MAXIMUM CITY KIDSCORE

Agenda

1. What is the KidScore?

2. 2019 City of Toronto KidScore Pilot Program

3. How Can KidScore Data Be Used?

4. Pilot Program Results (Maps and Findings)

5. Conclusions and Recommendations

What is the KidScore?

- Survey and observation tool that evaluates the **child-friendliness** of urban places.

- Developed **by children, youth** and experts, **for children, youth** and policy makers as part of iCity's Youth Outreach.

- Quantitative and qualitative survey questions produce an overall **score and 5 subscores out of 100** on a map.

Five SubScores

Uses & Activities
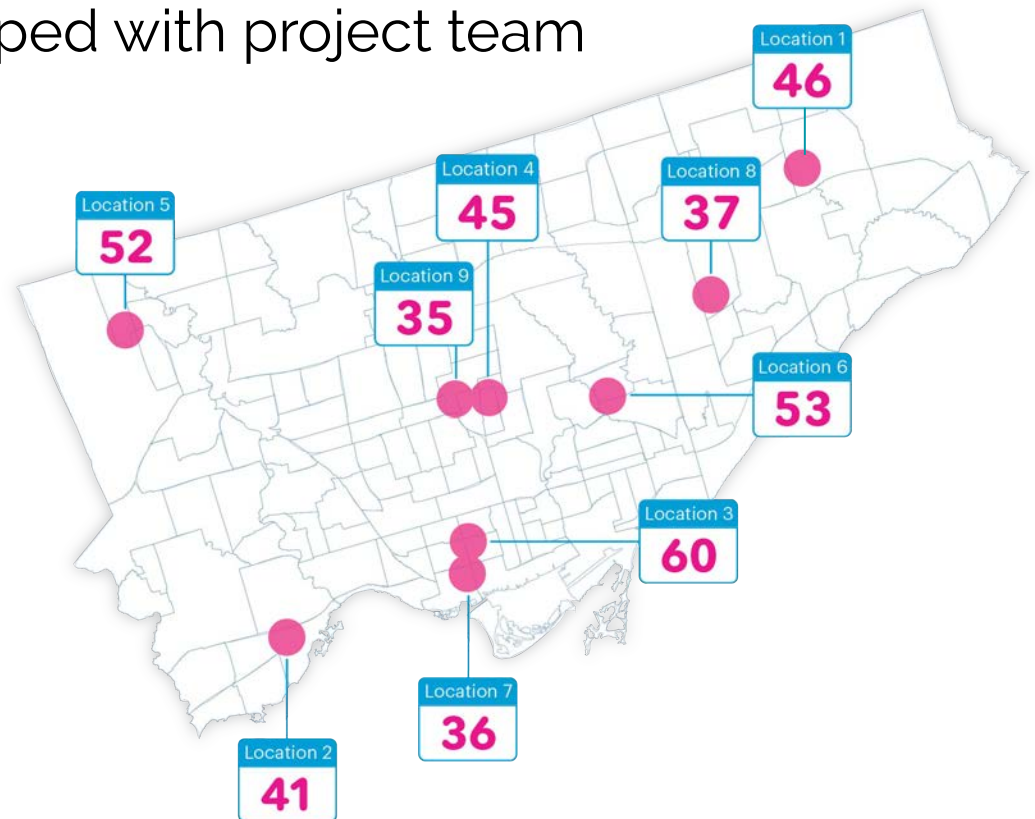

Mobility & Traffic

Safety & Well-being

Green Space & Environment


Spaces & Senses

City of Toronto KidScore Pilot

✓ After two years of research and development, Maximum City conducted a KidScore Pilot for City of Toronto Children's Services in 2019.

✓ 248 kids aged six to 12* in nine diverse locations, selected based on criteria developed with project team

✓ The data and findings are being used to inform the City's interdivisional Child Friendly TO initiative

✓ Report was released in March 2020.

*there is a separate YouthScore for ages 13+

Location 1
46

Location 4
45

Location 8
37

Location 5
52

Location 9
35

Location 6
53

Location 3
60

Location 7
36

Location 2
41

KidScore Process - 2019 Pilot

1. **A short individual place-based well-being survey:**
   - Kids complete the survey in a classroom, community centre or library setting.
   - Captures baseline feelings about place and individual well-being.

2. **A guided or spontaneous walk:**
   - Kids explore, observe, and collect data/photos in a specific area (e.g. around a school, community centre, or library).

3. **KidScore survey:**
   - Kids assess the area they walked using the online survey tool. A total score and five subscores out of 100 are produced and mapped spatially.

4. **A design challenge (optional):**
   - Kids propose solutions to raise the KidScore of the assessed area.
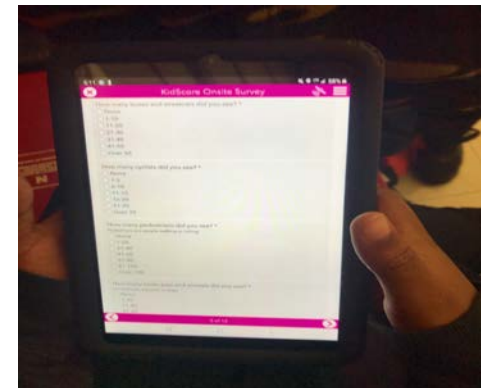
KidScore Process - 2019 Pilot

KidScore Process - 2019 Pilot

How Can KidScore Data Be Used?

✓ Data collection by kids, for kids and policy makers.

✓ Measures how urban design, place, and social context are meeting the social, emotional and physical needs of kids.

✓ Provides a snapshot of how a location is doing from young people's perspective; it is **not** data that can be generalized about a neighbourhood.

✓ Helps identify citywide trends and address local gaps in child-friendly planning and policy.

