

SUMMER 2022



## **KABOOM! Play Everywhere Installations**

**IF YOU BUILD IT, WILL THEY COME?**

# An Evaluation of Design, Context, and Engagement

*William Penn*  
W I L L I A M P E N N  
F O U N D A T I O N



DREXEL UNIVERSITY  
**Urban Health  
Collaborative**  
*Dornsife School of Public Health*

## EXECUTIVE SUMMARY

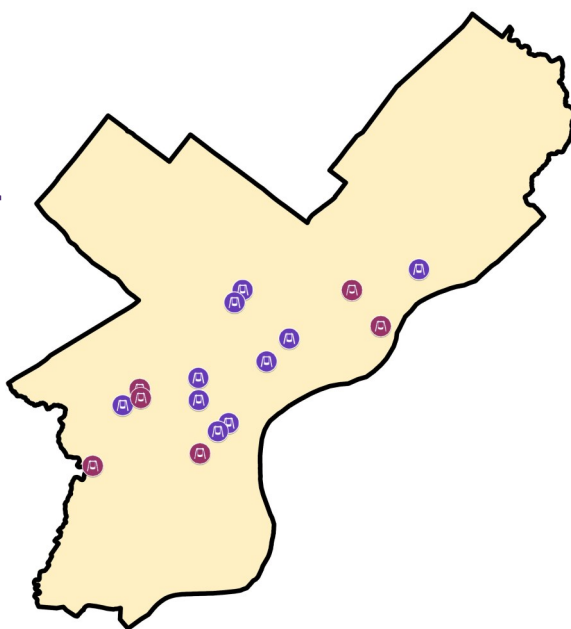
The process evaluation of Philadelphia's sixteen Kaboom installations, which were funded by the William Penn Foundation as part of the "Play Everywhere Philly Challenge," was undertaken by the Drexel University evaluation team during the Summer of 2022. The team consisted of five faculty from the Dornsife School of Public Health, the Urban Health Collaborative, and the Westphal College of Media Arts and Design, two Urban Health Collaborative staff and eight graduate students.

The overarching aim of this process evaluation was to better understand aspects of the sites and neighborhoods that can facilitate greater use of "Play Everywhere" installations.

This report consists of detailed results from each component of a three-pronged evaluation methodology, a list of key findings, a set of recommendations for current and future "Play Everywhere" installations, and summary profiles of all sixteen installations. A more detailed technical methodology report, datasets and GIS analysis documentation exist separately.

### The 16 Play Everywhere installations are distributed across the City of Philadelphia.

As the reader can see in the map, the 16 installations are distributed across Philadelphia. Of the currently funded round, 10 installations were complete as of July 1, 2022 (purple). One installation was vandalized and needed to be removed and the remaining five installations will be completed in Fall 2022 or early 2023 (magenta).



#### Methodology & Tools

The evaluation protocol consisted of a three-pronged methodology. This included:

- **Geospatial mapping and analysis of neighborhood context**
- **EAPRS-Mini (Environmental Assessment of Public Recreation Spaces) and SOPLAY (System for Observing Play and Leisure Activity) observations**
- **On-site surveys of adult, English-speaking visitors**

All sixteen installations were assessed using geospatial mapping of factors related to neighborhood context. Nine installations were evaluated using the observational and on-site survey protocols. Eight installations were included in the Intercept surveys for English-speaking visitors. Seven installations were either incomplete, unavailable, or the installation had been removed, thereby limiting the evaluation team's ability to apply all three evaluation components.



## The evaluation results make clear several points:

**CONTEXT:** Installations were at sites with diverse neighborhood population, having a lower mean percentage of non-Hispanic White residents nearby than the city average. Installations with more children living nearby had substantially higher engagement. Sites were generally easy to get to without a car, although sites in the highest walkability category had less interaction.

**DESIGN:** Each site had its own strengths and challenges. Sites with poor condition (i.e. cleanliness and maintenance) had the lowest number of visitors and engagement. Sites that were more active/kinetic drew more visitors. Many sites needed additional shade, programming, signage, or maintenance to increase engagement.

**PERCEPTIONS:** Most visitors surveyed were repeat visitors. While a large proportion passed through, of those who stopped, 70% spent at least 30 minutes on the sites. Visitors often use the space for recreation and socialization in addition to child activities. Over half made new friends or met people while at the sites. All visitors agreed play space changes were an improvement.

### William Penn Foundation can:

Recommendations support the Kaboom Playbook Fundamentals. These include being convenient, inviting, unifying, and intentional.

The following recommendations will be useful for both improving and enhancing currently funded installations as well as funding new “Play Everywhere” installations.

#### LOCATION & DESIGN

- Be mindful that successful design reflects a “triangulation” of three key factors: engagement, use and community & context.
- Location of installations must be conducive to engagement. Prioritize installation locations in areas with deep need, with larger child populations, and easy walking/biking and transit access.
- Promote play “along the way” so that Play Everywhere installations are better integrated with the daily routines of neighborhood children. This could include increasing coordination with local child amenities (e.g. preschools, day-cares, schools) to promote visitation as part of their regular activities.
- Increase and improve signage to ensure it is clear and posted from all directions of access to the installations.
- Give attention to issues of security and shade. Shade and greenery promote visitation and comfort. Give Security and maintenance were identified as areas of improvement in the current sites.

#### ENGAGE COMMUNITY & NEIGHBORHOODS

- Promote and maintain strong community connections and communication between installations, neighborhoods and Kaboom.
- Promote stronger engagement and more social events at the installations through expanded programming and community involvement (e.g. community awareness campaigns, food fairs, craft fairs, flea markets, sidewalk fairs, adding toys or other engagement tools).

#### PLAN FOR MAINTENANCE & DURABILITY

- Develop and adequately fund sustainable plans for maintaining installations over time (e.g. maintaining paths, seating, black top).
- Provide and properly maintain durable, safe amenities at installation to promote caregivers and children staying longer at the installations. This includes making sure there is durable, safe seating and shade.
- Create or enhance plans for garbage or trash maintenance, permanent on-site storage for moveable elements, sprinklers to keep greenery green and use of native plants to diminish the need for water, periodic reassessment and repair of finishes, signage and broken elements of installation to ensure longevity. Assure that physical elements at installations are durable and repaired when broken.

TABLE OF CONTENTS

PART 1:	Introduction, Key Findings, Recommendations	PAGE 5
PART 2:	Neighborhood Context	PAGE 12
PART 3:	Design Characteristics	PAGE 21
PART 4:	Survey Responses and Perceptions	PAGE 29
PART 5:	Observed Visitation and Engagement	PAGE 39
PART 6:	Individual Profiles of Kaboom Play Everywhere Installations	PAGE 48

## PART 1



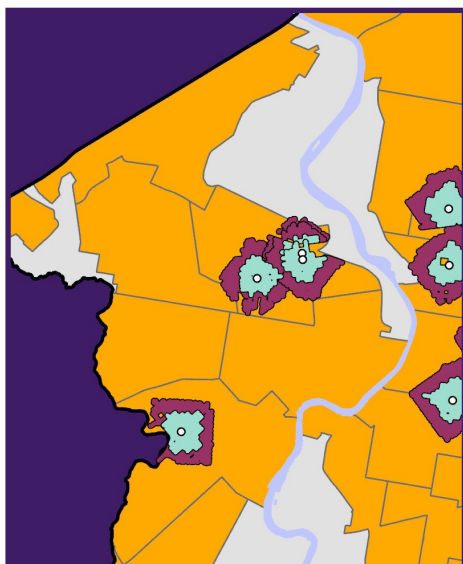
# Introduction, Key Findings, Recommendations

## INTRODUCTION

The process evaluation of Philadelphia’s sixteen Kaboom installations funded by the William Penn Foundation as part of the “Play Everywhere Philly Challenge” was undertaken by the Drexel University evaluation team during the summer of 2022. The team consisted of five faculty from three units (i.e. Dornsife School of Public Health, Urban Health Collaborative, and Westphal College of Media Arts and Design), two Urban Health Collaborative staff, and eight students.

The **overarching aim** of the process evaluation was to better understand aspects of the spaces and neighborhoods that facilitate greater use of Play Everywhere installations.

The evaluation protocol included three components, each of which is described in more detail in later sections of this report.



Geospatial mapping and analyses of neighborhood contexts for all sixteen installations



EAPRS-Mini (Environmental Assessment of Public Recreation Spaces) and SOPLAY (System for Observing Play and Leisure Activity) observations at nine sites



On-site intercept surveys of adult, English-speaking visitors at eight sites

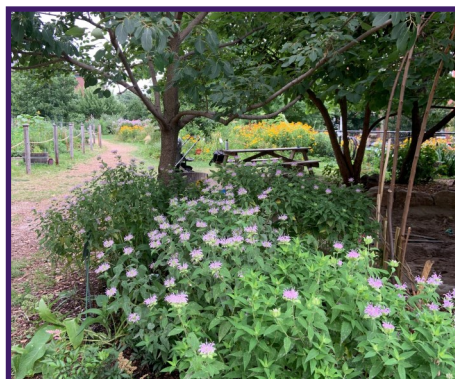
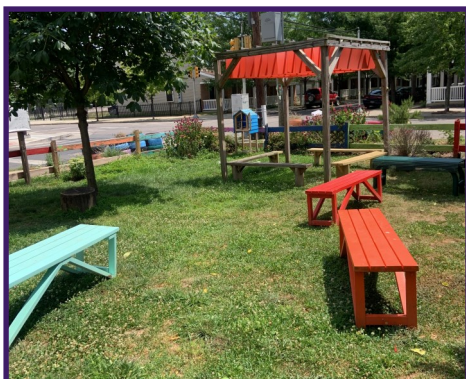
All sixteen sites were assessed using geospatial mapping of factors related to neighborhood context. Of the sixteen installations, nine installations were evaluated using our detailed protocols. The remaining seven installations were either unavailable, not yet complete, or the installation was removed, thereby limiting the team’s ability to evaluate them using the in-person evaluation protocol components noted above (i.e. only have geospatial mapping).

This report includes a summary of key findings, a set of recommendations for current and future “Play Everywhere” installations, detailed results from each component of the evaluation and summary profiles of all sixteen installations. A more detailed technical methodology report, datasets, and GIS analysis documentation exist separately.



## GLOSSARY

Throughout this report, we use several terms which may not be familiar to readers. The following definitions should assist your comprehension and interpretation of our findings.



### Child Amenities:

Neighborhood resources designed to serve children and their families. These include daycares, pre-schools, K-8 schools, and child physical activity facilities (e.g., parks, pools). Data are from administrative records, including the National Establishment Time Series.

### Walk Score™:

A measure of the walkability of an address based on the geographic proximity to neighborhood amenities (e.g. food stores, physical activity resources, and places for daily errands) and how connected the streets are to one another. Data are from <https://www.walkscore.com/>

### Canopy Coverage:

The area of a neighborhood that is covered by tree canopy (i.e. the branches, leaves, and other foliage from trees). It is a measure of greenness that is associated with better health. Data are derived from high resolution land cover data.

### Mean Percentage or Proportion:

The average value for the variable of interest (that is already measured as percentage or proportion) across the entire group of evaluated installations. For example, each site may have a percentage Hispanic residents within 1/4 mile and when averaged with other sites that becomes a mean percentage Hispanic residents.

### Interpolated:

Interpolation is a statistical method to estimate an unknown value of interest by using available known values.

### Areal Weighting:

A mapping technique used to assign characteristics to a geographic space based on the characteristics of different geographic boundaries (e.g. population in census tracts to population within a buffer by assuming an even population distribution and then weighting by proportion of the tract in the buffer.)

## KEY FINDINGS

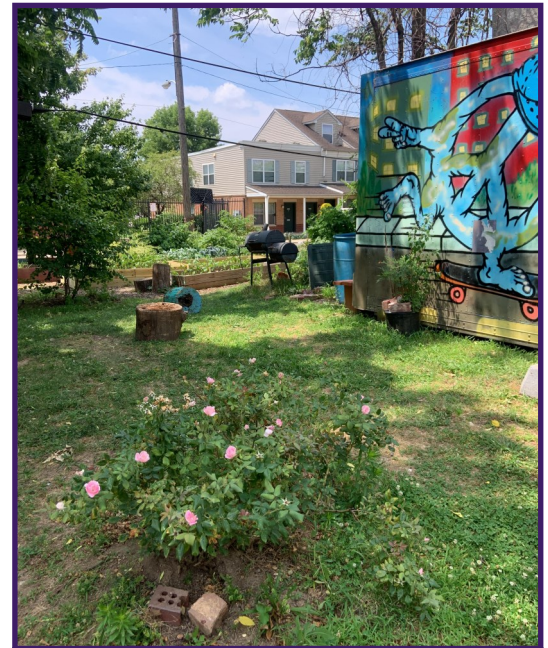
### Neighborhood Context

- On average, 3724 people lived within a ¼ mile of an installation. This included an average of 252 children under age 5 and 222 children ages 5-9. Installations with more children living within ¼ mile of installations had higher visits and engagement with installations.
- When compared to average city demographic data, a higher mean percentage of Hispanic, non-Hispanic Black and non-Hispanic Asian populations lived within ¼ mile of installations and a lower mean percentage of non-Hispanic White residents lived nearby.
- A greater proportion of high-density housing, compared to the city average, was located within ¼ mile of installations.
- Near installations an average of 21% of households pay a mortgage and 43% of households pay rent equaling at least 35% of their income, an indicator of housing cost burden.
- Neighborhoods near installations were generally conducive to active transport. Most installation sites were walkable and fell in the top two WalkScore categories of “Walkers Paradise” and “Very Walkable”. Half of installations had at least one Indego Bikeshare station located within ¼ mile. Most installations were easily accessible by bus and rapid transit.
- Installations tended to be located near other child amenities where children spend time (e.g. day cares, schools, physical activity centers, and pre-schools). Most installation sites have at least one day care and one school located within walking distance (1/4 mile).
- The neighborhood areas surrounding installations have an average of 11.2% tree canopy coverage. These vary by location with a high of 18.6% (i.e. Lil Safety Village) and a low of 2.3% (i.e. Everybody Plays Town Center).

### Design Analysis and Observations

- Each site had its own strengths and challenges. Sites with poor condition (e.g. cleanliness and maintenance) had the lowest number of visitors and engagement. Sites that were more active/kinetic drew more visitors.
- Programming and staffing were present only in some sites. These sites drew more visitors during those times (e.g. PlayMobile) and were better maintained at those times (e.g. Chinatown PlayZa).
- Signage varies across installations with missing signage at some sites (e.g. PlayZa), excellent signage (e.g. Lil Safety Village), and unclear signage (e.g. Corinthian Gardens). Signage helps to make installations more accessible to residents.

↓ Tree canopy at the Discovering Sharswood site creates shade for respite from hot summer sun.



↑ Programming at the PlayMobile while in McPherson Square included numerous staff and guests to engage children in learning activities. Photos by Jana A. Hirsch



## MORE KEY FINDINGS

### Direct Observation

- The average visitation number was 2.5 children and 5.5 adults per hour.
- The busiest time at installations was week-day afternoons between 12 PM and 3 PM with an average of 6.5 children and 6.7 adult visitors per hour.
- More adults than children visited the sites, but children were more likely than adults to engage with the installation.
- Active, kinetic installations had many more children visiting and engaging per hour than more passive installations.



↑ Most visitors reported making new friends or meeting people. Educational opportunities abound at the Peace Park where Discovering Sharswood is installed. Photo from Pixabay and North Philly Peace Park via <https://thetableunderground.com/>

### On-Site Survey Results

- Survey respondents' median age was 38 years, 55% were women, 26% reported family income below \$25,000 and 32% reported high school as their highest level of education.
- Most installation visitors came from ZIP codes near the installations. Some installations drew participants from as many as 6+ ZIP codes.
- Twenty-five percent (25%) of visitors reported coming almost daily or everyday (6-7 times per week) to the installation, 51% reported coming at least once a week, and 13% reported they were first-time visitors.
- Seventy percent (70%) of repeat visitors reported typically spending at least 30 minutes at the site, 18% spent more than 30 minutes but less than an hour, 28% spent more than two hours, and 14% spent three to four hours.
- Visitors often used the spaces for playing with or watching children (55%). Twenty-two per cent (22%) normally engage with the installation. Other adult respondents reported working, resting/thinking/reading, socializing, eating, or exercising.
- Fifty-one percent (51%) of visitors reported making new friends or meeting new people at the installations. A large proportion made five or more new connections.
- Over 66% of respondents remembered what the installation site was like prior to changes, and 100% of this group agreed that the play space changes were an improvement.
- A majority of respondents reported positive experiences at the installations with 94% agreeing that the play space was attractive, 92% enjoyed spending time there. Ninety-eight per cent (98%) felt it was safe to visit during the daytime, but only 41% felt it was safe to visit after dark.
- Respondents identified additional improvements that were needed at the installation sites to address garbage, loose objects that could be choking hazards, crowded or difficult users, and lack of access for people with disabilities.
- Ninety percent (90%) of caregivers noted that their children learned new skills at the play space. More than 1/3 reported that children learned new language skills, content that could help them in school or how to solve problems, at the installation. More than half reported children learning confidence, creativity and how to get along with other children.

## RECOMMENDATIONS

Recommendations from the Drexel University evaluation team tend to support the Kaboom Playbook Fundamentals. These include being convenient (i.e. locating play spaces “along the way” and closer to daily routines), inviting (i.e. signage, access, safety, easy to find), unifying (e.g. offering opportunities for community residents to come together), and intentional (e.g. paying attention to neighborhood context and breathing new life into less desirable spaces by reimagining these as community assets).

The following recommendations will be useful for both improving and enhancing currently funded installations as well as funding new Play Everywhere installations.



↑ Trees, like this one at Lil’ Philly Safety Village, provide much needed shade and comfort. Maintenance of current installation, including regular trash pickup is also important (photo from Discovering Sharswood).

### Design Priorities

- Siting is important! Be mindful that successful design reflects a “triangulation” of three key factors: engagement, use and community & context. Location of installations must be conducive to engagement.
- Prioritize installation locations in areas with deep need (i.e. Kensington), with larger child populations, and easy walking/biking and transit access.
- Prioritize activities and designs that increase multiple types of engagement and promote accessibility during differing seasons of the year.
- Promote play “along the way” so that Play Everywhere installations are better integrated with the daily routines of neighborhood children. This could include increasing coordination with local child amenities (e.g. preschools, daycares, schools) to promote visits to Play Everywhere installations as part of their regular activities.
- Increase and improve signage at installations and make sure it is clear and posted from multiple directions of access to installation.
- Give attention to issues of security and shade when planning/funding new installations and/or maintaining current installations. Shade and greenery promote visitation and comfort. Give attention to aesthetics, such as adding art work. Security and maintenance were identified as areas for improvement in the current sites.
- Lasting engagements with neighborhoods/communities are important to consider when planning installation design and activities – including plans for security, community, and engagement at multiple levels.



## MORE RECOMMENDATIONS

### Engagement with Installations and Neighborhoods

- Promote and maintain strong community connections and communication between installations and neighborhoods or Kaboom. Community relationships are needed to reimagine less desirable spaces and to stay attuned and relevant to ongoing changes in the neighborhood. Incorporate adjacent child amenities into design and participation.
- Promote stronger engagement and more social events at the installations through expanded programming and community involvement (e.g. community awareness campaigns, food fairs, craft fairs, flea markets, sidewalk fairs, community gardens, and adding toys or other ways of expanding tools for engagement with installations).
- Work collaboratively with neighborhood organizations to develop programming that promotes longer engagement of adults and children at the installations rather than just passing through the sites.
- Increase engagement, develop more durable amenities, and expand security and shade. This may add to cost and require civic collaboration or matching funding from city or other funders.



↑ Expanded engagement options on the sites, like this sand pit at Gardens ABuzz help to draw and keep visitors.

↓ Providing safe amenities to promote caregivers staying longer, like these benches and free library at Chinatown PlayZa, may increase engagement.



### Use and Maintenance of Installations

- Develop and adequately fund sustainable plans for maintaining installations over time (e.g. maintaining signage, paths, seating, black top).
- Provide and properly maintain durable, safe amenities to promote caregivers and children staying longer at the installations. This includes making sure there is durable, safe seating and shade.
- Create or enhance plans for refuse/garbage/trash maintenance, permanent on-site storage for moveable elements of installation, irrigation to keep greenery green and use of native plants to diminish the need for water, periodic reassessment and repair/maintenance of finishes, signage and broken elements of installation to ensure longevity. Assure that physical elements at installations are durable and repaired when broken.

## PART 2



# Neighborhood Context



## CONTEXTUAL NEIGHBORHOOD FACTORS

Geospatial analyses were conducted on the areas surrounding installations to calculate key contextual components that may impact site engagement. These include demographic, socioeconomic, and environmental factors.

This section presents maps with geospatial information and discusses general patterns observed across sites within 1/4 mile buffers. Installation sites have vastly different features in their built and natural environments, such as child amenities, public transportation options, and tree canopy coverage. Differences in neighborhood context at each installation may play a role in who is able to access the site and/or how the installation is used.

The commitment to make sites more accessible for neighborhoods with young children and to promote racial/ethnic diversity is imperative.

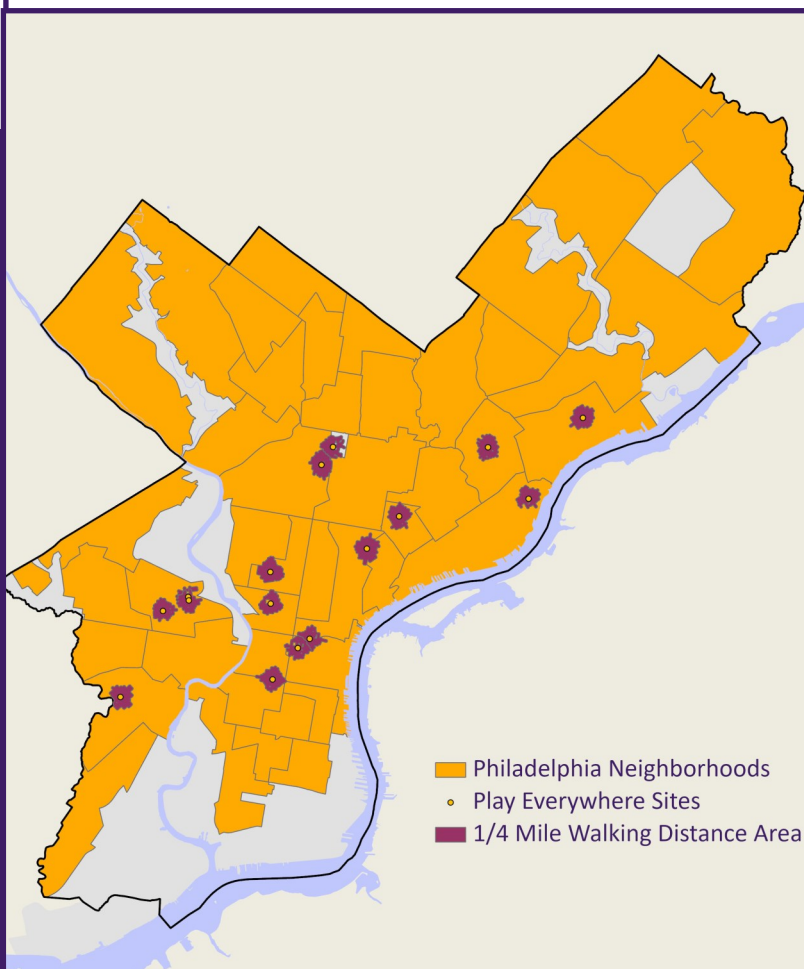
The figure to the right is a map of Philadelphia with neighborhood boundaries created by the Urban Health Collaborative. Installation sites are shown with surrounding 1/4 mile buffers. →

### GIS Methodology & Data

GIS analyses were performed at two levels: the neighborhood-level and the 1/4 mile (400-meter) walking distance surrounding each Play Everywhere installation site. Data was derived from the Drexel University Urban Health Collaborative's (UHC) extensive neighborhood data repository. Data sources can be found at the end of this report section. Data were either aggregated to the neighborhood and walking-distance area levels or interpolated using areal weighting to the walking distance area levels. Neighborhood boundaries used in these analyses were derived by the UHC from the Southeast Pennsylvania Household Health Survey. Low population areas were removed from analyses. Walking distance areas were created by generating 1/4 mile lines along the street network and then buffering those lines (50-meters). Data processing and analyses were performed using ArcGIS Pro 2.9 and Python 3.9.7.

GIS analyses show that most sites have many child amenities and convenient transportation.

- Installations are located in areas with greater racial/ethnic diversity compared to the city's overall demographic.
- The variety of child amenities located nearby may promote installation usage for young children; however, installations may not reach neighborhoods further north with large child populations.
- While most sites are near multiple methods of transportation or accommodate their lack of one method with another, some are difficult to access without a car.
- Residential density appears linked to rent/mortgage burden and overall financial wellbeing.
- Installation sites are generally close to parks and green spaces with disparities related to canopy coverage.

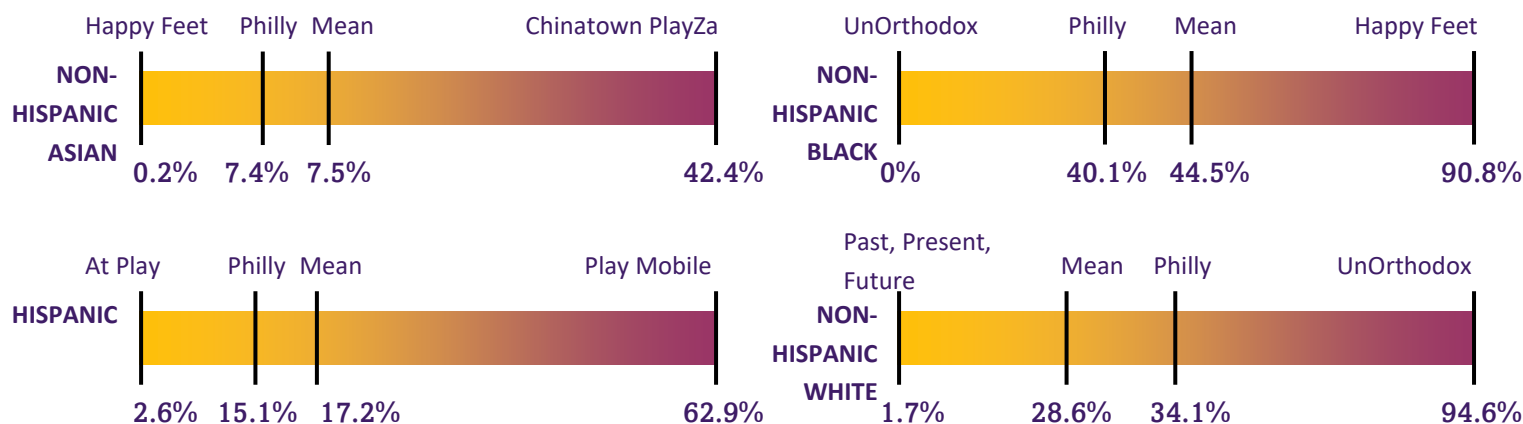


## WHO LIVES NEAR SITES AND HAS ACCESS TO INSTALLATIONS?

Compared to citywide demographics, Play Everywhere installations are located in diverse neighborhoods with an average number of children.

### RACIAL COMPOSITION

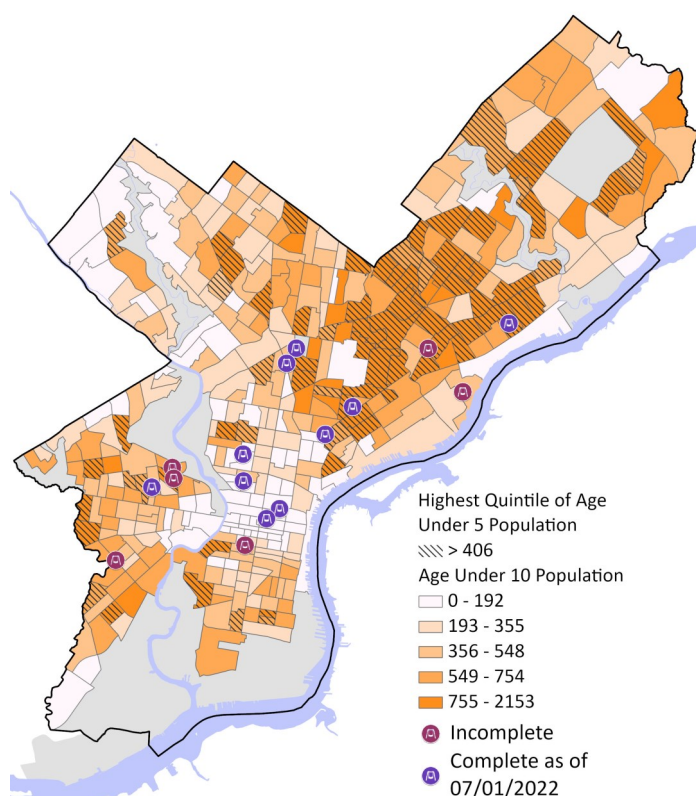
Racial and ethnic minority populations have limited access to nearby play spaces, contributing to disparities in children's health and wellbeing.<sup>1</sup> Data collected within 1/4 mile of installations found a higher mean for installations of percentage of Hispanic, Non-Hispanic Asian, and Non-Hispanic Black residents and a lower mean percentage of Non-Hispanic White residents compared to city demographics. On average, the Non-Hispanic Black population represented the largest racial/ethnic group in the surrounding area (47.5%), while the Non-Hispanic Asian population represented the smallest proportion (8.0%).



