

Tel Aviv-Jaffa Urban95 Evaluation Work Plan Logic Models and Evaluation Indicators Development

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Tel Aviv-Jaffa Urban95 Evaluation Work Plan

Background

Urban95 is a joint initiative of the Bernard van Leer Foundation (BvLF), the Tel Aviv Foundation and the Tel Aviv-Jaffa municipality. The project's primary objective is to promote various pilot initiatives aimed at transforming the city into a more 'child friendly' environment, accommodating to the needs of young children, their families and caregivers. Urban95's pilot initiatives focus on developing public spaces and municipal services (targeting neighborhood surroundings) in a way that is inclusive and promotes equality for all population groups. To do so, Urban95 implements comprehensive and integrative municipal policies in four main domains: early parenthood, public spaces and mobility, urban infrastructure (data and capacity building), and daycare education. The various activities meet the needs of both children and caregivers, as actions are taken to ensure safe and enjoyable mobility around the city and to encourage 'free-play' in public spaces so as to contribute to optimal early childhood development and to the child-caregiver relationship.

The first phase of the Urban95 program focused on various pilot initiatives related to the aspects mentioned above. These initiatives included early parenthood (e.g. community centers offering diverse workshops in cooperation with well-baby clinics around the city), parks, playgrounds and public spaces, mobility (specifically in the southern neighborhoods of Tel Aviv and Jaffa) and daycare education. The second phase of the program will focus on expansion of the project's objectives, thus establishing long lasting mechanisms and implementing them amongst all municipal departments and administrations. In addition, the program aims to establish Tel Aviv-Jaffa as a model-city for other municipalities, regarding knowledge and best practices on the development of an urban environment promoting optimal early childhood experiences for young children and their caregivers, inclusively and equitably.

Evaluation Research Objectives

1. To develop an evaluation research workplan for the Urban95 program consisting of logic models and evaluation indicators regarding the development of the various program initiatives, in accordance with BvLF indicators and in preparation for the long-term independent evaluation of the program.
2. To conduct a retrospective evaluation measuring the systematic impact of the program on the urban agenda and the municipality's main concerns, throughout the program (from its commencement onward).
3. Impact measurement: As the program progresses, the study will assess its impact on Tel Aviv-Jaffa residents who are parents of young children (up to 3 years) and on the municipal system (city officials and key partners).
4. Formative assessment: The study will include performing pre and post intervention measurements of various Urban95 program phase I and phase II pilots, in order to refine work processes and the services offered to target audiences based on their needs, as well as measuring the pilots' results.

Evaluation Tools

The evaluation tools selected for the implementation of this research are based on Urban95 objectives as well as the needs identified and raised by the program's staff. These tools are subject to expansion and update, in accordance with program requirements and circumstantial changes, such as Covid-19.

Main Issues to be considered evaluating the urban system include: Impact on municipal systems (budgets, methods, standards and work mechanisms), examination of implementation capacity, satisfaction with partnership collaborations, changes in priorities, perceptions and attitudes favoring early childhood needs in the urban space, establishing sustainable mechanisms - building a body of knowledge, self-evaluation abilities.

Main Issues to be considered amongst residents who are caregivers of young children include: Mapping pilot expansion requirements into new neighborhoods, program usefulness, target population satisfaction, contribution to residents' lives (wellbeing, community), examination of parental behaviors in various areas such as child-caregiver relationship, joint play, interactions in public spaces and more.

The research design will incorporate quantitative and qualitative tools, as delineated below.

Qualitative Tools:

1. Retrospective review and examination of documents and data - Analysis of all available and relevant program data as well as various pilot initiatives' documentation, including summaries of policy meetings throughout the program's activity period (from its commencement onwards).
2. In-depth interviews with municipal stakeholders, program staff, external partners and caregivers - Open conversations with various stakeholders in order to obtain their perspectives on the program's actions.
3. Observations and short talks with caregivers at community centers, playgrounds and local "Xplore observations" on the day-to-day life in the city - the observations enable monitoring users' conduct while they engage in activities with different facilities and services as well as behaviors and interactions between children and their caregivers in public spaces, community centers and playgrounds.
4. Focus groups with diverse target audiences (staff, caregivers) – These focus groups included discussions providing information regarding the attitudes and reactions of participants to the Urban95 implementation and to the program's provided services. Also, these focus groups deepen the understanding of different and contradicting points of view via observation of group dynamics.

