sitting Commercial	39%	40%
Standing	44%	28%
Sitting Informal/ public bench	17%	32%

HaShoter Square - Bograshov

Stationary

The Junction (N=59)

47% of the visitors were observed standing, while less than half used public sitting facilities. Visitors at the second location were mostly observed using electronics (31%), talking (24%), and waiting to be picked up by public/ private transportation (8%).

14% of visitors were homeless people, observed wandering about or resting.

HaShoter Square (N=93)

60% of visitors used public sitting facilities, which shows the need for the lounge chairs that were placed on-site.

Visitors were mostly engaged in talking (35%), eating / drinking (23%), spending time with children (15%) and using electronics (14%).

Summary: HaShoter Square – Bograshov & Nachalat Binyamin

Conclusions & Recommendations

- Considering the significant volume of stationary and movement traffic observed on-site, the Public Life App by Gehl Architects enabled easy and simple collection of a high volume of data. This, not at the expense of demographic qualitative and quantitative characterization of target audiences (age, gender, mode of movement, activity on-site).
- Conclusions regarding the goal of the intervention in **Nachalat Binyamin** – to promote commercial and communal activity:
  - **More women** were observed in the southern section, when it closed to vehicles, implying the intervention contributed to an increased sense of safety in public space.
  - **Scarcity of young children**, emphasizes the need for further adjustments to advance communal activity in this location.
  - **Visitors' Stationary modes** along the street are consistent with the on-site commercial options. **Commercial activity** in the southern section manifested in various informal stationary modes, following COVID-19 restrictions (TA from businesses), presenting a need for additional sitting areas, as planned later.
- Data collected from **HaShoter Square** using the Public Life App provide relevant information to the issues in question.
  - **The afternoon are the peak hours** amongst passersby at the junction - evening hours during weekdays and just before noon on Fridays.
    About a quarter of passersby were cyclists, who were mostly observed on Bograshov Street – which emphasizes the need to add bicycle trails.
    Following observation, a bicycle trail was built along Bograshov Street.
  - **Public sitting facilities were used** by visitors at the square. Stationary modes show that **conditions at HaShoter Square promote stationary visits** (most people were observed sitting), as opposed to the other side of the junction - where most people were observed standing.
    Considering the frequent usage of the lounge chairs, they were left in place after the lockdowns, for the benefit of residents and passersby.

Evaluation Findings

Mobility & Urban Space Interventions

Nordau Ave: pre / post intervention

Background & Research Layout - Nordau Ave.

Background

- The planning of the intervention on Nordau Ave. started in 2019, in cooperation with the Urban95 program.
- Following a public participation process (about 800 respondents) with the City Beautification Department at lead, the Tel Aviv – Jaffa municipality decided to plan public compounds along Nordau Ave., opposite Magid community center: a 24-meter-long play zone (designated for young children) and an 11-meter-long public compound (designated for the general public).
- The intervention implementation was made possible thanks to collaboration between the Urban95 staff (funding the intervention plan and architectural plan), the City Beautification Committee (funding the execution of plan), city architect, the central department of Community Administration and Magid Community Center.

Research Layout

Data were collected using the Public Life App by Gehl Architects throughout 2020 (during COVID-19 crisis):

- **Pre-Intervention Observations:** on Wednesday, 19/08/2020 between 08:00 – 20:00 and on Friday, 21/08/2020 between 08:00 – 14:00. These observations were conducted during the summer vacation (when educational frameworks were closed).
- **Post-Intervention Observation** was conducted on Monday 21/12/2020 between 08:00 – 20:00. The observation was conducted in wintertime (when educational frameworks are open)

- In addition to collecting movement and stationary data through the Public Life App, the **post-intervention** observation was conducted using a qualitative, designated observation index.

Description of Intervention Space – Nordau Ave.

Pre-Intervention

Weekday
(morning hours)
N=33

58%

Women

36%

Men

Friday
(morning hours)
N=45

38%

62%

Amongst visitors, a higher presence of women was observed during weekdays, especially in the mornings. On Friday morning a higher presence of men was evident.

- Data were collected on 1,221 visitors, out of whom 92% passed by the Ave. and 8% were stationary.
- The sitting and play compounds were placed in two spots along Nordau Ave. where there were no trees.
- About half of the visitors were 25-64 years old – both passersby (52%) and stationary (46%).

Babies and toddlers up to the age of 5 constituted **9% of passersby** and **5% of stationary** visitors. An even lower rate of children up to the age of 14 was observed.

65+ year olds constituted **34% of stationary visitors**, while only 6% of passersby were in this age group.

Description of Intervention Space – Nordau Ave.

Post-Intervention

Data were collected on 1,671 visitors: 89% passed by along the Ave. and **11%** were visitors – **a rise in stationary rate** compared with **7% visitors** during **pre-intervention** weekday observation.

Observed Elements	Score*
Walking trail which enables continuous walking (including baby strollers)	7
General sense of safety	7
Level of cleanliness and maintenance	6
Shade	7
Lighting	5
Sufficient seats	5

- The western compound, which is designated for different types of sitting, is more popular than the eastern compound, which is designated for young children (hammocks and sand boxes).
- The facilities are used by the visitors for long periods of time, and it seems that adults benefit the most from them; while children and their parents use the eastern compound mostly in the afternoon.
- Since the pre-intervention observation, a drinking fountain and a dogs' drinking fountain were added to the ave., as well as a dogs' waste bag dispenser and bicycle parking racks. Scarcity of trash cans near the sitting compound.

* A scale of 1 to 7: 7- refers to 'very positive' / 'to a high extent', and 1- refers to 'very negative' / 'not at all'.

Findings - Nordau Ave.

Stationary:

Pre-Intervention N=100, Post-Intervention N=186

Pre-Intervention (Weekday) N=55		Post-Intervention (Weekday) N=186
56%	Women	66%
40%	Men	30%

More women were observed **staying** post-intervention.

Stationary visitors were observed all day long, primarily between 08:00-10:00, 13:00-14:00 and 16:00-17:00, while the highest number of visitors was observed between 13:30-15:00 pre-intervention.

The western compound was populated all day long. Most visitors in the Ave. (74%) were between **25-64** years old.

During morning and noon hours **longer visits** were observed (1-2 hours), compared to evening hours (up to half an hour).