### AGE DISTRIBUTION AND ACCESS FOR CHILDREN

The map to the right shows the number of children under 10 in each tract grouped into quintiles with darker colors representing greater counts. The mean proportion of children living near installations is roughly reflective of the broader city-wide age distribution. However, this varies across sites; central sites tend have smaller local child populations (e.g. Everybody Plays and Chinatown PlayZa), while northern sites have comparatively more children (e.g. PlayMobile). This may particularly affect site access for children under 5, who are most likely to visit parks and recreation areas closest to home.<sup>2</sup>→

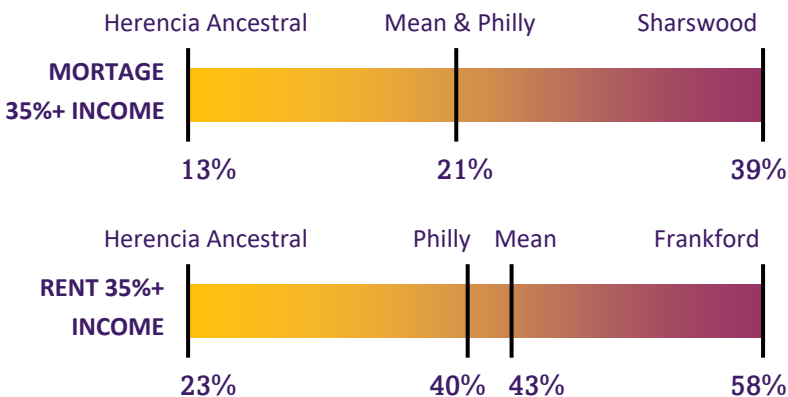
An average of 3724 people live within a 1/4 mile of an installation. This includes an average of 252 children under 5 and 222 aged 5 to 9.





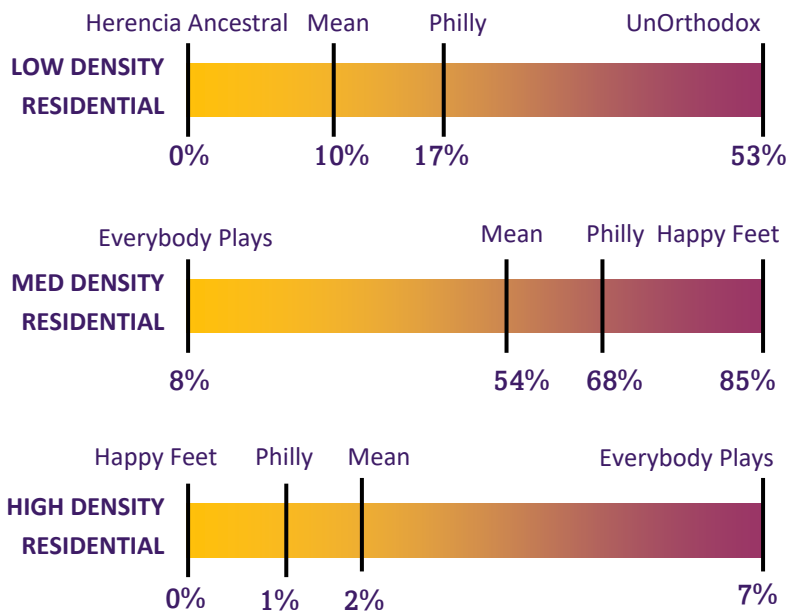
# WHAT ARE THE ECONOMIC CONDITIONS AND HOUSING STATUS NEARBY?

Economic conditions and housing style of neighborhoods within a 1/4 mile of installations reflect slightly higher rent burden and higher density of residential housing.



## ←RENT/MORTGAGE BURDEN

Rent and mortgage burden indicate measures of cost of living. On average, 21% of households near installations pay a mortgage equaling at least 35% of their income. An average of 43% of households near installations are composed of renters who pay at least 35% of their income for housing. These data generally reflect the mean city-wide burden; however there were wide differences by site. Discovering Sharswood and Frankford Waterworks had notably higher mortgage and rent burdens.



## ←RESIDENTIAL DENSITY

Low, medium, and high residential density within 1/4 mile of installations was calculated as the percentage of total parcels classified as detached semidetached, rowhouse or apartments up to five units, and more than three stories or more than five units, respectively. On average, there was a smaller proportion of low and medium-density residential housing and a greater proportion of high-density housing compared to the city mean. These are important measures when considering economic health near installation sites as a greater proportion of low-density residential buildings can make housing more expensive. It is worth noting that the site with the lowest proximate mortgage and rent burden (Herencia Ancestral Interactive Mural) also had the smallest proportion of low-density housing options. The degree of residential density can also influence neighborhood amenities, such as walkability and access to public transit with more residents generally prompting more resources.

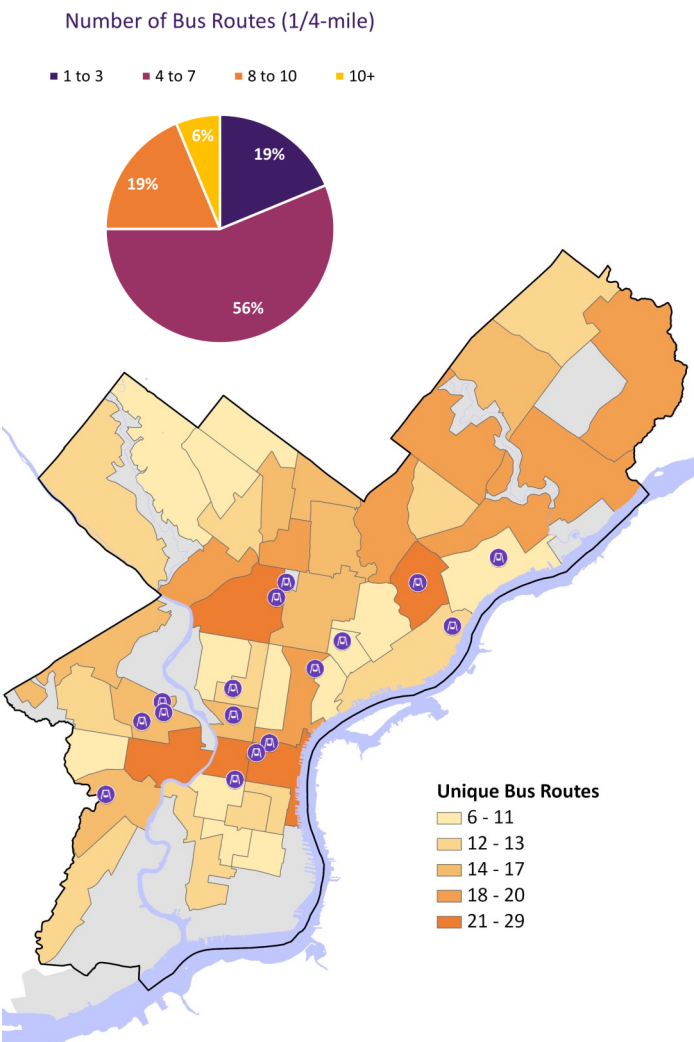
Understanding housing options and economic markers provides important context for the neighborhood socioeconomic status surrounding installations. Rent and mortgage burden are close to the city mean with slightly worse rent burden near installations. Additionally, residential density was generally higher (comprised of medium and high-density residential) near installation sites compared to Philadelphia overall.

# HOW EASY IS IT TO ACCESS INSTALLATIONS WITHOUT A CAR?

Transit and street conditions play a role in how easy it may be for caregivers and children to access the installations. Most sites were easily accessible by bus and transit.

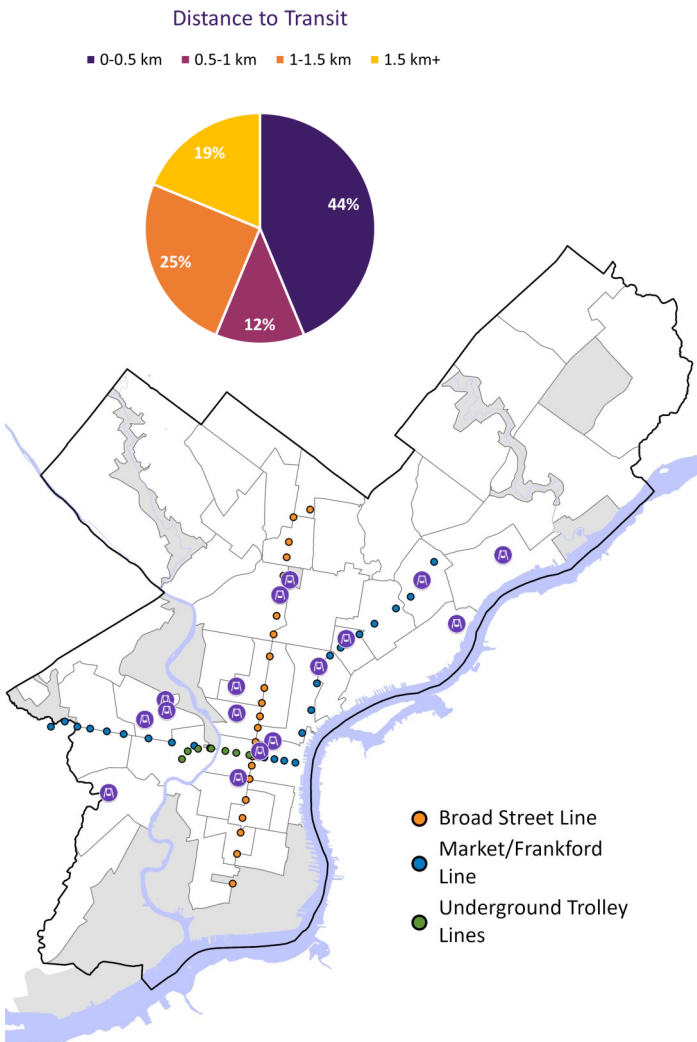
For those who may not have access to a car, it is important that sites are located within easy access of transit. To understand this, we calculated the number of bus routes within a 1/4 mile of sites and distance to rapid transit (excluding above ground trolleys that travel with cars).

## BUS ROUTES NEAR SITES



↑Map shows unique bus routes intersecting each neighborhood. Number of bus routes located within 1/4 mile of installations ranges from 1 (near Nature Saturdays) to 29 (near Everybody Plays Town Center), with an average of approximately 7 bus routes nearby. Higher bus count may be due to a number of contextual factors, such as close proximity to downtown Philadelphia area (e.g. Everybody Plays). Some installations, like Play Mobile, have fewer bus options but are located near a rapid transit line.

## RAPID TRANSIT NEAR SITES



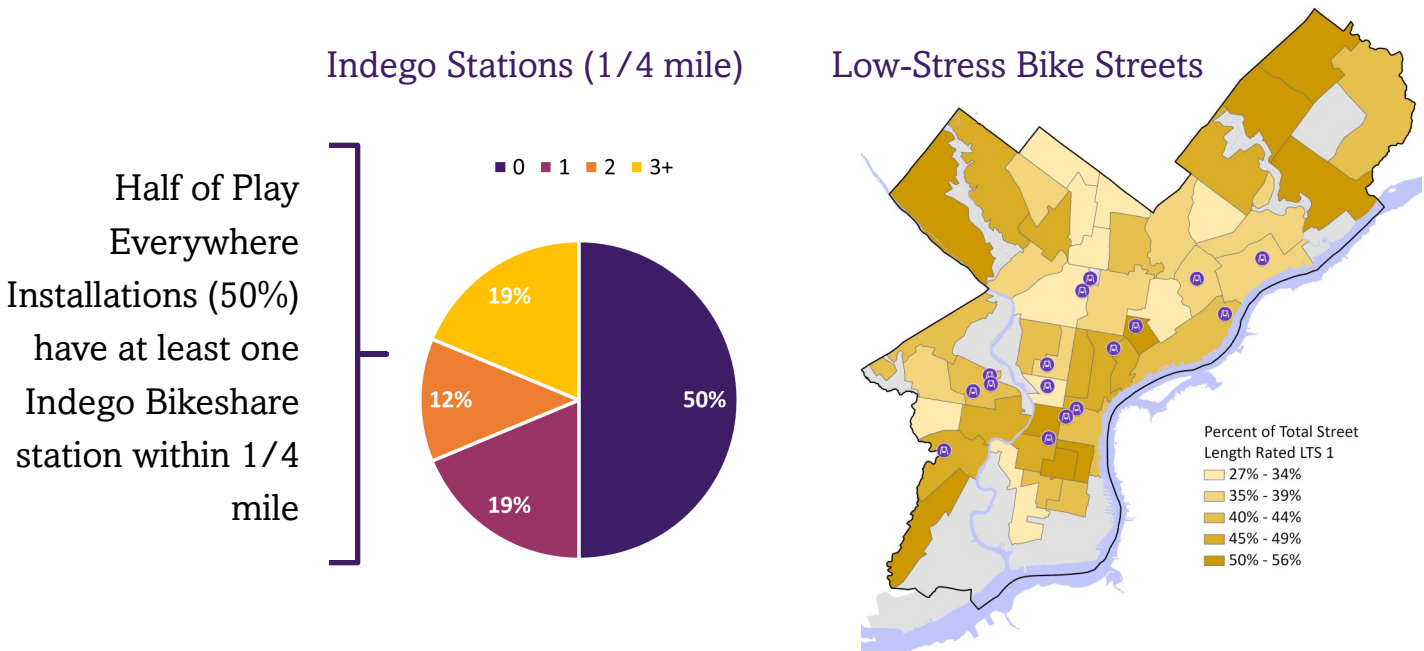
↑Map above shows subways and trolley access near the sites. Distance from the nearest rapid transit station to installation sites range broadly from 0.5 km (near Frankford Waterworks) to 3.4 km (near Nature Saturdays). Number of stations within 1/4 mile around the site range from 0 to 4, with Everybody Plays Town Center offering the widest variety of options. While roughly half of the installation sites are located on rapid transit routes, other sites (such as Happy Feet and Nature Saturdays) may be too far to make this an easy travel method.

# HOW WALKABLE AND BIKEABLE ARE THE INSTALLATIONS?

Neighborhoods near the Play Everywhere installations are generally supportive of walking and biking. This includes high-density retail and streets with low traffic stress for biking.

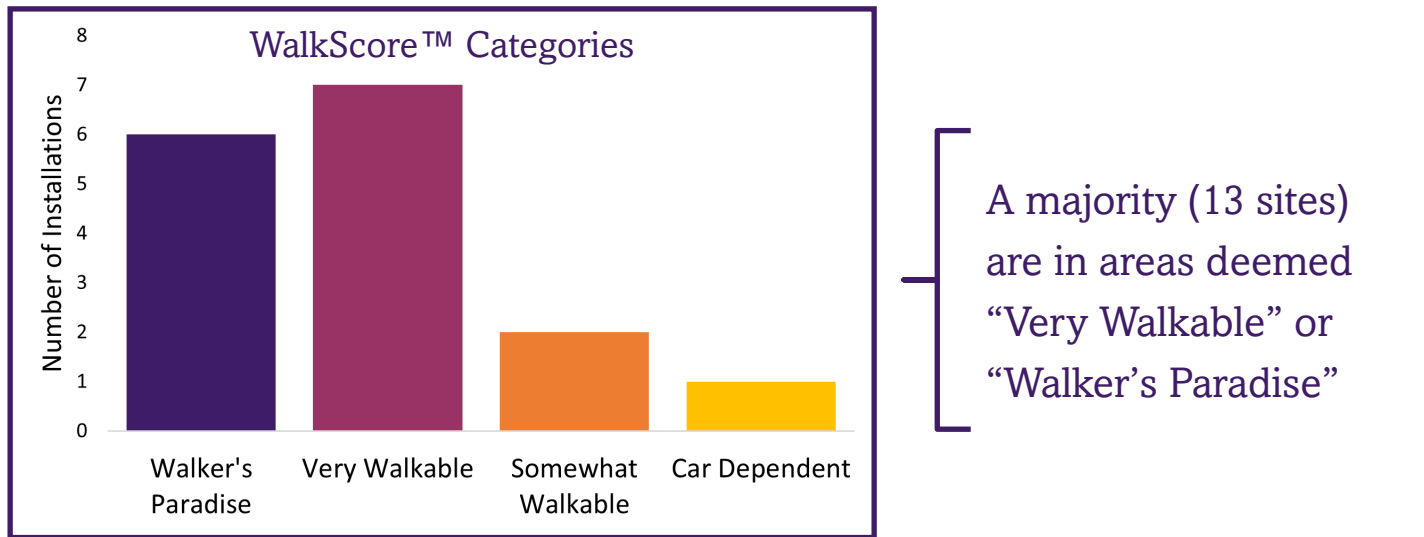
## BIKING INFRASTRUCTURE

Biking infrastructure was assessed both as a function of the streets surrounding sites and access to Indego Public Bikeshare. The maps below illustrate the percentage of total street segments in each neighborhood, which ranked at the lowest level of traffic stress for bicyclists. This takes into account the presence of bike lanes, speed limits, and number of lanes per direction. Most installation sites have a moderate to high—proportion of easily bikeable streets.



## WALKABILITY

Walkability, often defined as the environment’s ability to support walking for everyday tasks, is measured through composite indices (e.g. WalkScore™) and land use mix. Most installation sites were very walkable falling in the top two categories of WalkScore™. Parcels that include both residential and commercial spaces may additionally increase site use as caregivers can access multiple resources in the surrounding area. Sites had a range of percentage of mixed parcels nearby (within 1/4 mile) from 1% to 27%, averaging 7%.



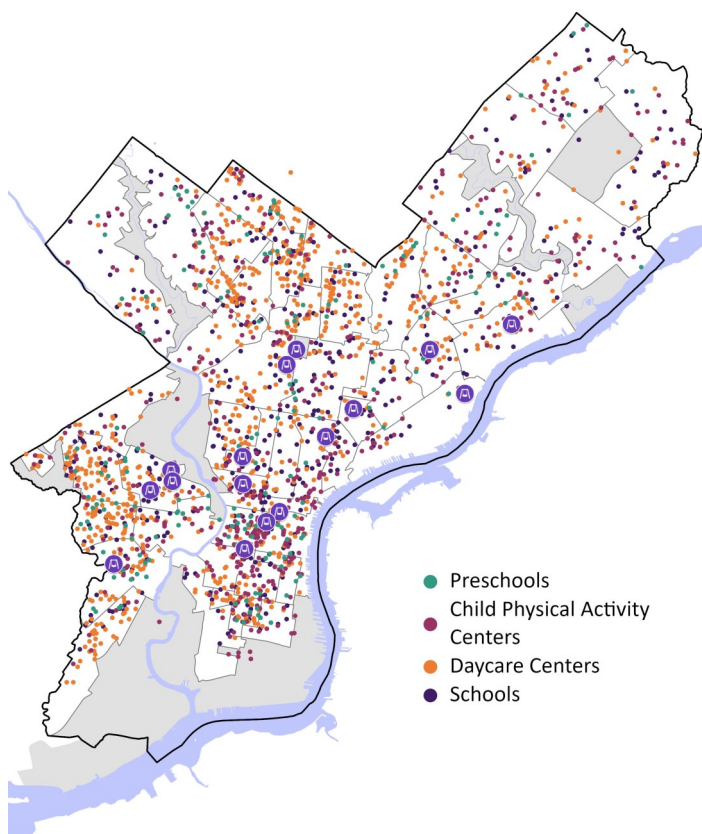
## ARE THERE OTHER CHILD AMENITIES NEARBY?

Installations tend to be more accessible if they are near other locations where children spend time. These include physical activity centers, daycares, preschools, and schools.

### LOCATIONS OF CHILD AMENITIES

←The maps contain point-level data of child physical activity centers (magenta), daycares (orange), preschools (pink) and schools (purple). Data were derived from the National Establishment Time-Series (NETS) Database, coded by the UHC, and the City of Philadelphia. Generally, amenities relevant for children follow the density of the city population and other amenities. These locations may represent places where children spend time outside of school. By placing installations near other important destinations, organizations might increase access and visitation.

Installations' proximity to other places where children spend time may impact young children's access. These nearby resources may prompt children and families from other neighborhoods to visit and engage with the installation. Every installation site has at least one daycare center located within walking distance (1/4 mile). Notably, the 1/4 mile buffer surrounding Chinatown PlayZa offers numerous child amenities despite having one of the smallest number of neighborhood children compared to other installations' neighborhoods. Lucien E. Blackwell lacks nearby amenities but has a lot of housing nearby and sits adjacent to a recreation center that draws children to the area.



### ACCESSIBILITY OF CHILD AMENITIES TO INSTALLATIONS

On average, within 1/4 mile of installations there are:



2 Child Physical Activity Facilities

Low: 0 High: 16



0.4 Preschools

Low: 0 High: 2



3.2 Daycares

Low: 1 High: 7



1.5 Schools

Low: 0 High: 3

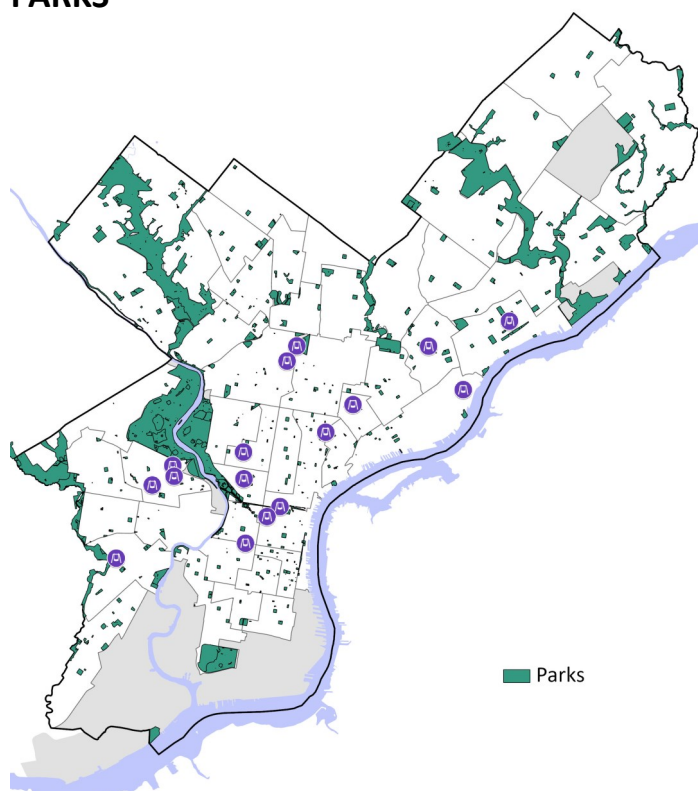


## ARE INSTALLATIONS LOCATED NEAR NATURE AND GREENNESS?

Access to parks and nature promotes children's health and wellbeing. While all installation sites are close to parks, there are substantial inequities in tree canopy coverage.

Early-life exposure to green space has consistently been linked to healthy physical, emotional, and cognitive development in children.<sup>4</sup> Areas with greater canopy coverage can additionally provide shade during hot days, making play spaces more accessible during the summer. However, there are substantial disparities in access to greenness across socioeconomic and racial/ethnic groups nationally.<sup>4</sup> Every installation is within walking distance of at least one park with as many as three parks near some sites. There is a mean of 11.2% tree canopy coverage in the area surrounding installations, with a broad range between 2.3% coverage (around Everybody Plays Town Center) and 18.6% (around Lil' Safety Village). Installation sites in northern Philadelphia with large racial/ethnic minority populations, such as Play Everywhere and Frankford Waterworks, also have little tree coverage and high housing burden.

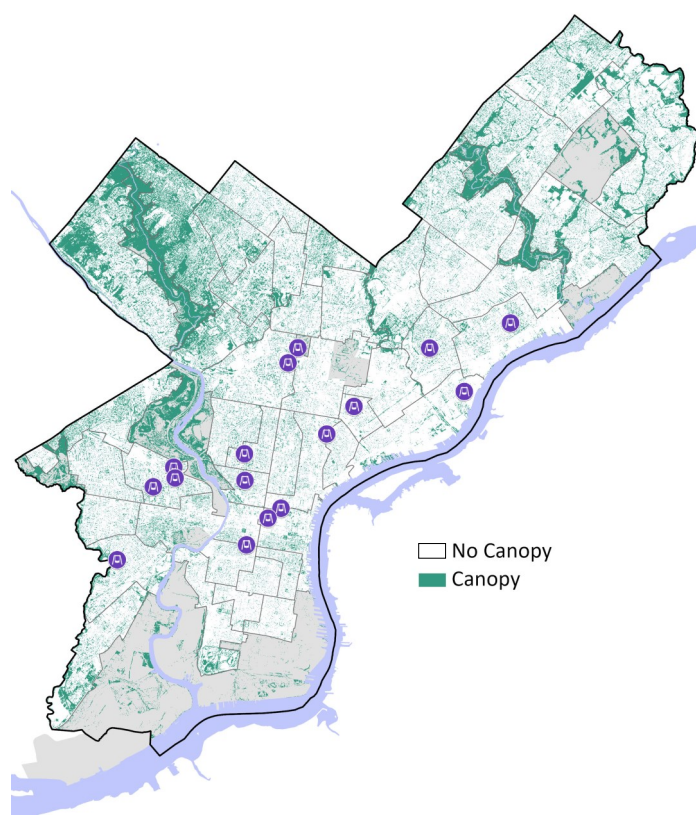
### PARKS



There are an average of 2 parks within 1/4 mile of installations.

← Map shows the location of parks within neighborhoods across Philadelphia. All installations are close to at least one park, with many clustered around Fairmount Park and some actually located within a park.

### CANOPY COVERAGE



Installations have an average of 11.2% tree coverage but vary by location.

Map illustrates the estimated proportion of canopy-covered land in each neighborhood. On average, trees covered 11.5% of the 1/4 mile buffer around installations; however, coverage varies across the city. Four sites have less than 10% tree coverage and four have greater than 15%→

## Overall, the contextual data revealed:

In general, Play Everywhere installations are in diverse areas with higher proportions of non-Hispanic Black, Hispanic, and Asian populations. Many installations are located in areas with child populations similar to other neighborhoods in Philadelphia with an average of 474 children under the age of 10 within 1/4 mile of the installations.

Most installations are located within walking distance of numerous child amenities, such as parks, preschools and daycares. For installation sites that have a small number of neighborhood children, such as the Chinatown PlayZa, these amenities may draw a greater number of children from other neighborhoods.

In addition, a majority of installations are accessible through one or numerous public transportation methods and were very bikeable or walkable. This is reflected in survey data in the following section. However, some sites, such as Happy Feet and Nature Saturdays, may be more difficult to access without a car.

### Data sources

- Play Everywhere installation site map on KABOOM website (2022)
- Urban Health Collaborative Research and Data Core—Data Repository (2019)
- US Census American Community Survey (2016-2020)
- Delaware Valley Regional Planning Commission (2012, 2021)
- Pennsylvania Spatial Data Access (2016)
- Philadelphia City Planning Commission (2010-2017)
- OpenDataPhilly (2018, 2022)
- Walkscore™
- National Establishment Time Series 2019 dataset (1990-2019)

### References:

1. Jenkins, G. R., Yuen, H. K., Rose, E. J., Maher, A. I., Gregory, K. C., & Cotton, M. E. (2015). Disparities in Quality of Park Play Spaces between Two Cities with Diverse Income and Race/Ethnicity Composition: A Pilot Study. *International journal of environmental research and public health*, 12(7), 8009–8022. <https://doi.org/10.3390/ijerph120708009>
2. Flowers, E. P., Timperio, A., Hesketh, K. D., & Veitch, J. (2019). Examining the Features of Parks That Children Visit During Three Stages of Childhood. *International journal of environmental research and public health*, 16(9), 1658. <https://doi.org/10.3390/ijerph16091658>
3. Lens, M. (2021). "Zoning, Health, And Health Equity." *Health Affairs Health Policy Brief*. Published September 30, 2021. [doi.org/10.1377/hpb20210907.22134](https://doi.org/10.1377/hpb20210907.22134)
4. Strife, S., & Downey, L. (2009). Childhood Development and Access to Nature: A New Direction for Environmental Inequality Research. *Organization & environment*, 22(1), 99–122. <https://doi.org/10.1177/1086026609333340>

### Acknowledgements:

All GIS data were collected and maintained by the Urban Health Collaborative. Analyses, including creation of the buffers and installation-specific measures was done by Stephen Francisco with assistance by Steve Melly. Results around context drafted by Channa Buxbaum. Research lead, supervised, and finalized by Jana A. Hirsch and Yvonne Michael.



## PART 3



# Design Characteristics

# DESIGN CHARACTERISTICS

This section represents the design-driven analysis and engagement of the sites studied. Research questions for the design portion were: In what ways do the space and installation design support engagement? How are people using the site? What design aspects are working, and what needs improvement for selection criteria in future programs?

Design analysis included multiple site visits, data analysis and synthesis, and reflective note-taking. Examination of data revealed several important factors that promote successful spaces with play elements. The “triangulation” between three areas, Engagement, Use, and Community Context, was strongest in sites that had higher scores in the EAPRS data (see column on right) and more participation as noted in qualitative data. This triangulation is described in detail on the next pages. It is one way to understand and describe the quality of site use and participation.

Comparison Chart: Characteristics of Engagement, Use, and Community Context by location ratings applied by lead design researcher as part of data synthesis →

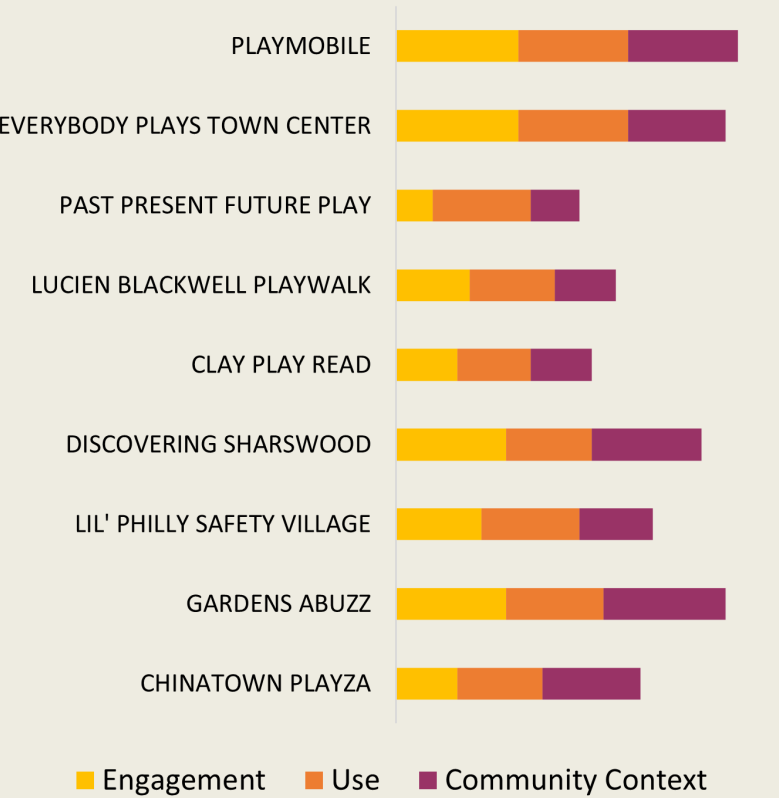
Design analyses show that installations vary in success based on three main design characteristics:

- **Engagement:** Programming or cultural engagement that is relevant to the community; the quality of the learning activity and intentions; is it being used? What role does nature play?
- **Use:** Successful location in terms of access, safety, and knowledge; Is the site open and accessible? Is it a place that folks might stay?
- **Community Context:** Community engagement through programming or events making; is the site an amenity for the neighborhood? Is there programming?