Quantitative Tools:

1. Data Analysis - Examination of available program data, corresponding with the BvLF success metrics, throughout the program's duration (from its commencement onwards), tracking changes that occur as the program progresses.
2. Participant feedback from Urban95 services users - Provide data on the extent of use, satisfaction with SALTA services (various workshops, well-baby clinics in the community, playrooms, etc.) and their perceived contribution to the participants.
3. Parents' Questionnaires - Online survey amongst Tel Aviv-Jaffa residents who are infant/toddler caregivers to map needs, examine attitudes and evaluate services provided by the municipality and Urban95 particularly.

Urban95 Program Logic Model

A logic model is used to organize and illustrate the essence of the program including resources used, actions implemented, anticipated outcomes and expected social changes resulting from program's activities.

The initiative's logic model presented below was built together by the Tel Aviv Urban95 staff and the BvLF representatives.

Logic Model for Urban95 Initiative

Target Audience	Inputs	Actions	Outputs	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)	Long Term Results (5-10 Years)	Impact
Municipal officials, decision makers and field professionals	<p>professional advisors</p> <p>Pilot initiatives' budgeting</p> <p>Program partners (internal and external to the municipality)</p> <p>International knowledge</p>	<p>Participate in meetings on early childhood promotion</p> <p>Raise awareness to early childhood issues in all life realms</p> <p>Increase budgets and personnel positions to promote early childhood issues</p> <p>Educational training, tours and conferences for municipal stakeholders</p> <p>Partners onboarding: collaborations for pilot initiatives and ad-hoc projects</p> <p>Establish inter-administration work models such as the Early Childhood Municipal Forum</p> <p>Promote municipal data center, collecting and sharing of professional knowledge regarding early childhood issues</p>	<p>Permanent place around the decision-making table, regarding early childhood issues</p> <p># of municipal officials participating in seminars, acquiring local and global knowledge and tools regarding early childhood promotion</p> <p>Participants' satisfaction with seminars</p> <p>Extent of partners onboarding and cross-sectorial collaborations</p> <p>Extent and variety of new products</p> <p>Willingness on behalf of the municipality to implement pilot initiatives</p>	<p>Early childhood is on the municipal agenda</p> <p>Municipal stakeholders are knowledgeable and understand early childhood development needs</p> <p>Extent of budgets and personnel positions allocated to promote early childhood issues</p> <p>Integration of work mechanisms between municipality and external partners to promote early childhood needs</p> <p>Execution of pilots across the city (SALTA, playground, public spaces and mobility)</p> <p>"Tel Aviv Jaffa as a Lighthouse": Establish a professional data and information center based on Urban95 models developed throughout the program</p>	<p>Clear policies regarding early childhood throughout municipal administrations, including those not related to the subject directly (holistic thinking)</p> <p>Embedment of sustainable work models into municipal mechanisms in accordance with Urban95 principles</p> <p>Investment in physical infrastructures for the benefit of young children and their caregivers (public spaces, sidewalks, public transportation, shade, air pollution) in vulnerable neighborhoods in particular</p> <p>The professional data and information center updates regularly; other cities reach out to educate about pro-early childhood municipal practices</p>	<p>Long term planning acknowledging early childhood needs, according to continually collected data</p> <p>Program sustainability: Urban95 principles translated into a long-term urban standard</p> <p>Municipality initiates and promotes independent actions contributing to early childhood development</p> <p>Design of public spaces to suit young children and their caregivers' needs (playgrounds, accessible sidewalks, public transport, shade, clear air, parks)</p>	<p>Municipal policies to advance optimal early childhood development in Tel Aviv-Jaffa, is properly embedded in urban work plans throughout all departments</p> <p>The urban space promotes equal early childhood development and parental wellbeing in a supportive and enabling environment</p>

