



a **Fondation Botnar** initiative

Influencing public space using data

Results of data collected in Quevedo and Riobamba

Alza Tu Voz Project:
Healthy Cities for Adolescents HCA-II



*This document is an English translation of the original version written in Spanish, prepared with the assistance of Artificial Intelligence (AI) tools. While every effort has been made to ensure accuracy, some nuances or technical terms may vary.

Please note that all data charts and visual graphics reference the original Spanish dataset. In the event of any discrepancies, or if you require precise clarification, please refer to the original Spanish version, which remains the official and definitive source of truth.

Influencing public space through data: Results of the data collected in Quevedo and Riobamba

Alza Tu Voz Project - Healthy Cities for Adolescents Programme HCA-II

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Executive summary

As part of the 'Alza Tu Voz' project, data collection walks — walks designed to gather georeferenced data using digital tools — were organised before and during the 'Alza Tu Voz Urban Interventions Festivals'. The festivals and walks took place at Parque de la Familia in Quevedo, and at Parque Eucaliptos Altos and Parque 21 de Abril in Riobamba, with the aim of revitalising and promoting the use of public spaces in these cities.

This document explores how the data collected through this methodology can influence the way we understand, use and transform public spaces; focusing on an understanding that goes beyond their physical function, by considering them as key places for social interaction, human connection and community life.

Thus, through a participatory approach, young people and the general public were actively involved in data collection, which enabled the identification of diverse perceptions depending on the location where data was gathered in the intervened spaces. Among the main findings is the observation that urban festivals significantly increased footfall, the sense of safety and social interactions in the parks of both cities, particularly amongst teenagers, who had previously been less present in these spaces.

Furthermore, a temporary shift in the dynamics of space use was identified, as activities diversified significantly during the events, including new activities such as play, sport and dancing. However, it is important to note that, although there were positive changes in perceptions of safety and comfort, some members of the public, particularly teenagers, still perceive the revitalised parks as not entirely welcoming, even during the festivals. This feeling becomes much more evident outside of events such as these.

In this regard, the data collected serves as a fundamental tool for highlighting and understanding the dynamics that occur in public spaces. It is therefore hoped that it will be used as a starting point for promoting the collaborative development of public spaces and healthier, more inclusive and dynamic cities, where social cohesion and participation are strengthened, alongside the presence and sense of ownership of these spaces by teenagers and the wider community.

Introduction

The “Alza Tu Voz” project empowers adolescents and young people in the cities of Riobamba and Quevedo, with the aim of transforming their cities into safe, intercultural spaces that promote well-being. This initiative forms part of the global “Healthy Cities for Adolescents” programme, promoted by the Botnar Foundation — a Swiss philanthropic organisation — which is being implemented in six countries in the Global South.

In Ecuador, the “Alza Tu Voz” project is being carried out under the coordination of a consortium led by LAB-XXI, comprising the Datalat Foundation, the Chimborazo Higher Polytechnic School (ESPOCH), the urban consultancy Huasipichanga, and the Decentralised Autonomous Municipal Governments of Quevedo and Riobamba.

Between October and November 2024, “Urbano” was implemented—a series of theoretical and practical workshops and activities in public spaces, designed to train teenagers in tools for civic participation, intervention in public spaces and digital advocacy strategies. The activities were led by Huasipichanga, the Tandem Foundation and the Datalat Foundation, and were aimed at enabling participants to take concrete action in public spaces through an active and collaborative approach, combining urban exploration with the use of digital tools to influence their cities.

The programme included training on civic participation, human rights and advocacy, using innovative methodologies such as urban pedagogy and placemaking¹. Furthermore, the concept of digital advocacy was introduced as a complement to the

action on the ground, promoting practical activities such as urban explorations, guided city tours and the use of digital tools and storytelling to encourage initiatives in both the physical and digital spaces.

To conclude the programme and put what had been learnt into practice, an ‘Alza Tu Voz Urban Interventions Festival’ was organised in each city, led by Huasipichanga, with the aim of carrying out practical placemaking interventions in prioritised public spaces, applying the ideas and concepts learnt during the workshops. The festivals took place in public spaces prioritised by teenagers during “Urbano”, as a means of taking ownership of these spaces and fostering social cohesion.

Among the activities carried out were ‘data walks’, designed to collect georeferenced data on public spaces as a way of promoting advocacy through digital media. These walks provided opportunities to explore the urban environment and document key aspects, such as the use of spaces, the condition of infrastructure, safety levels, accessibility and cleanliness.