✓ Complements other data sets to inform local and citywide planning and policy.
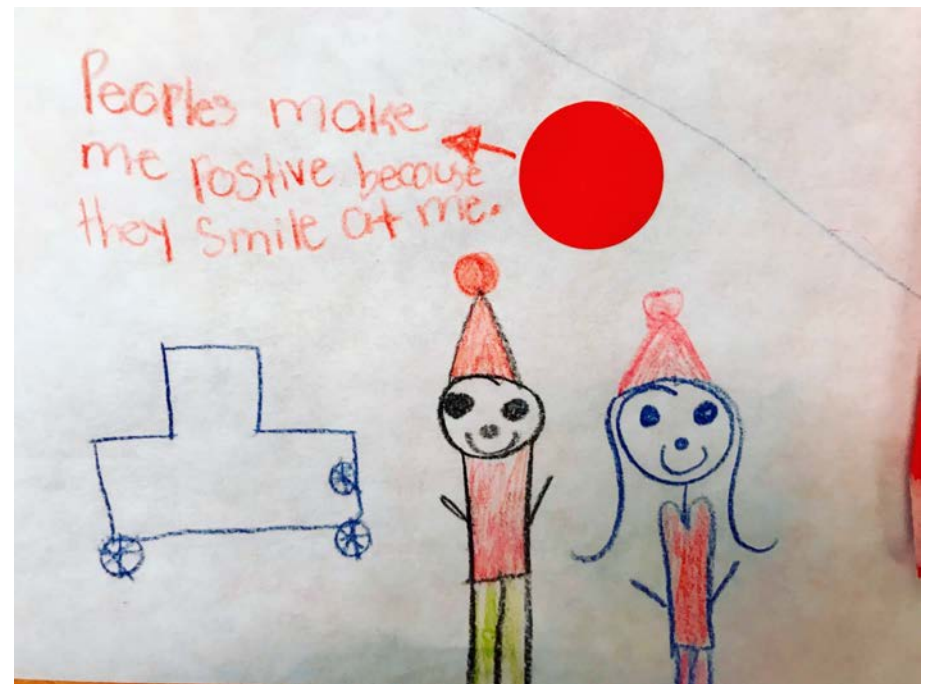
How Can KidScore Data Be Used?

✓ KidScore tells a unique and different story from what is presented in other forms of quantitative data.

✓ The KidScore data fills in parts of the missing narrative for agencies and divisions, and provides them with an evidence-based tool for informing policy and planning.

✓ The KidScore data and spatial map show how kids interact with social and physical infrastructure.

✓ Over the longer term, the KidScore can track the impact of investment or neighbourhood change from a child's perspective.

KidScore : Kid-Focused Goals

✓ Engagement and education tool to develop civic skills.

✓ Connect children to the people and places where they live, play and study.

✓ Increase child participation and well-being, and amplify child voice.

What kids tell us about the experience

"I feel happy that people came to see how we feel where we live."
KidScore Participant Age 12
Rexdale

"The KidScore made me want to help the neighbourhood and make changes to make it better."
KidScore Participant Age 10
Scarborough

"This was perfect I really enjoyed doing this survey. You guys should get international because everyone in this world should have this experience."
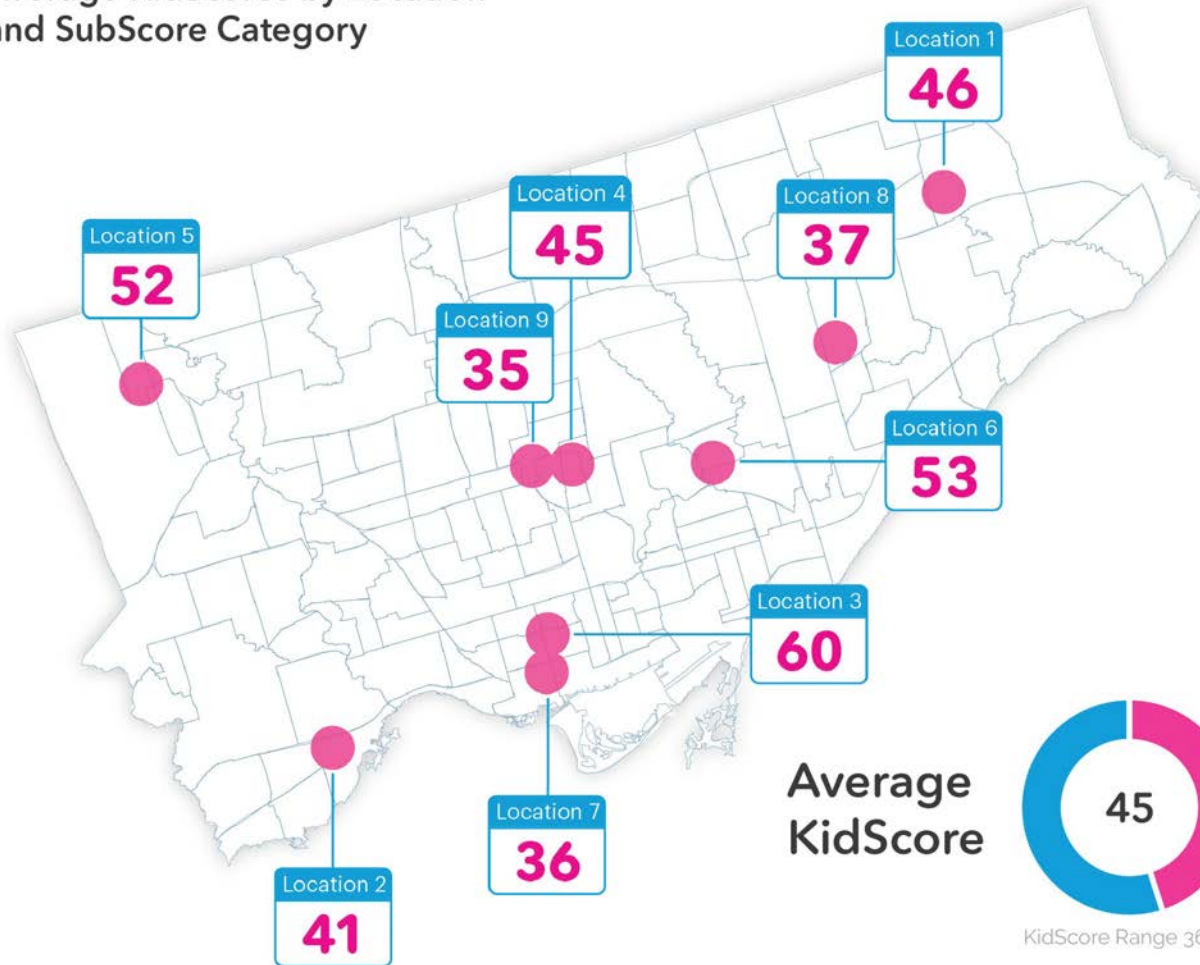KidScore Participant Age 11
Thorncliffe Park

"I want to make Canada a better place, and a good place to start is in your neighbourhood."