## EAPRS Methodology & Data

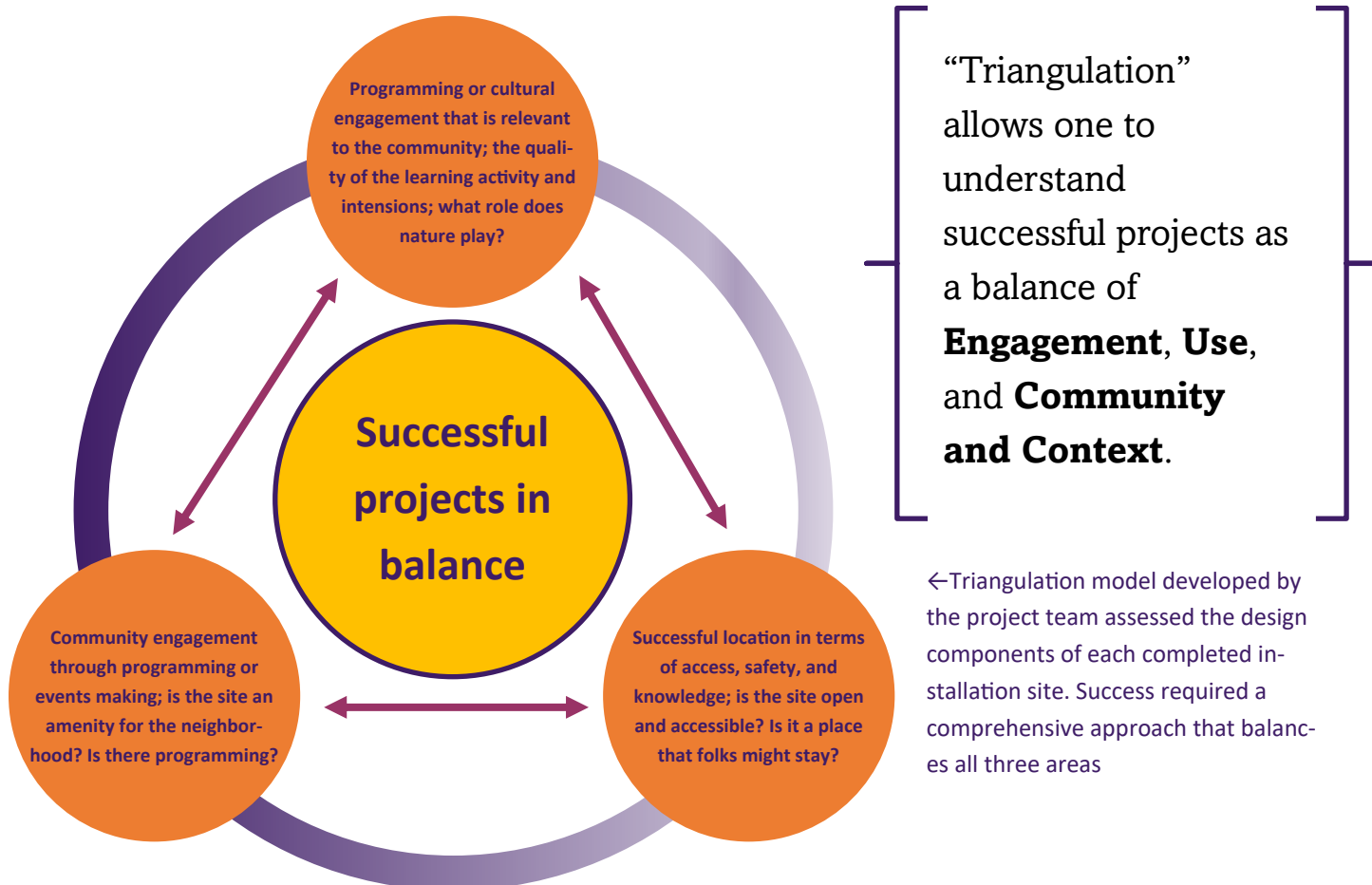
The Environmental Assessment of Parks and Recreations Spaces (EAPRS) Measurement Tool is an all-inclusive “direct observation assessment of the physical environments of parks and playgrounds”<sup>1,2</sup>. EAPRS emphasizes observation and assessing the elements that contribute to physical activity in parks and their context to understand if the functions are being utilized by those using these spaces. EAPRS was edited by the evaluation team to align with the urban spaces being observed; the team eliminated elements that are more appropriate for natural environments, such as hiking trails. EAPRS was performed on all completed sites June 28-July 5, 2022. Data from EAPRS field assessments was then correlated with two additional data sources: 1) team led site visits and observations, and 2) qualitative memos drafted by the field team while undertaking site observations.

## Design Assessment Across Three Domains



## SUCCESSFUL PLAY SPACES ARE A BALANCE OF THREE AREAS

The design analysis revealed that successful play space installations balanced three key areas (below). Their balance is referred to as “triangulation.”



### ENGAGEMENT:

Engagement assesses whether there are programmatic or engagement components that are relevant to the community. It examines the quality of the learning activity and its intentions. During evaluation, we asked “Is it being used?”, “Is there programming or other activities to engage users?”, “Is the site an amenity for the neighborhood?”, and “What role does nature play?”

### USE:

Use helps us to understand how easy it might be to use this site. A successful location must be safe to access, easy to find, be open to the residents or public, and be well marked so that there is knowledge that it exists. During evaluation, we asked “Is the site open?”, “Is the site accessible?”, “Is it a place that folks might stay?”

### COMMUNITY & CONTEXT:

We aimed to understand whether the site is embedded within its surrounding community and context. This includes community engagement through programming or events-making and figuring out how the site might be seen as an amenity to the neighborhood. During evaluation, we asked “Is the site an amenity for the neighborhood?”, “Is there programming?”



## SYNTHESIS OF ENGAGEMENT DESIGN DATA

Some installations had a high level of aesthetic success. They were beautiful and engaging, had messaging or motivation for learning projects, and strong cultural relevance.

### SITE ENGAGEMENT SUCCESSES

The evaluation team identified three major engagement successes:

- **High level of aesthetic success**—these installations were beautiful and engaging, often with bright visuals, stunning murals, and/or colorful combinations. Examples included Chinatown PlayZa, Gardens Abuzz, and Discovering Sharswood
- **Messaging and motivation for projects were an integral part of learning engagement**—for instance, natural environments for learning about sustainability or science or encouraging an interest in history or reading near a library. Examples included Chinatown PlayZa, Gardens Abuzz, Discovering Sharswood, and Everybody Plays Town Center.
- **Cultural relevance is strong and underscored by the project.** Examples included Gardens Abuzz, Discovering Sharswood



↑ Programming or cultural engagement that is relevant to the community with a high quality of craft in the learning activity and intentions. Photo from Discovering Sharswood installation.



↑ A beautiful installation with strong role for nature and programming but questionable whether it was being used by multiple engagers or across seasons. Photo from Gardens Abuzz→



### SITE ENGAGEMENT CHALLENGES

The evaluation team identified three major engagement challenges:

- **Balancing multiple levels of engagement** - sites may vary having a wide range of visitors with different levels of engagement. How does one design a site that catches people passing through and also those who spend time in a space?
- **Proper signage for all directions and levels of entry**—important to have signage that guides engagement to the elements of the installation. Some sites lacked any signage and others had missing pieces that made it hard to engage if not entering from one specific path.
- **Programming to draw consistent use across seasons**—bringing in elements to be the center of programming across seasons will help sites to remain relevant even when gardens or similar are gone.



## SYNTHESIS OF USE DESIGN DATA

Safety and access are a priority to promote installation use. Attention to both short-term and long-term maintenance is also a priority.

### SITE USE SUCCESSES

The evaluation team identified three major use successes:

- **Places where safety and access were a priority**—these installations emphasized safe, clean paths and easy access. Examples included Lil’ Philly Safety Village and PlayMobile.
- **Sites that added amenities to communities that need more opportunities for children to engage in active learning, play or nature**—these sites provided emphasis on access where prior was lacking. Nature was accessible, and there were natural elements. Examples included Playmobile, Discovering Sharswood, Lil’ Philly Safety Village, Chinatown PlayZa, Lucien E. Blackwell Playwalk, and Gardens Abuzz.
- **Aesthetics that added to a feeling of safe and respectful community**—natural elements and materials underscored this. Examples included Clay Play Read, Play Mobile, Lil’ Philly Safety Village, Chinatown PlayZa, Discovering Sharswood.

### SITE USE CHALLENGES

The evaluation team identified four major engagement challenges:

- **Balancing security with access**—it is hard to keep a space open, welcoming, and accessible while also maintaining safety and security. This is especially true for sites that “close” or have specific hours of operation.
- **Awareness of project existence**—important to have signage showing how to use elements and making passersby aware of the installation.
- **Site maintenance**—similar to security, sites need ongoing resources in order to maintain their cleanliness and condition. This includes short-term (e.g. trash pickup, flower watering) and long-term (e.g. graffiti removal).
- **Keep folks on-site to avoid “pass thru” syndrome**—several sites have trouble keeping folks in the space rather than using the site to go elsewhere.



← ↙ ↓ Balancing security with access is the major challenge at the summer Play Mobile site, McPherson Square, in Kensington. The surrounding area and neighborhood is desperately in need of amenities, but these come with a serious security cost.



↑ Strong role of natural textures, materials, and graphics at Chinatown PlayZa contributes to the attraction of the park. But holding the attention of people in the space and keeping folks from just “passing through” is the challenge

## SYNTHESIS OF COMMUNITY & CONTEXT DESIGN DATA

Successful sites are embedded in community programming, activities, and amenities. They link to existing community and cultural identity.

### SITE COMMUNITY & CONTEXT SUCCESSES

The team identified two community and context successes:

- **Embedded in community.** These sites were embedded in existing or newly created community programming, activities, and amenities. They also positively augment these activities. Examples included Play Mobile, Discovering Sharswood, Lil' Philly Safety Village, Gardens Abuzz, Everybody Plays Town Center
- **Community and cultural relevance were strong and underscored by the project.** These sites tie into existing community and cultural identity. Examples included Discovering Sharswood, Everybody Plays Town Center, and Gardens Abuzz.



### SITE COMMUNITY & CONTEXT CHALLENGES

The team identified three major community and context challenges:

- **Community relationship, needs, and access can change over time.** Tying an installation to the existing community assumes that the community context remains stable and that it is singular. These can shift and change or may be different for different subgroups.
- **Difficult to predict or maintain.** Given how vibrant and diverse communities can be, it may be difficult to predict what will be relevant. Similarly, it may be hard to maintain those connections.
- **Require strong community connections and communication.** Keeping connections strong requires existing and ongoing communication with the community. Many of the non-profits involved in the installations have this but not all.



↑At Everybody Plays Town Center, the installation is embedded in community programming, activity, and amenities. The installation, in turn, also augments the existing activities. For example, there is a community food kitchen and a matching “market” for children to shop when the pantry is open. Similarly, community culture is reinforced through the graphics and activity of this global map (shown above) that showcases the countries many children may come from.



# GENERAL RECOMMENDATIONS FOR REVIEWING FUTURE PROJECTS

Each site provided insight into how to review possible future projects to ensure “triangulation” and the balance of the three elements.

Each site had their own strengths and challenges. At the end of this report, the reader will see completed installation profiles with design recommendations. Importantly, there are several general recommendations for the review and funding of any new installation designs. See below for suggestions that derived from each individual completed installation.

## Clay Play Read

Smaller projects may require additional strategies to activate or create participation from the community. Strategies might relate to adjacent facility, such as a sidewalk reading fair. ↓

## Lucien E. Blackwell Playwalk

Proposed projects may need to have a strategy for incorporating adjacent amenities into the design. ↓

## Chinatown PlayZa & Past Present Future Play

Some projects may require additional strategies to activate or create participation from community because of their transient locations. Strategies might relate to adjacent communities: such as a sidewalk food fair for these two. ↙ ↓



## Play Mobile

↑ This neighborhood needs more amenities, and each comes with significant security cost. This is extremely important work. Such projects should be a priority in future. They also need to be permanent installations with the following: permanent on-site storage for moveable elements, permanent high quality parent engagement or seating, durable security areas, and support of adjacent facilities.

## Everybody Plays Town Center

↑ Projects must have a plan to ensure full access to a wonderful amenity. This plan should answer: If a project has limited access, how do they program for more access? How do restrictions affect the site?

## Lil’ Philly Safety Village

↑ Some projects may require additional strategies to activate or create participation from community. Strategies might include increased signage and awareness campaign in local communities.

## Discovering Sharswood

↑ There must be a sustainable plan for maintaining the site including an awareness that other elements on site might detract from the ability to function.

## Gardens ABuzz

↑ Projects need to draw in community members and the public – additional and equalized signage in multiple directions might need to be added to accomplish this.

## The design data revealed:

Three areas of core design characteristics emerged: *Engagement, Use, and Community and Context*. Different levels of success in these areas determine the relative success of installations. Several resources substantiate the team's analyses by highlighting nature, scale, context and spatial layout. Literature emphasizes nature and the need for children to have outdoor play spaces with natural elements, such as rocks, trees, grassy space.<sup>2,5-7</sup> Nature-based play spaces, over commercial play equipment, enhance child learning experiences, including environmental awareness.<sup>2</sup> Similarly, the Lively Planning approach to public spaces calls for a collection of thriving neighborhoods to create a "truly lively city."<sup>4</sup> This approach "focuses on creating public spaces with various functions operating in an integrated manner." Finally, the UK Department for Children, Schools, and Family developed 10 principles for successful play spaces: location, customization, incorporation of nature, accessible across a range of needs, mixing of ages, opportunities for challenge, maintenance, allowing change and evolution, meets community needs, context is integrated, and provide a range of experiences.<sup>3</sup> These resources align with the team's three core design characteristics.

### Data sources

- Data on design came from site visits on June 28-July 5, 2022
- Assessments were done using the EAPRS tool<sup>1,2</sup>
- Analysis and synthesis of findings is completed in service to future efforts and projects.
- Design areas encompass:
  - physical space configuration
  - material assembly
  - spatial intention in terms of use and play
  - location and context in relationship to spatial configuration
  - community and human context
  - amenity integration

### References:

1. Saelens, B.E. et al. Measuring Physical Environments of Parks and Playgrounds: EAPRS Instrument Development and Inter-Rater Reliability (2006). *Journal of Physical Activity and Health*, 3, Suppl 1, S190-S207
2. Geremia, C.M., Cain, K.L., Conway, T.L., Sallis, J.F., and Saelens, B.E. (2019). Validating and shortening the Environmental Assessment of Public Recreation Spaces observational measure. *Journal of Physical Activity and Health*, 16, 68-75.
3. Shackell, A., Butler, N., Doyle, P., & Ball, D. J. (2008). Design for play: A guide to creating successful play spaces. The Department for Children, Schools and Families DCSF and the Department for Culture, Media and Sport DCMS.
4. Cilliers, E. J., Timmermans, W., van den Goorbergh, F., Slijkhuis, J. S., & A. (2015). Designing public spaces through the lively planning integrative perspective. *Environment, Development and Sustainability*, 17(6), 1367–1380.
5. Munroe, E. (2013). Creating an Early Childhood Nature-Based Play Space—A Success Story. *LEARNing Landscapes*, 7(1), 249–267.
6. McHarg, I. L. (1995). *Design with Nature* (25th edition). Wiley.
7. Abrams, R. F., et al. (2012). *Making Healthy Places: Designing and Building for Health, Well-being, and Sustainability* (A. L. Dannenberg, H. Frumkin, & R. J. Jackson, Eds.; 1 edition). Island Press

### Acknowledgements:

All EAPRS data were collected by the Jana A. Hirsch and Yvonne Michael. Analyses, including synthesizing and analysis was done by Diana Nicholas and Deb Ruben. Results around design drafted by Diana Nicholas. Research finalized by Jana A. Hirsch and Yvonne Michael. Image Credits: All photographs and graphics by the authors



## PART 4



# Survey Responses and Perceptions



## PERCEPTION & EXPERIENCE OF VISITORS FROM SURVEYS

Surveys provided information about the perceptions and experience of site users and people passing through the site. These surveys complemented information describing the neighborhoods in which the sites were located and the detailed design data regarding the sites, themselves. Additionally, the surveys provided context regarding the counts of users to better understand who uses the space, how they use the space, what they feel about the space, and why they use the space. Additionally, the evaluation team was able to collect detailed information from adult caregivers regarding specific learning outcomes for their child(ren) related to their time spent at the installation. In this section are provided detailed statistics and data from the surveys performed at the installations. Information is summarized across all installation sites and provides valuable insight about site visitors' perceptions and experiences.

Field researcher, Vishwa Patel, interviewing adults at the Play Mobile installation while it was set up in McPherson Square. Surveys were administered verbally in English and completed on a tablet using ArcGIS Survey123 software →

### Survey Methodology & Data

The team conducted short (5-6 min) anonymous in-person surveys to assess person-level characteristics of playspace users. Surveys were collected during observation sessions at each play space. Trained interviewers invited English-speaking adults (age 18 or older) who were in the space or walking by to participate in a brief survey. Participants received a small thank you gift (water bottle, ball, or first aid kit). Questions included visit frequency and duration, travel mode, social connections, activities, and perceptions including educational skills for those with children. The team collected 10-13 surveys per site (87 surveys). It was not possible to collect surveys at one site because visitors did not speak English. Respondents' median age was 38 years, 55% were women, 26% reported family income below \$25,000, and high school was the highest level of education for 32% of the sample.

Installations were seen as attractive improvements and many made new connections while visiting

- Children learn new skills: 90% of people visiting with children believe the child learns new skills at the site
- People nearby are most likely to use the play space and use active transport to get to the site
- 100% of visitors agreed the play space changes were an improvement
- 94% of visitors agree the place space is attractive and 92% agree they enjoy spending time in the space.
- 51% of people made new connections during their visit to the play space
- People visit the play space frequently: 87% were making return visits to the place space and 51% visit at least once/week



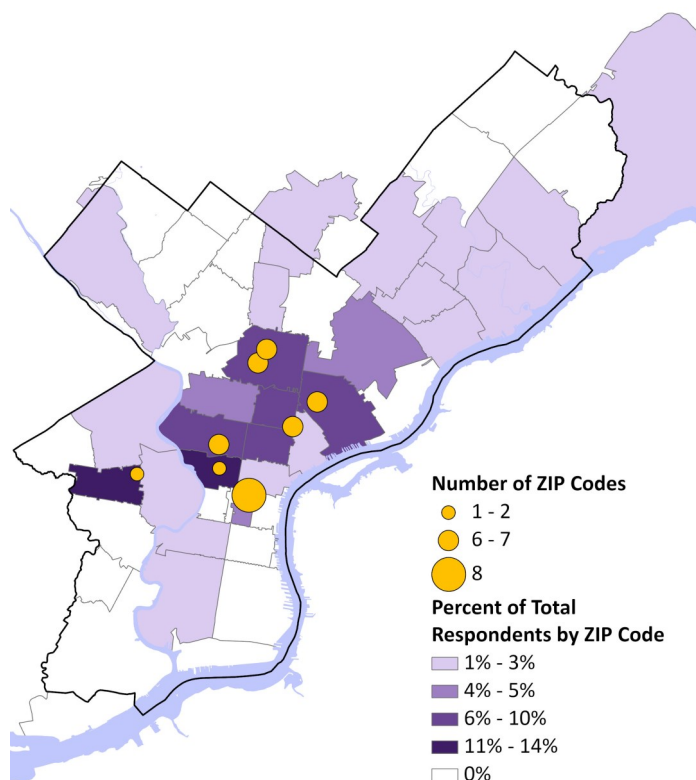
## WHERE DO VISITORS COME FROM, AND HOW DO THEY TRAVEL?

People generally visited from nearby and walked or biked to the Play Everywhere installation sites.

### VISITOR ZIP CODES

Most visitors came from ZIP codes near the installations. Some sites drew participants from many ZIP codes (6+).

Almost all visitors who completed the survey provided their home ZIP code (n=86 out of 87). Three participants lived outside of Philadelphia (not shown), but the remaining visitors were all from local ZIP codes. This map on the right illustrates flows between ZIP codes and Play Everywhere installation sites. Darker ZIP codes indicate places where more survey respondents live. Larger circles indicate more ZIP code variation among those visiting a site. →



### TRAVEL MODE

Most visitors walked or biked to the Play Everywhere sites.



**69%** Walking or Biking

Walking or biking as any part of their journey to the site



**6%** Public Transit

SEPTA bus, subway, or trolley trip



**25%** Car

Driving, or being driven (including rideshare and taxi)



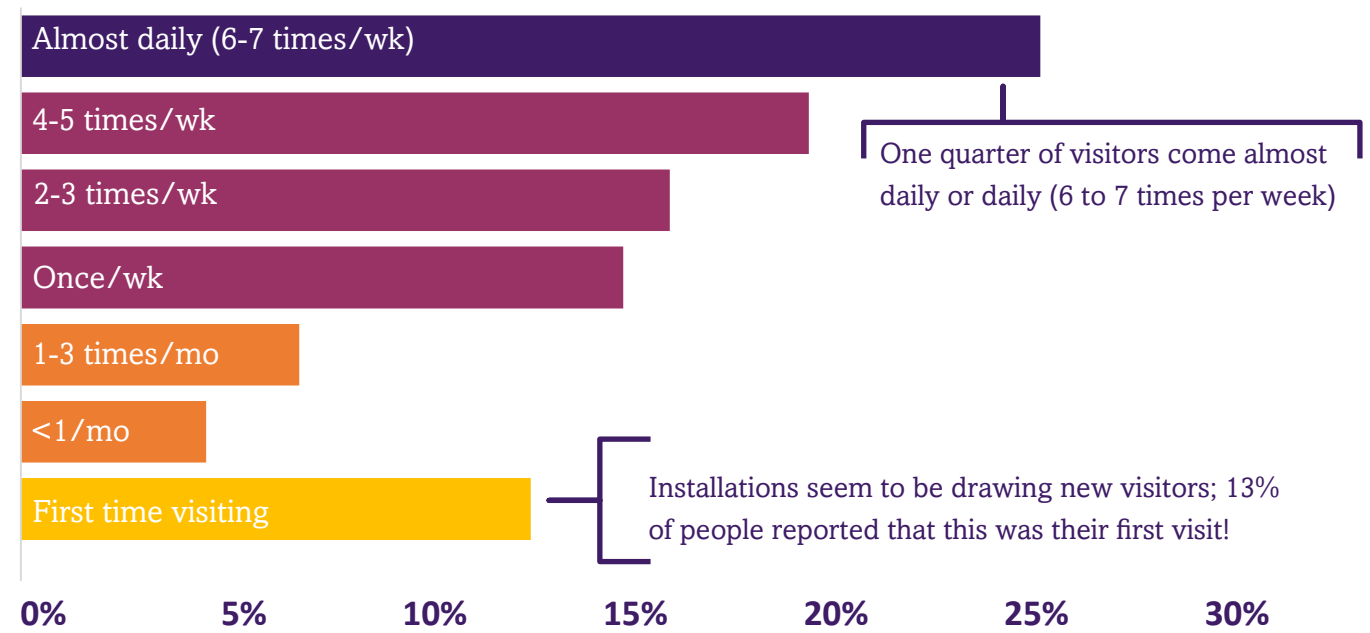
# HOW OFTEN DO VISITORS COME, AND HOW LONG DO THEY STAY?

A majority of visitors were returning to the installation locations. Many reported visiting five to seven days per week. On average, visitors spend a median of 1 hour at the sites.

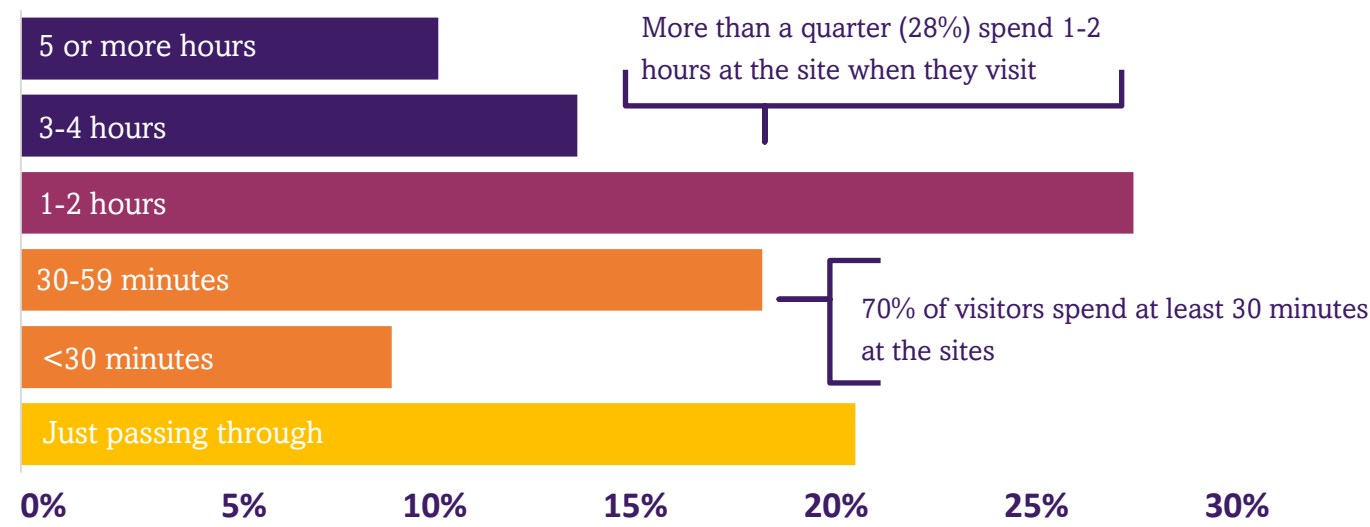
Installations seem to be drawing new visitors to these spaces; 13% reported that it was their first time there. However, many are return visitors. One quarter (25%) reported coming almost daily or every day (6 to 7 times per week). Another 51% reported visiting at least once a week.

While 21% of those surveyed said they were just passing through, 70% spend at least 30 minutes at the sites. This includes 18% who spend more than 30 minutes but less than an hour, 28% who spend one to two hours, 14% who spend three to four hours, and 10% who spend more than five hours (many of whom are working).

## FREQUENCY OF VISIT



## LENGTH OF VISIT





## WHO DO VISITORS COME WITH, AND DO THEY MAKE NEW FRIENDS?

A majority of visitors came to these spaces with others, although just less than one third visit with children (either their own or others). Many made new friends at sites.

### VISITING WITH OTHER PEOPLE

Almost half of the adults surveyed report that they visit the Play Everywhere spaces alone or with their pet. Overall, 40% visit the spaces with another adult and 29% visit the spaces with a child or children. This includes their own children, grandchildren, nephews, nieces, and siblings. Since respondents could choose multiple options, 10% came with both another adult and children.

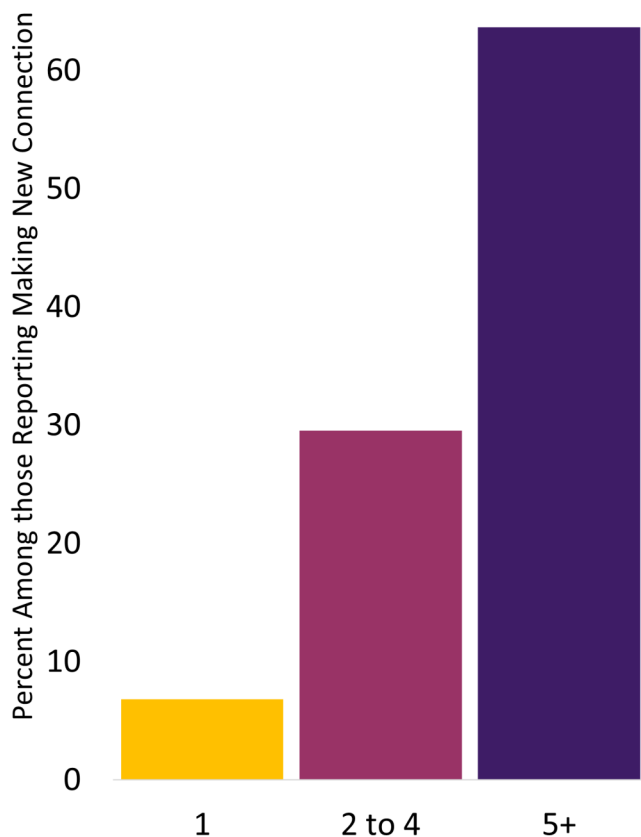
**49%** Alone or with pet

**40%** Another adult

**29%** Children



### MAKING NEW CONNECTIONS



51% made new friends or met new people at the Play Everywhere installation sites!

← Among those who reported making new friends or meeting new people, a large proportion have made five or more new connections. Seven percent have met one, 30% have met two to four, and 64% have met five or more.

# WHAT DO VISITORS DO WHILE AT THE PLAY SPACES?

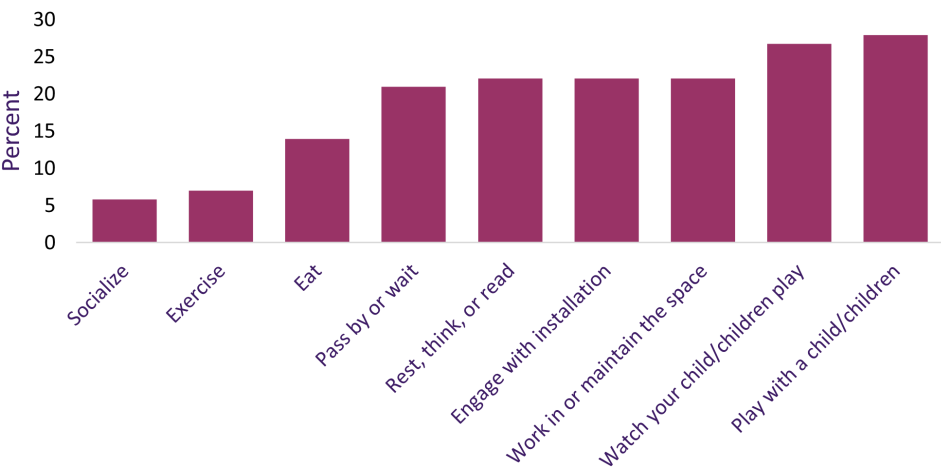
Visitors gave a wide variety of activities that they do on the sites. Many of these activities differed from the intention of the installation.