The data walks took place at two different times: before and during the festivals. This made it possible to compare the condition and use of public spaces prior to an intervention and whilst activities were taking place, generating insights to understand the impact of the interventions and propose evidence-based improvements.

1 The term ‘placemaking’ is understood as a tool for the planning, design and management of public spaces with a

Influencing public space through data

The link between cities and the way people interact with them is profound, though often underestimated. The physical elements—both natural and built (architectural)—of the urban environment influence feelings and behaviours, generating acceptance, rejection or even indifference. The latter, particularly towards public space, can be interpreted as a sign that these spaces are perceived as distant or alien.

This disconnect between people and urban life could affect the functioning of public spaces. Part of this isolation and disengagement from these spaces is linked to the low level of public participation in the decisions that shape them.

As a result, public spaces face two main challenges: some fail to meet people's needs or expectations, making them unattractive places; whilst others are perceived as impersonal entities, disconnected from collective experiences, identities and imaginaries (Escobar, 2016).

Data is a fundamental tool for understanding these urban dynamics and influencing public spaces in an informed and well-documented manner. By providing an evidence-based view of the realities that are to be transformed, it enhances the credibility of these demands in the eyes of decision-makers, strategic partners and society at large.

In the context of the interventions carried out during the Urban Festivals, data makes it possible to highlight situations that might otherwise go unnoticed, whilst also assessing the effectiveness of the actions implemented. A key methodology for collecting this information is '**data walks**', which focus on gathering perceptual data on how people – particularly teenagers – experience and navigate public spaces, in this case, the prioritised parks.



Photograph 1. Teenagers who took part in the Quevedo 'caminata datera' walks
 Source: Quevedo Datera Walk, Datalat Foundation, 2024

The methodology centres on collecting perceptual data, as this reflects subjective aspects that traditional metrics do not capture, such as a sense of belonging, well-being or exclusion in a public space. Given that, shaped or influenced by social, cultural, economic, political and natural factors, the space people move through is limited by its characteristics, the vantage point from which it is observed, and the way it is used, whether individually or collectively (Briceño-Avila, 2018).

Thus, as part of the Alza Tu Voz project, this data collection initiative was implemented as a means of contributing to an understanding of the dynamics at play in the public spaces analysed. The aim is to strengthen a sense of shared responsibility and empower young people to advocate for meaningful change in their environment.

In addition to data collection, another objective of the data-gathering walks is to build adolescents' skills in using digital tools to collect georeferenced data on public spaces, thereby facilitating the generation of evidence to support advocacy in their cities and promoting evidence-based decision-making. Indirectly, these group activities provide young people with opportunities to develop social skills and build better relationships, as these teamwork dynamics serve as effective tools for their personal development.

To ensure that the data collected is relevant to the young people and useful for designing interventions, co-creation workshops were organised with representatives from the Riobamba and Quevedo Core Groups.²

These workshops involved a participatory process that encompassed methodological co-design, in which the adolescents helped to define the tools and strategies for data collection; the identification of areas of interest, exploring priority issues such as safety, accessibility and infrastructure in their urban environment; and the selection of specific spaces, mapping places frequented and not frequented by adolescents to prioritise strategic sites for data collection and interventions (see diagram 1).

Photograph 2. Adolescents who took part in the data-collection walks in Riobamba



Source: Riobamba Data Walk, Datalat Foundation, 2024

² Core Groups are groups of adolescent leaders in each city, tasked with contributing, giving voice to their ideas and influencing the project throughout its duration. They form part of the Consortium's governance model, which is responsible for implementing the project.



Process of co-creation and development of the 'caminatas dateras'

01 Co-diseño metodológico con adolescentes y representantes del Consorcio

03 Identificación de áreas de interés y temas prioritarios

05 Talleres Urbano

07 Primer data walk sobre los espacios pre-seleccionados

09 Segundo data walk durante las intervenciones urbanas

02 Definición de herramientas y estrategias para la recolección de datos

04 Mapeo de espacios públicos y cómo son percibidos por adolescentes

06 Pre-selección de espacios públicos para intervenciones urbanas y levantamiento de datos

08 Definición de espacios públicos para intervenciones urbanas

Source:
Datalat Foundation, 2024



The information gathered through this process will be used to understand people's perceptions of public spaces and to share these with a wider audience, particularly universities, civil society and local government bodies in each city.

The aim is to promote the implementation of interventions that transform these public spaces into safer, more accessible and more inclusive environments. It also aims to place young people at the heart of urban transformation, empowering them as key actors in the development of their cities.