No significant differences were observed in terms of **stationary modes** (standing, sitting, commercial) pre- and post-intervention.

Communal interactions were observed all day long between adults who arrived at the compound together or bumped into friends and chatted. Most visitors were observed in small groups of 2-3 people or alone.

Intervention Impact: the post-intervention observation showed a **significant rise in rate of visitors engaging in social activities** such as talking, eating & drinking and taking care of children. Also, a decline in rate of visitors engaged in individualized activities was recorded, such as observing passersby (19% Vs. 29% pre-intervention), reading / writing (5% Vs. 11%).

Post-intervention

48% **Talking**
Vs. 18% pre-intervention

23% **Eat & Drink**
Vs. 3% pre-intervention

13% **Take care of children**
Vs. 5% pre-intervention

Findings - Nordau Ave.

Stationary: Pre-Intervention N=100, Post-Intervention N=186

Movement: Pre-Intervention N=1,121, Post-Intervention N=1,485

Pre-Intervention		Post-Intervention
5% Stationary Visitors	 Up to 5	12% Stationary Visitors
28% Passersby	Youth 15-24 	10% Passersby

Increased presence of babies and toddlers up to 5 years old on-site post-intervention, especially amongst stationary visitors in the afternoon. As well as an increased presence amongst the passersby in early morning hours. The presence of **adolescents – 15-24 years old, decreased**, especially amongst the passersby.

It should be considered; the pre-intervention observation was conducted when educational frameworks were closed and the post-intervention observation the educational frameworks were open.

Parent-child interaction and joint play

A few parents were observed playing with their children / reading them a story.

During early afternoon hours, more parents and children aged 3-5 were observed at both compounds, busy eating together, interacting with other parents and children, and in a few cases, using the facilities for play (primarily the logs' trail and hammocks).

It seems that the Ave. served as a transition point on the way home or to the playground and was not perceived as a place where parents and children can play together for long periods of time. Visitors interacted in small groups, so children were mainly seen playing on their own, as there were no other children present to play together. Due to COVID-19 restrictions, the Adjacent Magid community center did not attract visitors and most parents and their young children just passed by it on their way back from kindergarten.

Findings - Nordau Ave.

Movement: Pre-Intervention N=1,121, Post-Intervention N=1,485

Post-Intervention

Increase in pedestrians' rate

49% Vs. 44% pre-intervention

Decrease in cyclists' rate

33% Vs. 47% pre-intervention

Despite the lack of fences, most visitors used the walking trail when walking and the bicycle trail when cycling.

Throughout the day, many visitors were observed walking their dogs.

65+ year old presence increased amongst passersby
(10% post-intervention Vs. 6% pre-)
but **decreased amongst visitors**
(9% Vs. 34%, Respectively)

Women's presence was higher than men's presence amongst the passersby who were sampled based on gender* (N=644)

49% **40%**

*In accordance with App. settings – not all passersby were identified based on gender

Barriers and Disorders

- Throughout the day there were a few incidents when motorbikes made U-turns through the pedestrian crossing in the middle of the Ave.
- During the afternoon there were a few incidents when children crossed the walking trail towards the bicycle trail.
- There were a few incidents when pedestrians crossed the street at a prohibited location, since there was no fence that separates the Ave. from the road.
- During the afternoon, when there was a higher number of children with their parents, it seemed that most children were not allowed to hang out independently due to the proximity to the road and the bicycle trail.

Summary - Nordau Ave

Conclusions

- The intervention on Nordau Ave. led to **an increase in rate of stationary visits**.
- Post-intervention, a **higher number of positive communal interactions** were observed amongst visitors. It seems that the intervention led to a **behavioral change**, since there were more visitors who were engaged in **social activities,** such as talking or joint eating.
- The Ave. was busy with visitors throughout the day. The compounds prompt commercial, leisure and work activities. Until afternoon hours, most visitors used the facilities for long periods of time.
- A **higher volume of women's presence** was observed post-intervention.
- A **higher volume of babies and toddlers' presence** was observed along the Ave. and around stationary facilities, but it seems that the caregivers and children still consider the area as a transition point on the way (to / from kindergarten) and not a designated destination for play.
- It seems that the addition of facilities has a **potential** for joint play amongst parents and their children, while the option was nonexistent pre-intervention.
- The passersby **used the urban space appropriately** (walking / cycling along designated trails).

Recommendations

- It should be noted that most visitors were not accompanied by children (12% of children from birth to five years old) and that young children and their caregivers see the compound as a transition point, passing there on their way to kindergarten in the mornings, or back home in the afternoon.
- It should be noted that most of the interactions between caregivers and children was around eating rather than joint play.
  Signs inviting children and their parents to engage in joint activities while using facilities and elements of urban space can encourage joint play.
- It is recommended to add trash cans near sitting areas.

Ashtori Hafarhi - Basel Square: pre / post intervention

Background & Research Layout: Ashtori Hafarhi - Basel Square

Background

As part of the insights gained during the COVID-19 crisis, Tel-Aviv – Jaffa municipality wished to find solutions to assist businesses and to provide the residents with the possibility of enjoying some fresh air close to home. As part of the solutions, the municipality started an ongoing process of turning 11 streets into walk-oriented streets, 'pedestrian zones'. The Ashtori Hafarhi pedestrian zone was one of the first locations selected for intervention. In cooperation with the central unit of Community, Culture and Sport Administration, the space was renewed and renovated so that it is adapted to children from birth to 3 years old and their caregivers.

Study Design

- **Before Intervention:** 5 hours of non-participant observation, based on the 'XPLORE' method which includes reference to features in space and documentation of activity at different times of day. The observation included mapping of businesses in the area, 6 interviews with owners of businesses along the Ashtori Hafarhi pedestrian zone and 6 interviews with families, to characterize usages and improve visits.
- **After Intervention:** 6 hours of non-participant observation following the intervention (building of play compounds) which included 4 interviews with business owners and 6 interviews with families.
  Moreover, as part of post-intervention observation, data were collected using the Public Life App by Gehl Architects:
  observations on 19/08/2020 (weekday) and 21/08/2020 (weekend).

The following data refer to findings derived only from the Public Life App. The full report was submitted in real time to the Urban95 staff in the municipality and the qualitative findings were included in the *Playground & Public Space Domain Evaluation Report* submitted to BvLF in August 2020.