Visitors were asked about activities they did that day and what they normally do in the space, using both multiple choice and long answers. There were a variety of reasons people come to these spaces, only some are specific to children. Often, visitors are using these public spaces for rest, socializing, eating, or exercise. Many spaces, specifically those with gardens, are consistently visited by people who are there to maintain or care for the space, such as tending to beds or cleaning up plants.

## VISITOR RESPONSES TO “ACTIVITIES DONE IN THE SPACE TODAY”

Listen to music, relaxed at table. <i>-Chinatown PlayZa (Male, 40)</i>	Mom mentioned the kids are learning to ride their bikes and learning safety signs. <i>-Lil’ Philly Safety Village (Female, 31)</i>	Helping children ride bikes, chasing children for fun, sitting in the grass <i>-Lil’ Philly Safety Village (Female, 26)</i>
Watching her children bike, reading to kids <i>-Lil’ Philly Safety Village (Female, 28)</i>	Played some of the activities with the kids such as bean bag toss and tic tac toe. <i>-Play Mobile (Female, 27)</i>	Story time, bubbles, hide the egg. <i>-Past, Present, Future Play (Female, 34)</i>
Participant just observes his grandchild while he plays. He tries to ensure that he is learning something new or different when using the play space “Constructive learning” <i>-Lil’ Philly Safety Village (Male, 60)</i>	Walking and playing soccer. <i>-Lucien Blackwell Playwalk (Male, 60)</i>	Had a PHA cookout this afternoon and had giveaways of book bags and information <i>-Discovering Sharswood (Male, 55)</i>
Just sat and chilled and talked with others around sharing stories about their day. <i>-Past, Present, Future Play (Male, 50)</i>	Looked at little library, walked down path, smelled flowers with grandchild, played in sandpit with grandchild, looked at ripening fruit <i>-Gardens Abuzz (Female, 71)</i>	Looked at library’s science program, talked with people about manga, answered emails, helped people with computer <i>-Clay Play Read (Female, 52)</i>

## “REGULARLY DONE IN THE SPACE”



More than a quarter of visitors said they usually play with (28%) or watch (27%) children at the sites, and 22% say they normally engage with the installation.

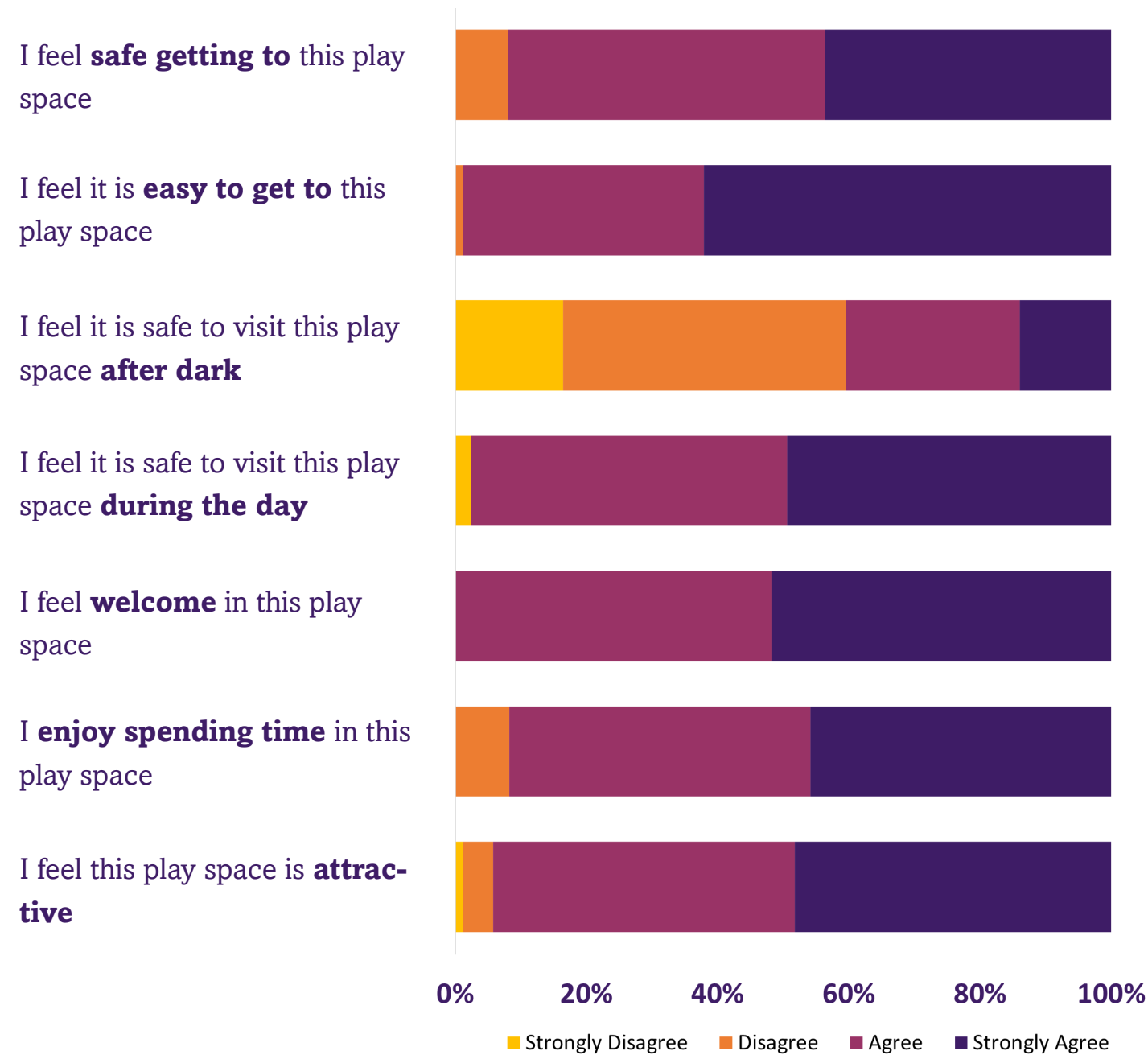
# HOW DO VISITORS PERCEIVE THE SPACE?

A majority of visitors reported positive experiences of the Kaboom Play Everywhere installation sites, but many reported feeling unsafe visiting after dark.

Visitors provided feedback about their feelings and impressions of the play space. This included how they felt about ease of visiting, safety in the play space, how welcome they felt, and attractiveness. In general, visitors reported positive feelings about the spaces and their ease getting there.

Overall, 94% agreed that the play space was attractive and 92% enjoyed spending time in the space. All visitors (100%) felt welcome in the space. While 98% felt it was safe to visit the play space during the day, only 41% felt it was safe to visit the play space after dark. When getting to the play space 99% felt it was easy and 92% felt it was safe.

## VISITORS FEELINGS ABOUT SPACES





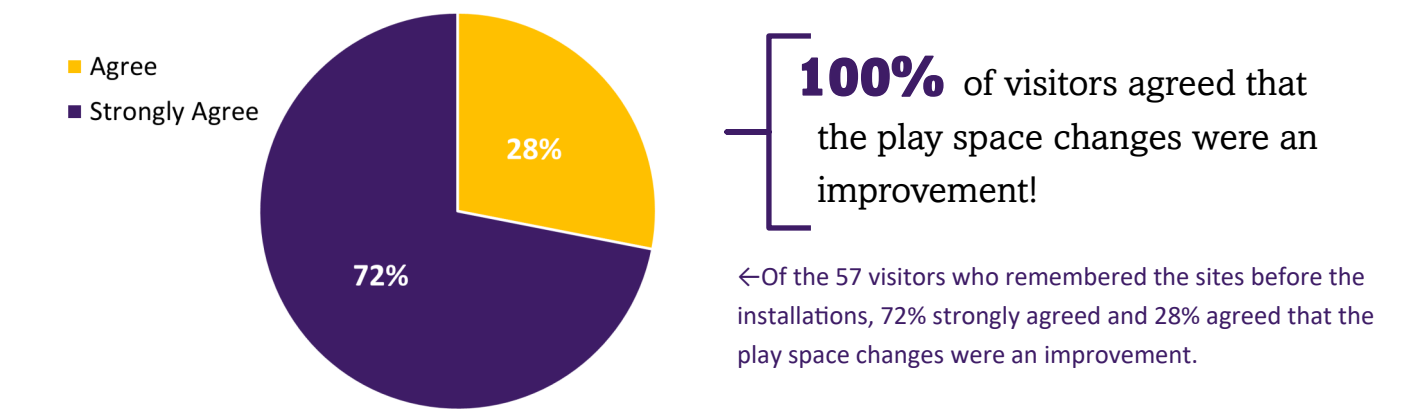
# HOW DO VISITORS PERCEIVE IMPROVEMENTS AT THE PLAY SPACE?

While all visitors agreed that the play space changes were an improvement, they made suggestions for further improvements to enhance the space.

The team asked site visitors whether they remembered the play space prior to the installation. Overall, 66% remembered what the site was like prior to the changes. Those who remembered the installation sites before the changes were asked whether they felt the play space changes were an improvement.

In addition, visitors were allowed to provide information on what makes the space hard for them to use and what would increase how often they come or how long they stay. These short answers provided insight into recommendations for additional improvements.

## PLAY SPACE CHANGES ARE AN IMPROVEMENT



## RECOMMENDATIONS FOR ADDITIONAL IMPROVEMENTS

Visitors reported what makes it difficult to use	Visitors reported what would help them increase use of the space
 <p><b>Damage or other incivility</b> “There are many loose objects that can be choking hazards” “Some people who use the space don’t pick up after their dogs”</p>	 <p><b>Programming or volunteers</b> “More volunteers to help maintain the space in a consistent way” “More scheduled social events”</p>
 <p><b>Crowded or difficult users</b> “When it gets really crowded, it’s harder to enjoy” “Sometimes people act up and get loud” “Uncomfortable interactions with people drinking, or being partially undressed”</p>	 <p><b>Shade, water, plants</b> “Sprinklers in the summertime, more shade”</p>
 <p><b>Accessibility</b> “It’s very busy and the cars don’t stop at the stop sign” “Can be difficult for people with disabilities to access the space”</p>	 <p><b>More play/learning spaces</b> “More Artwork” “If there were more attractions around the mural, more to do nearby”</p>

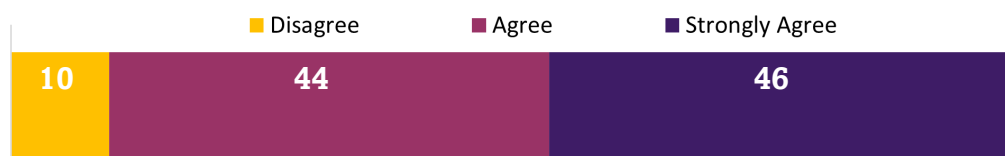
## WHAT DO ADULTS REPORT THEIR CHILDREN LEARN?

Caregivers agreed that their children learn new skills in the play spaces with the top three skills being how to get along with other kids, be creative in play, and promote confidence.

Caregivers (n=41) were asked questions about what their children learned at the Play Everywhere installation sites. Overall, 90% agreed that their child learned new skills when in the play space. More than a third of caregivers said their children learned language skills, content that will help them in school, or how to solve problems. More than half reported confidence, creativity, and getting along with other children.

### CHILD LEARNS NEW SKILLS

**90%** of visitors with children agreed that their child learns new skills when in the play space.



Fun learning in a beautiful garden: information station with activities for child and caregiver at Gardens Abuzz (Corinthian Garden).

### NEW SKILLS LEARNED

People with children identified the following new skills their children learned from visiting the play space:

**76%** How to get along with other children

**63%** How to be creative in their play

**49%** Confidence

**41%** How to solve problems on their own

**39%** Content that will help them in school

**37%** Language skills

\*Caregivers could select multiple so numbers do not add to 100%

## The perception data from surveys revealed:

Given the contextual information on walkability, bikeability, and transit access, many visitors traveled to the installations from nearby and walked or biked. This indicates that installations reach their local communities, likely due to close ties to neighborhood organizations. Several installations, usually those in high walkable places, drew visitors from wider areas.

Most visitors returned to installations and many stayed for a relatively long time, although others were just passing through. Visitors came with a variety of individuals, and many made new friends at the Play Everywhere sites. Respondents often relaxed, played or watched their children when visiting the installation.

Perceptions of the installations were widely positive. Everyone felt the changes were an improvement and most feel welcomed and safe in the sites during the day. However, safety at night remained a concern for some individuals. People generally reported wanting more programming, shade, and activities to engage with.

### Data sources & Notes

- All data come from surveys completed at the sites. A copy of the survey can be obtained from the researchers.
- ZIP code data come from Urban Health Collaborative Research and Data Core—Data Repository (2019)
- Sites not included in the surveys due to incompleteness or logistics: Herencia Ancestral (incomplete), Nature Saturdays (no longer running by July 2022), Frankford Waterworks (incomplete), Belmont Commons (incomplete), At Play (incomplete), UnOrthodox (vandalized and removed), Everybody Plays Town Center (no English speakers).

### Survey Sample Characteristics:

Characteristic	Percentage (sample)	Mean (Min, Max)
Number of adults in group		1.9 (1, 4)
Number of children in group		1.5 (0, 6)
Age		42.2 (23, 75)
Years at Address		9.5 (0.5, 55)
Education		
Some High School	5% (4)	
High School/GED	32% (28)	
2-year college/associates/technical school	18% (16)	
4-year college	25% (22)	
Graduate School	17% (15)	
Other	2% (2)	
Annual Household Income (pre-tax)		
Under \$25,000	21% (18)	
\$25,000-\$35,000	10% (9)	
\$35,000-\$50,000	15% (13)	
More than \$50,000	35% (30)	
Don't know or Refused	18% (16)	
Gender		
Female	54% (47)	
Male	43% (37)	
Non-binary or fluid	2% (2)	

### Acknowledgements:

Surveys were collected by the Drexel Field Team: Channa Buxbaum, Natalia Brownstein, Dustin Fry, Jana A. Hirsch, Julia Langmuir, Yvonne Michael, Vishwa Patel, Sarah Weinbrom, Douglas Whitmire, and Vanessa Xie. The field team was organized and supervised by Stephen Dickinson, Vishwa Patel, Jana A. Hirsch, and Yvonne Michael. Analyses were done by Jana A. Hirsch, Yvonne Michael, and Stephen Francisco. Unless otherwise noted, images in this section came from Pixabay (<https://pixabay.com/>)



## PART 5



# Observed Visitation and Engagement

## SOPLAY/OBSERVATION METHODOLOGY—VISITATION & ENGAGEMENT

Observations provided important information about how many people visit the Play Everywhere sites and, among those who visit, how many actually engage with the installations. The team was able to collect these data across both weekdays and weekends, as well as throughout the day (morning, afternoon, and evening). This helped understand patterns of visitation by time and can inform programming or design of future installations. The observation data can be examined across the contextual and design data to better inform how to increase the use and impact of the installations. Additionally, observation data can corroborate information provided by survey participants about factors that shifted how they use a site or why they visit. In this section are provide detailed statistics and data from the observations performed at the installations. Information is summarized across all installation sites by design or context.

Visits and engagement for children and adults averaged across all hours of observation and all sites. Sites have 5.5 adults/hour and 2.5 children/hour, but only 10% of adults engage and 52% of children engage →

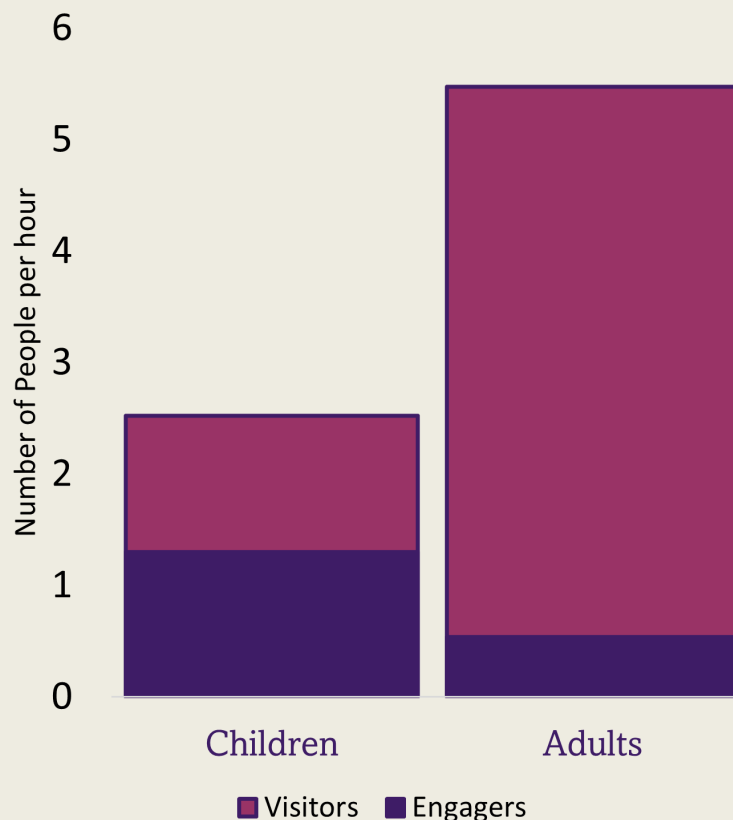
Observations found that PlayEverywhere sites have 5.5 adult visitors per hour and 2.5 child visitors per hour.

- More adults visit the sites but a much larger percentage of children engage with the installations.
- During our observation period (July-Aug), weekday afternoons were the busiest.
- Active, kinetic installations drew more visitors and had higher engagement.
- Sites with low condition and high incivility had low visitation and engagement.
- Sites in very walkable places may encourage more engagement with installations than those in the most walkable category.
- The PlayMobile's ability to locate in a neighborhood with a high number of children may have increased visitation.

### SOPLAY/Observation Methodology & Data

The team used an adapted version of the System for Observing Play and Leisure Activity in Youth (SOPLAY) adapted for this study.<sup>1-3</sup> SOPLAY uses momentary time sampling to systematically and periodically scan individuals. Specifically, the team counted adults and children in the play space site, as well as proportion of those adults and children engaging with the installation. From July-August 2022, two field observers performed scans on completed installations every 15 minutes during three shifts: morning (8-11am); afternoon (12-3pm); and evening (4-7pm). Where possible, this was done across weekdays and weekends to understand time and weekly patterns. This resulted in 18 hours worth of observation for most sites. Counts were summed across all scans in an hour and averages calculated across design and contextual factors. Averages shown are for all hours within a category (e.g.all hours for sites with shade).

### Average Visitation & Engagement

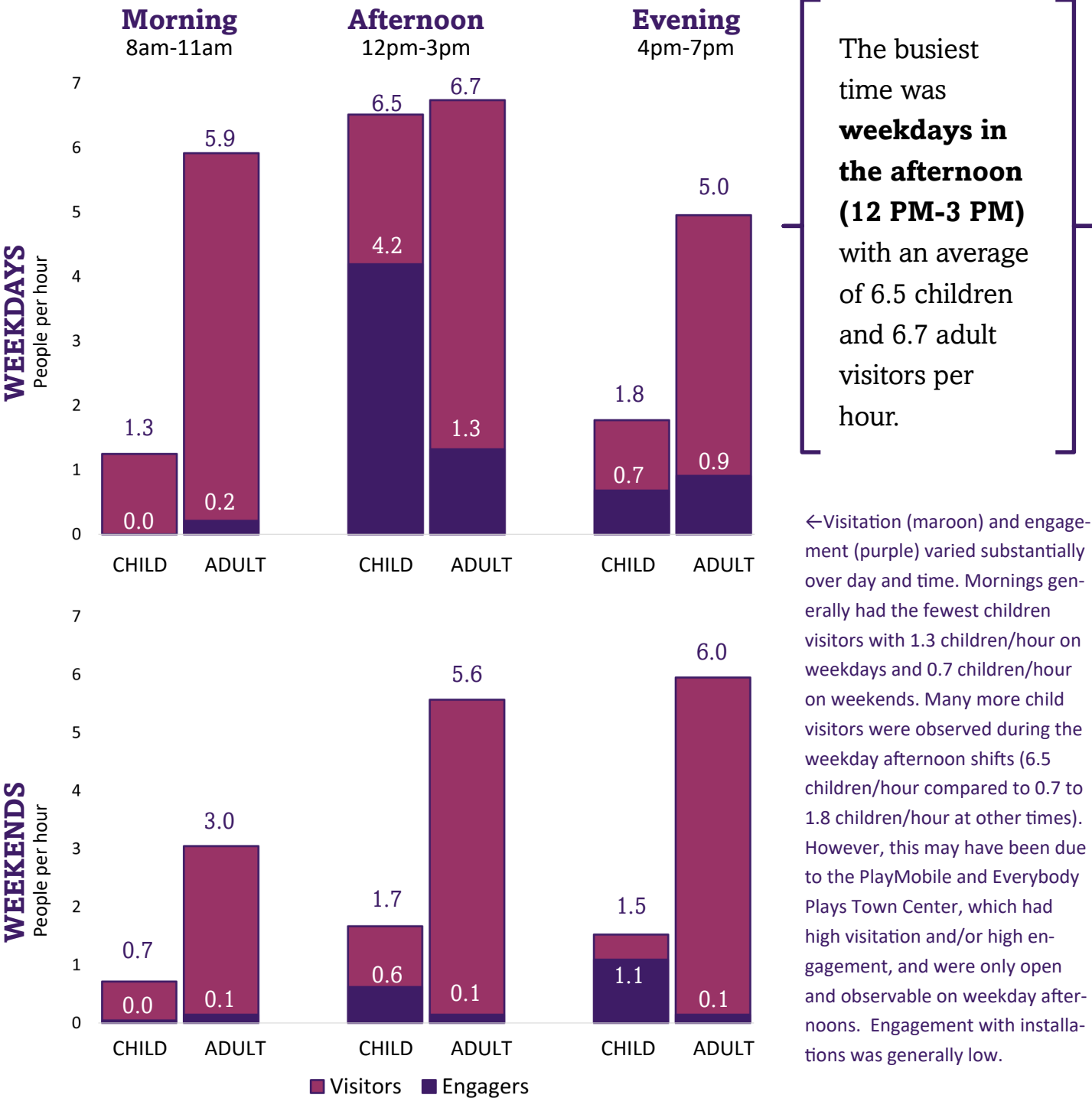


# WHAT DAYS AND TIMES DO PEOPLE VISIT THE INSTALLATIONS?

The busiest time at the installations was weekday afternoons when both kids and adults visited. There were always more adult visitors than child visitors.

Where possible, the evaluation team observed installations during morning, afternoon, and evening shifts for both weekdays and weekends. This allowed the team to understand visitation patterns. Generally, installations had more adult visitors than child visitors. Weekdays were busier than weekends, excluding evenings, for adults. Across almost all times and days, less than half of visitors engaged with the installations. However, more than half of children visiting on weekday afternoons engaged.

## AVERAGE VISITORS AND ENGAGEMENT BY DAY AND TIME



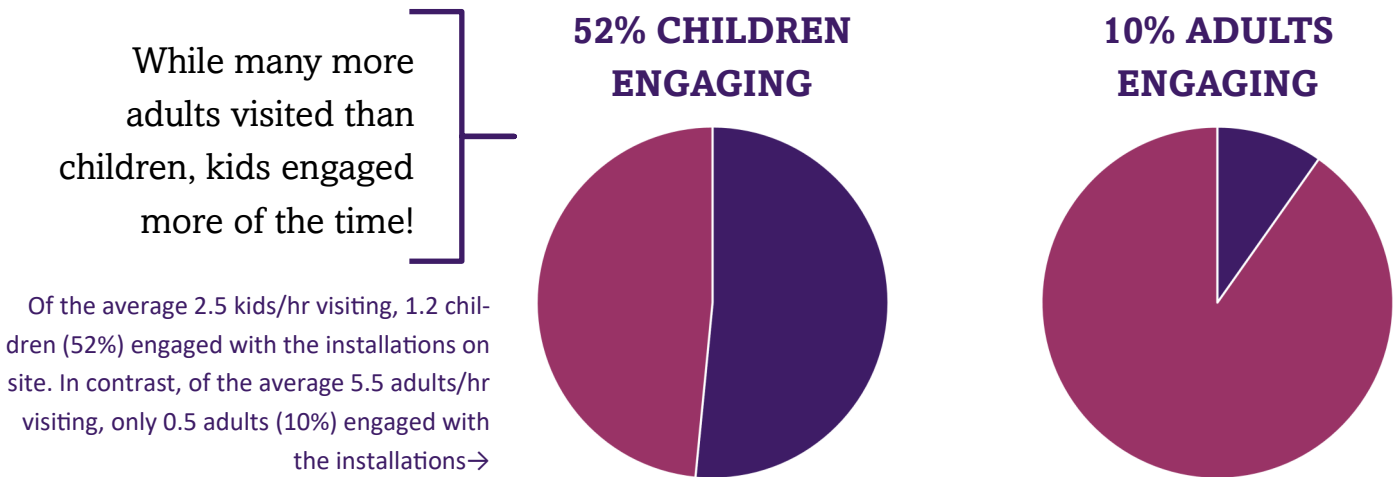


# DO ADULTS AND CHILDREN ENGAGE WITH INSTALLATIONS?

Children were much more likely to engage with the installations. However, engagement varied drastically across sites, with some sites engaging adults equally to children.

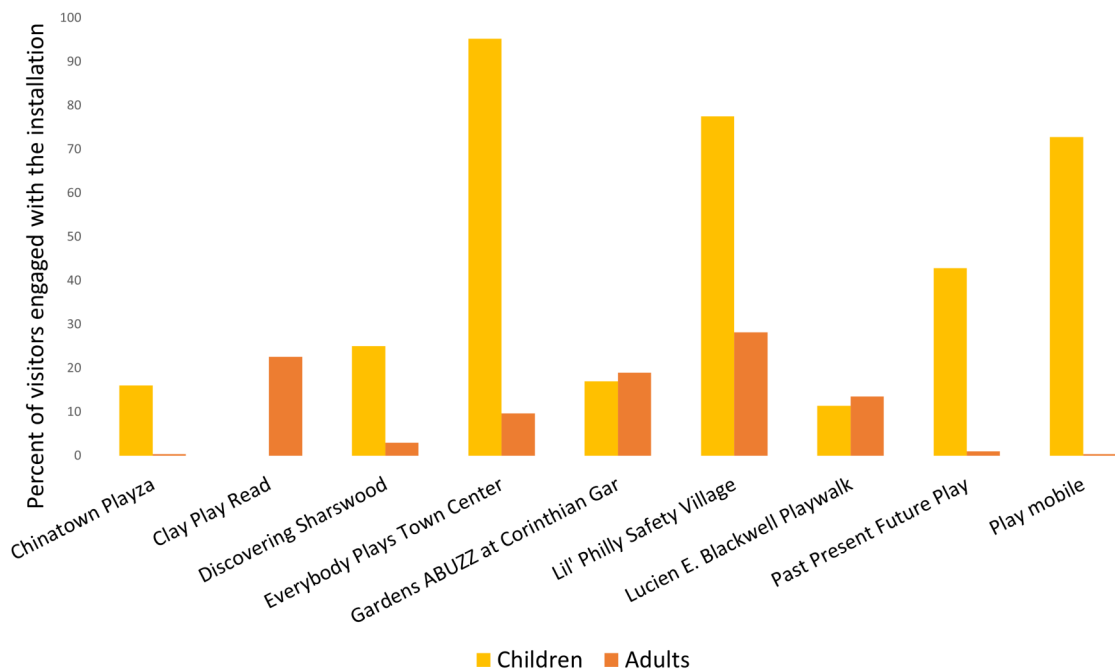
Visiting the sites did not always mean that adults and children were engaging with the installation. As learned from the surveys, adults and children often visited sites to do other activities or were passing by. The team recorded on-site whether children and adults visiting the sites were interacting with the installation. As seen below, children at the sites were much more likely to engage with the installation than adults. Engagement varied dramatically by installation site.

## ENGAGEMENT WITH INSTALLATIONS



## PERCENT ENGAGING WITH SPECIFIC INSTALLATIONS

The chart below shows percent of visitors engaging with each installation. The team saw a wide variability across the sites. A substantial proportion of children who visited also engaged with the Everybody Plays Town Center, Lil’ Philly Safety Village, and Play Mobile installations. Lil’ Philly Safety Village had the highest percent of adult visitors engaged. It is important to remember these are percentages and that some sites (e.g. Past Present Future Play) may have very low visitation, which shifts how many people the percentage represents



# DO VISITS AND ENGAGEMENT VARY BY DESIGN OF INSTALLATION?

The team compared visitation and engagement with the interactive design of the installation. This revealed less visits and engagement with more passively-designed installations.

Observers noted that engagement seemed linked to level of interactive design of the installation. The team classified sites into three types, as shown below. Through this, strong evidence emerged that if an installation was more interactive, more children visited and engaged with the site.

## ACTIVE, KINETIC VERSUS PASSIVE INSTALLATIONS

The team classified sites into three categories: 1) active, kinetic installations; 2) passive installations; 3) mixed. The classification was dependent on several design features. Category descriptions and sites are below.

### Active, Kinetic



Active, kinetic installations had interactive components. They may have involved things to climb, jump on, or otherwise move (i.e. Lucien Blackwell Playwalk, Lil' Philly Safety Village, Play Mobile).

### Mixed



Mixed sites had both active and passive features but not enough kinetic components to fall into the active category. They may have things for kids to touch, grab, or experiment with (i.e. Chinatown PlayZa, Discovering Sharswood, Town Center).