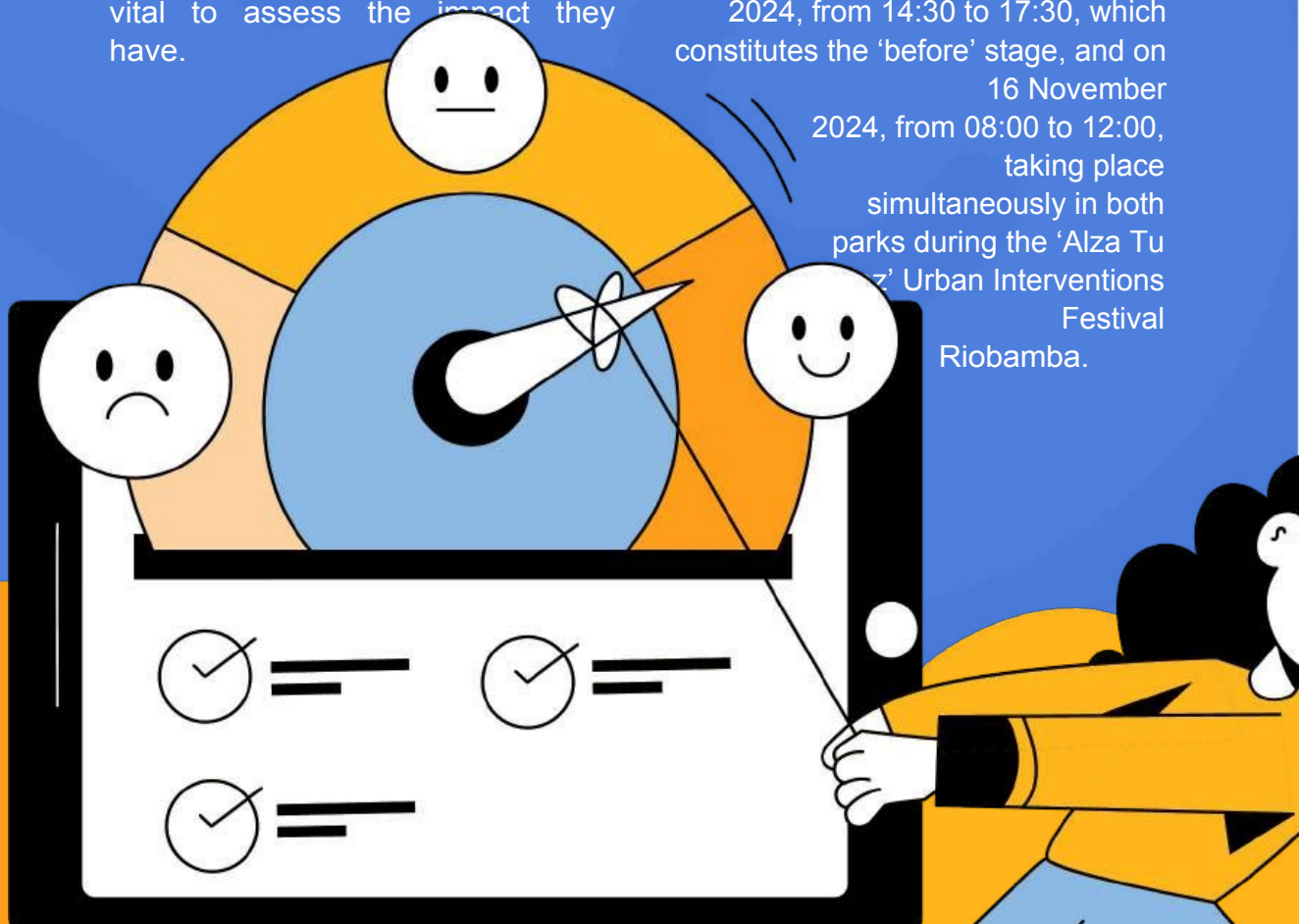
Understanding perceptions of the public spaces where interventions have taken place

People's perceptions of public spaces are a key factor in assessing their ability to promote community wellbeing – and, in this case, the wellbeing of adolescents. Beyond the impression created by the physical characteristics of the space, these perceptions reflect how these places are experienced in terms of safety, comfort, inclusion and enjoyment.

Understanding these perspectives is essential for promoting and influencing the design of interventions that meet people's needs and foster spaces that are more welcoming, safe, inclusive and enjoyable for adolescents. Furthermore, once these interventions are implemented, it is vital to assess the impact they have.