KidScore Participant Age 10, Scarborough

KidScore Results

KidScore Maps:

Average KidScores by Location and SubScore Category

Location 1 46

Location 5 52

Location 4 45

Location 8 37

Location 9 35

Location 6 53

Location 3 60

Location 7 36

Location 2 41

Location

1. Sheppard Avenue and Malvern Street
2. Royal York Road and Melrose Street
3. Bathurst Street and College Street
4. Yonge Street and Eglinton Avenue
5. Kipling Avenue and Albion Road
6. Don Mills Road and Overlea Boulevard
7. Bathurst Street and Richmond Street
8. Kennedy Road and Lawrence Avenue
9. Avenue Road and St. Clements Avenue

Average KidScore — 45

KidScore Range 36-60

MAXIMUM CITY | KidScore

Traffic and Mobility SubScores

Space and Senses SubScores

Spaces & Senses

MAXIMUM CITY | ◯ KidScore

Location 1: **26**
Location 5: **36**
Location 4: **20**
Location 8: **27**
Location 9: **29**
Location 6: **42**
Location 3: **64**
Location 7: **9**
Location 2: **25**
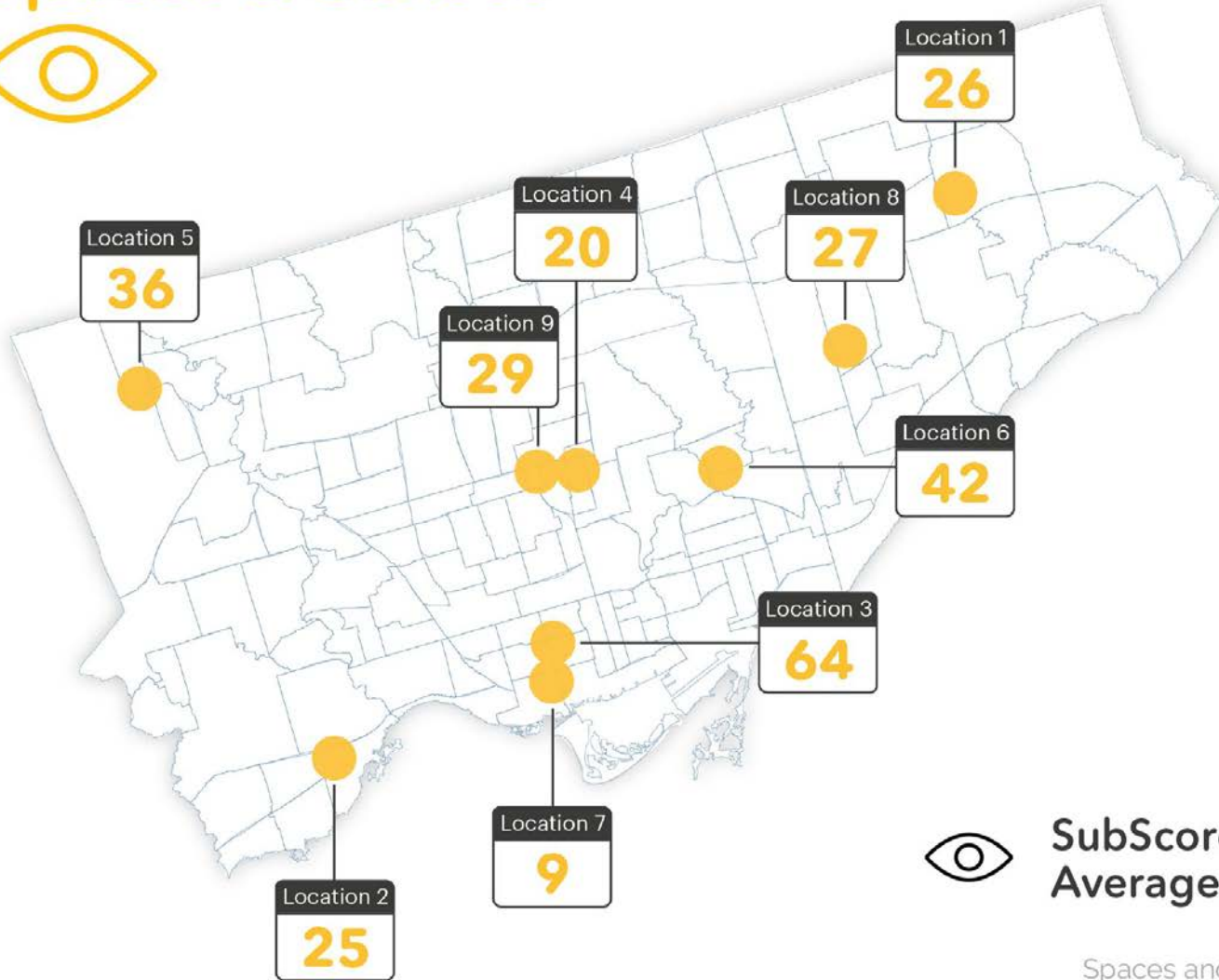
SubScore Average: **30**

