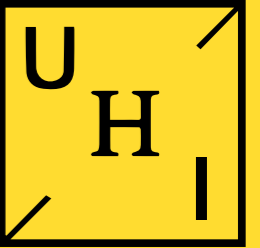
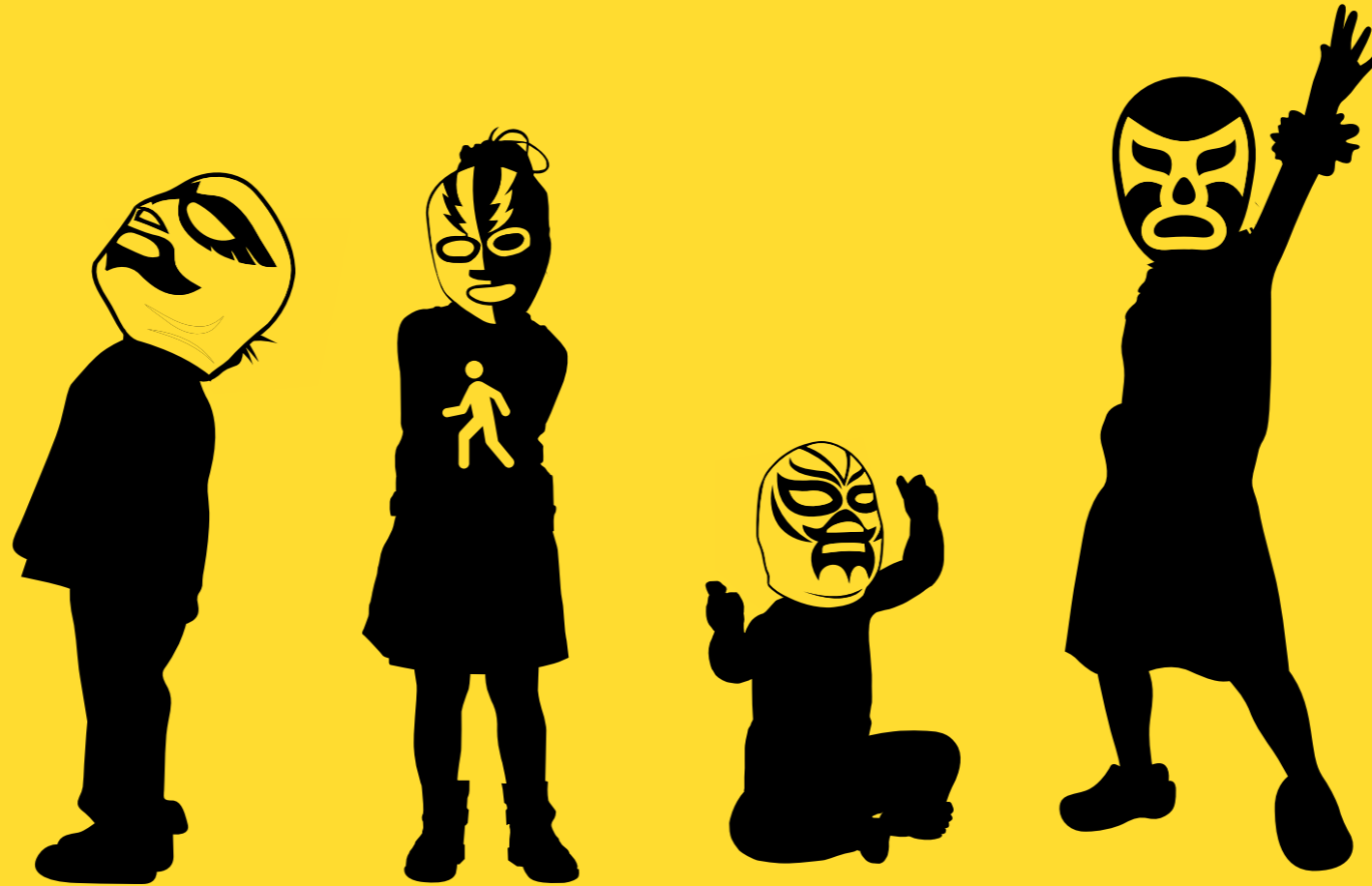


LABORATORIO
PARA LA
CIUDAD



UCLA



LOS PEATONINOS



LIBERANDO LAS CALLES PARA LOS NIÑOS Y EL JUEGO

1

INTRODUCTION

PROBLEM:

56% of the population

is under **26** years old

PROBLEM:

#1 preventable cause
of youth deaths is
pedestrian-automobile
accidents.

PROBLEM:

Youth **do not** have the
Right to the City.

Pedestrians **do not** have
Rights to the Street.

QUESTION:

Who has the Right to the Street? Why?