As part of the project, data on perceptions was collected from teenagers who took part in the 'Urbano' advocacy workshops and the 'Alza Tu Voz' festivals, as well as from people who were using the space at the time. In Quevedo, data collection took place at the Parque de la Familia on two occasions: the first on 15 October 2024, from 14:00 to 16:30, which constitutes the 'before' stage, and the second on 23 November 2024, from 08:00 to 12:00, during the 'Alza Tu Voz Quevedo' Urban Interventions Festival.

In Riobamba, the Eucaliptos Altos and 21 de Abril parks were prioritised by teenagers. Data collection was also carried out at these parks on two occasions: the first on 22 October 2024, from 14:30 to 17:30, which constitutes the 'before' stage, and on 16 November 2024, from 08:00 to 12:00, taking place simultaneously in both parks during the 'Alza Tu Voz' Urban Interventions Festival Riobamba.



In total, 32 records were collected in Riobamba and 44 in Quevedo.

Of the total data analysed, in Quevedo 12.50% corresponds to the 'before' period of the festival, and 87.50% to the 'during' period of the festival. This distribution is proportional to the number of people using the space at the time the data was collected. These percentages illustrate the footfall at Parque de la Familia during the days analysed, demonstrating that one of the main outcomes is the significant increase in the number of people in public spaces during the festival.

In Riobamba, the picture was similar. 15.91% of the responses correspond to the period 'before' the festival, whilst 84.09% correspond to the period 'during' the festival. This likewise reflects a considerable increase in the number of people using the space during the event.

These participation figures show that the activities organised during the festival – such as the revitalisation of spaces, artistic interventions and community activities – had a positive impact on the number of people visiting these places.

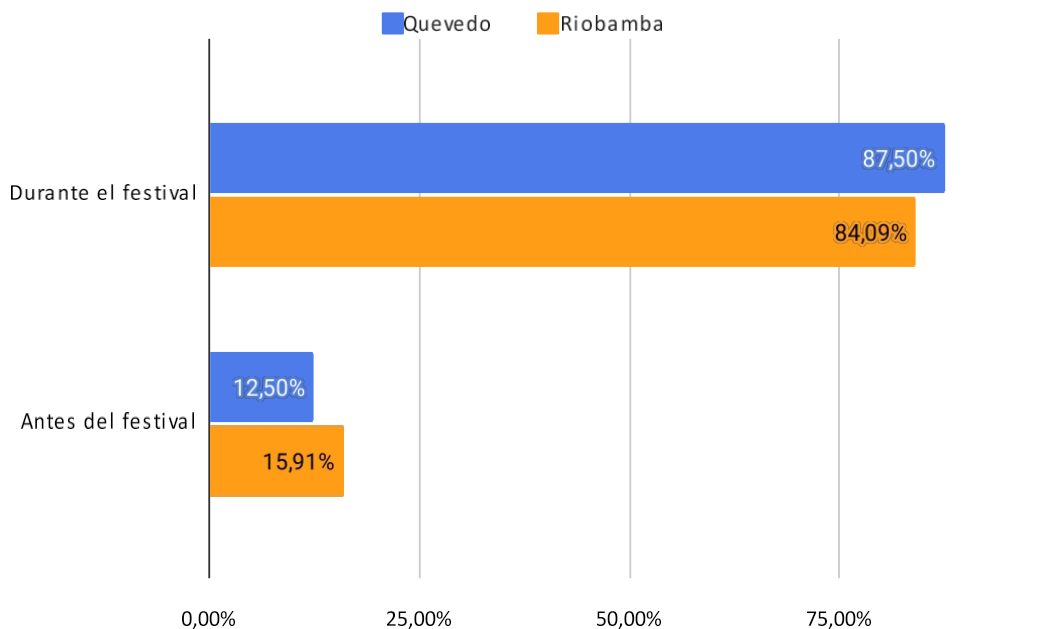


Figure 1. Percentage of people who took part in the 'Datera' walks 'before' and 'during' the festival Prepared

by: Datalat Foundation, 2024

For the data collection, aspects such as the use of the space, the activities carried out,

social interactions and how people perceive the place in general. These elements will help us understand how these revitalised public spaces are experienced, enabling us to assess whether people feel a sense of ownership of them, whether they are functional for different age groups and how well they integrate into the urban environment.

Quevedo Family Park

The Family Park, located at the entrance to the parish of El Guayacán, has become a meeting place for local residents since its opening in 2021. This site features recreational areas surrounded by nature, alongside a variety of attractions such as skating rinks, freestyle areas, skateboard parks, sports pitches and children's play areas.