Spaces and Sense Range 9-64

Uses and Activities SubScores

Uses & Activities

MAXIMUM CITY | KidScore

Location 1
63

Location 4
66

Location 5
68

Location 8
51

Location 9
20

Location 6
58

Location 3
66

Location 7
33

Location 2
50

SubScore Average

54
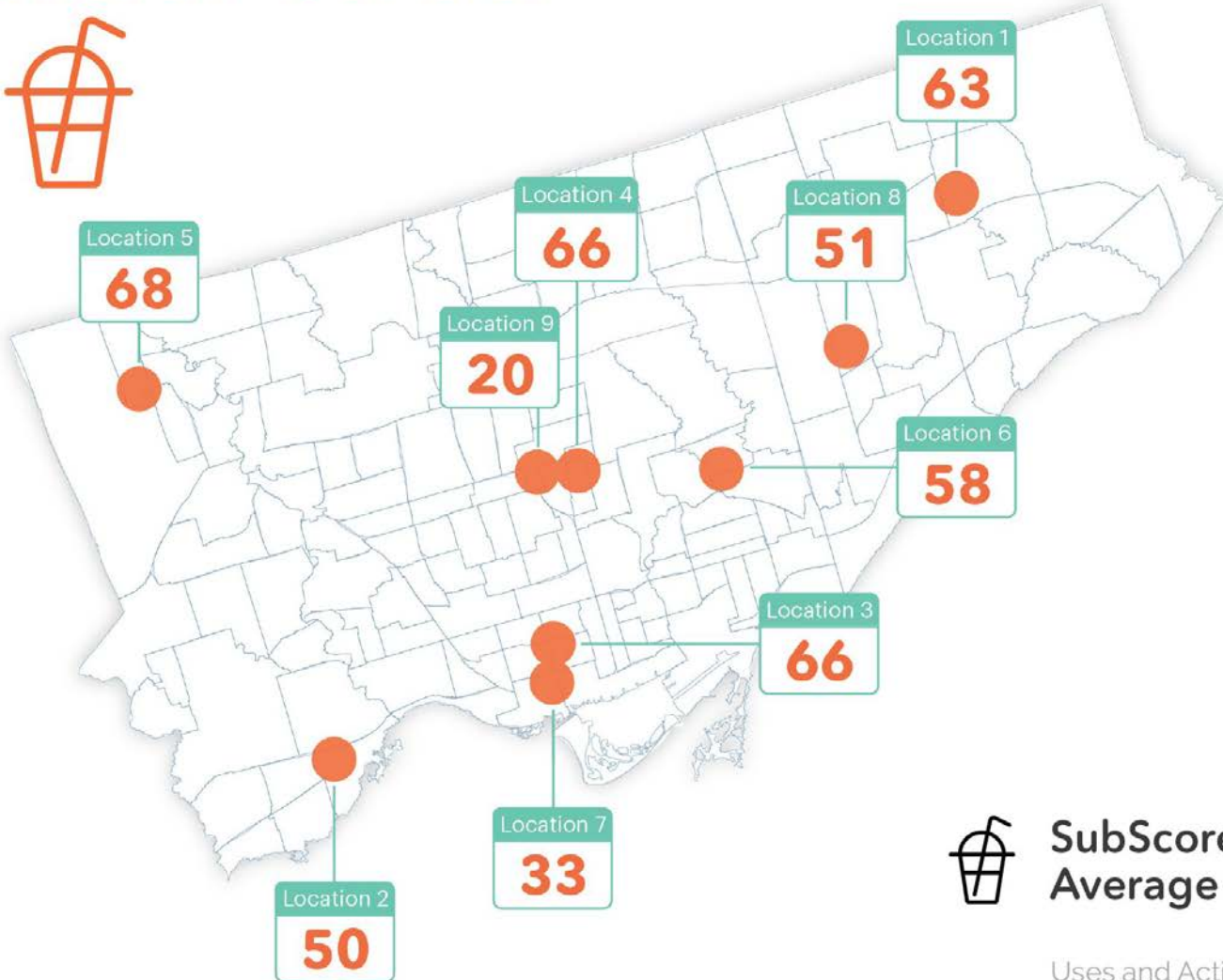
Uses and Activities Range 20-68

Green Space and Environment SubScores

Green Space & Environment

MAXIMUM CITY | ◯ KidScore

Location 1: 58
Location 4: 38
Location 8: 39