How can Mexico City residents reclaim their pedestrian Rights to the Street?

PRECEDENT:



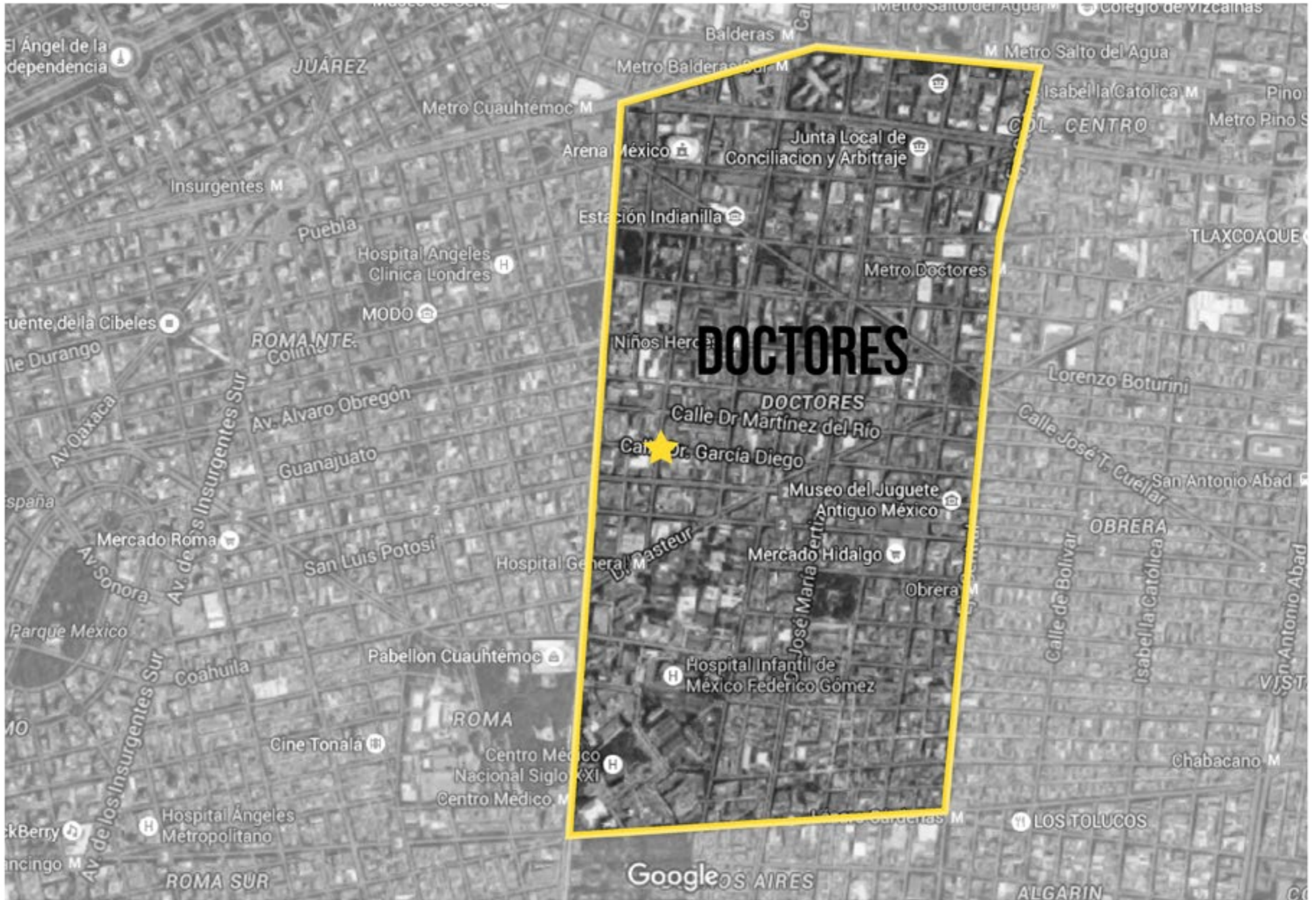
2

CONTEXT



CONTEXT





CONTEXT



3

THEORY

HYPOTHESIS:

We believe that by **engaging children**, families, and neighbors in street-play, and by providing a **social and civic framework** for the local production of play-space, we can **change the public narrative and policy** from an auto-centric model to one in which re-appropriates the **legal rights of all citizens** to occupy the street.

METHODOLOGY:

1. Students from UCLA & UHI
2. Collaboration with the Lab
3. Work within local framework
4. Engage in urban observation and community outreach
5. Develop a replicable Toolkit

FRAMEWORK:



THEORY

FORMULA:

SIGN + MAGNET

+ IMAGINATION

= PLAY

TOOLKIT:

SOCIAL

MATERIAL

TACTICAL

4

CASE STUDY

DO YOUR KIDS PLAY ON THE STREET?