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

Target Audience	Inputs	Actions	Outputs	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)	Long Term Results (5-10 Years)	Impact
Tel Aviv-Jaffa residents, caregivers and their young children	<p>Research mapping needs</p> <p>Material production</p> <p>Branding and marketing</p> <p>Urban partners</p> <p>External consultants</p>	<p>Range of high-quality content & accessible services near homes to prompt parental knowledge, awareness and best practices enabling optimal early childhood development:</p> <ul style="list-style-type: none"> - Para-medical activities - Leisure and enrichment activities - Workshops for strengthening parent-child relations and building a 'parental community' in the neighborhood - Tailoring services and content for specific needs of vulnerable populations <p>Plan and improve public spaces to enable access and allow for safe mobility of young children:</p> <ul style="list-style-type: none"> - Plan and renew playgrounds supporting early childhood development, including urban nature - Improve the mobility of caregivers of young children around the city (by foot and bicycles) 	<p>Extent of participation in SALTA activities around the city and in vulnerable neighborhoods in particular</p> <p>Satisfaction with participation in workshops</p> <p>Extent of knowledge and tools gained during workshops</p> <p>Use of well-baby clinics services</p> <p>Suitable playgrounds around the city, in vulnerable neighborhoods in particular</p> <p>Raised awareness for urban events targeting caregivers and their young children</p>	<p>Caregivers and their children consume designated content and services throughout the city and in vulnerable neighborhoods in particular</p> <p>Caregivers and their children receive relevant, practical and accessible services at urban and community facilities near homes (community centers, well-baby clinics, libraries)</p> <p>Satisfaction from service quality</p> <p>Strengthen parent-child relations and joint play in public spaces (playgrounds and when moving around)</p> <p>Strengthen sense of community and social interactions amongst caregivers</p>	<p>Improve parental self-efficacy: caregivers feel capable of making decisions about care of young children while experiencing less anxiety and stress than prior to program</p> <p>Community centers provide all services needed to caregivers and their children</p> <p>City streets are suited for walking with strollers; caregivers and their children enjoy safe public spaces adjusted to their needs</p> <p>More caregivers and children are getting around by foot, bicycle or public transport</p>	<p>Improved caregivers' wellbeing (increased sense of community belonging, reduction of feelings of isolation and postpartum depression)</p> <p>Children starting kindergarten better prepared emotionally & developmentally</p> <p>Sense of safety in public spaces, and improved public health (clear air, urban nature)</p> <p>Young couples staying in/moving into the city after childbirth</p> <p>Caregivers satisfied with city life experiences in all aspects related to raising young children</p>	<p>Municipal policies to advance optimal early childhood development in Tel Aviv-Jaffa, is properly embedded into urban work plans throughout all departments</p> <p>The urban space promotes equal early childhood development and parental wellbeing in a supportive and enabling environment</p>

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

Evaluation Indicators for the Urban95 Logic Model

Collection and measurement of output evaluations is carried out on an ongoing basis by the Urban95 staff of the Tel Aviv-Jaffa municipality and is not part of the evaluation work plan.

Evaluation Indicators for Municipal Stakeholders, Decision-Makers and Fieldwork Professionals

The evaluation indicators consist of short term, mid-term and long-term results' indicators

Short Term Evaluation Indicators:

- Knowledge and awareness - Extent to which municipal officials become knowledgeable about, gain an understanding of the importance of early childhood development, and acquire tools to promote related issues, as a result of their participation in Urban95 seminars (including participant satisfaction).
- Partners onboarding and establishment of collaboration mechanisms (cross-sectoral, multi-partners) - Advancing early childhood on the municipal agenda is carried out by Urban95 holding a permanent seat at the decision-making table, the extent of allocated budgets and designated positions, extent of successful partnerships, and the establishment of collaborative mechanisms with and between stakeholders.
- Implementation of pilot initiatives on a municipal level - Extent and variety of municipally derived pilots (including independent initiatives) benefitting caregivers and children and promoting early childhood issues in city life realms (education, early parenthood, playgrounds, public spaces, urban infrastructures, mobility).
- Early childhood data and information center, based on Urban95 developed models - Ongoing maintenance of a municipal body for collecting and managing information regarding early childhood, sharing professional data (documents, action models, and work plans for policy implementation) with all municipal departments.