### Passive

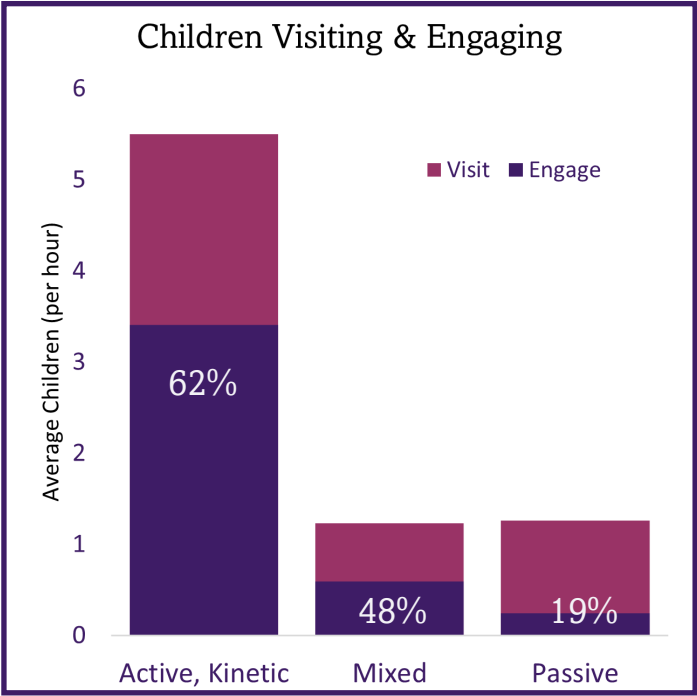


Passive installations were primarily reading or presentation of other visual information. They were usually fixed features that require the child or caregiver to initiate the activity (i.e. Clay Play Read, Past Present Future Play, Gardens Abuzz).

## VISITS AND ENGAGEMENT BY TYPE

Active, kinetic installations had many more children visiting per hour and a higher percentage of visitors engaging with the installation.

Active, kinetic installations had an average of 5.5 children visitors per hour, 62% of whom engaged with the installation. The team saw that even though visitation dropped for mixed sites (1.2 children/hr), engagement remained higher (48%). Passive sites had low visitation (1.3 children/hr) and engagement (19%). Visitation patterns were not as clear for adults (not shown), although engagement was 29% for adults in active sites and only 11% in passive sites.→



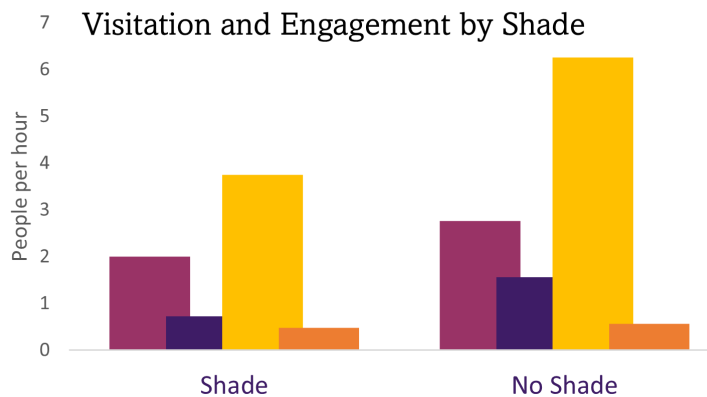
# DO VISITS AND ENGAGEMENT VARY BY DESIGN OF INSTALLATION?

Elements of design play a role in visits and engagement. Shade did not seem to play a substantial role, but condition impacted visits and engagement

Given survey responses about the lack of shade, as well as incivility and condition of the site or neighborhood, the team examined visitation and engagement by these two dimensions. The team found no specific pattern in visits or engagement for these design features. It seems likely that there was a desire for additional tree coverage and improved upkeep across all sites. Visitation and engagement differences seen here were likely due to other design or contextual factors.

## AMOUNT OF SHADE

The team classified sites as “shaded” or “not shaded” using data from the EAPRS<sup>4</sup> field visits. Sites had shade if the play space had greater than a third coverage of shade and some trees present. This included Everybody Plays Town Center (indoors), Discovering Sharswood, and Gardens Abuzz. Other sites may have had shade but it was not present in the installation play space.



## Pattern of visits and engagement by shade did not match survey opinions

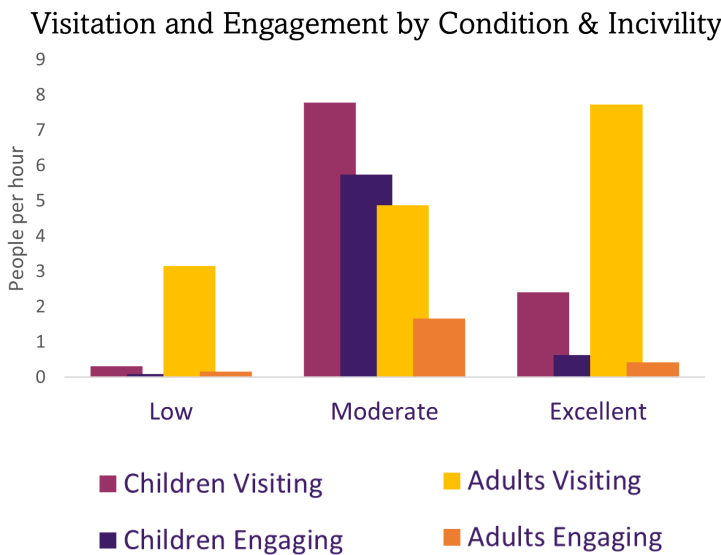
← Despite hot summer temperatures, sites with no shade had more children and adult visitors (2.7 children/hr and 6.3 adults/hr) than sites with shade (2.0 children/hr and 3.8 adults/hr). Adult engagement remained low in both settings. Given that shade came up in survey responses, it is likely that there is a desire for additional coverage across all sites.

## CONDITION AND INCIVILITY

The team classified sites into three categories: 1) low; 2) moderate; 3) excellent. Sites were considered excellent if their play space and neighborhood conditions were rated as excellent (using EAPRS field visits) and the play space and neighborhood cleanliness were rated as “mostly” to “extremely clean”. Moderate sites had clean and good condition play spaces or neighborhood but not both. Low sites have neither.

## Sites with low condition had the lowest number of visitors and engagement. But other patterns were less clear.

Sites with low condition and incivility had only 0.3 children and 3.1 adults visiting per hour. This was substantially lower than places with either good play space or neighborhood condition and cleanliness (moderate), or both (excellent). However, the team observed many more people, especially children, at moderate condition sites. This may be due to children using these spaces as a respite from incivility in the broader neighborhood (e.g. PlayMobile). →





# DO VISITS AND ENGAGEMENT VARY BY DESIGN TRIANGULATION?

The team used their triangulation measure to compared visitation and engagement. Installations with high triangulation have more children visitors and more engagement overall.

The team’s design synthesis showed that successful projects balance of engagement, use, and community and context. Applying this triangulation to the sites allowed the team to examine whether observed visitation and engagement follows design. Sites with high triangulation had much higher child visitation and higher engagement of both children and adults.

Low triangulation sites have an average of 1.1 children visitors per hour, of which only 0.2 children engage (15%). In contrast, high triangulation sites have an average of 4.0 child visitors per hour, of which 2.5 children engage (90%). Slightly more adults visit low triangulation sites (6.7 adults per hour) compared to high triangulation sites (4.1 adults per hour). However, adults engage substantially more at high triangulation sites (22% engaged) compared to low triangulation sites (3% engaged).

## TRIANGULATION CATEGORIES

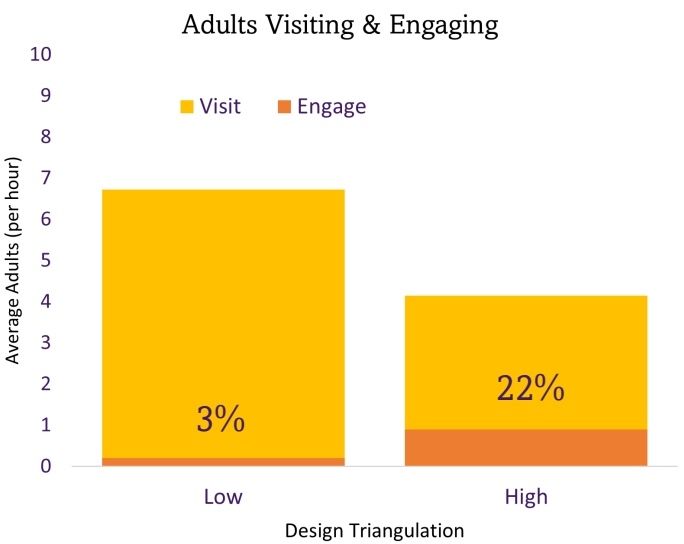
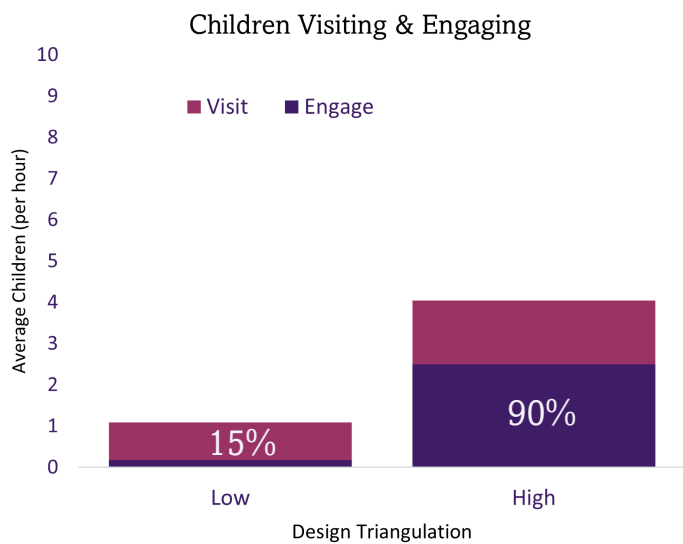
The team classified sites using the three elements. These were summed to create total triangulation scores and then split into low and high triangulation. Sites in each category are shown below



Past Present Future Play, Clay Play Read, Lucien Blackwell Playwalk, Chinatown PlayZa

Lil’ Philly Safety Village, Discovering Sharswood, Gardens Abuzz, Town Center, Play Mobile

## VISITS AND ENGAGEMENT BY TRIANGULATION



High triangulation sites have more children visitors and substantially higher percentages of visitors engaging (both adult and children)

# DO VISITS AND ENGAGEMENT VARY BY NEIGHBORHOOD CONTEXT?

The team examined whether visitation or engagement varied by how walkable a site was and how many children were nearby.

Combining the GIS contextual data with the on-site observations allowed the team to examine ways in which visits or engagement varied by context. The team looked at neighborhood walkability and child populations for sites where observations occurred. Sites at the highest category of walkability (“Walkers Paradise”) had lower engagement with the installations consistent with survey information about how many passed through. Installations where there were more than 600 children under 10 living within 1/4 mile of the site had substantially higher visits and engagement.

## WALKABILITY

Engagement with installations was substantially higher in “Very Walkable” neighborhoods vs. “Walker’s Paradise” locations. This is likely because these are still extremely easy to access but are not as likely to be spaces where people pass quickly through on their way to another errand or activity. The team did not do observations at any of the “Somewhat Walkable” or “Car Dependent” sites.

### “Very Walkable” Engagement



**61%** Children **24%** Adults

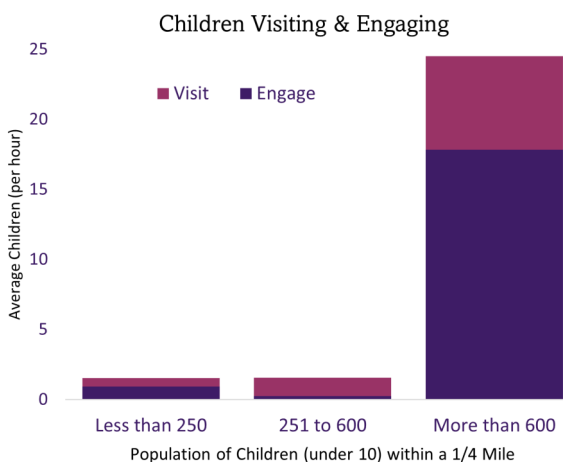
### “Walker’s Paradise” Engagement



**32%** Children **5%** Adults

## POPULATION OF CHILDREN (UNDER 10) LIVING NEARBY

Within 1/4 mile of installation sites there is a lot of variation in the population of children (under 10). The team observed much more engagement and visitation at the PlayMobile, the only installation completed and ready for observation that was located in an area with more than 600 children nearby.



PlayMobile had more visits and engagement and was located in an area with more than 600 children nearby.

←Some sites had less than 250 children under 10 nearby (e.g. Everybody Plays Town Center, Chinatown PlayZa, Discovering Sharswood, and Lil’ Philly Safety Village). Other sites had more than 251 but less than 600 (e.g. Lucien Blackwell Playwalk, Past Present Future Play, Gardens Abuzz, and Clay Play Read), while only one observed site (e.g. PlayMobile) had more than 600 children nearby.

## The visitation data revealed:

In general, Play Everywhere sites had more adult visitors than child visitors. However, children were much more likely to engage with the installations. This was expected since the educational material is geared toward children. For the time period observed, weekday afternoons (12pm-3pm) were the busiest. This may represent a time when children are out of summer camp, daycare, school, or other earlier in the day obligations but not yet settled at home.

Unsurprisingly, visitation and engagement varied across installation sites. Installations that were active and/or kinetic drew many more visitors and encouraged interaction with the actual installation. While shade was highlighted in surveys, there were not evident matching patterns of visitation. Only those sites where both the Play Space and neighborhood condition or cleanliness were low had lower visitation and engagement. Sites in “Very Walkable” places had more engagement than those in “Walker’s Paradise”, according to Walkscore, potentially because less people pass through enroute to other destinations. Situating sites in neighborhoods with large child populations may also help engagement.

### Data sources & Notes

- SOPLAY counts at all completed sites
- EAPRS evaluations at all completed sites
- Urban Health Collaborative Research and Data Core—Data Repository (2019)
- US Census American Community Survey (2016-2020)
- Walkscore™
- Sites not included in the observation due to incompleteness or logistics: Herencia Ancestral (incomplete), Nature Saturdays (no longer running by July 2022), Frankford Waterworks (incomplete), Belmont Commons (incomplete), At Play (incomplete), UnOrthodox (vandalized and removed).
- Several sites were not available for observation at all days/times. Everybody Plays Town Center was only open weekdays prior to the evening shift. The PlayMobile was only employed during the afternoon shift.

### References:

1. McKenzie, T. L. (2016). Context matters: Systematic observation of place-based physical activity. *Research quarterly for exercise and sport*, 87(4), 334-341.
2. McKenzie, T. L., Cohen, D. A., Sehgal, A., Williamson, S., & Golinelli, D. (2006). System for Observing Play and Recreation in Communities (SOPARC): reliability and feasibility measures. *Journal of Physical Activity and Health*, 3(s1), S208-S222.
3. McKenzie, T. L., Marshall, S. J., Sallis, J. F., & Conway, T. L. (2000). Leisure-time physical activity in school environments: an observational study using SOPLAY. *Preventive medicine*, 30(1), 70-77.
4. Saelens, B. E., Frank, L. D., Auffrey, C., Whitaker, R. C., Burdette, H. L., & Colabianchi, N. (2006). Measuring physical environments of parks and playgrounds: EAPRS instrument development and inter-rater reliability. *Journal of Physical Activity and Health*, 3(s1), S190-S207.

### Acknowledgements:

Observations were performed by the Drexel Field Team: Channa Buxbaum, Natalia Brownstein, Dustin Fry, Jana A. Hirsch, Julia Langmuir, Yvonne Michael, Vishwa Patel, Sarah Weinbrom, Douglas Whitmire, and Vanessa Xie. The field team was organized and supervised by Stephen Dickinson, Vishwa Patel, Jana A. Hirsch, and Yvonne Michael. Analyses were done by Jana A. Hirsch, Yvonne Michael, and Stephen Francisco. Unless otherwise noted, images in this section came from Pixabay (<https://pixabay.com/>)



## PART 6



# Individual Profiles of Kaboom Play Everywhere Installations

## PROFILES OF PLAY EVERYWHERE INSTALLATIONS

This section provides information for each installation. All sites, even those not yet completed as of July 2022, have a brief description of the contextual neighborhood factors created from GIS. All completed sites have a short amount of design information. Where possible, the team has provided some information from surveys and a basic overview of observed visitation and engagement.

These individual installation profiles represent a snapshot during the time period in which this evaluation was completed. Worth noting, design features related to condition or cleanliness may change over time. Similarly, visitation or engagement can shift by season or programming.

The reader can use these profiles to describe the installations. The profiles can also provide an overview useful to planning future installations or modifying and maintaining current installations.

Image of an installation piece of Discovering Sharswood in the Peace Park. Photo taken by Jana A Hirsch. →

### Methodology & Data

These profiles use data from all previous sections of this report. Refer to the context, design, perception, and visitation sections of this report for specific detailed methodology. Some sites only have contextual data because they were incomplete or they were removed by the funded organization prior to this evaluation. These included Herencia Ancestral (incomplete), Nature Saturdays (no longer running by July 2022), Frankford Waterworks (incomplete), Belmont Commons (incomplete), At Play (incomplete), UnOrthodox (vandalized and removed). Where needed, profiles describe limitations (e.g. Everybody Plays Town Center profile does not include perception data due to language barriers conducting the surveys). Due to small sample sizes (e.g. ~10 surveys per site), the team did not provide data that could be potentially identifiable.

Installation sites vary widely in context, design, public perception, and engagement.

- Some sites are located in more commercial, walkable areas while others are in more residential locations with larger child populations.
- The grantees had many different design approaches to creating the installations.
- Perceptions of the installations and play spaces showed that people enjoy the changes even if they reported additional improvements may be needed.
- For sites that were complete and able to be assessed, visitation and engagement varied.
- Profiles should be used to understand usage and context, not to criticize or single out specific installations.
- Every site had its own strengths and weaknesses.

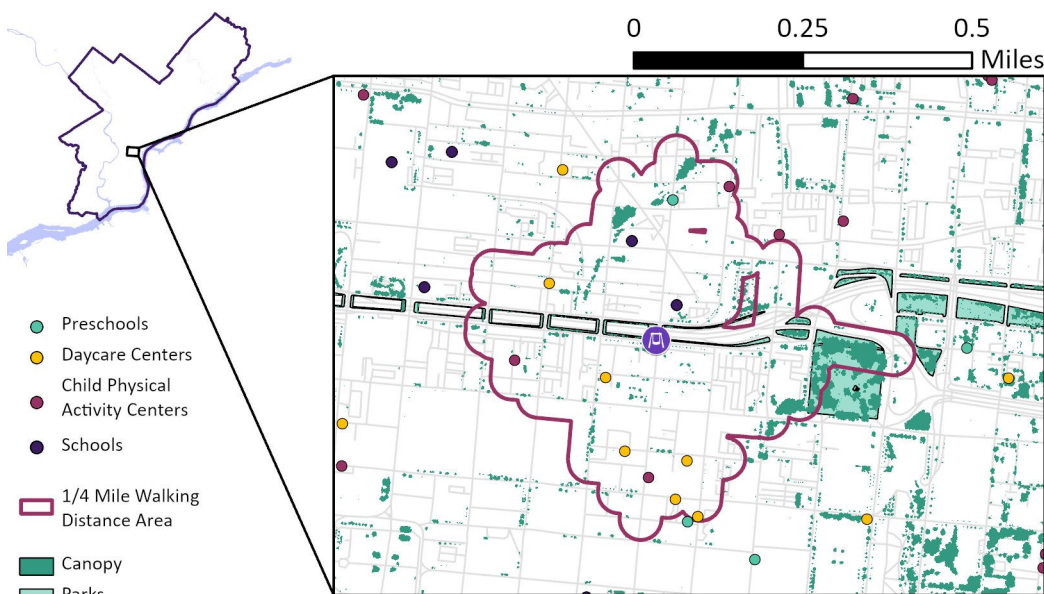




# CHINATOWN PLAYZA

## CHINATOWN DEVELOPMENT CORPORATION

10th Street & Vine Street | Observed 7/8-7/17



### LOCATION SUMMARY

Generally a very diverse area with a large proportion non-Hispanic Asian and non-Hispanic White. This site was very commercial with limited nearby residents. This is reflected both in the high proportion of mixed use density, high-medium/high-density housing, and Walk Score. The result is that very few children live nearby despite the area having a high number of child amenities. Access to nature is very low in this neighborhood with only a 6% tree canopy coverage within a 1/4 mile of the site.

### CONTEXTUAL DATA

#### Racial Composition

42% Non-Hispanic Asian  
11% Non-Hispanic Black  
10% Hispanic  
35% Non-Hispanic White

#### Child Population

131 Children <10 years  
74 Children <5 years

#### Housing Burden

14% mortgage 35% income  
38% rent 35% income

#### Residential Density

0% Low-density  
21% Medium-density  
4% High-density  
27% Mixed commercial/res.

#### Transportation

99 Walk Score (Walker's Paradise)  
40% Streets low stress biking  
7 Bus routes nearby  
0.6 km to subway/trolley

#### Child Amenities

2 Schools  
1 Preschool  
6 Daycare Centers  
5 Child Physical Activity Facilities

#### Nature

2 Parks  
6% Canopy Coverage



# CHINATOWN PLAYZA

## DESIGN SUMMARY

Gorgeous installation in existing park connecting lower and upper parts of Chinatown that are bifurcated by Vine Street Expressway. Activity builds in the existing colonnade and park space on west side of 10th street at the expressway. Mural on the ground is a map that children can locate themselves in and do an online activity around. There are also small-sloped and raised ground elements that encourage running and playing.

## DESIGN ASSESSMENT

### Engagement Data

Pass-thru area between city districts,. People do not stop and spend time there. Activity is a major upgrade to the space; it is gorgeous with highly engaging graphics. It definitely draws people to walk this way, but they do not spend much time engaging. Natural connection through graphics and materials.

### Use Data

The location is in a transitional area between city blocks, highly trafficked for those heading in or out of Center City. This location is located between two high-vehicle trafficked streets (Vine Street Expressway). Could be challenging for older adults and young children to cross without supervision. Definite security issues and presence of people who are homeless. Well maintained will need paint maintenance soon.

### Community Context Data

Community members pass location but do not realize installation is there. Mostly appreciate aesthetics but do not engage. Pass-through nature of site makes community engagement difficult.



↑ Beautiful mural draws in visitors but may need additional strategies to activate or create participation. Otherwise used as a pass through. Image by Jana A. Hirsch

## DESIGN NOTES

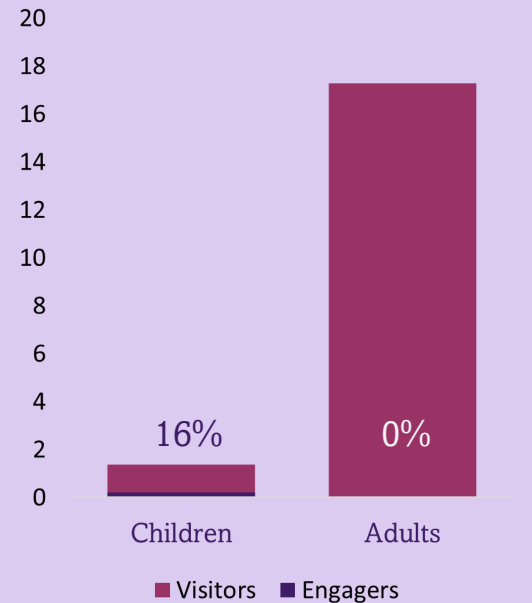
- This site needs additional shade to draw folks in.
- Signage for activity needs to be much bigger.
- Add more obvious activities (e.g. a craft or food fair) for those just stopping on their way somewhere else.

## VISITS AND ENGAGEMENT

### CHINATOWN PLAYZA

Chinatown PlayZa had an average of 1.4 children and 17.3 adults visiting per hour, with 16% and 0% engaged, respectively

**Observation Notes:** Most people (both adults and children) pass through this space. Children seem drawn to the lily pads but are often being taken elsewhere by adults. This is reflected in a high visit but low engagement rate.



## VISITOR TRAVEL

### Home ZIP Codes

19107, 19104, 19122, 19123, 19152, 19713

### Percent Walking/Biking

80%

## VISIT CHARACTERISTICS

### Frequency of Visit

30% first time, 20% almost daily, 10% 4-5 times/wk, 20% once/wk, 20% <1/wk

### Length of Visit

80% pass through, 10% <30 min, 10% 1-2 hrs

### Visit Activities

Almost everyone surveyed said they pass through for work, school, or shopping. Some rest at the site.

### Children Learn

Only one respondent had a child and felt the space helped their child to learn how to be creative in their play.

**Survey Sample:** Chinatown PlayZa had 10 surveys. Of those surveyed, 30% identified as male, 60% as female, 10% non-binary. All respondents had at least a HS education and 70% had college or more. Income varied: 30% had under \$25k and 20% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively in the space, with 100% agreeing that it's easy to get to, safe during the day, and that they feel welcome. A large proportion did not feel safe after dark, some did not feel safe getting to the space (traffic, etc.), and several do not enjoy spending time in this space or feel it is attractive.↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**

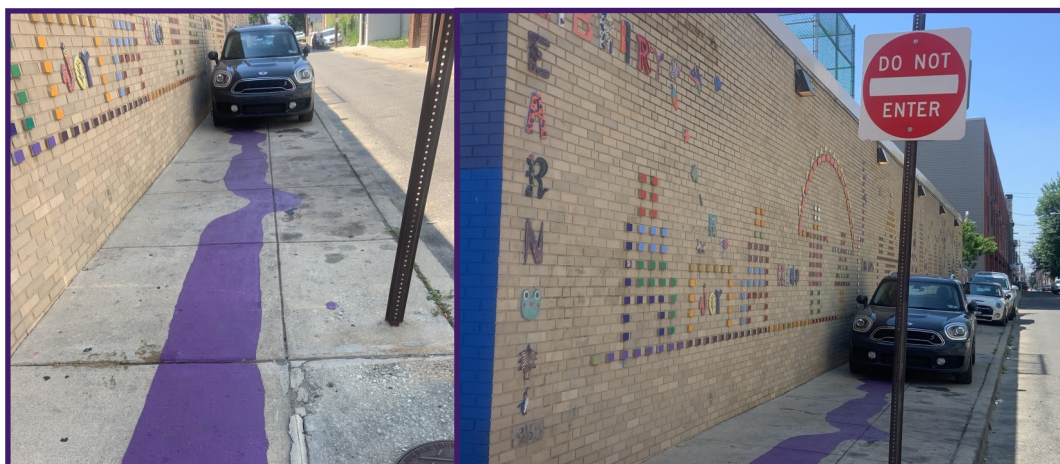
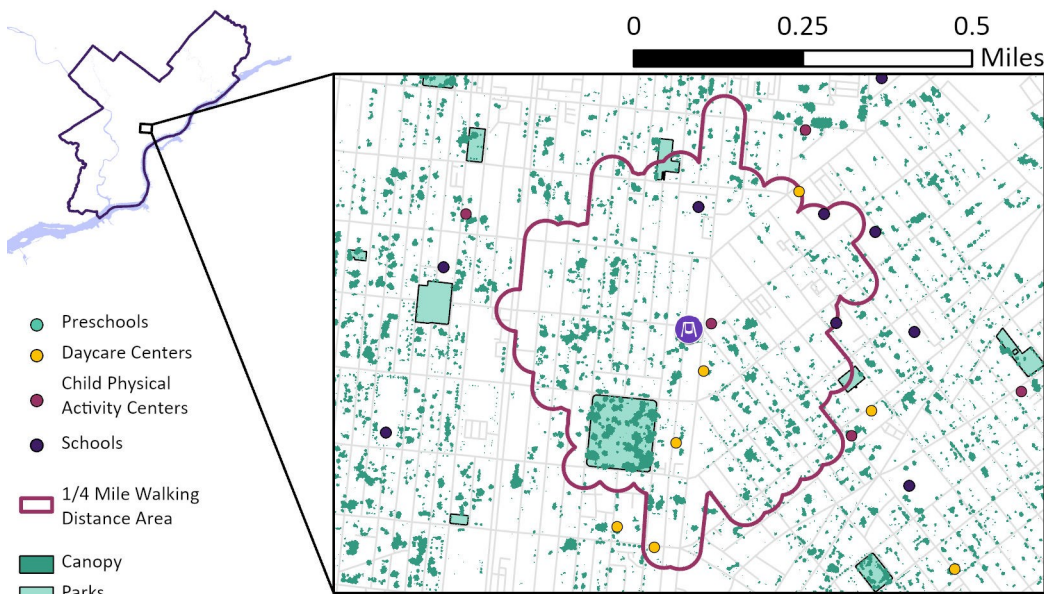




# CLAY, PLAY, READ

## THE CLAY STUDIO

104 West Dauphin Street | Observed 8/5-8/16



### LOCATION SUMMARY

A diverse area with a large proportion Hispanic residents. This site had limited nearby residents due to little high-density residential. Excellent transportation options (walkability, and transit). An average number of children in the nearby neighborhood. Access to nature is mixed in this neighborhood with three parks nearby. Only a 9% tree canopy coverage within 1/4 mile of the site.

### CONTEXTUAL DATA

#### Racial Composition

11% Non-Hispanic Asian  
6% Non-Hispanic Black  
48% Hispanic  
33% Non-Hispanic White

#### Child Population

538 Children <10 years  
318 Children <5 years

#### Housing Burden

14% mortgage 35% income  
39% rent 35% income

#### Residential Density

1% Low-density  
48% Medium-density  
0% High-density  
4% Mixed commercial/res.

#### Transportation

90 Walk Score (Walker's Paradise)  
52% Streets low stress biking  
5 Bus routes nearby  
0.1 km to subway/trolley

#### Child Amenities

2 Schools  
0 Preschools  
4 Daycares  
1 Child Physical Activity Facility

#### Nature

3 Parks  
9% Canopy Coverage



# CLAY, PLAY, READ

## DESIGN SUMMARY

Clay mural on the side of a library. Mural is located on the side of the library in a small street. Easily accessible because the site located right next to York-Dauphin station on the MFL, but only a few people walk on the side street that the mural is located on. Mural is very nice and adds to the aesthetic of this block and corner, important part of the identity for this street.