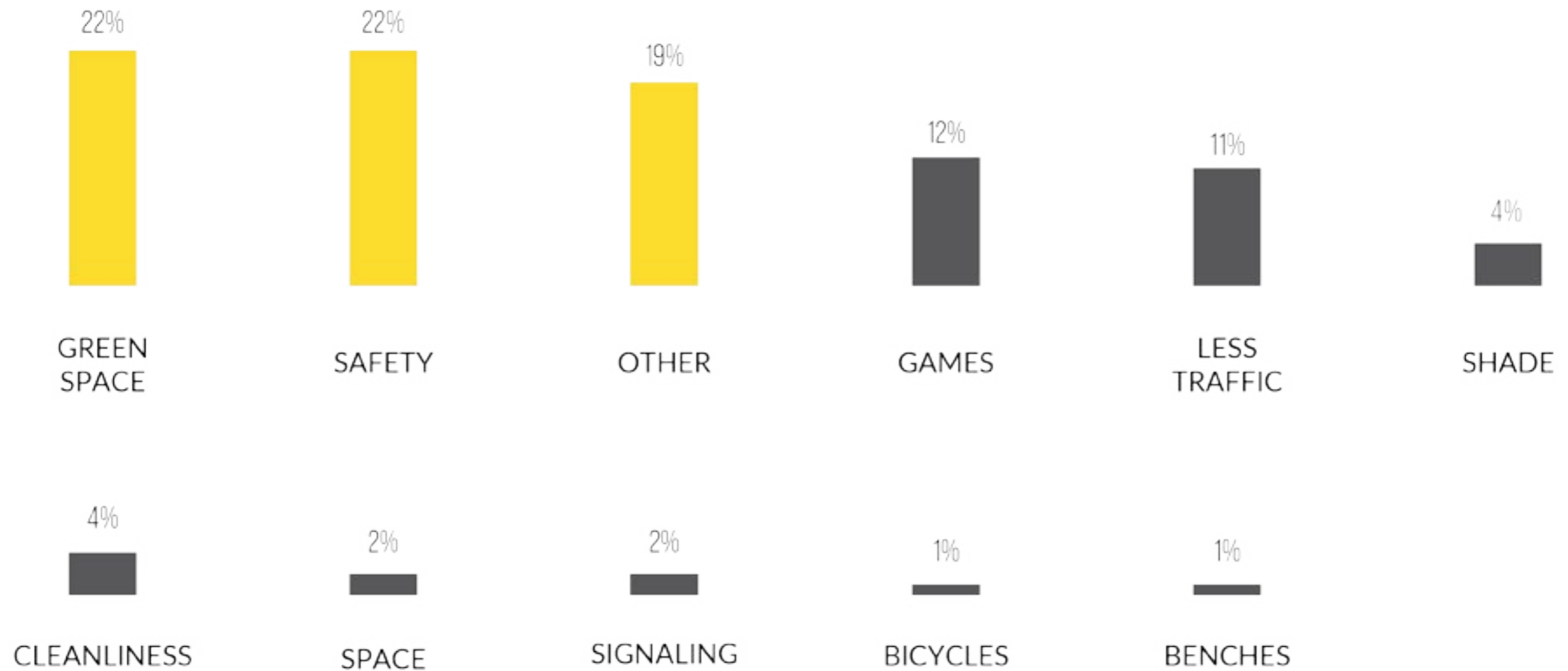


of parents
said that their
kids do not play
on the street.



of parents
said that the
streets are not
safe for play.