Findings – Ashtori Hafarhi / Basel Square

Stationary N=250

Movement N=985

The pedestrian zone was a transitional location pre-intervention. There were no attractions, the plaza was lacking any points of interest or eye-catching elements to attract the passersby to stop or visit the compound as their destination.

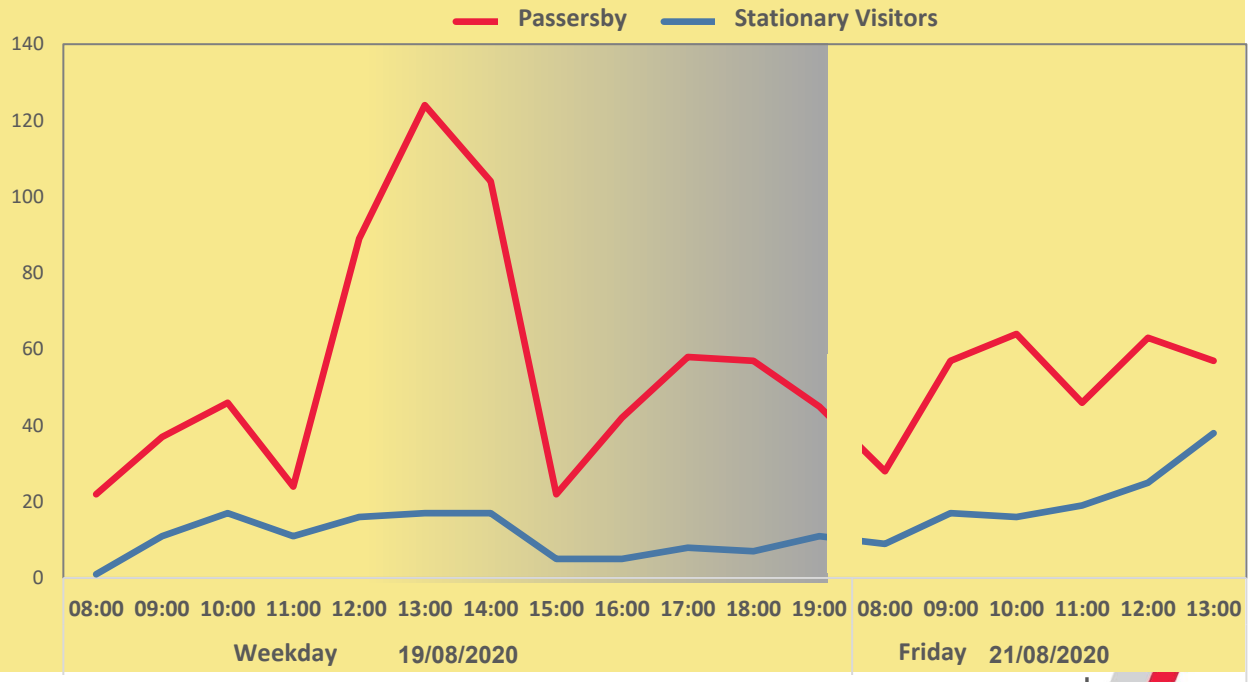
Stationary*

Weekday N=126		Friday N=124
51%	Women	39%
44%	Men	60%

*Not all visitors were identified based on gender

Women's presence was more evident on **weekdays** while **men's** presence was more evident on **Fridays**.

- The new compounds are a source of attraction for caregivers and children.
- Higher stationary rates during weekends (50% of visitors Vs. 29% at the same time during weekdays).
- Higher passersby volume at around noon time on weekdays.



Movement

N=670		N=315
14%	65+	7%
14%	Youth 15-24	31%

On Friday, Less seniors (aged 65+) were observed, but **more adolescents** (15-24 years old) were presen,t amongst stationary and passersby alike, as opposed to their presence on weekdays.

Findings – Ashtori Hafarhi / Basel Square

Stationary N=250

Movement N=985

Stationary

Weekday (morning hours) N=126

Friday N=124

Stand

18% **4%**

47% **62%**

Sit Informally/ public bench

It seems **the new compound enables relaxed and prolonged stationary visits**, as most visitors were observed sitting / resting informally, primarily during Friday mornings and in the afternoon hours on weekdays.

30% of visitors were observed sitting in a **commercial area**, mainly in the morning, both on weekdays and on Friday.

In addition, business owners who were interviewed expressed satisfaction with the pedestrian zone which enabled them to increase the number of tables creating a more spacious sitting area.

No significant differences between weekday and Friday were detected in terms of modes of movement.

75% of passersby were walking

12% cyclists

Main Activities

- **32%** Play
- **28%** Eat & Drink
- **16%** Talking
- **16%** Use Electronics

Findings – Ashtori Hafarhi / Basel Square

Stationary N=250

Movement N=985

Even before the intervention, there were evidence that indicated that the space enables positive interaction between parents and children, between siblings and communal interaction amongst neighborhood residents.

20% of **visitors** and **13%** of **passersby** were babies and toddlers up to the age of 5. Their presence was mostly evident on Friday morning. However, the rate of newborns was higher on weekday mornings.

The rate of **children up to the age of 14** was quite low amongst the passersby and visitors (4%-5%) and they were mainly observed on Friday morning.

Following the intervention, **joint play** was observed **between parents and their children** and between neighborhood children, in addition to **communal discussions** amongst the adults. Children of all ages were observed using the stationary and play compounds in different ways adapted to their age.

On Friday, more visitors were observed engaging in **social activities** such as play and joint eating / drinking, compared with their activities on weekdays. Moreover, **individualized activities**, such as using electronics, were more frequently conducted on weekdays.