## DESIGN ASSESSMENT

### Engagement Data

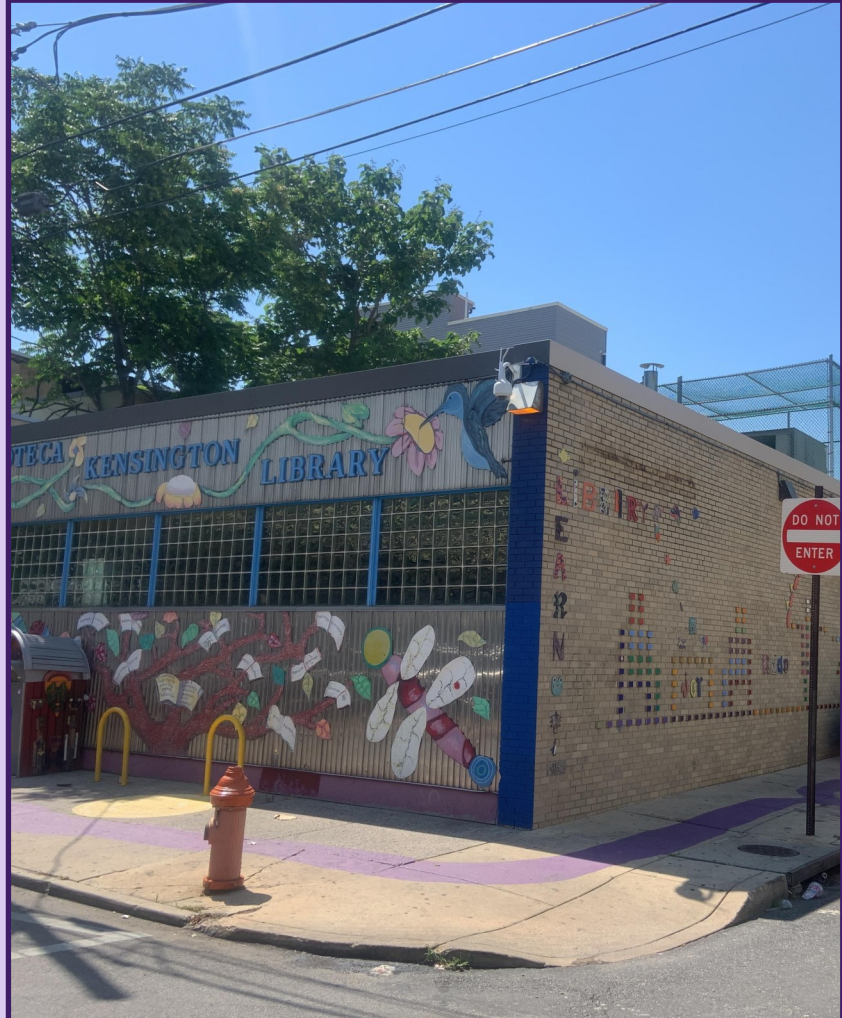
It is very difficult to know that an activity is possible. The indicators are too integrated into general library signage. Cars are always parked on the sidewalk where the mural is located blocking portions of the mural. There is a crossword game made with the mural but can only be accessed if the library provides physical print outs of the crossword puzzle.

### Use Data

Community members pass location do not expect there to be anyone stopped or on the sidewalk here. There is a culture here that folks should keep moving.

### Community Context Data

This activity is lost in the noise of the street, and the existing library façade. Programming is needed to draw folks to the activity.



↑ While the addition is a fun feature of the library, almost nobody seems to stop and observe it. Image by Jana A. Hirsch

## DESIGN NOTES

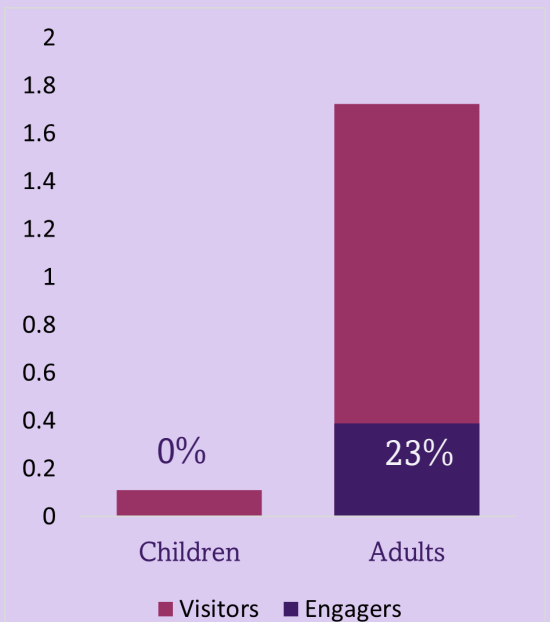
- Making activities more active by adding to the sidewalk might contribute to the environment.
- Simplifying or creating outdoor instructions would also contribute.
- The lack of shade is notable.
- The neighborhood seems unaware of the installation.

## VISITS AND ENGAGEMENT

## CLAY, PLAY, READ

Clay, Play, Read had an average of 0.1 children and 1.7 adults visiting per hour, with 0% and 23% engaged, respectively

**Observation Notes:** Overall low visitation. Most often, visitors who we observed were passing through to the library, bar, or elevated subway. The cars on the sidewalk seem to hinder engagement.



## VISITOR TRAVEL

### Home ZIP Codes

19133, 19122, 19027, 19124, 19125, 19132, 19135, 19146

### Percent Walking/Biking

64%

## VISIT CHARACTERISTICS

### Frequency of Visit

7% first time, 50% almost daily, 21% 4-5 times/wk, 14% 2-3 times/wk, 7% once/wk

### Length of Visit

21% pass through, 21% <30 min, 7% 30-59 min, 36% 1-2 hrs, 14% 5 or more hrs

### Visit Activities

Many people surveyed came to visit the library or the local bar. Others pass by while going to SEPTA.

### Children Learn

Respondents felt their children learned confidence, content to help with school, and how to get along with other children.

**Survey Sample:** Clay, Play, Read had 14 surveys. Of those surveyed, 57% identified as male, 43% as female. 93% had at least a HS education and 36% had college or more. Income varied: 29% reported under \$25k; 36% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively in the space with all visitors agreeing that the space is easy to get to. They felt safe during the day and felt it was welcoming. A very large proportion did not feel safe after dark, and a small number did not feel safe getting to the space, enjoy spending time in the space, or felt it was attractive ↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

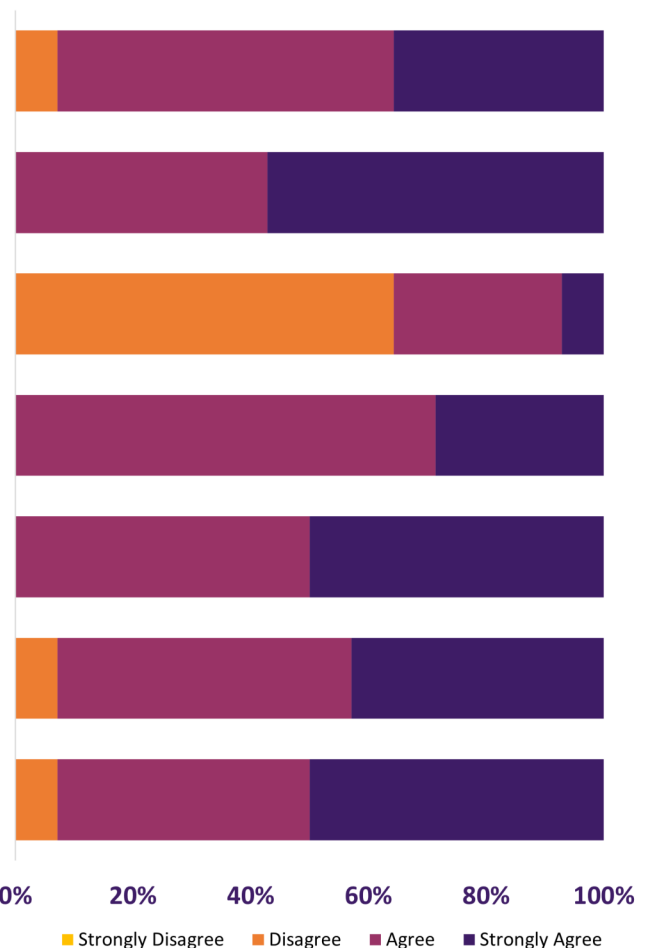
I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**

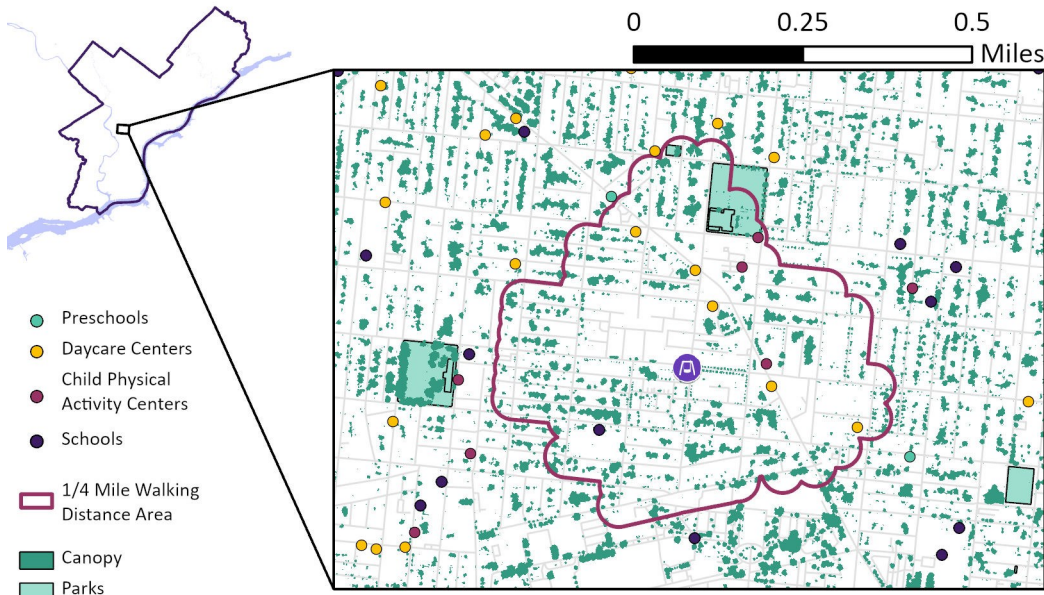




# DISCOVERING SHARSWOOD

## HABITAT FOR HUMANITY BREWERYTOWN

2203 W. Jefferson Street | Observed 8/1-8/14



### LOCATION SUMMARY

This area was a predominantly non-Hispanic Black neighborhood with relatively low-density. There were very few children living nearby and limited residential density. Transportation is possible, but it is farther from the subway or trolley (buses accessible). There are many daycares and child physical activity facilities, as well as multiple parks, and decent canopy coverage for Philadelphia.

### CONTEXTUAL DATA

#### Racial Composition

3% Non-Hispanic Asian  
64% Non-Hispanic Black  
9% Hispanic  
19% Non-Hispanic White

#### Child Population

223 Children <10 years  
98 Children <5 years

#### Housing Burden

39% mortgage 35% income  
38% rent 35% income

#### Residential Density

5% Low-density  
40% Medium-density  
0% High-density  
4% Mixed commercial/res.

#### Transportation

75 Walk Score (Very Walkable)  
40% Streets low stress biking  
4 Bus routes nearby  
1.3 km to subway/trolley

#### Child Amenities

1 School  
0 Preschools  
5 Daycares  
3 Child Physical Activity Facilities

#### Nature

2 Parks  
13% Canopy Coverage



# DISCOVERING SHARSWOOD

## DESIGN SUMMARY

A lively and graphically engaging installation about heroes of science and politics that engages with the audience through facts and science data. Installed in an existing community garden and outside facility on the 2300 block of Master Street. Garden has adequate shade and amenities, is well-tended and has a lot of seating. The installations outside the Masters Street building are damaged.

## DESIGN ASSESSMENT

### Engagement Data

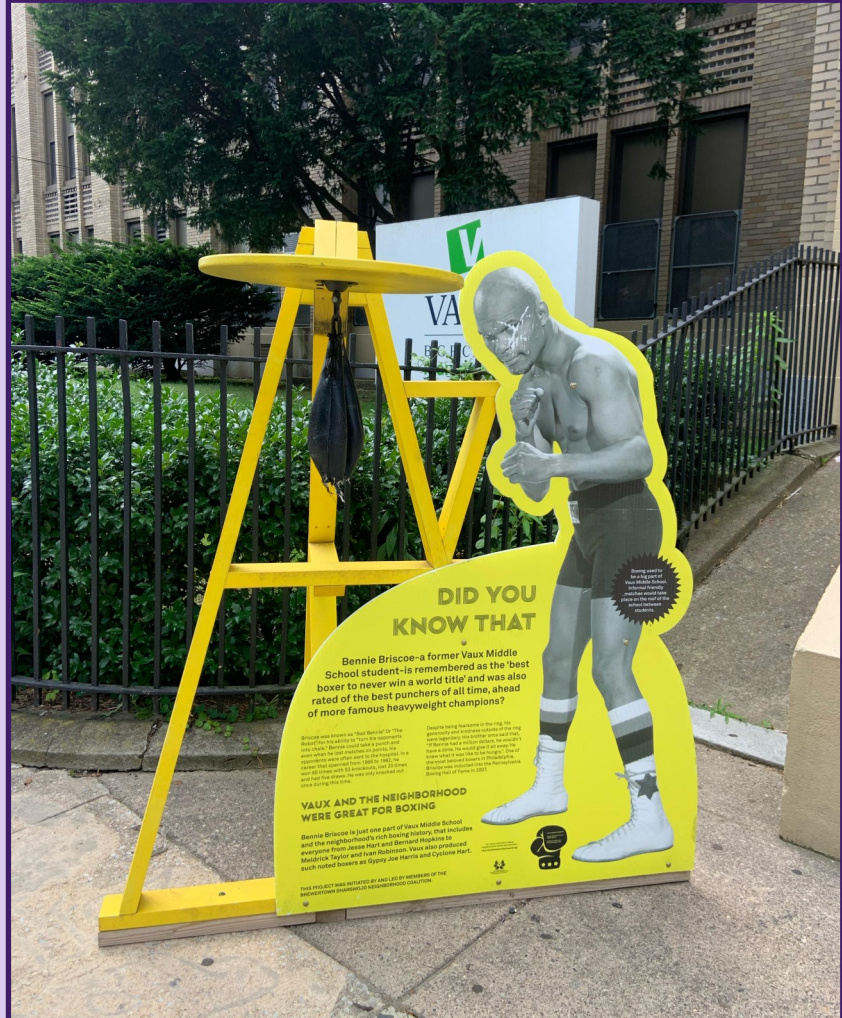
Intentions are of high quality; not many barriers to use. The signage itself was beautiful with very strong topics, accessibility of the science information and how it tied to the characters foregrounded in it. Part of the installation is damaged. Strong connection to nature.

### Use Data

Extremely successful, integrated into neighborhood. It was quite comfortable on the site even in very hot weather. Site was protected from the street a bit, so it felt safe without feeling isolated. The community garden was growing and well-tended. Seemed to be a successful site in a lot of ways. One exception was the tire planters on the outside of the sites were badly tended although not formally part of the installation. These factors could prevent people from knowing that this is a really nice little park with fun things to do.

### Community Context Data

This site is a strong amenity and appears heavily used. Timing-wise, it might be more heavily used in the early evening. The elements outside the park do not seem well-located or well-maintained.



↑ While interactive pieces could be engaging, most are in need of some repair, maintenance, or replacement. This installation in front of Masters Street has a broken punching bag and vandalized face. Image by Jana A. Hirsch

## DESIGN NOTES

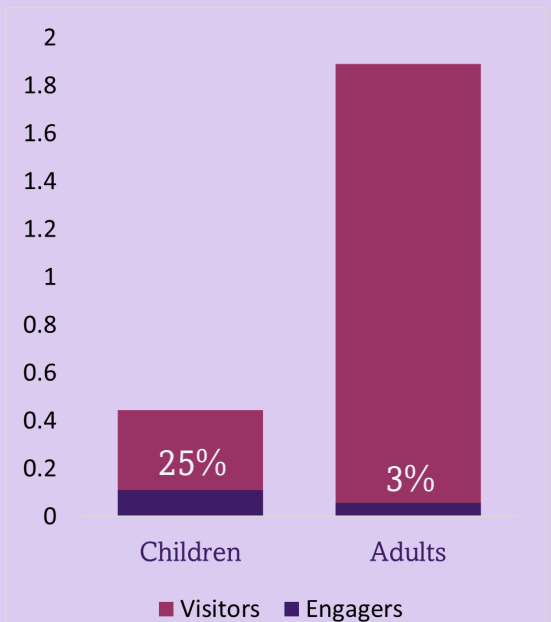
- Remove tire planters from sidewalk
- Community days and events need to be better presented on site
- Repair the broken installations elements
- Increase litter collection and maintenance at site margins

## VISITS AND ENGAGEMENT

## DISCOVERING SHARWOOD

Discovering Sharswood had an average of 0.4 children and 1.9 adults visiting per hour, with 25% and 3% engaged, respectively

**Observation Notes:** We observed primarily in the peace park but also had field researchers check installations near the school. Visitation was highest during a volunteer work day in the garden.



## VISITOR TRAVEL

### Home ZIP Codes

19121, 19111, 19122, 19131, 19132, 19145

### Percent Walking/Biking

70%

## VISIT CHARACTERISTICS

### Frequency of Visit

20% first time, 20% almost daily, 10% 4-5 times/wk, 10% 2-3 times/wk, 10% once/wk, 20% <once/wk

### Length of Visit

20% pass through, 10% <30 min, 10% 30-59 min, 20% 1-2 hrs, 40% 3 or more hrs

### Visit Activities

Many people visited to farm or refill/use the community fridge. Others rested.

### Children Learn

Respondents felt their children learned how to get along with other kids, solve problems, and content can help in school.

**Survey Sample:** Discovering Sharswood had 10 surveys. Of those surveyed, 60% identified as male, 40% as female. Everyone had at least a HS education and 30% had college or more. Income varied: 10% had under \$25k and 30% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively in the space, with all visitors agreeing it is safe and easy to get to the space, that it is safe to be in the space during the day, and that they feel welcome in the space. Some did not feel it is safe after dark and a few do not enjoy spending time or feel it is attractive ↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

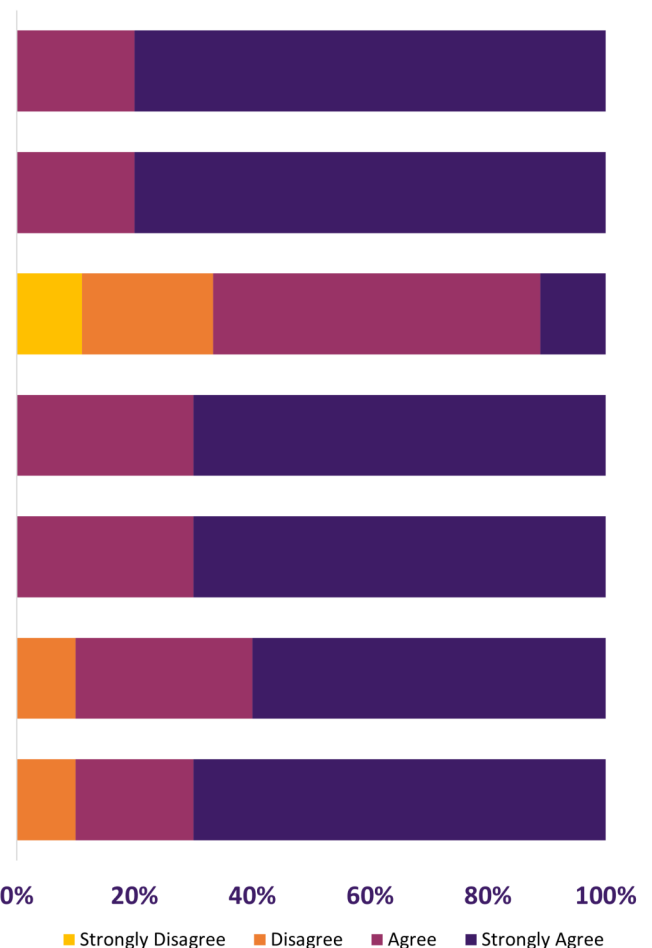
I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**

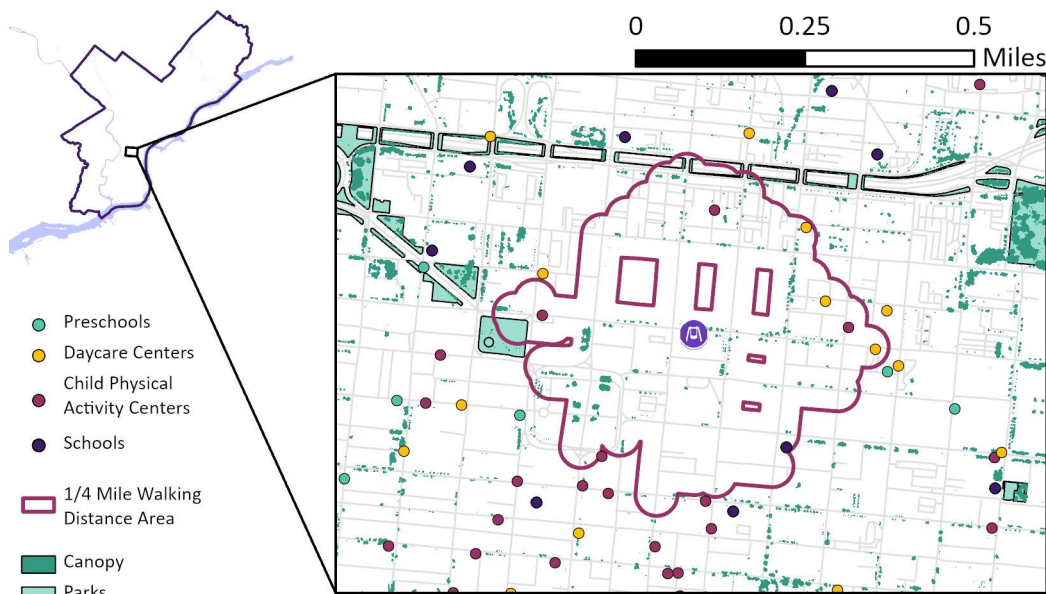




# EVERYBODY PLAYS TOWN CENTER

## NATIONALITIES SERVICE CENTER

1216 Arch Street 4th Floor | Observed 7/12



### LOCATION SUMMARY

This installation exists downtown adjacent to the Philadelphia Convention Center and Chinatown. There is a substantial non-Hispanic Asian population and a good mix of other racial groups nearby. However, very few children live in the area. This area was highly walkable, very dense, and has a lot of transit options nearby. As expected for this area of the city, park access was more limited, and the canopy is almost non-existent.

### CONTEXTUAL DATA

#### Racial Composition

34% Non-Hispanic Asian  
16% Non-Hispanic Black  
10% Hispanic  
33% Non-Hispanic White

#### Child Population

92 Children <10 years  
33 Children <5 years

#### Housing Burden

17% mortgage 35% income  
38% rent 35% income

#### Residential Density

0% Low-density  
8% Medium-density  
7% High-density  
20% Mixed commercial/res.

#### Transportation

99 Walk Score (Walker's Paradise)  
31% Streets low stress biking  
29 Bus routes nearby  
0.3 km to subway/trolley

#### Child Amenities

1 School  
0 Preschools  
3 Daycares  
5 Child Physical Activity Facilities

#### Nature

1 Park  
2% Canopy Coverage



# EVERYBODY PLAYS TOWN CENTER

## DESIGN SUMMARY

Wonderful indoor play space with multiple self-driven activities focused around reading, maps, shopping, and storytelling. Located in Center City. The site seemed to be well-maintained and was well used by kids who have access to it. Access to this play space was limited because it is in an indoor space where people must get buzzed in to enter. Otherwise, this site is learning-oriented, appealing and visually engaging. Many clients are English as a Second Language (ESL) speakers. Staff is bilingual.

## DESIGN ASSESSMENT

### Engagement Data

Intentions are of high quality; many barriers to use. Installation integrated into existing space and very dynamic. Highly successful.

### Use Data

Limited reach, not open to the public. Very well-maintained and high-level in execution. Durable and will last.

### Community Context Data

There are other amenities and a built-in audience. No programming evident.



↑ The use of technology allows bilingual children who visit the Everybody Plays space to access learning in their native language. Image by Jana A. Hirsch

## DESIGN NOTES

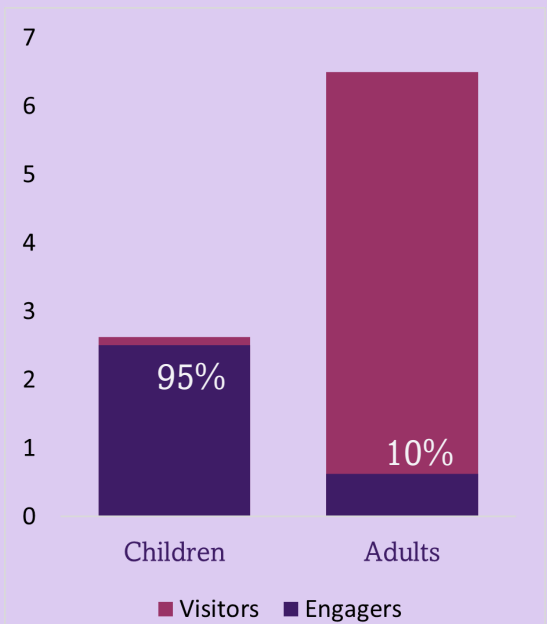
- Create more programming to improve community engagement (e.g. storytime or a writing workshop or bilingual ESL/ESOL events for families)

## VISITS AND ENGAGEMENT

## EVERYBODY PLAYS

Everybody Plays Town Center had an average of 2.7 children and 6.5 adults visiting per hour with 95% and 10% engaged, respectively.

**Observation Notes:** This site was only open weekdays during business hours and requested that the team observe on a Tuesday when staff were present. Building access was limited to clients and not open to the public.



**Lack of Surveys:** The Everybody Plays Town Center is located inside the Nationalities Service Center and caters to a primarily immigrant population. The team was unable to conduct any surveys at this site because there were no English speakers.

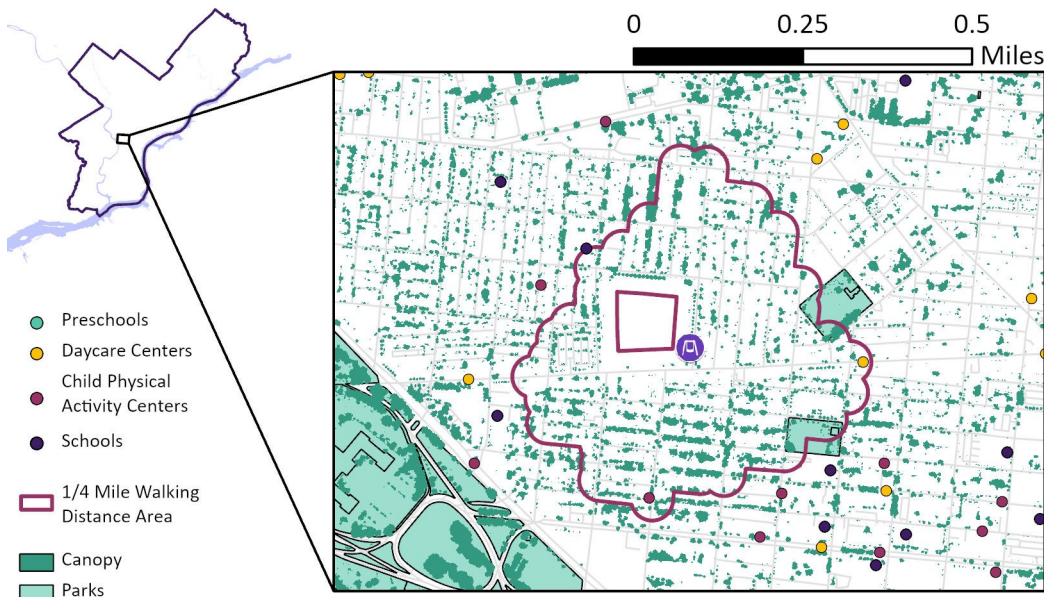


# GARDENS

## ABUZZ AT CORINTHIAN

### FRIENDS OF EASTERN STATE

750 Corinthian Ave | Observed 7/19-7/24



#### LOCATION SUMMARY

This site was the most financially stable of the installations with a very low housing cost burden. In addition, it was located in a predominantly non-Hispanic White neighborhood with mostly medium-density residential housing. A low number of children live nearby, and there were few child amenities. However, there were two parks and very high canopy coverage.

#### CONTEXTUAL DATA

##### Racial Composition

3% Non-Hispanic Asian  
13% Non-Hispanic Black  
5% Hispanic  
77% Non-Hispanic White

##### Child Population

381 Children <10 years  
273 Children <5 years

##### Housing Burden

15% mortgage 35% income  
24% rent 35% income

##### Residential Density

2% Low-density  
61% Medium-density  
3% High-density  
3% Mixed commercial/res.

##### Transportation

93 Walk Score (Walker's Paradise)  
41% Streets low stress biking  
4 Bus routes nearby  
1.0 km to subway/trolley

##### Child Amenities

0 Schools  
0 Preschools  
1 Daycare  
1 Child Physical Activity Facility

##### Nature

2 Parks  
16% Canopy Coverage



# GARDENS

## ABUZZ AT CORINTHIAN

### DESIGN SUMMARY

Highly successful installation. Aesthetically, there was a set of beautiful activity boxes to guide people through the park and community garden. The existing park and community garden are a major hub for residents and already highly-used. These activity boxes might only work for certain ages but could also grab caregivers' interest. The activities have a wonderful aspect similar to a secret garden – how many boxes are there and can people find them all?

### DESIGN ASSESSMENT

#### Engagement Data

This play site was well-maintained by community members (mostly parents whose kids use the space) and volunteers. Most people in the space used the sandbox and the community garden, and rarely interacted with the Kaboom installation. Works with supervision – during a recreation time, it would be used as boxes are very attractive. Card and activity might be used. This location serves more than one purpose and a variety of age groups. Fantastic connection to nature.