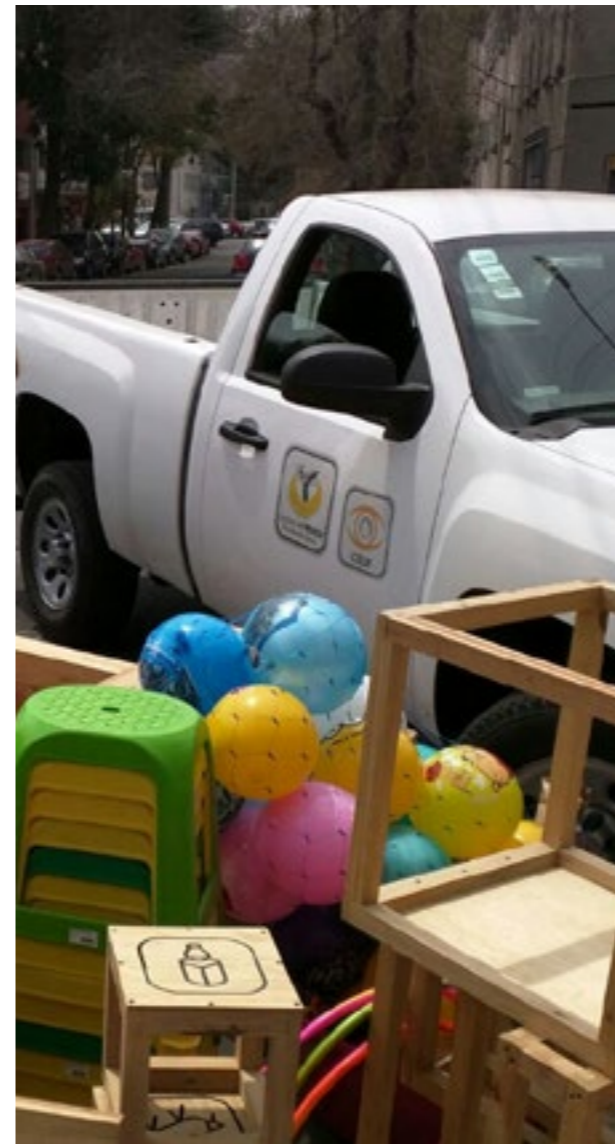
WHAT WOULD YOU LIKE TO SEE ON YOUR STREET?



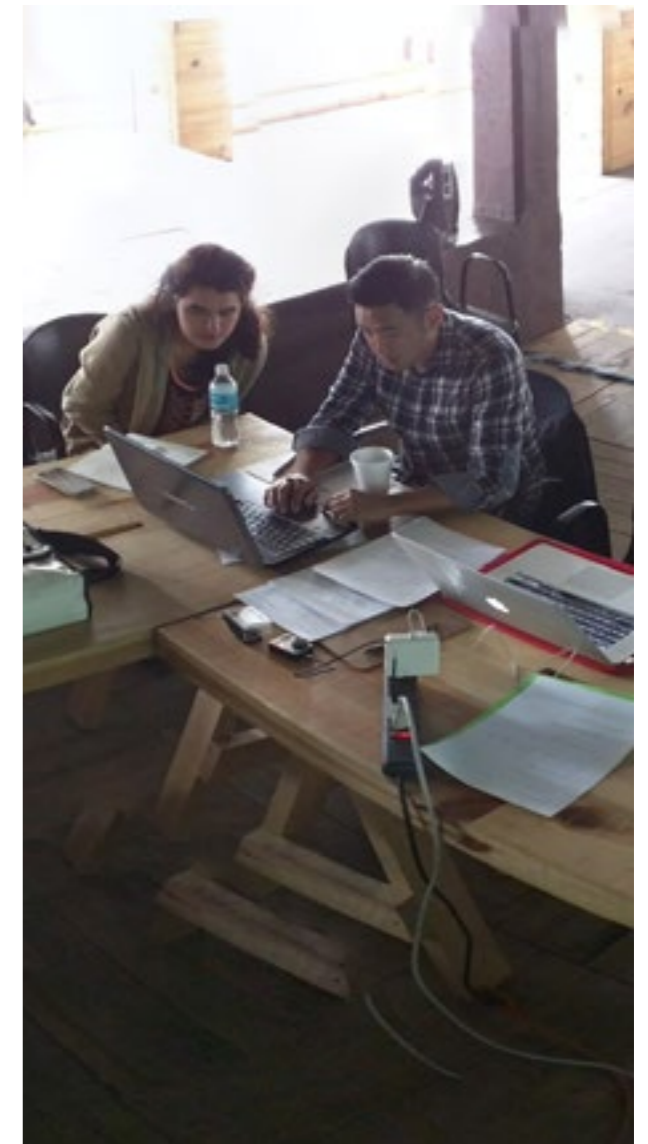
DOCTORES TOOLKIT:



Social

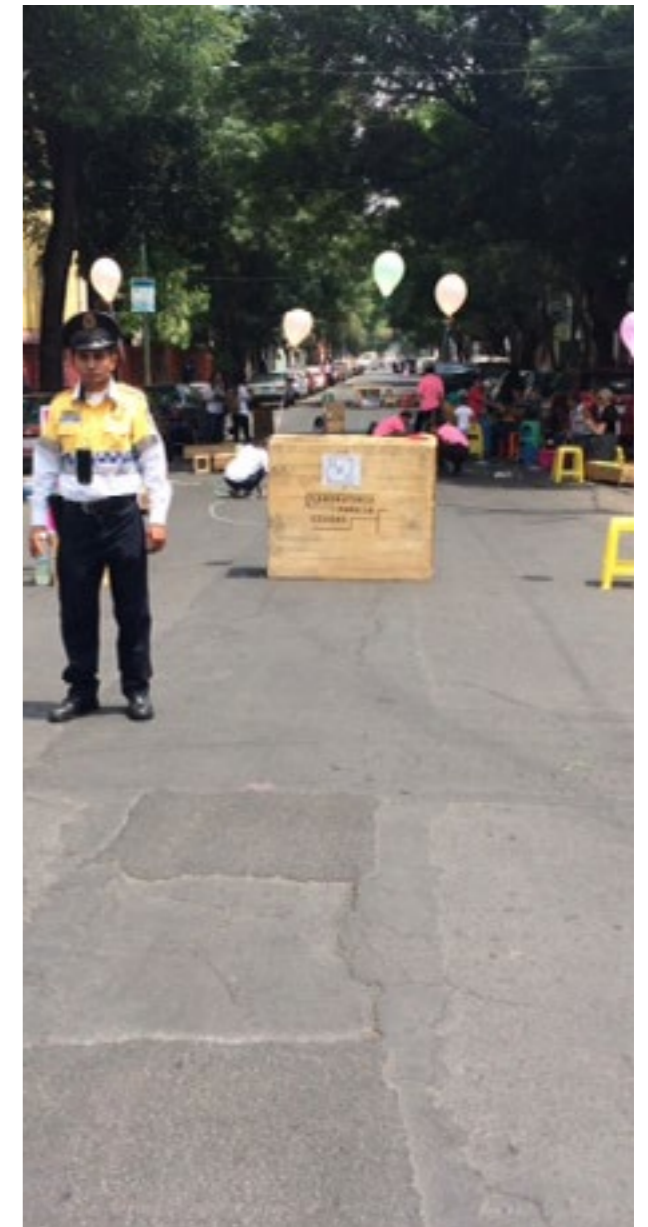


Material



Tactical

SIGNS:



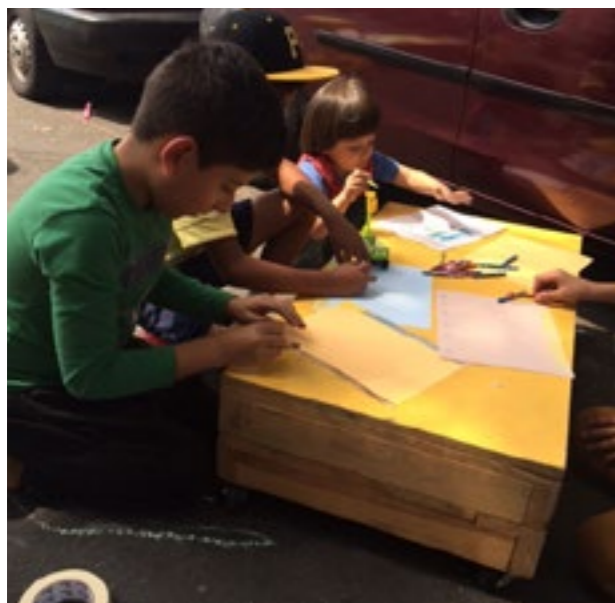
MAGNETS:



IMAGINATION:



PLAY:



DATA COLLECTION:

ENCUESTA PEATONINOS

¿Comienzan a jugar en la calle?
 No

¿Por qué?
No hay tiempo

¿Dónde juegan sus hijos?
 en la calle

¿Por qué?
 tránsito seguridad otro No por seguridad

¿Cada cuánto tienen este tipo de seguridad?
 cada semana cada mes cada año otro En los parques

¿Juegan sus hijos normalmente?
y cerca de aquí en el parque por su casa otro Cerca de casa

¿Cuáles son las cosas más importantes que le gustaría tener en su calle:
— menos tránsito
— mejor señalamiento
— seguridad
— limpieza
— otro

ENCUESTA PEATONINOS

¿Qué cosas te gustaría tener para jugar en la calle?