Mid-Term Evaluation Indicators:

- Incorporation of Urban95 principles into policies and action models in all departments (sustainability) - Extent to which work plans are based on holistic principles benefiting early childhood (pre-set mutual objectives).
- Investment in city infrastructure for young children, specifically in vulnerable neighborhoods - Extent of resources allocated to benefit urban infrastructures, specifically in vulnerable neighborhoods, adjusting them for safe use and prolonged stay of young children and their caregivers.
- 'Tel Aviv as a Lighthouse' - Extent to which the Information and Data Center, regarding early childhood development, is regularly updated, making it relevant and accessible to internal and external partners.

Long Term Evaluation Indicators:

- Long term & data based urban planning, taking into account early childhood needs - Extent to which relevant field-based data and action models are incorporated into long term municipal workplans.
- Program sustainability (Urban95 as municipal standard) - Extent to which Urban95 principles are part of urban policies settings, decision-making processes and early childhood pilot initiatives' implementations.
- Independent urban initiatives promoting early childhood issues - Extent of relevant actions and practices being executed independently by various municipal administrations.
- Urban space suitable for young children - Increase in public spaces offering pleasant and safe use (stay and mobility) for young children and caregivers (public transportation, accessible and shaded sidewalks, green areas, playgrounds designed according to Urban95 principles, specifically in the vulnerable neighborhoods).

Evaluation Indicators for Tel Aviv-Jaffa Residents - Caregivers of young children up to age 3

Short Term Evaluation Indicators:

- Consumption and satisfaction with content and services, specifically in vulnerable neighborhoods - Extent to which parents or primary caregivers of young children reported using various services and expressing high satisfaction from a utilized service in the last month, including recommending it to others.
- Relevant, practical and accessible services from urban and community facilities near to home (community center, well-baby clinic, libraries) - Extent in which parents or primary caregivers of young children report:
 - o Utilizing professional consultation and assistance relating to child raising challenges.
 - o The municipal institution near to home provides support and services to early childhood needs.
- Strengthen parent-child relation & promotion of joint play in public spaces - Duration, frequency and extent of child-caregiver interactions in public spaces (community center facilities, parks, playgrounds & on the go).
- Strengthen community and social interactions amongst young children caregivers - Extent to which parents or primary caregivers report receiving support, forging social connections and community belonging.

Mid-Term Evaluation Indicators:

- Improvement in parental self-efficacy - Extent to which caregivers report receiving knowledge and tools requisite to make significant decisions (independently and confidently) about children's upbringing.
- Community center provides all caregivers and child's needs - extent to which parents or primary caregivers use services and/or ask for professional assistance, if needed, at their local community center.
- Increase in caregivers and young children mobility via foot, bicycle or public transport - Extent to which parents or primary caregivers move around the city using all forms of transportation, excluding private cars.
- City streets enable mobility on foot and/or with strollers – Number of parents or primary caregivers who use urban spaces and playgrounds that allow for safe and comfortable mobility.

Long Term Evaluation Indicators:

- Improved parental wellbeing - Extent of parents or primary young children caregivers who report:
 - o Increase in parental self-efficacy when dealing with challenges and regarding their general wellbeing.
 - o Increase in communication with other parents and decrease in a sense of loneliness & social distance.
 - o Increase in a sense of independence, making significant decisions about children's upbringing.
 - o Decrease in experiencing postpartum depression, or feelings of stress and anxiety.
- Sense of security in public spaces, improved public health (clear air, urban nature) - Increase in the extent of parents or primary caregivers of toddlers having green, safe and accessible public spaces near their homes.
- Satisfaction with city life as young children caregivers - Extent of parents or primary caregivers who express positive attitudes towards their parenting experience & are pleased with municipal services & urban spaces:
 - o Good availability of essential services for raising and caring for young children including the availability of a variety of affordable activities and events for young children.
 - o Safe and accessible urban environment for mobility caregivers with their young children.
- Increase in number of city residents, who are parents or primary caregivers of young children ages birth to 5 years.
- Infants/toddlers exhibit healthy development in accordance with developmental milestones (based on well-baby clinic reports) and can start kindergarten better prepared emotionally and developmentally.

