If you could see the city from an elevation of 95cm*

*The average height of a healthy 3-year-old

What would you do differently?
HOW DO BABIES AND TODDLERS EXPERIENCE CITIES DIFFERENTLY?

THEIR RANGE OF MOBILITY IS FAR SHORTER

THEY EXPERIENCE PUBLIC SPACE DIFFERENTLY

THEIR BODIES AND BRAINS ARE MORE VULNERABLE

THEY ARE ALWAYS WITH CAREGIVERS
Key Questions

1. What are the specific needs of children that can be addressed in road design? For both children who experience the street independently to those dependent on their caregivers.

2. How does mobility impact child health due to poor air quality?

3. Are safe routes to school a tactic that can be scaled up?

4. On the neighborhood level, what is a more holistic approach to designing streets to meet the needs of children and caregivers?
URBAN95 BHUBANESWAR: CHALLENGES

Current routes and public spaces. Photo by Bhubaneswar Development Authority

- Inequitable distribution of road space
- Lack of safety and accessibility
- Lack of public realm

Do drivers know pedestrians are the priority?
URBAN95 BHUBANESWAR: SAFE ROAD DESIGN

Intervention circuits

Safe crossings

Signage

Street furnishings
URBAN95 BOGOTÁ: CHILDREN’S PRIORITY ZONE

Expected behavioral changes

1. Positive interactions in the mother/primary caregiver relationship
2. Quality learning in children under 5 years old
3. Adequate socioemotional development
1. Safe crossings

Allows for pedestrian passing
Drivers know pedestrians are the priority
Guarantees the safe crossing of small children and caregivers
Safer passing and waiting times
Playing and learning opportunities for children
Sensory appeal and disposal of elements for learning in public space

First Safe crossing 2017. La Acacia. Photo by: Lina Salas. Casa de la Infancia
Results: Safe crossings

Behavioral changes

Before | After
---|---
52% | 77%

Vehicle that stop at the crossing

15% | 57%

Caregivers that hold their children’s hand at the crossing

Changes in the children/caregiver bond in public space

Short duration of the first painting applied

Traffic speed reduction

Impossibility to attach the silhouettes to the floor
Qualitative analysis: Safe crossings

The experiments create trust bonds from the community to the strategy.

Colorful experiments attract children to the place.

Landscaping is highly valued by the community.

The qualitative analysis for the interventions is an adaptation of Casa de la Infancia. It considers elements of the Measurement day Worksheet by Bloomberg Associates and Gehl Institute’s 12 quality criteria.
2. Safe and playful routes

- Safety sensation
- Connects landmarks in the territory
- Places to rest

Walkable for all types of population

Conquest elements
- Psico motor children development (Early quality learning)
- Playful elements on the road

Space for pedestrians
- Safety sensation
- Connects landmarks in the territory
- Places to rest

First route 2017. La Acacia. Photos by: Lina Salas and Felipe Sierra. Casa de la Infancia
Results: Safe and playful routes

State of the components

- **Epoxic paint**
  - **Pintura epóxica**
  - Rating: 8/10

- **Light pole banners**
  - **Rompecalles**
  - Rating: 10/10

- **Plants**
  - **Plantas**
  - Rating: 6/10

Use of the intervened space

**Observation time**

- **Adults**: 30-38
- **Children**: 14-24
- **Teenagers**: 15-24
- **Vehicles**: 17

Route before the intervention. Photo by: Lina Salas. Fundación Casa de la Infancia

Route after the intervention. Photo by: Bogotá Government entities
### Behavioral changes: Safe and playful routes

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>77%</td>
</tr>
<tr>
<td>Vehicles that stop at the crossing</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>11%</td>
</tr>
<tr>
<td>Presence of trash in the place</td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td>0%</td>
</tr>
<tr>
<td>Presence of pet waste in the place</td>
<td></td>
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<tr>
<td>15%</td>
<td>57%</td>
</tr>
<tr>
<td>Caregivers that hold their children’s hand at the crossing</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Children playing</td>
<td></td>
</tr>
</tbody>
</table>

Route during the intervention. Photo by: Lina Salas. Fundación Casa de la Infancia
Qualitative analysis: Safe and playful routes

- **Playing in the safe route** includes jumping in the level changes and the design of a pedestrian route.
- **After the intervention**, caregivers start to play piggyback riding.
- **Incidents in the territory** stop occurring after the intervention.
CITIES FOR YOUNG CHILDREN ARE CITIES FOR ALL

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