Location 5: 70
Location 9: 40
Location 6: 48
Location 3: 56
Location 7: 29
Location 2: 56
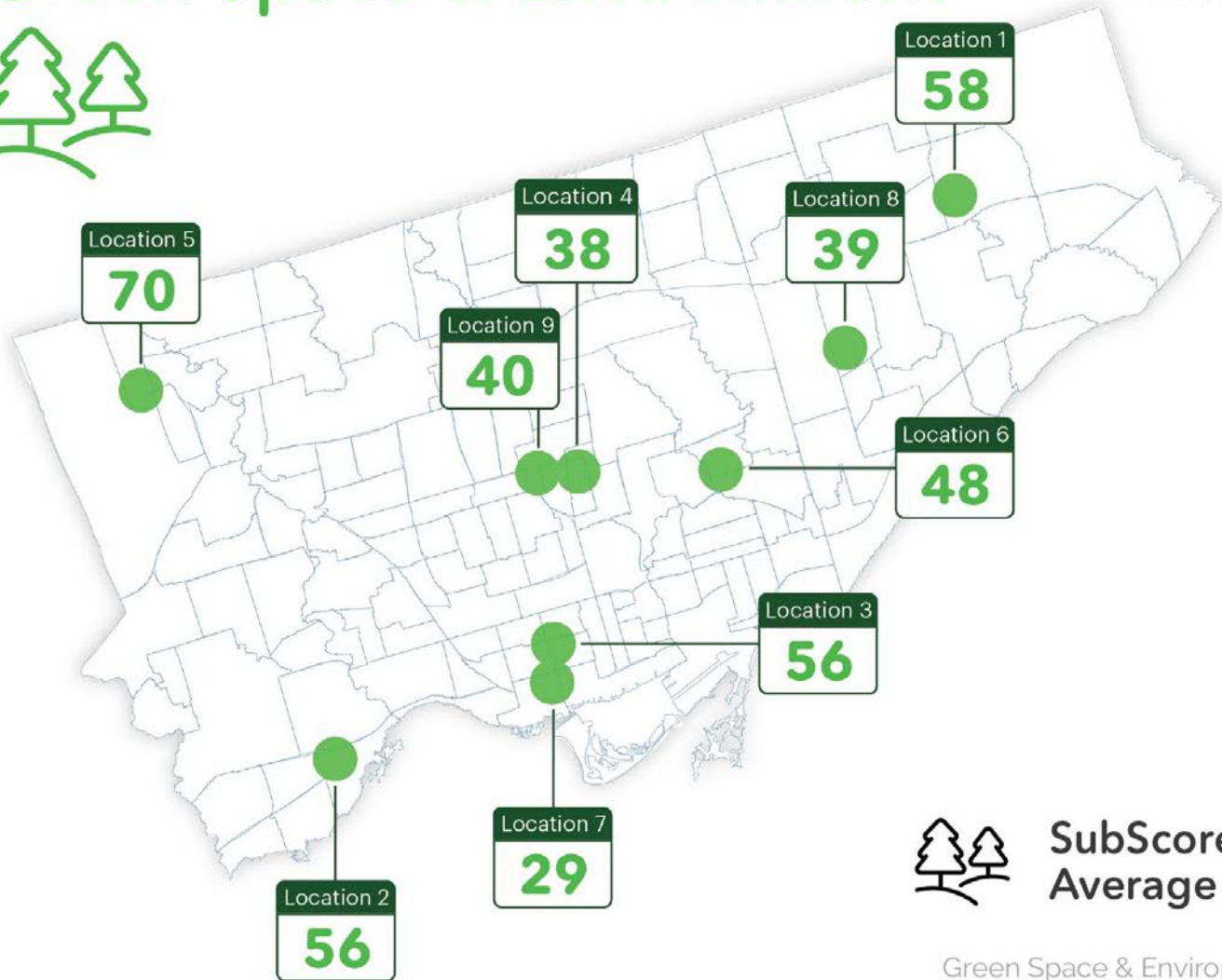
SubScore Average: 49

Green Space & Environment Range 29-70

Safety and Well-Being SubScores

Safety & Well-Being

MAXIMUM CITY | KidScore

Location 1: 49
Location 4: 56
Location 8: 50
Location 5: 64
Location 9: 50
Location 6: 63
Location 3: 57
Location 7: 49
Location 2: 38
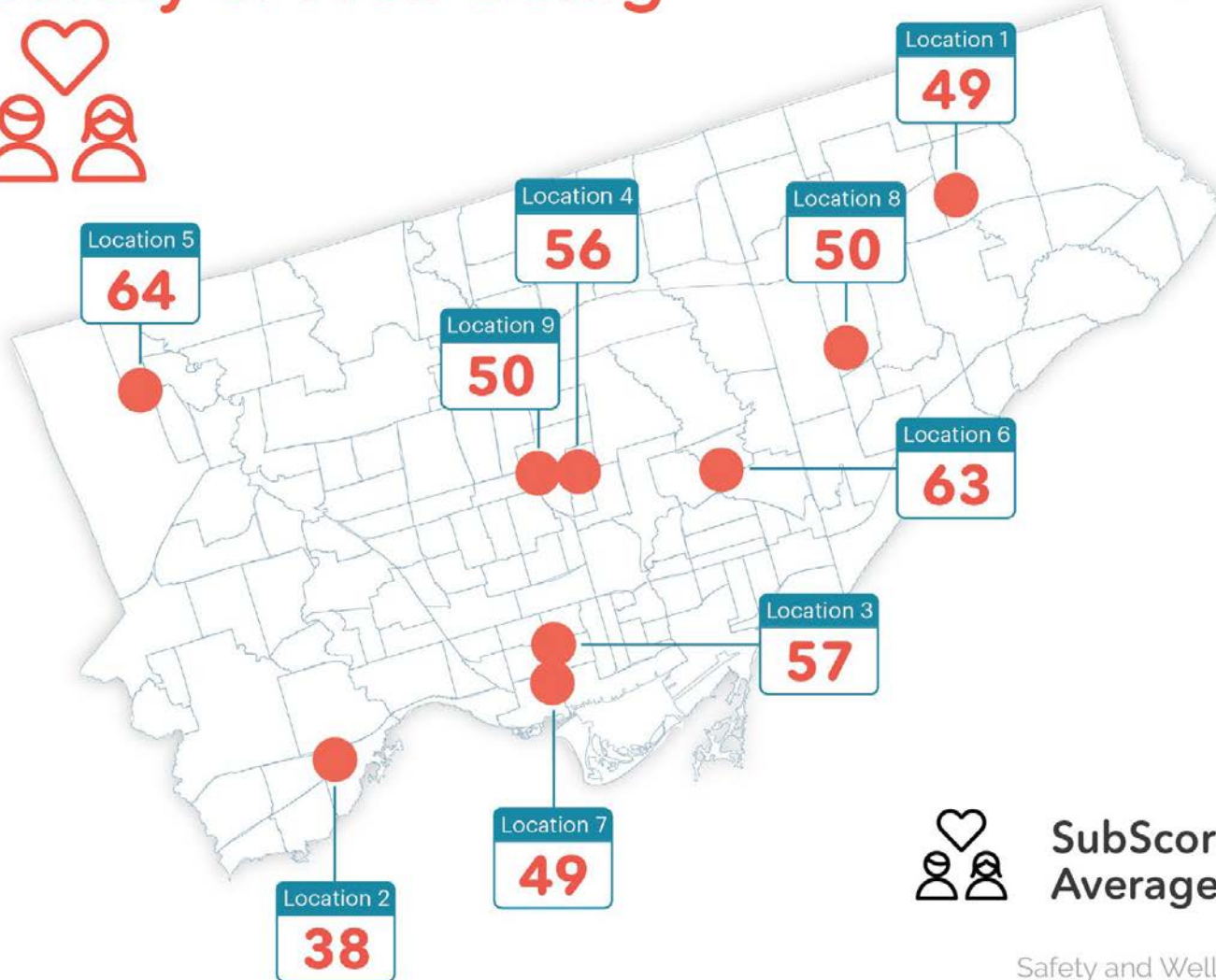
SubScore Average: 52