	Play	Eat & Drink	Use Electronics
Friday	**42%**	**35%**	**6%**
Weekday	Vs. 23%	Vs. 21%	Vs. 25%

Summary: Ashtori Hafarhi - Basel Square

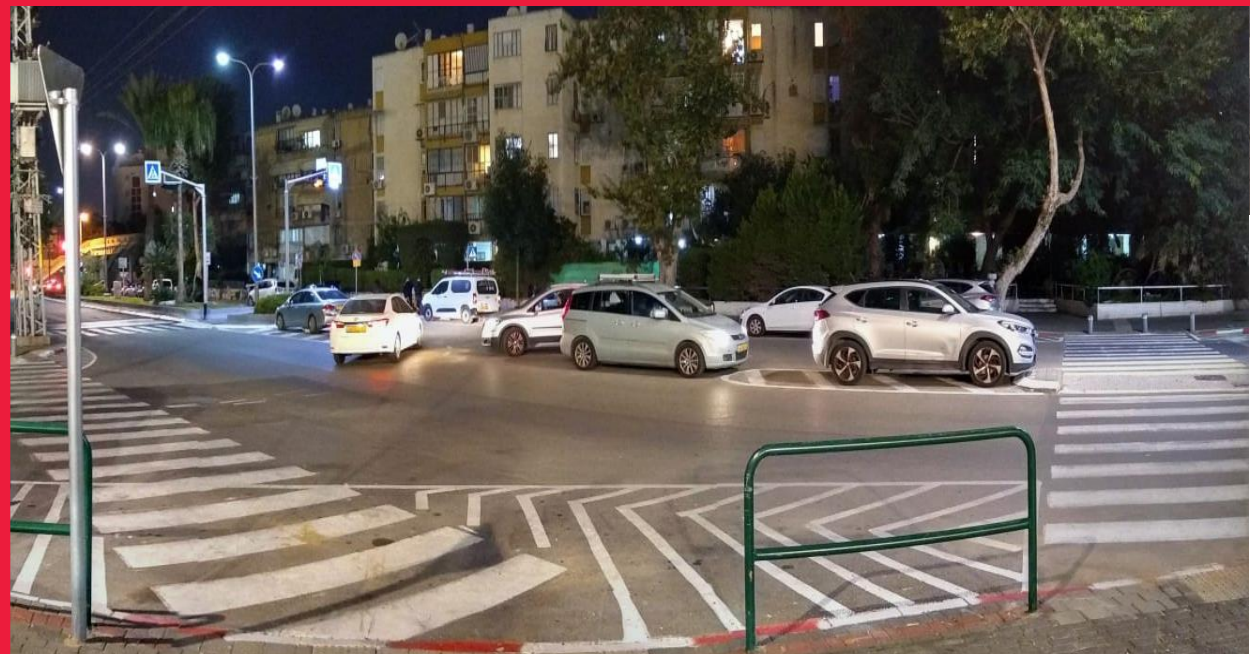
- Observation findings show that as a result of the intervention the **physical infrastructures in Ashtori Hafarhi Pedestrian Zone and Basel Square are adjusted to the needs of young children and their caregivers,** so now the space serves as an attraction for a large audience of parents and children.
- Data derived from the Public Life App by Gehl Architects regarding **movement and stationary frequency** support the above conclusion: 20% of the visitors who were observed in the compound chose to spend their time there at different times of day and primarily on the weekend. Presence of babies and toddlers was especially evident on Friday.
- It seems that the **urban space is used in an adapted manner**. Figures from the Public Life App by Gehl Architects show that the **compound facilitates a spacious and relaxed experience,** as most visitors were observed sitting informally on the public facilities.

  Moreover, **almost a third of the visitors were observed sitting in a commercial area**, mainly in the morning hours. Business owners from the pedestrian zone express satisfaction with the possibility to increase the number of tables and make the sitting area more spacious.
- Observation data show that following the intervention the space serves both for **positive parent-child interaction and communal discourse** amongst neighborhood residents. Data from the Public Life App by Gehl Architects support the above conclusion, especially when comparing weekday to weekend: During the weekend, the space is used more for family-communal activities (play, drinking / eating) and less for individualized activities (using electronics).

Narrowing Neve Eliezer Junctions: Pre / Post Intervention

After

Before



Background & Research Layout - Neve Eliezer Junction

Background

- The Tel Aviv – Jaffa Municipality decided to narrow down the Neve Eliezer Junction, in order to increase pedestrians' sense of safety in a location where the roads are wide, field of vision is limited, and drivers tend to speed. In addition, the junction is located near a community center, a playground and some sports courts, so young children and their parents would benefit from the narrowing of the junction.
- In cooperation with the Urban95 program, it was decided to narrow down the junction through some tactical measures which were proven effective in slowing down traffic, decreasing friction between pedestrians and vehicles, improving pedestrians and drivers' field of vision and increasing the sense of safety and quality of time spent in public space.
- So far, the intervention included the narrowing of space allocated to traffic by painting the traffic islands white rather than in bright colors – a move that should be approved vis-à-vis the Ministry of Transportation.

Research Layout

Two observations were conducted based on a qualitative and quantitative index:

- **Pre-intervention Observation:** On 10/12/2020, including documentation of the duration of passersby's crossing (approximately 30 adults and 20 children) and conversations with 27 residents.
- **Post-intervention Observation:** On 14/02/2021, including documentation of the duration of passersby's crossing (approximately 30 adults and 10 children) and conversations with 15 residents.

Findings – Neve Eliezer

Junction Description

	Pre Intervention	Post Intervention
Sheshet HaYamim St.	▪ A wide and well marked pedestrian crossing,with traffic islands in the center and elevated speed bumps in front of it. ▪ The pedestrian crossing is illuminated at night and asphalt is in good condition. ▪ There is no lighting on the south-western corner of the junction, which affects the sense of safety while crossing the junction at night.	▪ Despite marking which was added to expand the traffic islands, the pedestrian crossing is still interrupted by a large extent of illegal parking. ▪ Scooters park in front of the pedestrian crossing, narrowing the space allocated for pedestrians. ▪ There are some sidewalk poles that prevent cars from blocking the sidewalk, but motorbikes pass through the poles and park in front of the community center – an area where parking and motorized passage is strictly forbidden.
Rotenstreich St.	▪ A wide pedestrian crossing with no elevated speed bumps. ▪ There is a 'slow-down sign', but no 'stop sign'. ▪ The area is illuminated.	▪ Despite the marking (applied during intervention) of a traffic island which prohibits parking, pedestrians' field of vision is still limited due to illegal parking.
The entire junction	▪ No marking of bicycle trail. ▪ Partial fencing separates the sidewalk from the road. ▪ Traffic signs are intact, but include only 'right-of-way sign' with no 'stop sign'.	▪ There is a shortage of parking spaces for bicycles and scooters. ▪ It seems that the marking designated to expand the traffic islands, does not affect drivers who park there anyway. ▪ Some children were observed crossing the junction unsupervised, on their way to the community center, and some were running.