Mapping of Tools and Indicators - Urban95 Program – what tool measures which Indicator

Indicator/ Tool	Retrospective Review & Data Analysis	In-depth Interviews	Field Observations	Focus Groups	Activities Feedback Surveys	Caregivers ' Surveys
Target Audience: Municipal Stakeholders and External Partners						
Knowledge and awareness of early childhood importance	V	V		V		
Partners onboarding & municipal cross-sectoral collaborations	V	V		V		
Pilot initiatives implemented on an urban level, emphasis on vulnerable communities	V	V	V	V	V	V
Independent urban initiatives	V	V		V		V
Standards for pro-early childhood policies embedded in municipal work (sustainability)	V	V		V		
Long term data-based urban planning takes into consideration early childhood needs	V	V				
Professional data center access to internal & external parties	V	V		V		V
Extent of investment in physical infrastructure benefiting early childhood	V	V		V		
Public spaces adjusted to young children and their caregivers		V	V	V		V
Target Audience: Young Children and their Caregivers						
Service - utilization & satisfaction	V		V	V	V	V
Services - perceived contribution			V	V	V	V
Acquiring and implementing parental knowledge and tools			V	V	V	V
Best parental practices - implementation			V	V	V	V
Strengthening of parental perceptions & parent-child relation			V	V	V	V
Parental wellbeing and self-efficacy improvement			V	V	V	V
Joint play in public spaces and suitable urban spaces			V	V		V
Optimal early childhood development	V		V	V	V	V
Sense of community and social belongingness		V	V	V	V	V
Safe mobility without the use of a private car	V		V	V		
Better city-life experience and positive migration of young families into the city	V			V		V

Urban 95's Logic Model for Early Parenthood

Actions	Outputs*	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)	Long Term Results (5-10 Years)
<p>Range of high-quality content & accessible services near homes to prompt parental knowledge, awareness and best practices development enabling better early childhood development:</p> <ul style="list-style-type: none"> - Para-medical activities - Leisure and enrichment activities - Workshops for strengthening parent-child relations and building a 'parental community' in the neighborhood - Tailoring services and content for specific needs of vulnerable populations <p>Training professionals to provide qualified service for early childhood (Designated coordinator in community center, instructors and operators)</p> <p>Opening of SALTA community centers all around the city, specifically in southern neighborhoods and Jaffa, including fitted content and services (for asylums, Arabic speakers)</p> <p>Built an independent activation models for SALTA community centers, allowing operation without the support of Urban95 program</p>	<p># of caregivers all around the city, and specifically in southern neighborhoods, who are aware and familiar with the various SALTA services</p> <p># of caregivers and their children who use SALTA services (Workshops, playrooms, community well-baby clinics)</p> <p># of caregivers and their children who participate in workshops, acquiring knowledge and tools</p> <p># of participants satisfied with services</p> <p># of new SALTA centers, specifically in southern neighborhoods & Jaffa</p>	<p># of caregivers satisfied with affordability & accessibility of services (near their homes)</p> <p># of caregivers satisfied with availability, frequency and quality of SALTA services, including staff attitude</p> <p># of caregivers implementing knowledge and tools acquired through SALTA workshops and services, strengthening parent-child relation and parental self-efficacy</p> <p>Caregivers meet neighbors and establish new relations thanks to SALTA workshops</p> <p>Implementation of independent activation models in primary SALTA community centers</p>	<p>Services offered to caregivers near their home throughout the city (in each neighborhood: community center services, well-baby clinic, pregnancy and birth communities):</p> <ul style="list-style-type: none"> - Provide comprehensive, accessible and suitable service to the local community - Services consumption by caregivers and their children - Establishment of parental groups and a sense of connectedness to the community <p>Strengthen parental self-efficacy, and establish best parental practices: Reading stories and joint play in the home and in public spaces</p> <p>Establishment of independent activation model in all SALTA community centers</p>	<p>All range of services in SALTA community centers, are perceived as providers of professional and qualified assistance and consulting early childhood development</p> <p>Improvement in parental behaviors, sense of parental self-efficacy and wellbeing (including, but not limited to, sense of community, reduction in loneliness)</p> <p>Increase in amount and variety of community and public events focused on caregivers and their children</p>