Safety and Well-Being Range 38-64

KidScore Child Voice Map

MAXIMUM CITY | ◯ KidScore

"I really loved this walk. I can now understand how places make me feel and describe those feelings."
- Sheppard and Malvern

"What I like most about my neighbourhood is the places I can go and the adventures I can go on."
- Yonge and Eglinton

"If I could change something in my neighbourhood, I'm not a superhero but I would take away all the violence in the area." - Kipling and Albion

"The KidScore made me want to help the neighbourhood and make changes to make it better."
- Kennedy and Lawrence

"One of my least favourite things is that we didn't find any cyclists."
- Don Mills and Overlea

"If I could change something about my neighbourhood, I would add more houses for people to live and even more kids."
- Avenue and St Clements

"My neighbourhood makes me feel like I belong here. I feel happy and safe."
- Bathurst and College

"If I could change something about my neighbourhood, I would put a sidewalk on my street."
- Royal York and Melrose

"My neighbourhood makes me feel excited about its future."
- Bathurst and Richmond

Findings: Examples

- The average KidScore across nine assessed Toronto locations was 45.
    - Kids' experiences of cities can be markedly different from adults, and as a result they have different knowledge about cities than adults.
- The highest KidScore was 60, attributed to the Bathurst and College area.
    - Feelings of safety and independence are important positive attributes for kids across all locations.
- The lowest KidScore was 35, recorded near Avenue Road north of Eglinton Avenue.
    - Road and pedestrian safety conditions were important negative attributes for kids across all locations.
- The highest category subscore was 70 for Green Space and Environment at Kipling and Albion.
    - Connections to nature and green space were important positive attributes for kids across all locations.

Findings: Examples

- More than 75% of kids across all locations want to walk or bike to school.

- More than half of kids who saw bike lanes in their location also saw a car parked or driving in the bike lane.

- Locations scored highly for public transit because of busses.

- Knowing your neighbours correlates to increased feelings of well-being and independence.

- Kids hate smoking.

Conclusions

The KidScore can:

- Uncover differences in how kids experience a neighbourhood compared to some adults. Kids have different knowledge.

- Provide an evidence-based foundation to encourage city-builders and decision-makers to plan and program neighborhood attributes that are kid-friendly, and not just adult-friendly.

- Be used by children and their allies in a variety of settings and across neighbourhood types.

- Help city-builders learn from and celebrate all neighbourhoods.
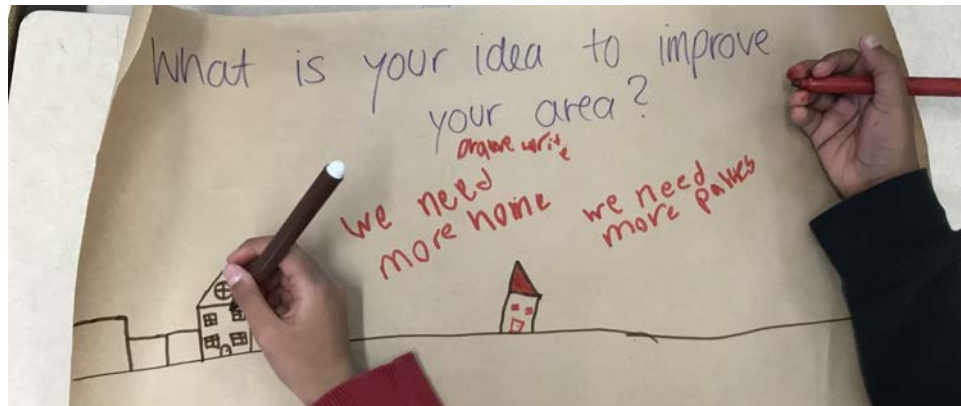
Recommendations

Building the KidScore Database:

✓ Review and refine the survey questions, scoring, weighting, and categories.

✓ Make the KidScore available as an open, turnkey child-friendly cities assessment tool that anyone, anywhere can use

✓ Adjust and improve based on feedback from different locations

- Complete KidScore in all 140 Toronto neighbourhoods:
  - Make the KidScore a cornerstone of Child Friendly TO.
  - Share a turnkey version with teachers, social workers, nurses, City and TPL staff, and the public.
  - Create a toolkit and quality control measures.
  - Facilitate the KidScore process with Maximum City staff in strategic locations.

Recommendations

Applying and Extending the KidScore Data:

- Produce data-based recommendations for improving the child-friendliness of the nine locations assessed in the pilot.

- Use KidScore data as evidence-based tool to identify and address local planning and policy gaps, and celebrate success.