The observers' evaluation* shows that the **intervention did not affect** the following parameters: **continuity of walking** (score: 5), **easiness of navigating with baby strollers** (score: 4).

A slight improvement in **sense of safety** was detected (from score '3' to '4') after intervention.

* A scale of 1 to 7: 7- refers to 'very positive' / 'to a high extent', and 1- refers to 'very negative' / 'not at all'.

Findings – Neve Eliezer

Description of Visitors at the Junction

	Pre-Intervention	Post-Intervention
Demography	 19 Children: **7 of them up to 3 years old**  11 Adults crossed with children 3 Children crossed unsupervised 13 Adults crossed by themselves 5 Senior Citizens	 10 Children: **All over the age of 3**  16 Adults crossed with children 1 Child crossed unsupervised 10 Adults crossed by themselves 4 Senior Citizens
Crossing Time Average (in seconds)	▪ **Sheshet HaYamim St.** - Child: 20.2, Adult: 22.5, Senior Citizen: 21.5 ▪ **Rotenstreich St.** - Child: 14.8, Adult: 13.6, Senior Citizen: 18.5	▪ **Sheshet HaYamim St.** - Child: 17.2, Adult: 16.4, Senior Citizen: 18.7 ▪ **Rotenstreich St.** - Child: 11.2, Adult: 10.7

Faster crossing times after intervention

The average of post-intervention **crossing time** is **lower** compared to the pre-intervention crossing time average.

Women's presence at the junction **before intervention** was higher (76%) and 7 babies and toddlers were observed.

On the contrary, during **post-intervention** observation, women's presence was lower (40%) and no children from birth to 3 years old were observed.

It explains the faster crossing times, which were detected during the post-intervention observation.

Findings: Neve Eliezer

Residents' Reports:

Improvement in the following measurements* was reported during the interviews	Pre-Intervention	Post Intervention**
Sense of safety while crossing	**4.4**	**5.7**
Protection from bicycles and vehicles	**4.1**	**5.6**
Quality of water and drainage	**3.4**	**3.7**

Most interviewees, in both observations, were residents of the neighborhood, **who pass by the junction every day** or frequently and live nearby. The residents reported passing by the junction on their way to kindergarten, as part of a walk, while running errands or on their way to the community center adjacent to the junction.

"*We live in the neighborhood, but we do not usually pass by the junction. Most of the time I do not cross the street here, but there is a store I need to get to on the other side of the road*"

(Pre-intervention, a 41 year old mother with 2 children).

"*I pass by here every day. I pick up my daughter from kindergarten and this is the shortest route*"

(Pre-intervention, a 32 year old mother with a baby).

"*I go for a walk in the neighborhood every afternoon. I pass by here every day – this is my route to the neighborhood*"

(Post-intervention – senior citizen).

* A score on a scale of 1-7. 1 refers to the lowest level, and 7 refers to the highest level in terms of meeting residents' needs.

** During post-intervention observation, most interviewees were men, which might explain the higher scorings.

Mapping of Barriers

- On the pre-intervention observation, two residents indicated that there was no 'stop sign' at the passage on Rotenstreich St. In addition, a resident of the neighborhood that uses an electric wheelchair indicated that the route was dangerous and unfriendly for her needs.
- Before the intervention, the pedestrians' **field of vision was blocked** due to **cars parking illegally** (next to the traffic islands and pedestrian crossing) and a recycling bin. Moreover, navigation with baby strollers was report as difficult since the sidewalk area was not flat.
- After the intervention, despite the marking which was designated to expand the traffic island, cars continued to park illegally and **block the passage**.
  In addition, scooters were parked in front of the pedestrian crossing, which further narrowed the space for pedestrians.
- Incidents when pedestrians were **not given the right of way** were observed both before and after intervention.
- After the intervention, pedestrians were observed crossing away from the pedestrian crossing. The **traffic island seemed crowded** (an area where pedestrians are supposed to wait between the two sections of the road) when more than three pedestrians were crossing at the same time.

"*Very often, when I pass by here, there are people who drive in and out very fast and the fact that there is no 'stop sign' is also problematic*"

(Pre-intervention – a 47-year-old man).

"*I live here, and I need to pass by every day. The sidewalk is full of holes and it's dangerous*"

(Pre-intervention – a 40-year-old woman).