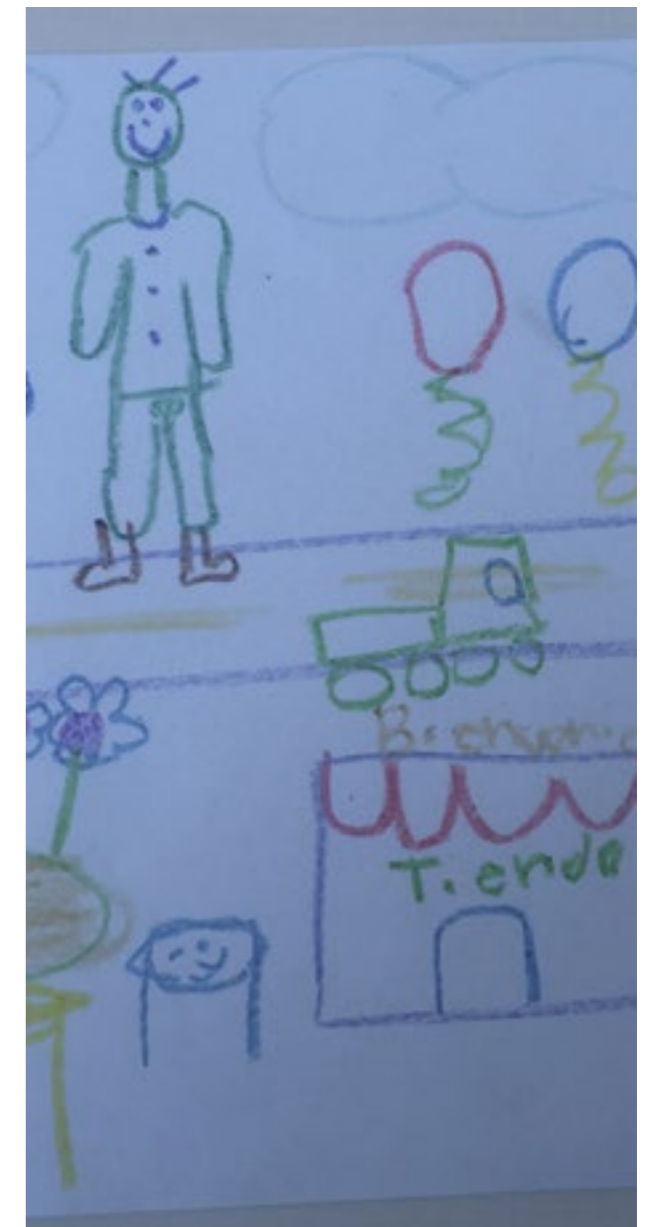
Pelotas Cuerdas para Saltar Otros

Menos Coches Mesas Bancas Otros

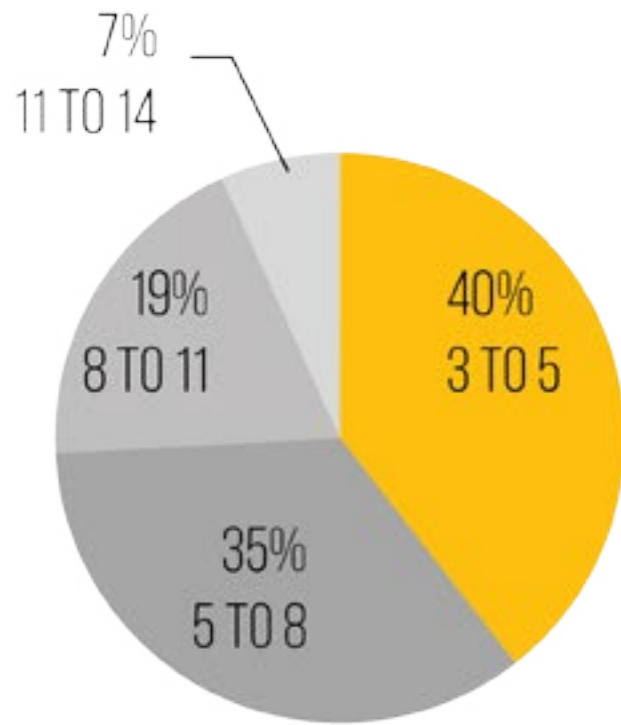
Pasto Árboles y Plantas Luz Otros

Otros Otros Otros

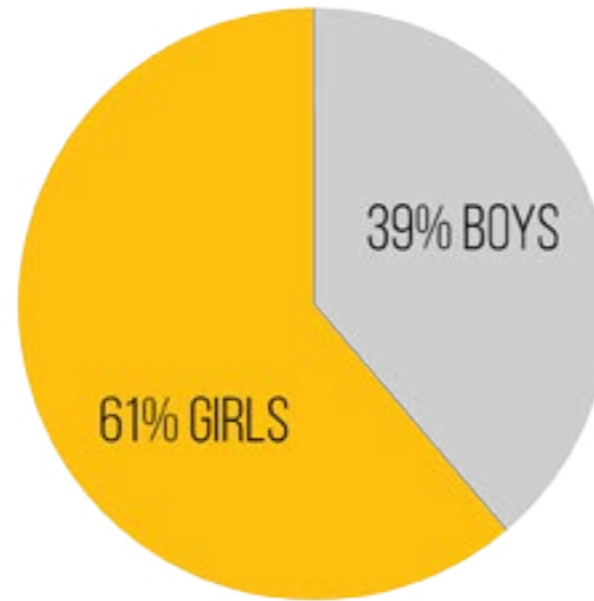
¡Dibuja tu propio!



WHO WAS AT THE EVENT?



AGE



GENDER

8 TO 21
CHILDREN

TOTAL

DO YOUR KIDS PLAY ON THE STREET?