- Identify key strategic partners and divisions at the City whose needs can be met with the help of KidScore data.
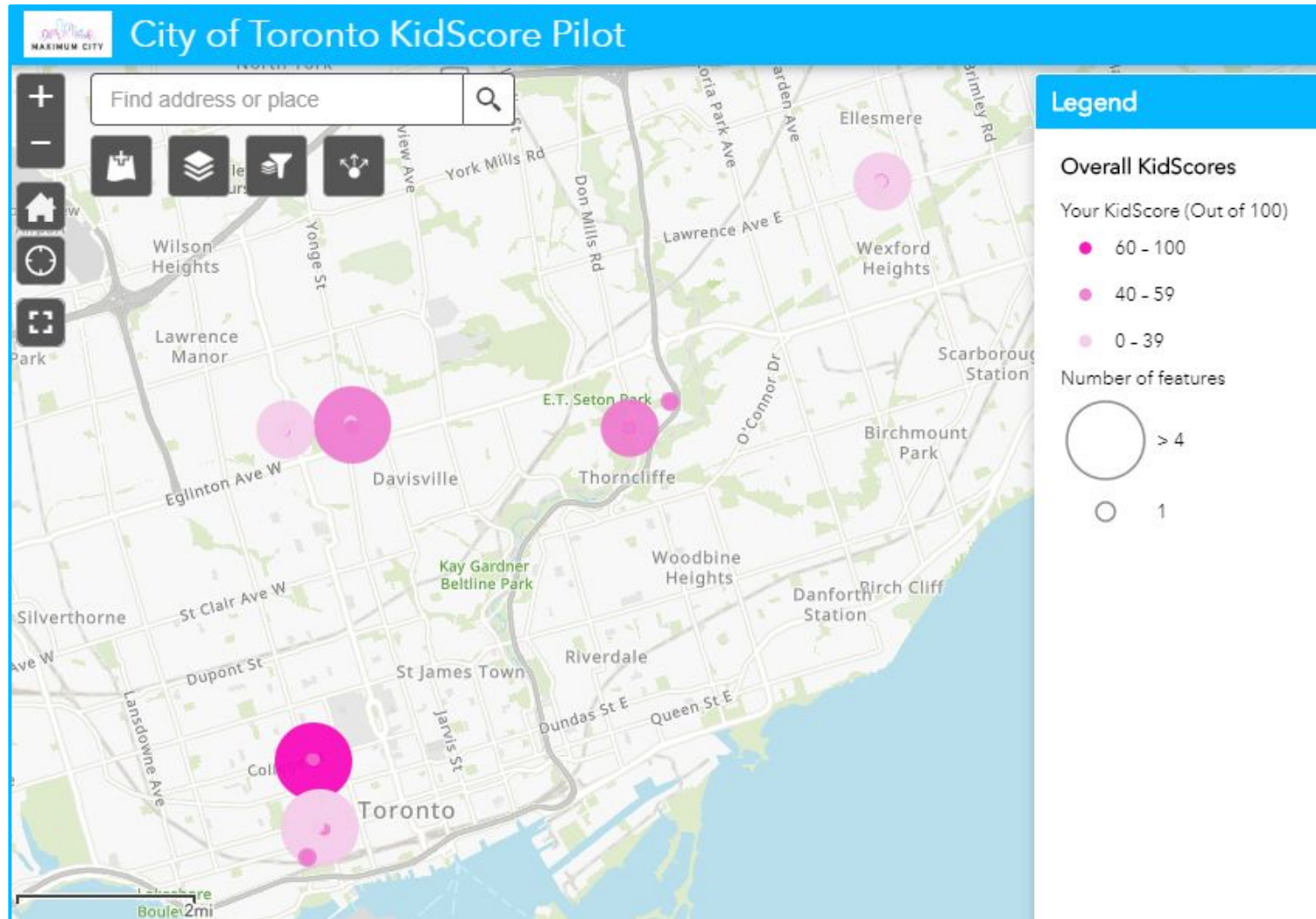
Recommendations

Strengthening Child-Friendly Cities Outcomes:

- Create a Child-Friendly Communities Checklist based on the KidScore data and engagement process.

- Collaborate with City staff across relevant divisions on actionable outcomes from the current pilot data set.