Summary - Neve Eliezer

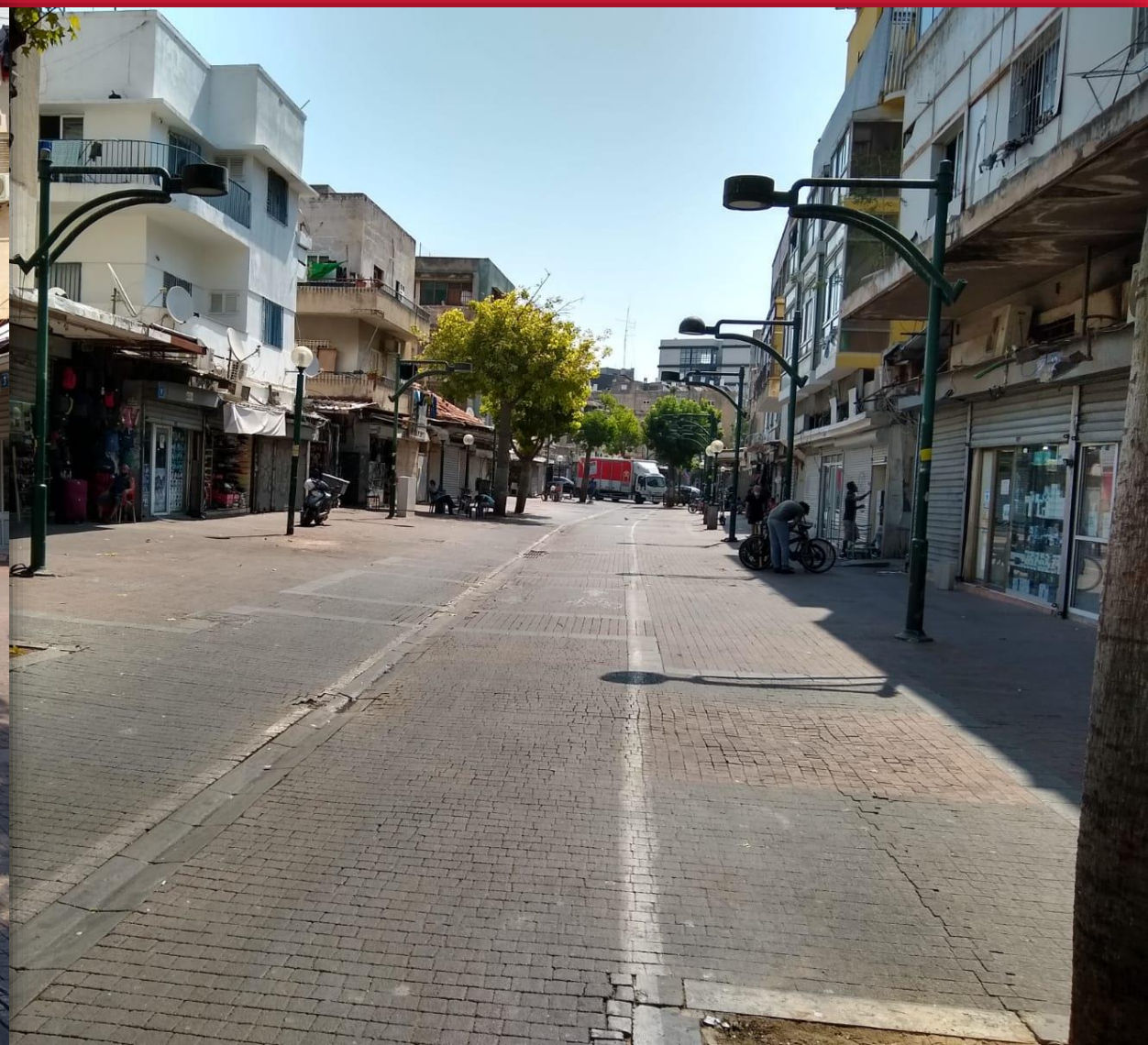
Conclusions & Recommendations

- Even after the intervention, it seems that **adaptation of the physical infrastructures to young children and their caregivers is still not evident on-site**: despite the marking designated to expand the traffic islands, the passage is still blocked by cars parked illegally. Pedestrians are not given the right of way; some pedestrians do not use the pedestrian crossing when crossing and the traffic island on Sheshet HaYamim St. is crowded whenever more than three pedestrians are crossing.
- The average post-intervention crossing time is faster, compared with the average pre-intervention crossing time. It seems that is cannot be attributed to improvement of conditions at the junction, but rather to the type of passersby who were observed during the observations (a higher number of women and children was observed during the pre-intervention observation).
- The passersby observed in the area **used the urban space in a manner adapted to their needs**: on their way to run errands, to kindergarten, community center, etc.

In order to adapt the junction to the needs of young children and their caregivers, a more thorough intervention that provides solutions to some barriers that are still evident is needed. This type of intervention might include a more prominent marking of traffic islands and increased enforcement in the area.

Neve Sha'anan Street: pre-intervention

Mapping of Needs & Current Situation



Background & Research Layout - Neve Sha'anan Street

Background

- The Urban95 program has been taking part in the thinking and planning of the intervention right from the start.
- As part of the planning phase, the Urban95 staff introduced the architectural professionals to decision makers in Tel Aviv – Jaffa Municipality. The municipal stakeholders decided to fund the architectural work, realizing their contribution to successful interventions in public space.
- A long-term intervention program was initiated, led by the Community Administration – South, which will include renovation of the pedestrian zone and creation of a safe space with sitting areas (by closing of a shop), that will host food fairs to take place occasionally.

Research Layout

A non-participant observation was conducted, based on the XPLORE Approach which includes reference to physical elements and documentation of people's activity at different times of day. The observation was conducted before the intervention, on 15/09/2020 (11:00-20:30) and was divided into three street sections.

- First Section: Har Zion – Bnei Brak
- Second Section: Bnei Brak - Lishanski
- Third Section: Lishanski – Lewinski

Findings – Neve Sha'anan Pedestrian Zone

Physical Infrastructure adapted to Young Children and their Caregivers

- The Pedestrian Zone: **Sense of safety on the street was assessed as medium** (scores 4-5) and there is sufficient lighting at night.
  There is a marked bicycle trail, though in practice there is no separation between the bicycle trail and the pedestrian passage.
- It seems there is a need for the following improvements: increasing the sense of safety along the street, creating continuity of walking across the junction, clearer separation between bicycle trail and pedestrian passage, improving level of cleanliness along the street and increasing the number of public seats.

Frequency of Moving by Foot, Bicycle or Public Transportation instead of Using Cars

- **About a third of the passersby were cyclists.** All of them were adults.
  Very few children were observed along the streets throughout the day (a few dozens).
- **Afternoon and evening hours** (17:30-20:30) **were the busiest hours** in terms of passersby traffic.
- Sidewalk tiling is intact, and no obstacles were detected, so that there is no problem to navigate with baby strollers.

Using Adjusted Urban Space

- Most people observed on the street were **men from the asylum population**. On Lishanski – Lewinski section a lower number of asylum seekers was observed and a there was a higher number of people who sat by the shops in small groups.
  During the evening, a higher number of people was observed on the street.

Parent – Child Interaction and Joint Play in Public Space

- **Families with children were scarcely observed** across the three sections, except for noon time, when some parents and children were observed walking back from schools, some of whom from the asylum population. During the evening, a few families were observed across the various sections.
- No communal interactions that include parents and children were observed.

* A scale of 1 to 7: 7- refers to 'very positive' / 'to a high extent', and 1- refers to 'very negative' / 'not at all'.

Summary - Neve Sha'anan Street

Recommendations for Implementation

- Clearer separation between the bicycle trail and pedestrian passage across the three street sections.
- Adding public sitting areas.
- Improving level of street cleanliness and maintenance.
- Enhancing sense of safety, especially along the Har Zion – Bnei Brak section.

The Volume of passersby and visitors on-site increased during the evening (17:30-20:00), but even during these hours the rate of children on the street is still low. Improvement of the aforementioned aspects might increase the desire of parents of young children to spend time in public space.