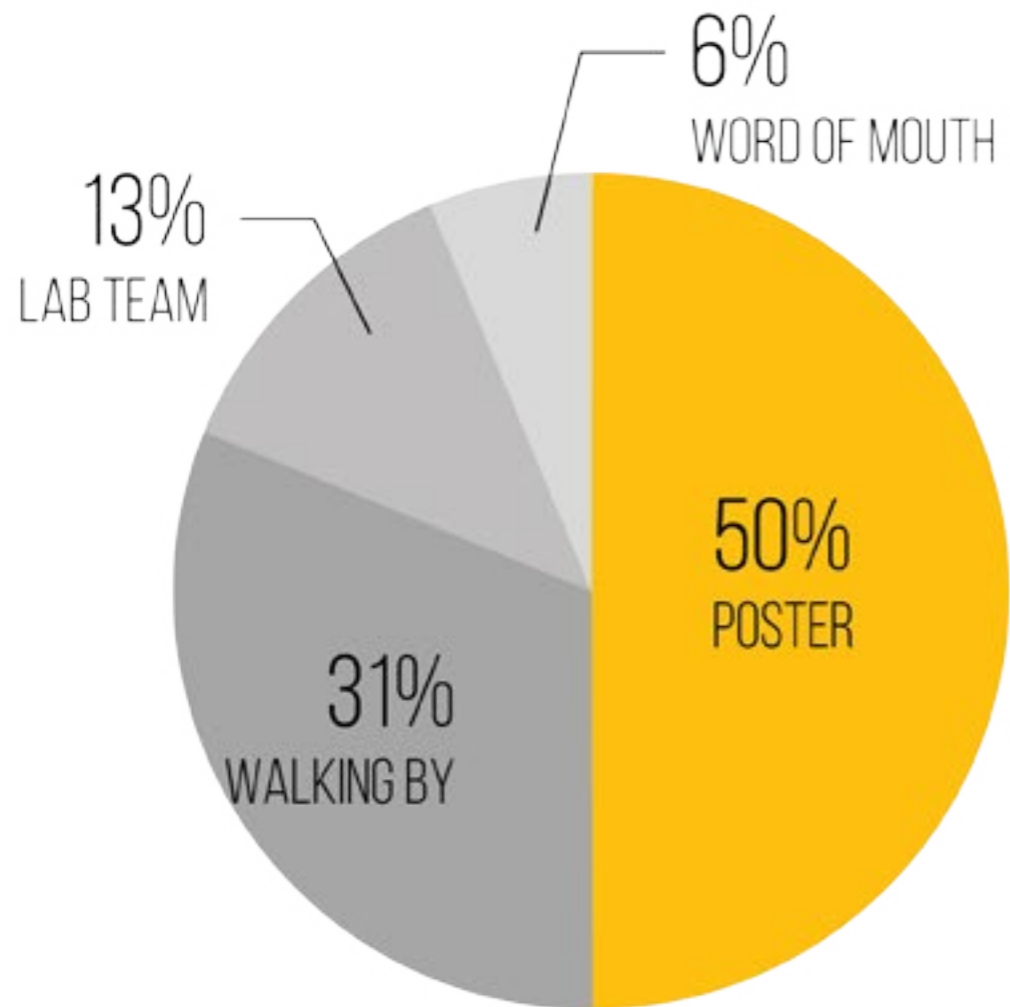


of parents said that their kids do not play on the street.