- Create sound processes for formalizing the KidScore as part of the City's overall engagement strategy and public consultation and engagement activities, with concrete child-friendly outcomes.
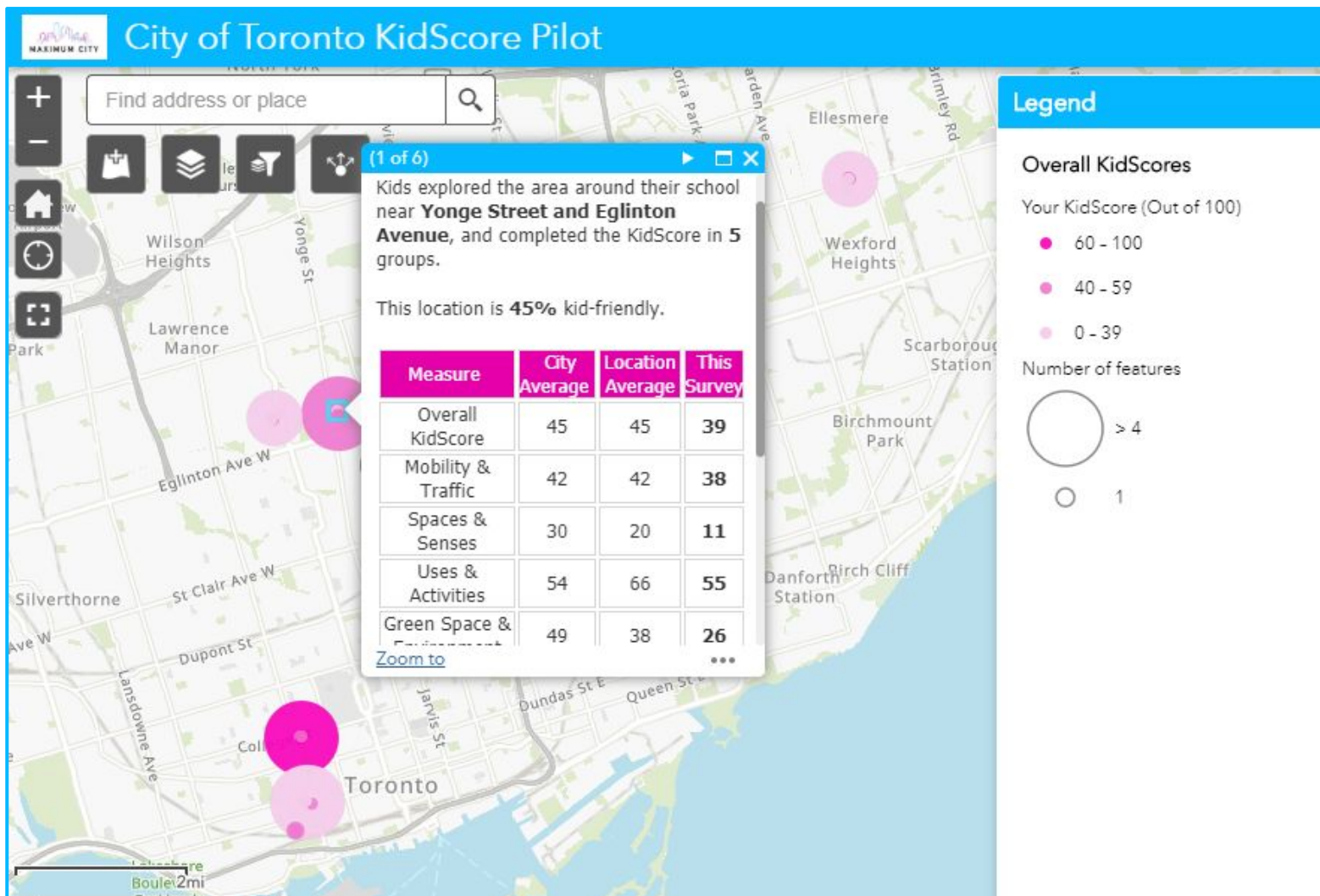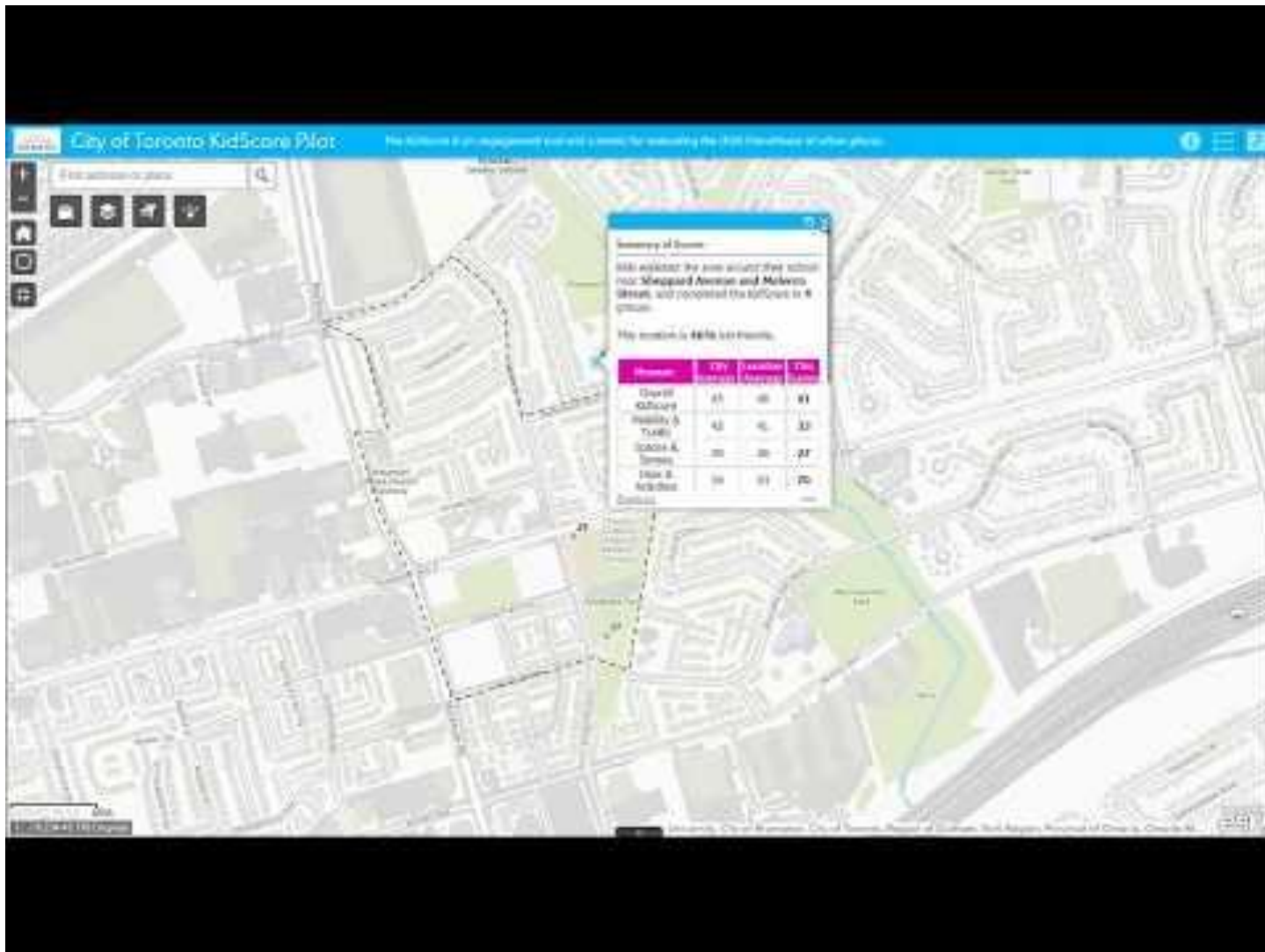
KidScore Mapping App

KidScore Mapping App

City of Toronto KidScore Pilot

Find address or place

(1 of 6)

Kids explored the area around their school near **Yonge Street and Eglinton Avenue**, and completed the KidScore in **5** groups.

This location is **45%** kid-friendly.

Measure	City Average	Location Average	This Survey
Overall KidScore	45	45	**39**
Mobility & Traffic	42	42	**38**
Spaces & Senses	30	20	**11**
Uses & Activities	54	66	**55**
Green Space & Environment	49	38	**26**

Zoom to

Legend

Overall KidScores

Your KidScore (Out of 100)

- 60 – 100
- 40 – 59
- 0 – 39

Number of features

○ > 4

○ 1

Web App Link: https://arcg.is/0OHi0O

esri Canada

KidScore Mapping App

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Report and Activities

maximumcity.ca/kidscore

Questions: info@maximumcity.ca

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