Summary & Conclusions

Summary

The actions of Urban95 program in the Mobility and Urban Space domain managed to recruit municipal stakeholders to the Urban95 vision and promoted perceptual change amongst them. Young children and their caregivers' needs are considered as strategic municipal plans are developed and when executing mobility projects across Tel Aviv - Jaffa

The Urban95 Policy is Integrated in the Planning of the Urban Space

- The Urban95 principles of designing urban environment which take into account the needs of young children and their caregivers, are incorporated into planning processes in the various departments and are manifested in a variety of strategic, municipal plans (transportation vision, promotion of cycling and walkability, 15-minute-neighborhood vision) and in allocation of resources.
- Mobility pilots were implemented, demonstrating the success potential towards significant expansion of interventions. The pilots were conducted in cooperation with the Urban95 program which provided (depending on the intervention needs) access to consultants and planners, measurement and evaluation services, etc., while the various departments at Tel Aviv – Jaffa Municipality participated in the funding, acquisition of facilities and implementing the interventions on-site.
- Data-based-actions: mapping of needs by means of collecting preliminary information and public participation prior to the intervention (for example, at Nordau Ave. and Ashtori Hafarhi). Collection of data pre and post-intervention in order to measure the impact of projects' implementation (for example, at Neve Eliezer Junction and Nachalat Binyamin).

Physical Infrastructures Adjusted to Young Children and their Caregivers

- The various interventions conducted in Tel Aviv – Jaffa were close to young children's points of interest (for instance, at Nordau Ave. and Neve Eliezer – in front of community centers) and in accordance with young children's needs.
- The interventions at Nordau Ave. and Ashtori Hafarhi included the addition of stationary facilities adapted to young children and their caregivers. The collection of data at the sites (pre, post and during intervention) included evaluation of the adjustment of local infrastructures to young children and their caregivers who pass by the area or visit it.

Summary

Usage of Adapted Urban Space

- The interventions adapted to young children and their caregivers **provide solutions for the general public**. It is reflected in the high volume of usage of the new facilities throughout the day, for various needs. In addition, an overall increase of women's presence after the interventions indicates an improvement in sense of safety in space.
- The interventions conducted at Nordau Ave., Ashtori Hafarhi Pedestrian Zone and Nachalat Binyamin improved the use of urban space: more stationary visits were observed, and an increased presence of women and young children (Ashtori Hafarhi and Nordau Ave.) is also evident.

Mobility by Foot, Bicycle or Public Transportation instead of Cars

- Establishment the Walkability Forum, composed of various city officials, to promote pedestrians needs in the city streets.
- Implementation of interventions to prioritize walkability in public space and bicycle trails. For instance, **following the formation of the pedestrian zone on Ashtori Hafarhi St., the rate of passersby and visitors, young children and their caregivers included, increased significantly.**
- Future interventions dealing with the infrastructures at Neve Sha'anan Pedestrian Zone and a more significant intervention at Neve Eliezer Junction might advance walkability / cycling and enhance the sense of safety.

Parent-Child Interaction and Joint Play in Public Space

- **The Ashtori Hafarhi and Nordau Ave. interventions led to parent-child interactions and joint play and to a positive communal discourse** between adults, primarily on the weekend, when a variety of family and communal activities were observed. Moreover, these interventions led to behavioral change: decrease in the volume of individualized activities and increase in the volume of social activities such as conversations and play.
- The planned intervention in Neve Sha'anan Pedestrian Zone, which includes addition of sitting areas and facilities, will promote family and communal interactions.

Conclusions & Glimpse into the Future

Following the Urban95 program actions for promoting and conducting local interventions to improve mobility in urban space, it was decided to expand and scale the interventions at the neighborhoods and the entire city level.

Planned Mobility and Urban Space Interventions

- **Advancing walkability at Ezra and HaArgazim Neighborhoods** - Improving mobility across the neighborhood: following a designated public participation process, led by the Community Administration and the Urban95 program, and mapping of main walking paths, a physical intervention is planned (addressing barriers) combined with making communal content more accessible to the residents, with an emphasis on young children and their caregivers.
- Continued development of **public spaces adapted to young children – Gan HaShnayim in Jaffa**: following the collection of data related to residents' needs and modes of usage through observations combined with measurements by the Public Life App, the Urban95 program advances an architectural plan to renovate the park and adapting it to young children, their caregivers and the general public.
- Further implementation of interventions based on the Tactical Urbanism Approach – **walking-oriented streets at Kerem HaTeimanim**: following the demonstration of success potential through the Pedestrian Zones Pilot, the collaboration between the Urban95 program and Transportation Administration continued and included data collection on forms of mobility and modes of usage of public space by means of observations, which include measurements derive from the Public Life App, as part of preventing entrance of vehicles to certain streets at Kerem HaTeimanim Neighborhood.
- **The Continuous Sidewalk Pilot –** using a designated tool to elevate the pedestrian crossings to increase sense of safety while crossing.
- The Urban95 program takes part in the **Cycling Advancement Plan**, which provides solutions related to infrastructures.
  The **Parent-Child Cycling Pilot** is expected to be launched as part of the city masterplan for bicycle trails.
- The Urban95 program is incorporated into the transportation vision of Tel Aviv Jaffa Municipality whose aim is **inverting the pyramid – prioritizing pedestrians over private cars.**

Appendices

Evaluation Indicators

Short Term Evaluation Indicators:

- Renovation and adjustment of infrastructures for the use of caregivers and their children - Extent of improved or renovated urban infrastructures (sidewalks, trails, pedestrian zones, avenues etc.) for better mobility and consideration of young children and their caregiver's needs.
- Increase in caregiver-child joint walking/riding on the designated trails in their neighborhoods - Number of parents or primary caregivers who walk and/or ride bicycles daily with young children via designated trails.
- Use of urban spaces designed in accordance with Urban95 principles, including (walkability interventions) - Extent of parents or primary caregivers of young children, who used the urban space and/or adjusted facilities in the last thirty days.

Mid-Term Evaluation Indicators:

- Increase in daily time spent in adjusted urban spaces, contributing to children's development - Extent of parents or primary caregivers, who have reported daily joint activities (e.g. reading, talking and playing) with their young children, occurring in suitable public spaces.
- Increase in safe and accessible mobility in urban spaces – Number of parents or primary caregivers of young children, who walk, ride bicycle or use subsidized public transport safely, instead of driving their private cars.
- Caregivers and children's perspective incorporated into urban space planning - The degree to which Urban95 principles for designing and planning urban spaces, became part of policy setting processes in the various municipal administrations (accounting for parameters such as green spaces, sidewalk, playgrounds and public spaces safety) in selected areas and vulnerable neighborhoods in particular.