#### Use Data

There was a good amount of shade and a misting system for the sandbox area, but not along the path where the Kaboom installation is located. Security, especially in the evening, seemed to be a common concern among surveyed individuals.

#### Community Context Data

This activity promotes discovery. STEM learning programs are conducted in this location. There are lot of learning activities but not through the Kaboom installations.



↑ Beautiful garden but the installation was difficult to find when entering from the south side. Experience is confusing depending on which side one enters, so if you enter from the more public side, you aren't aware of the experience.

Image by Jana A. Hirsch

### DESIGN NOTES

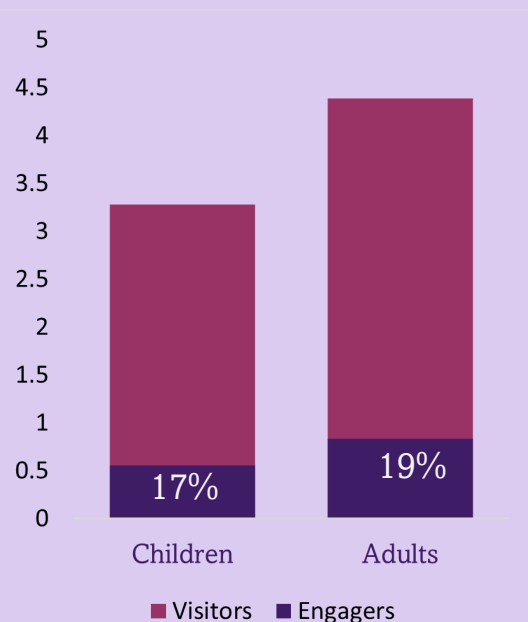
- Information signs, currently missing, should be placed on both sides of park with the clipboards
- Encourage visitors to increase engagement and visit again for the longer period of time

## VISITS AND ENGAGEMENT

## GARDENS ABUZZ

Gardens Abuzz had an average of 3.3 children and 4.4 adults visiting per hour, with 17% and 19% engaged, respectively

**Observation Notes:** Field members sat primarily in the center of the garden with visible site lines to at least three installation boxes. Visitors had to look at, read, or touch the boxes to be considered engagers. Nobody seems to be passing through, it is more of an intentionally used space.



## VISITOR TRAVEL

### Home ZIP Codes

19130

### Percent Walking/Biking

100%

## VISIT CHARACTERISTICS

### Frequency of Visit

None first time, 17% almost daily, 33% 4-5 times/wk, 25% 2-3 times/wk, 8% once/wk, 17% <once/wk

### Length of Visit

Nobody passes through, 58% 30-59 min, 33% 1-2 hrs, 8% 3 or more hrs

### Visit Activities

Most people watch or play with their children. Some garden maintenance is done on site.

### Children Learn

Respondents felt their children learned how to get along with other children and to be creative in their play.

**Survey Sample:** Gardens Abuzz had 12 surveys. Of those surveyed, 33% identified as male, 67% as female. Everyone had a college degree or more. Income was also high for the sites: 8% had under \$25k and 92% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively in the space. Every visitor agreed it was safe and easy to get to and that they feel welcome. Some visitors did not feel safe in the space both during the day and at night. A few also did not agree that the space was attractive or that they enjoyed spending time there. ↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**



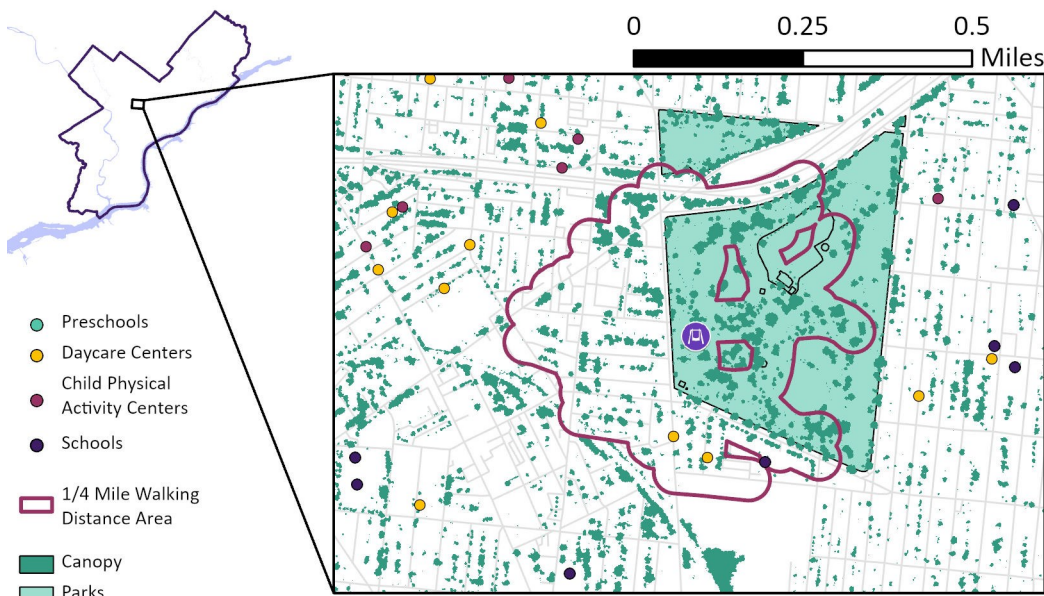


# LIL' PHILLY

## SAFETY VILLAGE

### BICYCLE COALITION

1261 W. Hunting Park Ave | Observed 7/6-7/10



## LOCATION SUMMARY

The installation sits inside a public park within a predominantly non-Hispanic Black and Hispanic neighborhood. There are not a lot of children within 1/4 mile. The installation is primarily surrounded by park space. One has to enter the park to access the installation. The area is mostly medium-density housing with a very high housing cost burden. It is close to transport with 10 bus lines, had high walkability and easy subway access. Due to being located in a park, there was very high tree canopy coverage.

## CONTEXTUAL DATA

### Racial Composition

2% Non-Hispanic Asian  
65% Non-Hispanic Black  
30% Hispanic  
2% Non-Hispanic White

### Child Population

248 Children <10 years  
186 Children <5 years

### Housing Burden

17% mortgage 35% income  
54% rent 35% income

### Residential Density

2% Low-density  
78% Medium-density  
1% High-density  
2% Mixed commercial/res.

### Transportation

85 Walk Score (Very Walkable)  
26% Streets low stress biking  
10 Bus routes nearby  
0.4 km to subway/trolley

### Child Amenities

1 School  
0 Preschools  
2 Daycares  
0 Child Physical Activity Facilities

### Nature

2 Parks  
19% Canopy Coverage



# LIL' PHILLY SAFETY VILLAGE

## DESIGN SUMMARY

Small aesthetically-pleasing biking area in larger park that is meant to teach kid about traffic safety and how to learn to bicycle. It consists of a smaller path in a larger park that is also meant to teach children about traffic safety. Although this site is located outside, it is not a place where individuals can just pass by and see it. It seemed that individuals must put in effort to go into the park to discover or see the site. The actual play site itself was well-maintained and visually appealing.

## DESIGN ASSESSMENT

### Engagement Data

People have used the site for other purposes than learning how to ride a bike. Shade was limited in the play site area. The surrounding park has more activity than the play site.

### Use Data

Safety not an issue, site was open and accessible. Maintenance and graffiti are issues in the larger park. Signage in this area has also been destroyed.

### Community Context Data

Community members who pass through or by location do not realize the activity is there. Larger site is a major community entity, highly trafficked and in use for outdoor recreation.



↑ The entrance of the installation was attractive and inviting but may be more effective at drawing people in to the ride activities if signage was larger or programming helped children engage. Image by Jana A. Hirsch

## DESIGN NOTES

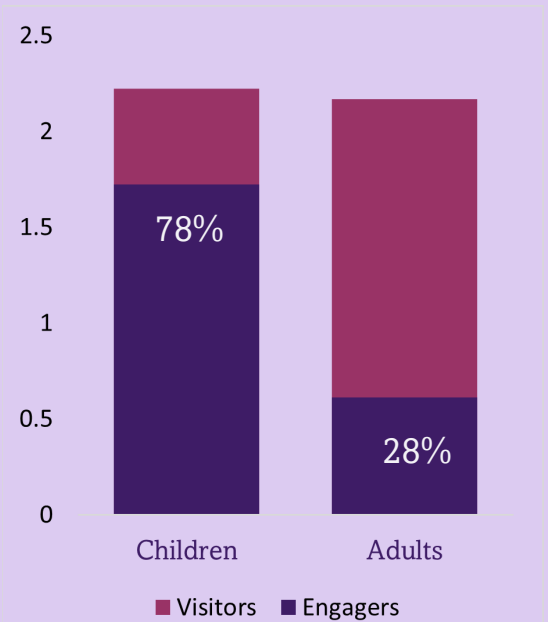
- Add signage to draw visitors into the learning to ride activity area.
- Include small vehicles or loaner bikes for the children to “drive” through the installation

## VISITS AND ENGAGEMENT

## LIL' SAFETY VILLAGE

Lil' Philly Safety Village had an average of 2.2 children and 2.2 adults visiting per hour, with 78% and 28% engaged, respectively

**Observation Notes:** This installation is quite large and most individuals who are in the space are engaging with it. However, people often visit for other activities (besides learning to bike or learning traffic rules)



## VISITOR TRAVEL

### Home ZIP Codes

19140, 19124, 19141, 19020, 19126, 19132

### Percent Walking/Biking

20%

## VISIT CHARACTERISTICS

### Frequency of Visit

30% first time, 10% almost daily, 50% once/wk, 10% <once/wk

### Length of Visit

10% pass through, 10% <30 min, 10% 30-59 min, 60% 1-2 hrs, 10% 3 or more hrs

### Visit Activities

Most people came to engage with the installation or watch/play with their children.

### Children Learn

Respondents felt their children learn how to get along with other kids, confidence, bike riding, and navigating street signs.

**Survey Sample:** Lil' Philly Safety Village had 10 surveys. Of those surveyed, 30% identified as male, 70% as female. 90% had at least a HS education and 20% had college or more. Income varied: 10% had under \$25k and 20% had more than \$50k.

## VISITOR PERCEPTIONS

Visitors felt positively in the space, with all of them agreeing it is safe and easy to get to, safe to visit during the day, they felt welcome, they enjoyed spending time, and they felt the space was attractive. Respondents only perceived a drop in safety at night with around three-quarters reporting that they did not feel it was safe to visit after dark. ↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**

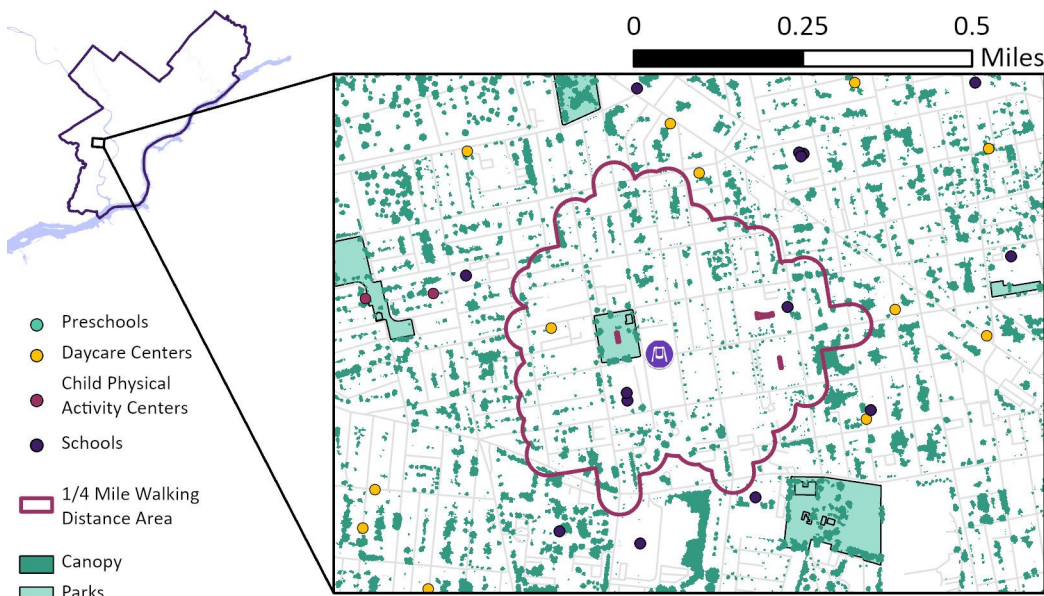




# LUCIEN E. BLACKWELL PLAYWALK

## PHILADELPHIA HOUSING AUTHORITY

761 N. 47th Street | Observed 7/22-7/31



### LOCATION SUMMARY

This installation was located outside of a community center in a predominantly non-Hispanic Black neighborhood. The area was mainly residential. An average number of children live nearby. Access is easy, and the area was not busy. Transit is located nearby. The site has good walkability. The site has more limited canopy coverage, although new trees have been planted in the area and will increase greenery and shade in coming years.

### CONTEXTUAL DATA

#### Racial Composition

2% Non-Hispanic Asian  
81% Non-Hispanic Black  
5% Hispanic  
6% Non-Hispanic White

#### Child Population

405 Children <10 years  
238 Children <5 years

#### Housing Burden

14% mortgage 35% income  
34% rent 35% income

#### Residential Density

6% Low-density  
77% Medium-density  
1% High-density  
1% Mixed commercial/res.

#### Transportation

84 Walk Score (Very Walkable)  
31% Streets low stress biking  
4 Bus routes nearby  
1.0 km to subway/trolley

#### Child Amenities

3 Schools  
0 Preschools  
1 Daycare  
0 Child Physical Activity Facilities

#### Nature

1 Park  
10% Canopy Coverage



# LUCIEN E. BLACKWELL PLAYWALK

## DESIGN SUMMARY

Lucien Blackwell Play-walk is a blacktop play area in front of a community center. Adjacent to a walking path and across the street from new rowhomes, there seems to be limited activity in this play space, especially during the summer.

## DESIGN ASSESSMENT

### Engagement Data

No visible shade covered the play site, so it made it harder for kids to play with it in the heat. The community center located on the same property as the play site was well used. There is a summer program in the community center.

### Use Data

Area seemed to be primarily a pass-through. Seating was limited. There was a lot of greenery, but the grass seemed to not be watered enough. There was no visible water source in the adjacent park. There was decent amount of foot traffic but none to play with the installation. Security was not an issue, site was visible to the community center, homes and passerby.

### Community Context Data

Relies on adjacent community center for pass through audience. No programming in evidence during design visits (but many referenced programming during surveys). Park seemed seasonal – and might be a valuable waiting place for kids as they get picked up.



↑ The installation is a drastic upgrade from a basic parking lot or car pass through. Additional shade and seating elements would make it more attractive for people to use, especially when it is hot and sunny in the summer. Image by Jana A. Hirsch

## DESIGN NOTES

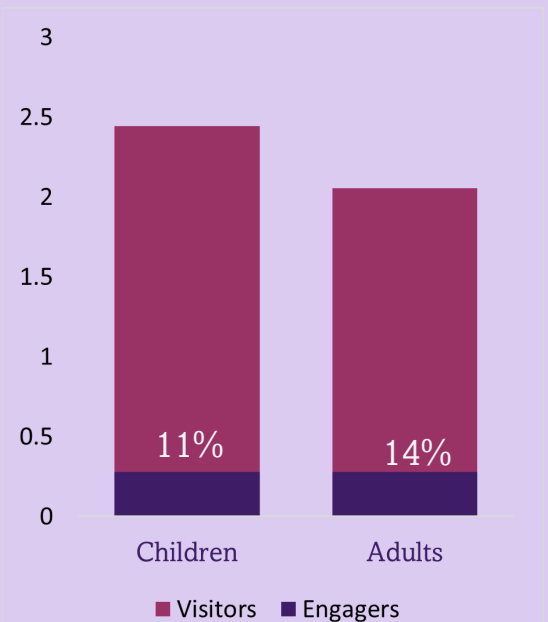
- Improve maintenance for walking paths and add fitness programming.
- Add/improve furniture and blacktop.
- Increase shade, which is desperately needed if there is a desire for summer use.

## VISITS AND ENGAGEMENT

### LUCIEN E. BLACKWELL

Lucien E. Blackwell Playwalk had an average of 2.4 children and 2.1 adults visiting per hour, with 11% and 14% engaged, respectively

**Observation Notes:** This installation includes the blacktop and lawn game. Employees at the rec center indicated that this area is used a lot, but in the midst of the deepest summer the lack of shade makes it very hot with minimal engagement.



## VISITOR TRAVEL

### Home ZIP Codes

19139

### Percent Walking/Biking

100%

## VISIT CHARACTERISTICS

### Frequency of Visit

None were visiting for the first time, 50% almost daily, 10% 4-5 times/wk, 20% 2-3 times/wk, 20% <once/wk

### Length of Visit

10% pass through, 10% <30 min, 30% 30-59 min, 20% 1-2 hrs, 30% 3 or more hrs

### Visit Activities

Most individuals visit this space for programming or exercise related to the recreation center.

### Children Learn

Respondents felt their children learn how to get along with other kids, solve problems, and be creative in play.

**Survey Sample:** Lucien E. Blackwell had 10 surveys. Of those surveyed, 30% identified as male, 70% as female. Everyone had at least a HS education and 40% had college or more. Income varied: 10% had under \$25k and 20% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively about the space with all users reporting the space as easy to get to, safe to visit during the day, welcoming, and attractive. In general, this site had more positive perceptions at night compared to other sites, potentially due to how residential the location is. ↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

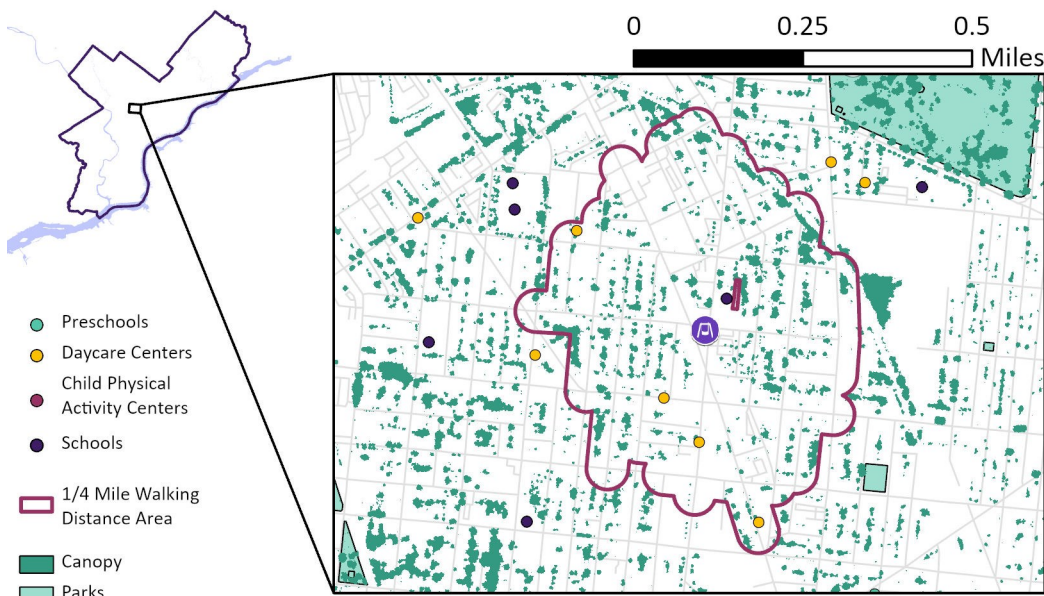
I feel this play space is **attractive**



# PAST, PRESENT, FUTURE PLAY

## CITY PLANNING COMMISSION

3799 Germantown Ave | Observed 7/26-8/14



### LOCATION SUMMARY

This site is located on a very busy commercial corridor (Broad Street) at the intersection of another busy commercial corridor (Germantown Ave). This is reflected by high density residential and lots of mixed commercial and residential housing classes. It is predominantly non-Hispanic Black and has a very high rent cost burden. Access is extremely easy; it is highly walkable, has 10 bus routes nearby, and is essentially at the Broad Street Line subway. There are no parks nearby, and tree coverage is average.

### CONTEXTUAL DATA

#### Racial Composition

0% Non-Hispanic Asian  
86% Non-Hispanic Black  
12% Hispanic  
2% Non-Hispanic White

#### Child Population

562 Children <10 years  
403 Children <5 years

#### Housing Burden

18% mortgage 35% income  
53% rent 35% income

#### Residential Density

4% Low-density  
66% Medium-density  
0% High-density  
6% Mixed commercial/res.

#### Transportation

90 Walk Score (Walker's Paradise)  
39% Streets low stress biking  
10 Bus routes nearby  
0.2 km to subway/trolley

#### Child Amenities

1 School  
0 Preschools  
4 Daycares  
0 Child Physical Activity Facilities

#### Nature

0 Parks  
11% Canopy Coverage



# PAST, PRESENT, FUTURE PLAY

## DESIGN SUMMARY

Triangle Park in Butler triangle with benches, green space and a signage wrap on existing electrical transformer station in the park. This park is a landing place for passerby there's no real play element at all. The project is a wrap with images of past and future proposals around an electrical transformer box that takes up one side of the park. The park and wrap are very nicely done with planting and some nice benches and seats tables.

## DESIGN ASSESSMENT

### Engagement Data

Pass thru area no actual play element that kids can engage with. Some programming brings children sporadically.

### Use Data

Well maintained. Will need paint maintenance soon. There was trash. Seating was in use and people utilize the space as a waiting area for the businesses that surround the park.

### Community Context Data

Community members passing the location do not realize the installation is there. Most appreciate aesthetics but do not engage. Pass-through nature of the site makes community engagement difficult.



↑ The primary installation at this site is a series of text-heavy descriptions. The public space changes (trees, seating, painting) are all improvements but do not attract or engage children. Image by Jana A. Hirsch

## DESIGN NOTES

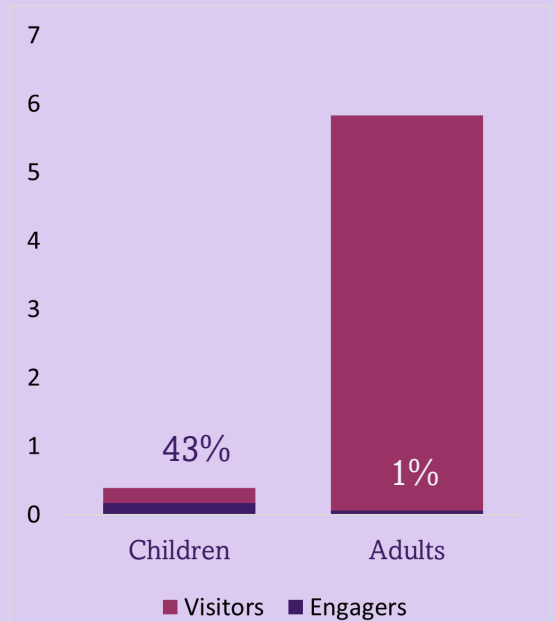
- Need more and obvious activities/programming (e.g. craft or food fair) to draw in and engage those just stopping on their way to somewhere else.
- Needs a more clear activity for kids to participate in.
- This site needs additional shade to draw folks in.

## VISITS AND ENGAGEMENT

### PAST, PRESENT, FUTURE

Past, Present, Future Play had an average of 0.4 children and 5.8 adults visiting per hour, with 43% and 1% engaged, respectively

**Observation Notes:** This site is a small triangle on Broad street. People were considered engaging if they were interacting with the text on the sign or at an event. We also observed during a library sponsored reading event.



## VISITOR TRAVEL

### Home ZIP Codes

19140, 19104, 19128, 19132, 19139, 19149, 19170

### Percent Walking/Biking

73%

## VISIT CHARACTERISTICS

### Frequency of Visit

9% first time, 27% almost daily, 18% 4-5 times/wk, 27% 2-3 times/wk, 18% once/wk

### Length of Visit

27% pass through, 18% 30-59 min, 18% 1-2 hrs, 27% 3 or more hrs

### Visit Activities

Most said they relaxed or ate/drank in this space. Some waited for the bus or subway.

### Children Learn

Respondents felt their children learn language skills in this space.

**Survey Sample:** Past Present Future Play had 11 surveys. Of those surveyed, 72% identified as male, 27% as female. 91% had at least a HS education and only 9% had college or more. Income was generally low: 55% had under \$25k and only 9% had more than \$50k.

## VISITOR PERCEPTIONS

Most visitors felt positively in the space, with everyone agreeing to all statements about the space. This includes safety and ease of access, safety during the day, welcoming, enjoying time in the space, and attractiveness. Similar to other sites, people do not field safe visiting this space after dark↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

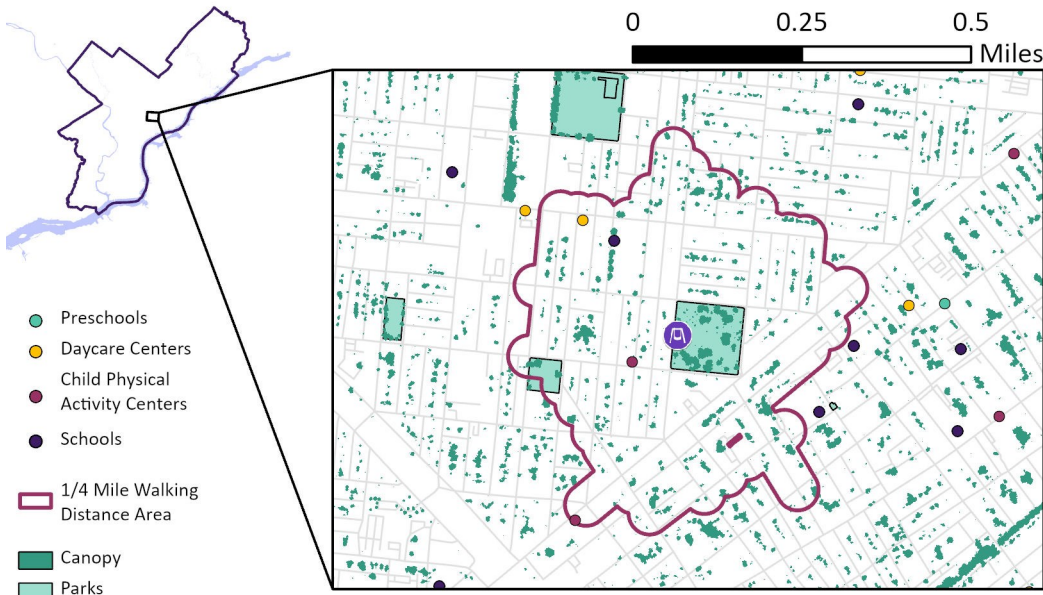
I feel this play space is **attractive**



# PLAY MOBILE

## DEPARTMENT OF PARKS AND RECREATION

Mobile: 3455 Kensington Avenue | Observed 7/27, 8/10, 8/16



### LOCATION SUMMARY

While the Play Mobile is portable, it spent the summer at McPherson Square. The neighborhood around that park has a very large child population and very high residential and mixed-use density. Residents are a mix of non-Hispanic Black, Hispanic, and non-Hispanic White. Transportation is relatively easy by quantitative metrics (walkable enough, lots of low stress bike streets, easy bus access, and close transit), but this is the heart of an open air drug market, and there are substantial social and personal barriers to access the site.

### CONTEXTUAL DATA

#### Racial Composition

1% Non-Hispanic Asian  
21% Non-Hispanic Black  
63% Hispanic  
13% Non-Hispanic White

#### Child Population

1061 Children <10 years  
548 Children <5 years

#### Housing Burden

25% mortgage 35% income  
53% rent 35% income

#### Residential Density

1% Low-density  
65% Medium-density  
0% High-density  
7% Mixed commercial/res.

#### Transportation

75 Walk Score (Very Walkable)  
49% Streets low stress biking  
6 Bus routes nearby  
0.5 km to subway/trolley

#### Child Amenities

1 School  
0 Preschools  
1 Daycare  
2 Child Physical Activity Facilities

#### Nature

2 Parks  
7% Canopy Coverage



# PLAYMOBILE

## DESIGN SUMMARY

Play Mobile is a very active play area for modular play with a special security perimeter set up just for the activity. Perimeter of park is well decorated and easy to find/easy to see security is obvious and active as surroundings are an open-air drug market with active users. Highly successful despite adverse surroundings including violence and wasp infestations.

## DESIGN ASSESSMENT

### Engagement Data

Intentions are of high quality; many barriers to use. Installation integrated into existing space and very dynamic. Highly successful and badly needed.

### Use Data

There are many play structures for children to interact with. There is a high level of engagement with the play structures. However, due to unpredictable surrounding violence, the kids are not guaranteed play time with the structures. Children seem to like the engagement, which is secure, but surrounding space is very dangerous. Maintenance is extremely important as there may be drug detritus left in play space that could harm the children, and there are nesting hornets and wasps adjacent to the sites. Some nature connection.

### Community Context Data

This interior park is popular and the project itself is heavily used. It is unclear how the play space itself is connecting to the people that live in the area. Security is highly necessary and understandable with the open-air drug use that is in full force and extremely unsettling. This could possibly stop some users from engaging. Time of day is important at this site as it offers a safe space for consistent hours each day. A consistent schedule of staff, programming, and activities help engage children in creativity and learning.



↑ Installation is highly programmed and protected, especially for children. However, limited space and amenities for the parents of children visiting might make it harder. We saw several adults using play elements as seating since there was none nearby. Image by Jana A. Hirsch

## DESIGN NOTES

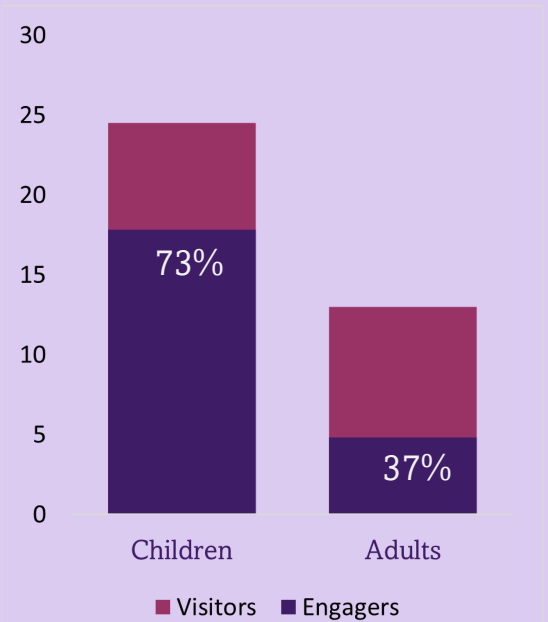
- Add programming that could benefit and draw in more families, especially activities for parents in tandem with children.
- Add seating that is durable and comfortable for caregivers to increase family engagement.