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

Evaluation Indicators - Early Parenthood

Short Term Evaluation Indicators:

- Satisfaction with services (geographically and financially) - Extent of parents or primary caregivers:
 - o Who have used and felt satisfied with a service in the past 30 days, recommending it to others.
 - o Who have expressed satisfaction from the geographical distance of the service from their home.
 - o Who have expressed satisfaction from the cost of the acquired services.
- Satisfaction with services availability, frequency and quality - Extent of parents or primary caregivers:
 - o Highly satisfied from staff: Knowledge, expertise, accessibility and attitude towards participants.
 - o Highly satisfied from services: Variety and quality of content and schedule flexibility.
- Parental knowledge and tools, strengthening parent-child relationship and parental self-efficacy - Extent of parents or primary caregivers, who reported an intent and/or execution of activities and use of tools acquired during the SALTA workshops, regarding their children's care.
- New social ties - Extent of parents or primary caregivers, who reported meeting new people following their participation in activities and through consumption of services offered by community centers.
- Implementation of independent activation model - Primary community centers independently operate all SALTA workshops, activities and services, without Urban95 program's assistance.

Mid-Term Evaluation Indicators:

- All services for young children provided near the homes, all around the city (in each neighborhood: community center, well-baby clinic, pregnancy and birth community) – Number of parents or primary caregivers, living near community centers which provide full scope of services (Para-medical content, leisure and enrichment, parental workshops, playrooms and well-baby clinic), in an affordable price.
- The range of content & activities provide comprehensive, accessible and tailored service to neighborhood residents' needs - Number of parents or primary caregivers of young children, who have used the services and reported general satisfaction, specifically in vulnerable neighborhoods.
- Establishment of local community - Extent to which parents or primary caregivers of young child, reported an increase in social support and sense of community, following their participation in activities and consumption of services within their neighborhood community center.
- Strengthen Parental self-efficacy and best parental practices - Parents or primary caregivers report:
 - o Stronger parental self-efficacy regarding caring for their children & quality of parent-child relationship.
 - o Increase in frequency of verbal communication with their children, storytelling and joint reading.
 - o Spending more time with their children and frequency of joint play (in public spaces, community centers, homes).
- Establishing Independent activation model (all centers) – community centers independently operate of all SALTA activities and services, without Urban95 program's assistance.

Long Term Evaluation Indicators:

- Community center provides all early childhood services - Extent of parents or primary caregivers:
 - o Who report having professional addressees to provide consult and assist with overcoming challenges related to taking care for young children.
 - o Who report having a municipal institution near the home that offers support and services early childhood needs.
- Strengthen all parental wellbeing indicators - Extent of parents or primary infancy caregivers who reported:
 - o Increase in parental practices implementation such as joint play, reading and strengthening parent-child relationship.
 - o Increase in parental wellbeing and sense self-efficacy to face child-caring challenges.
 - o Increase in sense of community with other parents and a decrease in social distancing and isolation.
 - o Increase in sense of independence regarding significant decision-making on young children upbringing
 - o Decrease in the number of parents for infants reporting postpartum depression, stress and anxiety.
- Increase in amount and variety of community and public events focused on young children and their caregivers.

Mapping of Tools and Indicators - Early Parenthood – what tool measures which Indicator

Indicator/ Tool	Retrospective Review & Data Analysis	In-depth Interviews	Field Observations	Focus Groups	Activities Feedback Surveys	Caregivers' Surveys
Service utilization & satisfaction			V	V	V	V
Satisfaction with operation and staff of community centers			V	V	V	V
Acquire and Implement of parental knowledge and tools			V	V	V	V
Implement of advancing parental practices (joint play)			V	V	V	V
Strengthen parental perceptions and parent-child relationships			V	V	V	V
Improved in sense of parental wellbeing and self-efficacy			V	V	V	V
Community & social belonging		V	V	V	V	V
Availability of all community center services near the home	V	V		V		V
Independent activation model	V	V		V		
Extent of activities & designated events for caregivers & young children	V	V	V	V	V	V