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List of Interviewees

Name	Position
Sharona Hershko	Head of Construction & Infrastructure Administration
Fabio Sheinkman Shahar	Project Manager - Transportation Authority
Tali Levi	Head of Planning Department in Traffic Unit
Tali Bargal	Public Domain Architect in City Architect Bureau
Lior Steinberg	Mobility Consultant for Urban95 Program

Example of Observation Index – Mobility / Public Space – Nordau Ave.

Urban95 Project – Observation Index – Public & Urban Space

Location: Nordau Ave. opposite of Magid Community Center	**Name of Activity & Moderator**:	**Date & Time of Observation**:	**Observer**:

General Guidelines:

- You are about to start an Xplore observation – a research and mapping process (analysis of space and population characteristics, community mapping, area scanning, physical and urban characteristics).
- The duration of observation is 12 hours which are divided throughout the day (from morning to evening). Each hour is divided into 4 sections of 10-15 min. The first section focuses on movement count, the next section focuses on stationary behavior description and so forth.
- The research aims to answer the following questions: Who is present in space (and who is absent) and for how long – throughout the day? What do people do and what are the modes of mobility?.
  You are asked to observe what happens in public space, behaviors, interactions between adults and between adults and children (and amongst the children), in accordance with the observation index, and to document your impressions according to the criteria.
  There is no need to speak with the passers-by.
- Please try to take pictures of the public space and the people that are present – with an emphasis on the new elements that were installed and the various modes of mobility.

Thank you & Good Luck!

Urban95 Evaluation Staff, CET

General Comments (to be documented throughout the observation) - **Please use this space to describe the general outline of what you observe:**

Example of Observation Index – Mobility / Public Space – Nordau Ave.

Observation Criteria - MOVEMENT	Time: _____ (duration: 10 min.)		
Demographic – **Assess adults & children's age** **Indicate number of vehicles, visitors and modes of mobility**	Load of visitors (score 1-7) ____	**Caregivers:** women ___ men___ grandparents___ older sibling ___ nanny___	**Children:** girls ___ boys___ Age: 0-3___ 4-8___ 9+___
	Group Composition: adult with child___, with two children___ with 3+ children___, couple with child___ with 2 children___ with 3+ children ___ group (how many adults and how many children): ___ **Modes of mobility:** adults and children walking ___ adults with baby pram ___ adult and a child riding (bicycle, toy car, scooter) ___		
Visitors other than families with children (amount)	adolescents___ couples without children___ groups of friends___ senior citizens___ individuals / passersby___ service providers___ riders ___ handicapped / disabled people ___		
Description of Ave. space – **fill in once for each observation** **Provide a physical description of section of Ave., Identify points of interest and attractions for passersby as well as potential barriers.**	**Mapping of barriers and possible disturbances to passersby's movement** (entry or exit from parking lot, bicycle trails, emergency services, location of trash cans and recycling bins, holes en route, etc.): **Description of Ave. space** (characteristics such as width and wholeness of sidewalks, separation between pedestrians and cyclists and cars – including along the route leading to the Ave., shade / lighting, maintenance works nearby):		
General description of space – **For each criterion give a score between 1-7 (1 refers to 'not at all / very negative and 7 refers to 'positive / to a large extent')** **Emphasis on families with children – are they strolling peacefully? Are they combining play or 'practical' walking?**	**Score (1-7):** convenience and continuity of walking___ navigating with baby strollers___ cleanliness and maintenance (+ collection of dogs' waste)___ shade___ lighting___ fencing / separation___ sense of safety___ sitting area ___ **Volume / amount of disturbances:** riding along pedestrian routes___ children running to road___ maintenance works (cleaning, garbage / trimmed foliage disposal___ other, elaborate:___ **General description of occurrences** (document exceptional occurrences, evaluate whether people walk in designated areas only, is there separation from bicycle trails, incidents of prohibited crossing from main Ave. to street sidewalks and any other point worth mentioning) Documentation of conduct of families with children as specified above:		

Example of Observation Index – Mobility / Public Space – Nordau Ave

Observation Criteria - STATIONARY	Time: _____ (duration: 20 min.)		
Demographic – Assess adults & children's age	Load of visitors (score 1-7) ____	**Caregivers:** women ___ men___ grandparents___ older sibling ___ nanny___	**Children:** girls ___ boys___ Age: 0-3___ 4-8___ 9+___
Indicate number of vehicles, visitors and modes of mobility	**Group Composition:** adult with child___, with two children___ with 3+ children___, couple with child___ with 2 children___ with 3+ children ___ group (how many adults and how many children): ___ **Modes of mobility:** adults and children walking ___ adults with baby pram ___ adult and a child riding (bicycle, toy car, scooter) ___		
Visitors other than families with children (amount)	adolescents___ couples without children___ groups of friends___ senior citizens___ individuals / passersby___ service providers___ riders ___ handicapped / disabled people ___		
Assess duration of visit	Up to half an hour: majority / about half / minority, an hour – two hours: majority / about half / minority,	half an hour – an hour: majority / about half / minority, more than two hours: majority / about half / minority	
Description of space & usages - With an emphasis on families with children – Describe the physical Ave. section, Indicate points of interest or attractions for stationary target audience	**Volume / number of incidents:** toy / game from home___, food / snack from home___, child engages with a screen___, adult engages with phone, adult talking with someone___ **Description of main characteristics of visitors activities** (commercial, leisure, other) and mapping of points of interest and attractions in and around the Ave. (community center, playgrounds and play facilities, commercial, food):		
Describe remarkable and/or exceptional occurrences	Are there bicycle parking racks and room for baby strollers near points of interest? If so, to what extent are they used?		
To what extent does the space encourage joint play amongst families and communities? Which words would you use to describe the atmosphere? Joy, happiness, enthusiasm, stress, crowdedness, nervousness, practicality.	**General description of occurrences** (presence and conduct of parents and their children – joint play, What are the children doing? What is drawing their attention? What interests them and What are they spending time on? What are they playing with and how? How are the children using the space and the various elements within it? Are adults involved in the activity? **Description of interactions or lack of interactions amongst visitors** (friendly / practical discourse between visitors, gestures that indicate community relations, joint arrival or departure by two or more families, interactions between adults and children or amongst children, caregivers engaged with their phones)		