# PLAYMOBILE

## VISITS AND ENGAGEMENT

The Play Mobile had an average of 24.5 children and 13.0 adults visiting per hour, with 73% and 37% engaged, respectively

**Observation Notes:** The Play Mobile was in McPherson Square all summer, Monday-Thursday 11am-3pm. We observed during these times. There was lots (and varied) programming and staff at this site. Wasp infestation closed this site in August temporarily.



## VISITOR TRAVEL

### Home ZIP Codes

19134, 19114, 19125, 19130, 19136, 19149

### Percent Walking/Biking

70%

## VISIT CHARACTERISTICS

### Frequency of Visit

20% first time, 20% almost daily, 10% 4-5 times/wk, 10% 2-3 times/wk, 10% once/wk, 20% <once/wk

### Length of Visit

None pass through, 10% <30 min, 20% 1-2 hrs, 70% 3 or more hrs

### Visit Activities

Most said they play with their child in this space and engage with the Play Mobile components.

### Children Learn

Respondents feel their children learn how to get along with other kids and how to be creative in their play.

**Survey Sample:** Play Mobile had 10 surveys. Of those surveyed, 40% identified as male, 60% as female, 10% non-binary. 90% had at least a HS education and 30% had college or more. Income varied: 10% had under \$25k and 40% had more than \$50k.

## VISITOR PERCEPTIONS

A majority of people felt welcome in this space, and enjoyed spending time in the space. However, compared to other sites there was some reporting that they do not feel safe getting to the space, do not feel safe in the space during the day, and a lot of reporting that they do not feel safe in this space after dark.↓

I feel **safe getting to** this play space

I feel it is **easy to get to** this play space

I feel it is safe to visit this play space **after dark**

I feel it is safe to visit this play space **during the day**

I feel **welcome** in this play space

I **enjoy spending time** in this play space

I feel this play space is **attractive**

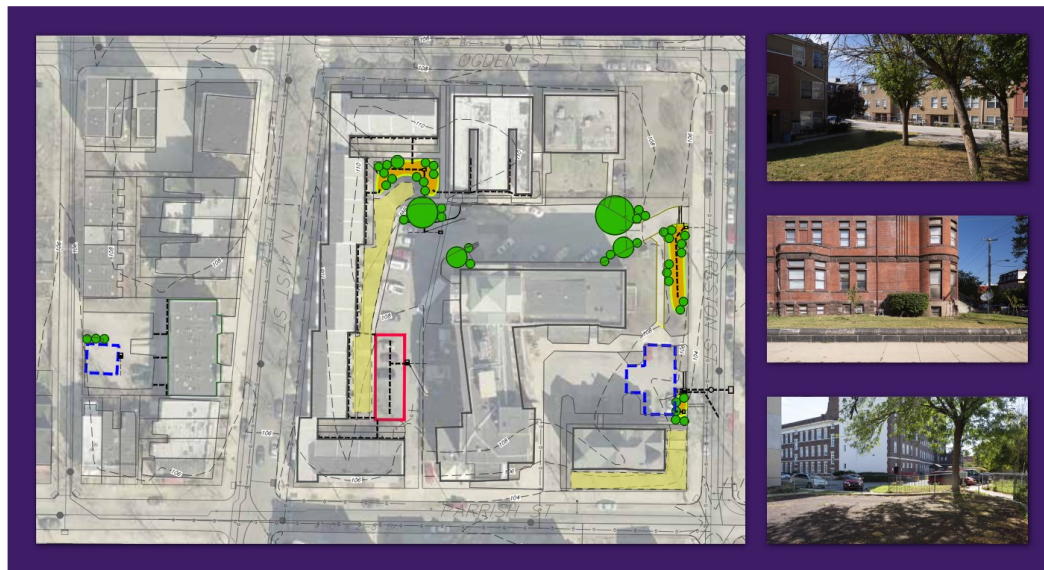
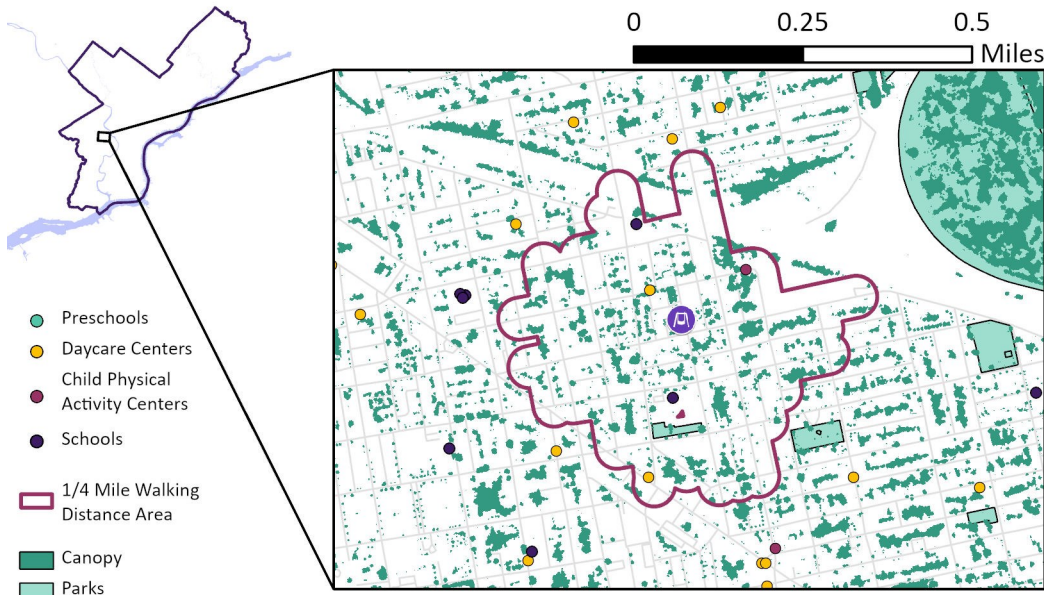




# AT PLAY

## FRIENDS REHABILITATION PROGRAM

836 N. Preston Street | Incomplete: not observed



### LOCATION SUMMARY

This site is located in a primarily non-Hispanic Black Neighborhood. It is residential with some amenities and walkability. The result is that many children live nearby.

### DATA

Since this installation was incomplete as of July 1, 2022, the team was only able to perform an analysis of the context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, and surveys. (Images are from the Kaboom Play Everywhere website.)

### CONTEXTUAL DATA

#### Racial Composition

1% Non-Hispanic Asian  
87% Non-Hispanic Black  
3% Hispanic  
6% Non-Hispanic White

#### Child Population

787 Children <10 years  
355 Children <5 years

#### Housing Burden

23% mortgage 35% income  
36% rent 35% income

#### Residential Density

7% Low-density  
55% Medium-density  
1% High-density  
4% Mixed commercial/res.

#### Transportation

74 Walk Score (Very Walkable)  
49% Streets low stress biking  
5 Bus routes nearby  
1.3 km to subway/trolley

#### Child Amenities

2 Schools  
0 Preschools  
2 Daycares  
1 Child Physical Activity Facility

#### Nature

1 Park  
15% Canopy Coverage

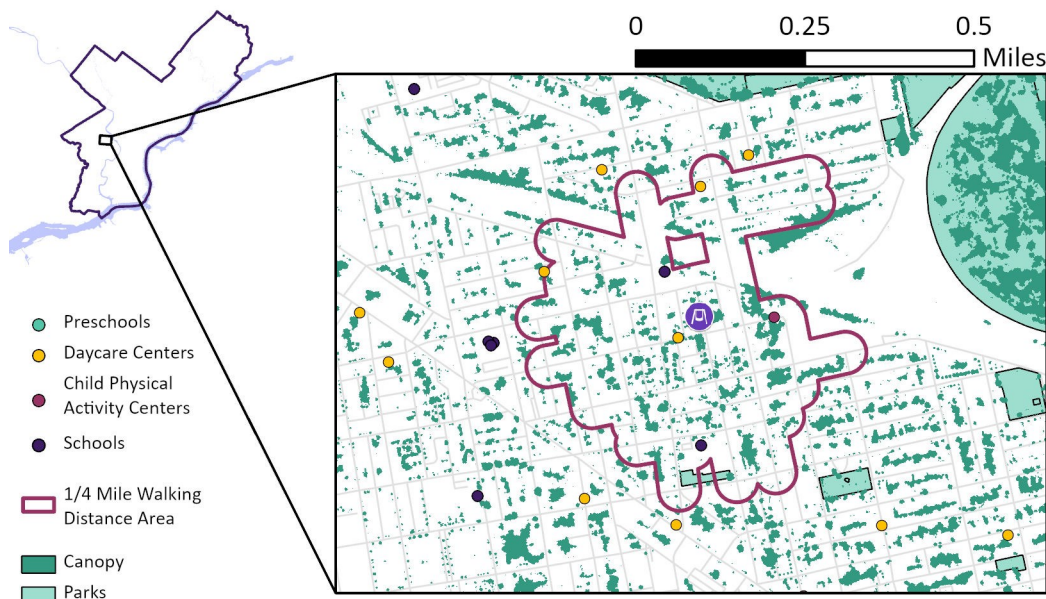




# THE BELMONT COMMONS

BELMONT ALLIANCE CIVIC ASSOCIATION CDC

864-874 N. Preston Street | Incomplete: not observed



## CONTEXTUAL DATA

### Racial Composition

1% Non-Hispanic Asian  
87% Non-Hispanic Black  
3% Hispanic  
6% Non-Hispanic White

### Child Population

775 Children <10 years  
345 Children <5 years

### Housing Burden

24% mortgage 35% income  
38% rent 35% income

### Residential Density

6% Low-density  
61% Medium-density  
1% High-density  
2% Mixed commercial/res.

### Transportation

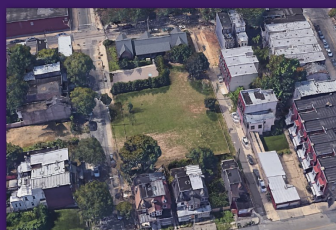
45 Walk Score (Car Dependent)  
52% Streets low stress biking  
3 Bus routes nearby  
1.5 km to subway/trolley

### Child Amenities

2 Schools  
0 Preschools  
3 Daycares  
1 Child Physical Activity Facility

### Nature

1 Park  
15% Canopy Coverage



## LOCATION SUMMARY

This site is located in a primarily non-Hispanic Black Neighborhood. It is residential with some amenities and walkability. Many children live nearby.

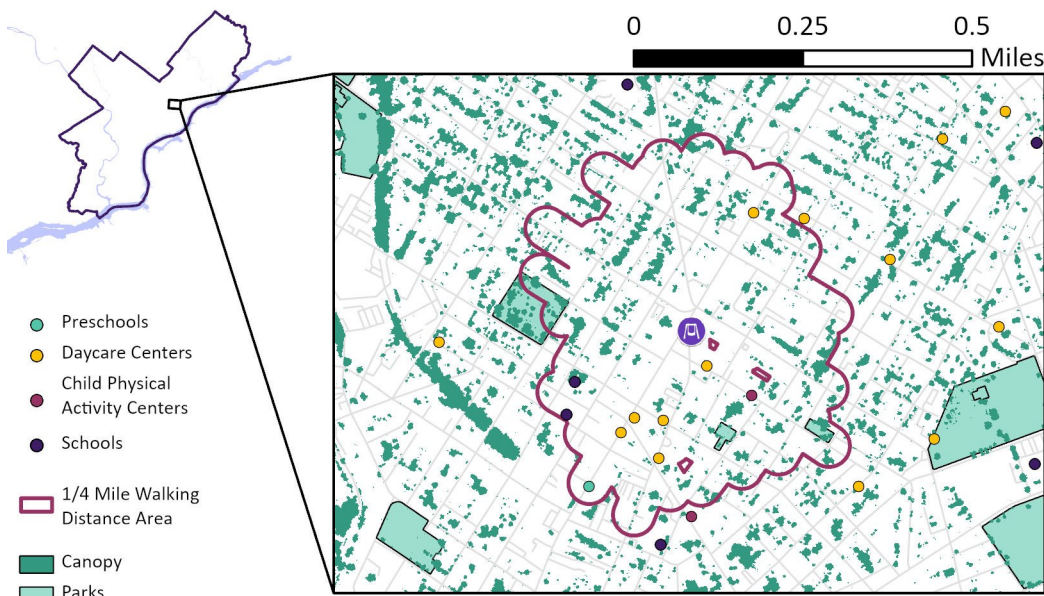
## DATA

Since this installation was incomplete as of July 1, 2022, the team was only able to perform an analysis of the context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, and surveys. (Images from the Kaboom Play Everywhere website.)

# FRANKFORD WATERWORKS

## FRANKFORD CDC

4671 Paul Street | Incomplete: not observed



### LOCATION SUMMARY

This site is located in a primarily non-Hispanic Black and Hispanic Neighborhood. It is residential with some amenities, walkability, and easy transit access. Many children live nearby. There are numerous parks but not as much canopy coverage.

### DATA

Since this installation was incomplete as of July 1, 2022, the team was only able to perform an analysis of the context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, and surveys. (Images from the Kaboom Play Everywhere website.)

### CONTEXTUAL DATA

#### Racial Composition

4% Non-Hispanic Asian  
49% Non-Hispanic Black  
30% Hispanic  
14% Non-Hispanic White

#### Child Population

607 Children <10 years  
232 Children <5 years

#### Housing Burden

37% mortgage 35% income  
58% rent 35% income

#### Residential Density

28% Low-density  
39% Medium-density  
1% High-density  
10% Mixed commercial/res.

#### Transportation

84 Walk Score (Very Walkable)  
46% Streets low stress biking  
9 Bus routes nearby  
0.04 km to subway/trolley

#### Child Amenities

2 Schools  
1 Preschool  
7 Daycares  
1 Child Physical Activity Facility

#### Nature

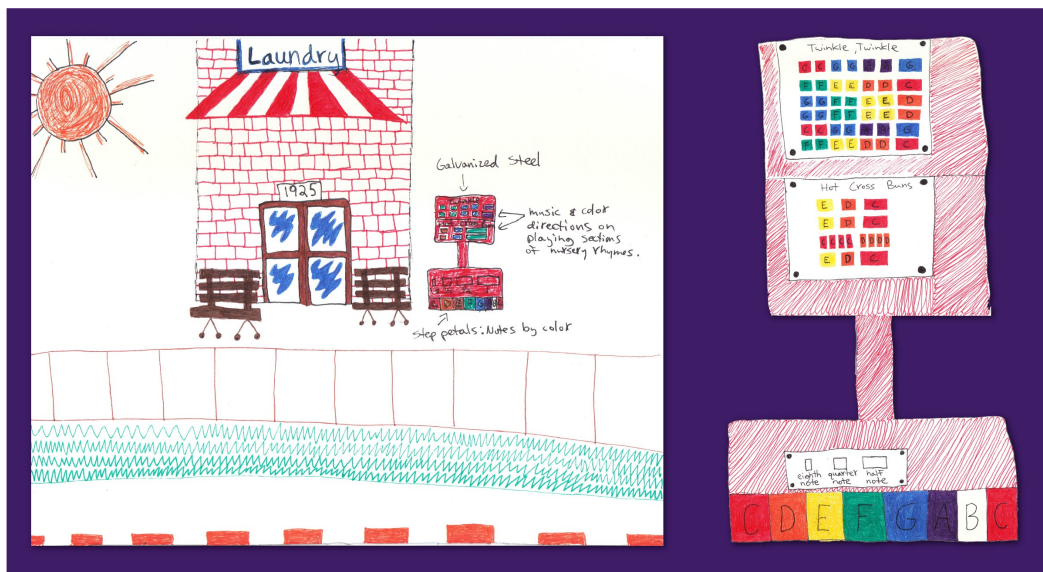
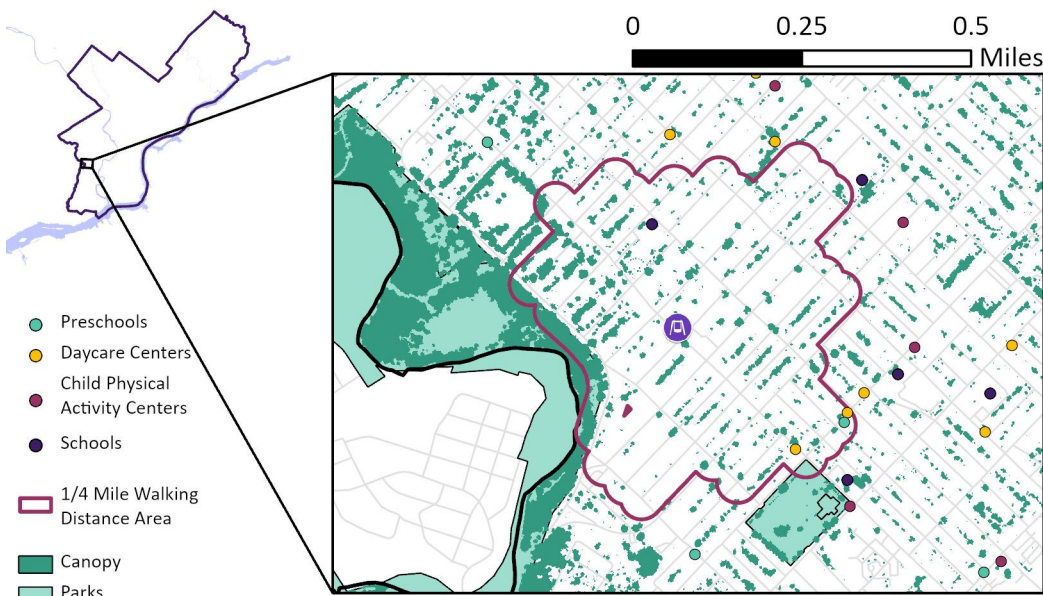
3 Parks  
11% Canopy Coverage



# HAPPY FEET

## RHYTHM BABIES

1615 S. 58th Street | Incomplete: not observed



### LOCATION SUMMARY

This site is located in a primarily non-Hispanic Black Neighborhood. It is residential and has a high housing cost burden. A medium number of children are nearby with low walkability and poor transit access, which make this harder to reach.

### DATA

Since this installation was incomplete as of July 1, 2022, the team was only able to perform an analysis of the context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, and surveys. (Images from the Kaboom Play Everywhere website.)

### CONTEXTUAL DATA

#### Racial Composition

0% Non-Hispanic Asian  
91% Non-Hispanic Black  
6% Hispanic  
2% Non-Hispanic White

#### Child Population

447 Children <10 years  
172 Children <5 years

#### Housing Burden

20% mortgage 35% income  
52% rent 35% income

#### Residential Density

5% Low-density  
85% Medium-density  
0% High-density  
2% Mixed commercial/res.

#### Transportation

57 Walk Score (Somewhat Walkable)  
50% Streets low stress biking  
4 Bus routes nearby  
2.8 km to subway/trolley

#### Child Amenities

1 School  
1 Preschool  
3 Daycares  
0 Child Physical Activity Facilities

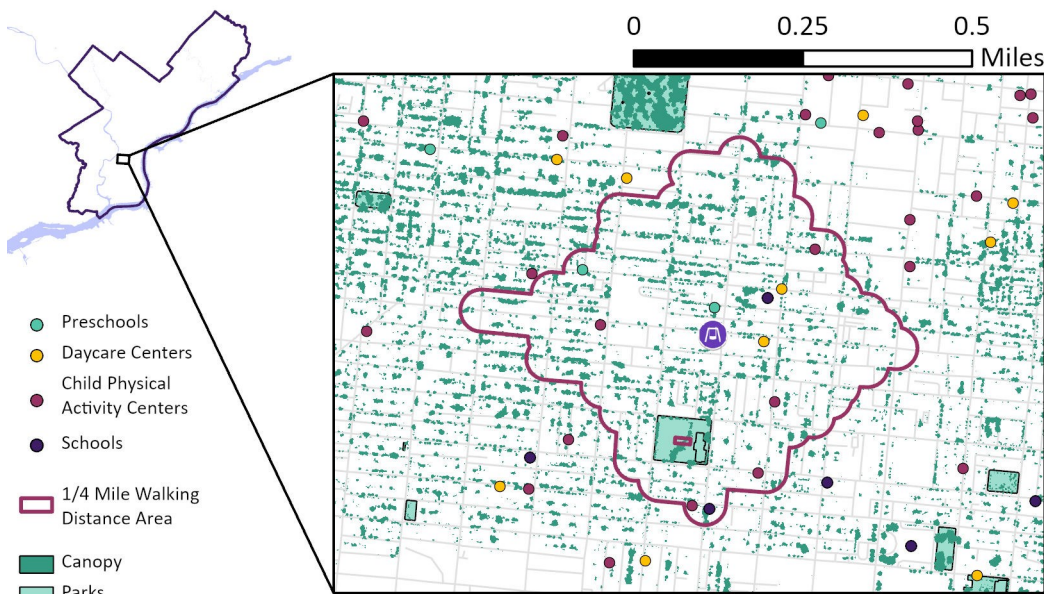
#### Nature

2 Parks  
13% Canopy Coverage



# HERENCIA ANCESTRAL PUENTES DE SALUD

1700 South Street | Incomplete: not observed



## CONTEXTUAL DATA

### Racial Composition

8% Non-Hispanic Asian  
14% Non-Hispanic Black  
5% Hispanic  
70% Non-Hispanic White

### Child Population

641 Children <10 years  
381 Children <5 years

### Housing Burden

13% mortgage 35% income  
23% rent 35% income

### Residential Density

0% Low-density  
62% Medium-density  
7% High-density  
5% Mixed commercial/res.

### Transportation

97 Walk Score (Walker's Paradise)  
55% Streets low stress biking  
7 Bus routes nearby  
0.5 km to subway/trolley

### Child Amenities

2 Schools  
2 Preschools  
2 Daycares  
7 Child Physical Activity Facilities

### Nature

2 Parks  
12% Canopy Coverage



## LOCATION SUMMARY

This site is located in a primarily non-Hispanic White Neighborhood. It is commercial with a high amount of walkability. This results in many child amenities despite an average-size child population.

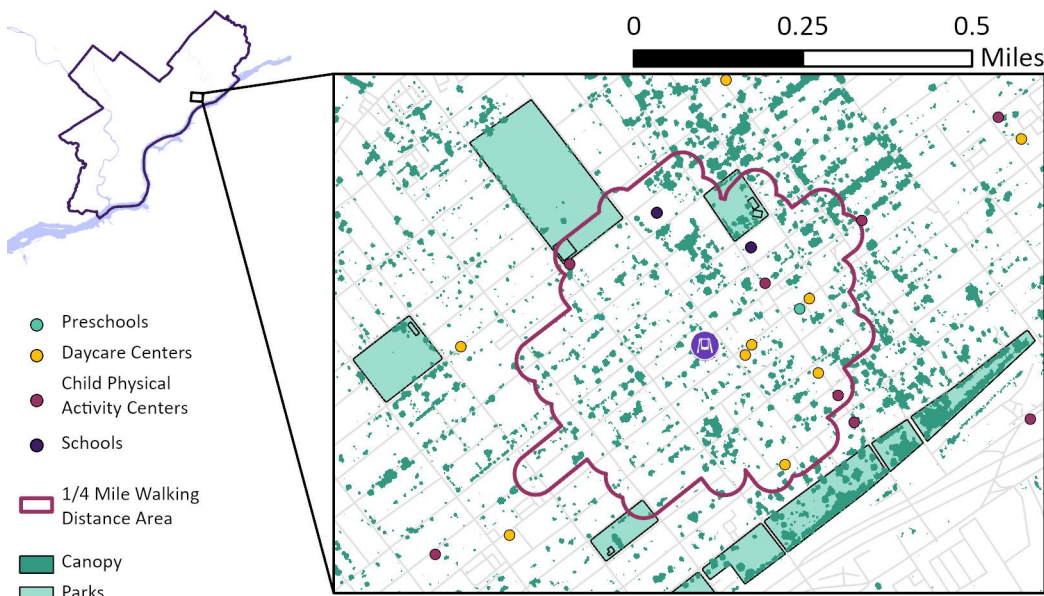
## DATA

Since this installation was incomplete as of July 1, 2022, the team was only able to perform an analysis of the context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, and surveys. (Images from the Kaboom Play Everywhere website.)

# NATURE SATURDAYS

## CENTER FOR AQUATIC SCIENCES

6742 Torresdale Ave | No longer running: not observed



### LOCATION SUMMARY

This site is located in an area with a lot of racial diversity, including all groups. It is residential but also has higher mixed use and walkability. High housing cost burden, and very far from transit. Many child amenities despite an average child population, as well as a lot of parks and tree coverage.

### DATA

Per the organization, this installation is almost entirely composed of programming. When the Drexel team began its evaluation, all of the programming had already been completed. The team still visited the library location and assessed the space but was not able to do further analyses. Analysis only included the neighborhood context (shown to the right).

### CONTEXTUAL DATA

#### Racial Composition

10% Non-Hispanic Asian  
22% Non-Hispanic Black  
21% Hispanic  
44% Non-Hispanic White

#### Child Population

591 Children <10 years  
331 Children <5 years

#### Housing Burden

20% mortgage 35% income  
56% rent 35% income

#### Residential Density

42% Low-density  
47% Medium-density  
1% High-density  
6% Mixed commercial/res.

#### Transportation

81 Walk Score (Very Walkable)  
42% Streets low stress biking  
1 Bus route nearby  
3.4 km to subway/trolley

#### Child Amenities

2 Schools  
1 Preschool  
5 Daycares  
5 Child Physical Activity Facilities

#### Nature

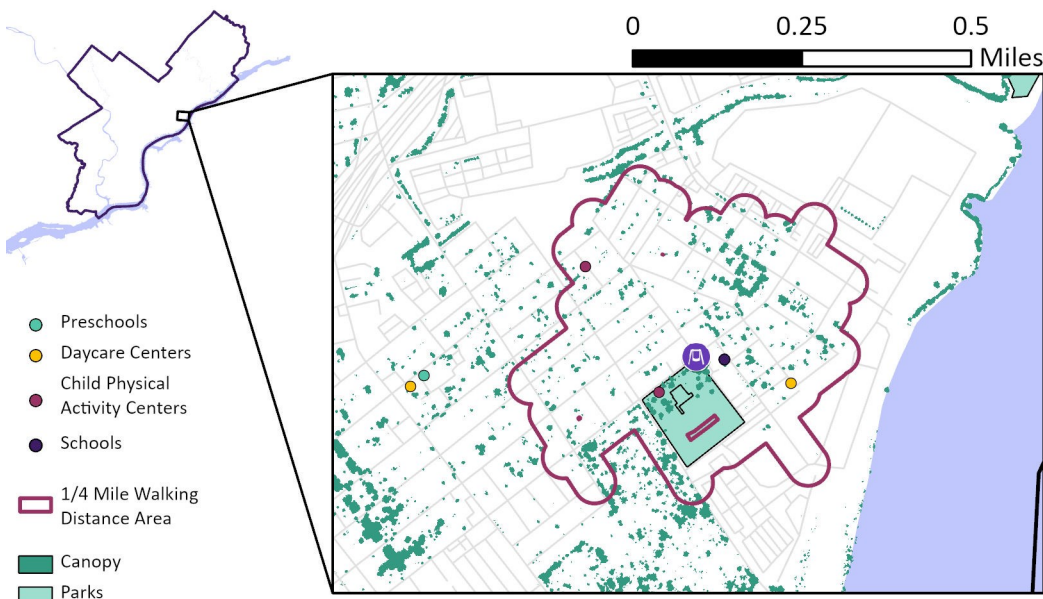
3 Parks  
12% Canopy Coverage



# UNORTHODOX

## RIVERFRONT NORTH PARTNERSHIP

4601 Richmond Street | Removed: not observed



### CONTEXTUAL DATA

#### Racial Composition

0% Non-Hispanic Asian  
0% Non-Hispanic Black  
4% Hispanic  
95% Non-Hispanic White

#### Child Population

85 Children <10 years  
40 Children <5 years

#### Housing Burden

17% mortgage 35% income  
51% rent 35% income

#### Residential Density

53% Low-density  
37% Medium-density  
0% High-density  
1% Mixed commercial/res.

#### Transportation

50 Walk Score (Somewhat Walkable)  
65% Streets low stress biking  
3 Bus routes nearby  
2.8 km to subway/trolley

#### Child Amenities

1 School  
1 Preschool  
2 Daycares  
1 Child Physical Activity Facility

#### Nature

1 Park  
7% Canopy Coverage



### LOCATION SUMMARY

This site is located in a primarily non-Hispanic White Neighborhood. It is low density and walkability. Very few children live nearby and there is low tree coverage in this area.

### DATA

Per Kaboom and the organization, this installation was removed due to vandalism. Since this installation was not present as of July 1, 2022, the team was only able to perform an analysis of the neighborhood context of the site (shown to the right) and unable to do the EAPRS, design assessment, SOPLAY observations, or surveys. (Images from the Kaboom Play Everywhere website.)



## Funding & Acknowledgement

This evaluation was funded by the William Penn Foundation with supplemental assistance from the Urban Health Collaborative, Dornsife School of Public Health, Drexel University. The opinions expressed in this report are those of the author(s) and do not necessarily reflect the views of the William Penn Foundation. Original datasets and technical report documentation can be provided upon request.



### Contributions:

This evaluation was led by Drs. Jana A. Hirsch and Yvonne L. Michael from the Urban Health Collaborative (UHC), Dornsife School of Public Health, Drexel University. Additional faculty Nancy Epstein (Dornsife School of Public Health), and Diana Nicholas and Deb Ruben (Westphal School of Design) provided key research, input, and evaluation. Stephen Francisco, Steve Melly, and the UHC Research & Data Core collected and analyzed all data. All observations and surveys were collected by a Drexel Field Team: Channa Buxbaum, Natalia Brownstein, Dustin Fry, Jana A. Hirsch, Julia Langmuir, Yvonne Michael, Vishwa Patel, Sarah Weinbrom, Douglas Whitmire, and Vanessa Xie. Stephen Dickinson supervised the field team.