Urban 95's Playgrounds and Public Space Logic Model

Actions	Outputs*	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)	Long Term Results (5-10 Years)
<p>Establish principles for building playgrounds, based on field research, international knowledge and public participation surveys (include developing elements, in walking distance, suitable for various age groups)</p> <p>Initiate development / renewal of playgrounds across the city, in accordance with Urban95 principles, whilst recruiting partners for implementation</p> <p>Map potential interventions in informal public spaces (suitable for children and their caregivers) and initiate pilots (e.g. pedestrian zones)</p>	<p>Stakeholders and urban partners are recruited to address the issues at hand</p> <p># of playgrounds developed / renewed all over the city (including southern neighborhoods in Tel Aviv and Jaffa) in accordance with Urban95 principles</p> <p>Increase in num of children and caregivers visiting and spending time at playgrounds, informal public spaces and 'green' urban areas near their homes</p>	<p># of caregivers and children satisfied with playgrounds (in terms of accessibility, various facilities, level of safety and options for play)</p> <p># of caregivers and children using adjusted public spaces (such as pedestrian zones, avenues and game warehouses)</p> <p># of Increase in duration and frequency of parent-child play interactions in playgrounds and public spaces</p> <p># of Increase in the distribution of playgrounds in different neighborhoods around the city, while in accordance with Urban95 principles (specifically southern city neighborhoods and Jaffa)</p>	<p># of caregivers spending time with their children daily in public spaces (informal, playgrounds, 'green') reading, playing together</p> <p># of children spending each day socializing with other children their age in public spaces (informal, playground, 'green spaces')</p>	<p># of families living an approximate 10-15-minute walk from the playgrounds and green spaces</p> <p>Strengthening the child-parent relationship and parental behaviors in public spaces (joint play and communication)</p>

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

Evaluation Indicators - Playgrounds and Public Space

Short Term Evaluation Indicators:

- High Levels of Satisfaction from Playgrounds - Extent to which parents or primary caregivers of young children ages 0-3 have reported:
 - o Satisfaction from proximity of playgrounds to residence.
 - o Satisfaction with accessibility, safety and the suitability to needs of young children and their caregivers.
 - o Satisfaction from the variety of playground facilities and the different playing possibilities.
 - o High and frequent extent of usage, including recommendations of playgrounds/public spaces to others.
- Increase in the use of public spaces – Extent to which parents or primary caregivers of young children, have used adjusted urban facilities and spaces in the last thirty days (including playgrounds, pedestrian zones, avenues and game warehouses).
- Increase in the duration and frequency of parent-child interactions, and different age play – Extent to which parents or primary caregivers of young children, have reported joint play between children and between caregivers and young children, occurring in public spaces such as playgrounds.
- Increase in the distribution of public spaces and playgrounds in accordance with Urban95 principles, specifically in southern Tel Aviv and Jaffa –
 - o Shaded urban spaces (pedestrian zones, avenues) in ‘green’ environments, fitted to young children and their caregivers.
 - o The extent of playgrounds around the city, designed and renewed in accordance with Urban95 principles, including the extent of facilities and young children adapted elements distributed around the city (sandboxes, water facilities, game warehouses etc.).

Mid-Term Evaluation Indicators:

- Increase in the duration and extent of joint play - Number of hours per week parents or primary caregivers of young children, spend in joint activities (e.g. reading) and/or joint play (such as physical challenges, imagination, etc.) in playgrounds, informal public spaces or ‘green’ spaces.
- Increase in the extent of daily social interactions between children in public spaces - Number of hours per week young children, are seen engaging in joint activities with other children their age in playgrounds, parks, informal public spaces, selected sampling areas.

Long Term Evaluation Indicators:

- Increase in the extent of parents or primary caregivers of young children, living an approximate 15-minute walk from playgrounds and/or ‘green’ public spaces, safe, accessible & suitable to their needs.
- Strengthening the parent-child relationship and advanced parental practices - Parents or primary caregivers of young children, report an increase in the frequency of conversation with their children, joint play and storytelling in public spaces.