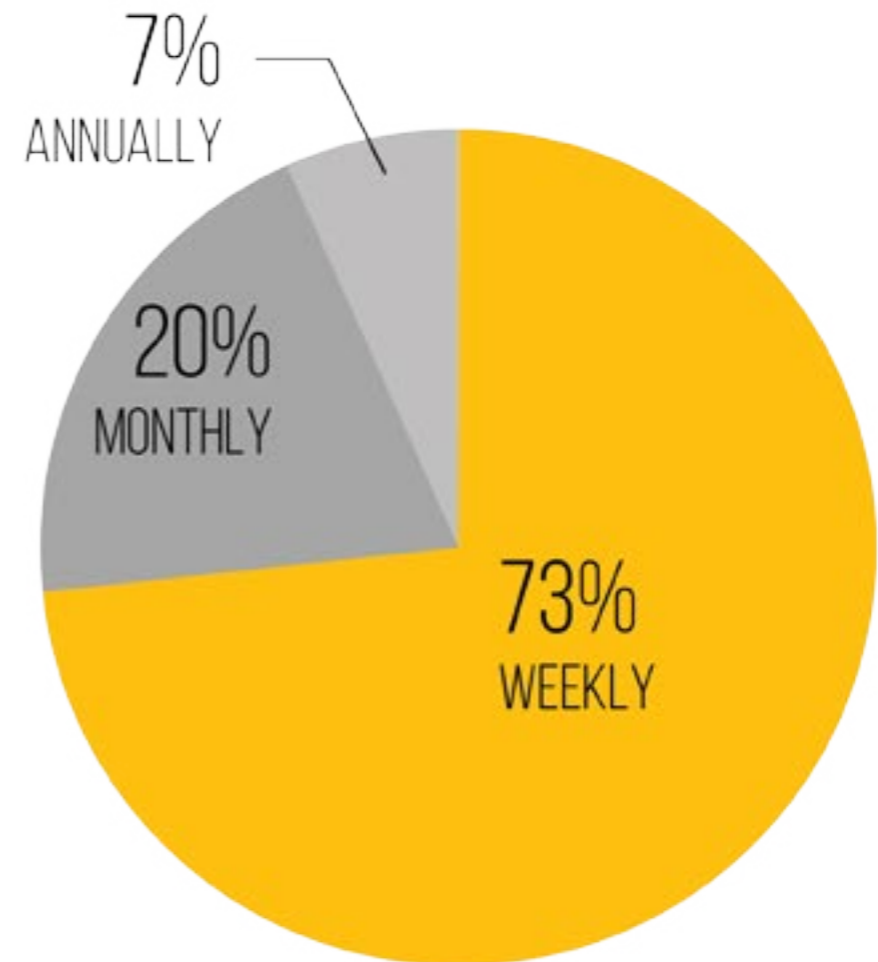


of parents said that the streets are not safe for play.

COMMUNITY RESPONSE



How did you hear about the event?



How often would you like this event to occur?

WHICH MAGNETS WERE USED BY KIDS?



BOXES

5%



CHALK

19%



BALLS

18%



JUMP ROPE

6%



BALLOONS

2%



COLORING

16%



TALKING

2%



BUBBLES

19%



SOCCER

5%



HULA HOOP

8%

WHICH ACTIVITIES WERE USED BY KIDS? [GIRLS]



BOXES

6%



CHALK

24%



BALLS

9%



JUMP ROPE

9%



BALLOONS

3%



COLORING

17%



TALKING

3%



BUBBLES

22%



SOCCER

0%



HULA HOOP

7%

WHICH ACTIVITIES WERE USED BY KIDS? [BOYS]



BOXES

4%



CHALK

11%



BALLS

32%



JUMP ROPE

2%



BALLOONS

0%



COLORING

14%



TALKING

0%



BUBBLES

14%



SOCCER

14%



HULA HOOP

11%

TOP ACTIVITIES BY AGE GROUP

3 TO 5

1



(24%) BUBBLES

5 TO 8

1



(22%) BALLS

8 TO 11

1



(32%) BALLS

11 TO 14

1



(30%) TALKING

2



(21%) CHALK

2



(21%) CHALK

2



(21%) SOCCER

1



(30%) BUBBLES

2



(21%) COLORING

3



(20%) BUBBLES

2



(21%) CHALK

3

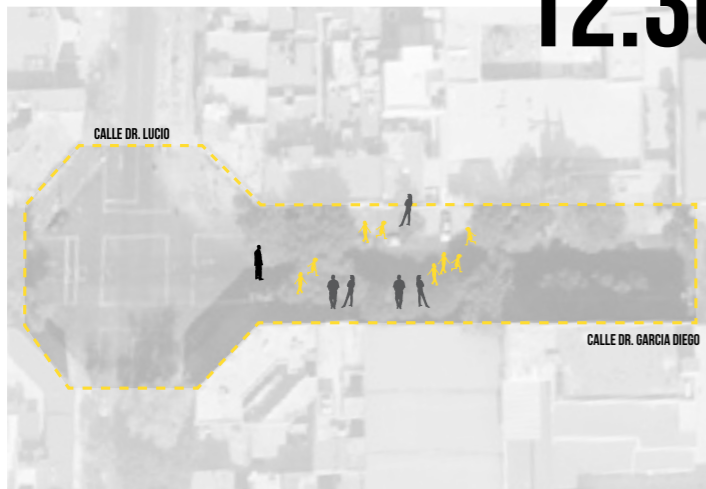


(20%) JUMP ROPE



ACTIVITY MAPS:

12:30



13:00



13:30



14:00



14:30



15:00



5

POLICY

POLICY IMPLICATIONS:

- Play spaces & children's mobility
- Safe routes for children
- Crosswalks & traffic calming
- Street cleaning & garbage collection
- Youth in urban design
- Complete streets

6

NEXT STEPS

NEXT STEPS:

1. Get feedback from the Lab
2. Conduct final fieldwork
3. Compile preliminary document
4. Continue feedback process
5. Deliver case study & toolkit