Mapping Tools and Indicators - Playground and Public Space – what tool measures which Indicator

Indicator/ Tool	Retrospective Review & Data Analysis	In-depth Interviews	Field Observations	Focus Groups	Activities Feedback Surveys	Caregivers' Surveys
Distribution of playgrounds and public spaces	✓	✓	✓	✓		✓
Playgrounds in proximity to home	✓	✓	✓	✓		✓
Use of public spaces and playgrounds			✓	✓		✓
Satisfaction with facilities and spaces			✓	✓		✓
Interactions and joint play (parent-child, different ages)			✓	✓		✓
Strengthening parent-child relationship			✓	✓		✓
Implementing parenting practices			✓	✓		✓

Urban 95's Urban Space and Mobility Logic Model

Actions	Outputs*	Short Term results (End of Phase II)	Mid-Term results (3-5 Years)
<p>Mapping the neighborhoods' physical spaces to adjust them to the suitable and accessible use and needs of caregivers and their children</p> <p>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)</p>	<p># of pilots' implementation</p> <p>Integration of caregivers and children perspectives into urban planning principles regarding mobility (such as the strategic urban bicycle program, walkability spaces)</p> <p># of caregivers walking/riding daily with their children on designated walkways/paths</p>	<p># of infrastructures renovated & fitted for the use of caregivers and their children</p> <p>Increase in frequency of parent-child joint walking / riding on designated walkways / paths in their neighborhoods</p>	<p>Caregivers and their children spending time daily in adjusted urban spaces, contributing to their development</p> <p>Caregivers and their children moving around safe and accessible urban spaces</p>
<p>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)</p>	<p># of caregivers and their children moving around in an urban public space designed in accordance with Urban95 principles</p>	<p># of caregivers moving around urban spaces designed in accordance with Urban95 principles</p>	<p>Caregiver and children perspectives incorporated into planning of public spaces, making them suitable for young children</p>
<p>Initiation of mobility and urban spaces pilots and recruitment of partners for implementation</p>	<p># of parent-child interactions and joint play of children and their caregivers in urban public spaces</p>	<p># of caregivers using accessibility solutions in public spaces (walkability interventions)</p>	<p>(playgrounds, accessible sidewalks, public transportation, shade, clear air, green spaces)</p>

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

Evaluation Indicators - Urban Spaces and Mobility

The evaluation indicators consist of short term and mid-term results 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.

Mapping Tools and Indicators - Urban Space and Mobility - what tool measures which Indicator

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

Urban 95's Daycare Education Logic Model

Actions	Outputs*	Short Term results (End of Phase II)	Mid/Long Term results
<p>Recruiting stakeholders and urban partners to promote early childhood education in the city</p> <p>Participation in discussions and committees to promote policies and decision-making regarding early childhood education</p> <p>Conducting seminars of international & professional knowledge about early childhood education to municipal stakeholders</p> <p>Encouraging execution of background administrative work to promote cross-sectoral collaborations regarding early childhood education in the city</p>	<p>Extent of partnerships and cross-sectoral collaborations</p> <p>Stakeholders' satisfaction with seminars, acquiring local and global knowledge and tools about early childhood education</p> <p>Perceptual change: Early childhood education is on the municipal agenda</p>	<p>Extent of budgets allocated to promote early childhood education</p> <p>Appointing a designated municipal office, in charge of early childhood and daycare education in particular</p> <p>Establishment of an early childhood education department</p>	<p>The municipality set up an urban supervised and subsidized network of quality daycares for infants & toddlers</p> <p>Significant increase in the number of infants & toddlers placed in affordable daycares, which meet the quality and safety standards</p> <p>Toddlers enter kindergarten better prepared emotionally and developmentally</p>

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Mapping Tools and Indicators - Daycare Education - what tool measures which Indicator

Indicator/ Tool	Retrospective Review & Data Analysis	In-depth Interviews	Field Observations	Focus Groups	Caregivers' Surveys
Stakeholders satisfaction with seminars	V	V			
Stakeholders perception change regarding the importance of early childhood education	V	V		V	V
Budget allocation for the promotion of early childhood education	V	V		V	
Appointment of a designated municipal office and establishment of an early childhood education department	V	V			V