This park has been identified as a key space for teenagers, who regard it as an ideal place to meet up, share experiences and enjoy the outdoors. It has become a meeting place where recreational, sporting and cultural activities allow them to express themselves and strengthen their social bonds. Furthermore, the park serves as a symbol of local identity, reinforcing a sense of belonging amongst the teenagers who take part in community activities or special events.



Photograph 4. Parque de la Familia, bridge before the Urban Festival Source: Caminata Datera Quevedo, Datalat Foundation, 2024

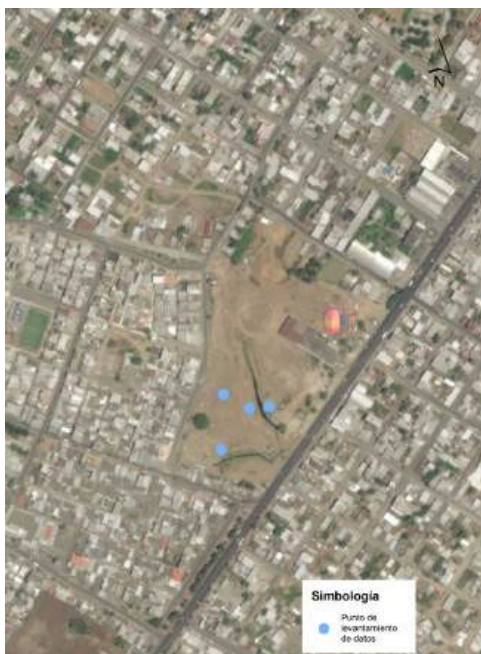
Photograph 3. Family Park, skate park before the Urban Festival
Source: Datera Quevedo Walk, Datalat Foundation, 2024

Figures 1 and 2 show the distribution of the data collection points analysed in this report. It is important to note that Figure 1 depicts the 'before' scenario, where the georeferenced points represent the areas of the park to be developed, and the responses analysed correspond to the views of working groups comprising 5 to 7 teenagers, with a total of 17 participants in the first Datera walk.

On the other hand, Figure 2 depicts the 'after' scenario, where the georeferenced points represent the locations where the information was collected, and are distributed throughout the Family Park, in the areas that were being developed and occupied

Figure 1. Parque de la Familia – Points considered during the data-collection walks (before)

Produced by: Datalat Foundation, 2024



during the Alza Tu Voz Festival; this provides an additional layer of context to the information gathered, enabling the results to be interpreted in relation to the environment

In this regard, during the data-collection walks in Parque de la Familia, data was collected relating to visitors' perceptions and use of the space, including social interaction and the activities carried out. This data is key to understanding how members of the public, particularly teenagers, perceive and use this public space.



Figure 2. Parque de la Familia – Points of interest during the data-collection walks (during)

Produced by: Datalat Foundation, 2024

Note: Satellite imagery available is out of date



Photograph 5. Teenagers interviewing people using the park Source: Quevedo Datera Walk, Datalat Foundation, 2024

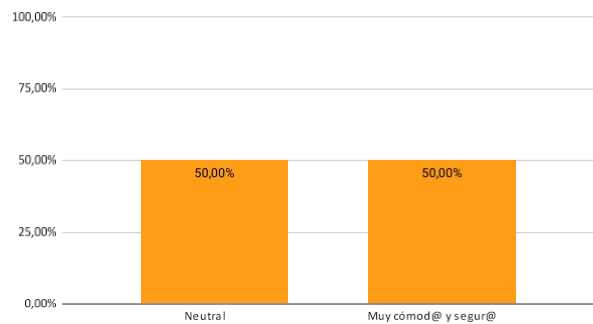
The data obtained from the question “**How do you feel in this place?**” show a notable difference in the perceptions of visitors to Parque de la Familia before and during the festival.

Before the festival, 50 per cent of people felt very comfortable and safe, whilst the other 50 per cent were neutral. In other words, although half of the visitors already enjoyed the space, the other half did not have a clear perception of it or were indifferent to it.

During the festival, perceptions changed for the better. 67.86% of people felt comfortable and safe, 28.57% said they felt very comfortable and safe, and only 3.57% remained neutral, indicating a sense of well-being and enjoyment in the park during the event.

This positive shift in responses suggests that the festival had a positive impact on perceptions of the park, improving visitors’ comfort and safety. The festival’s organisation and the increased number of visitors helped to transform the park into a more welcoming space that is appreciated by the community.

Antes del Festival



Durante el Festival

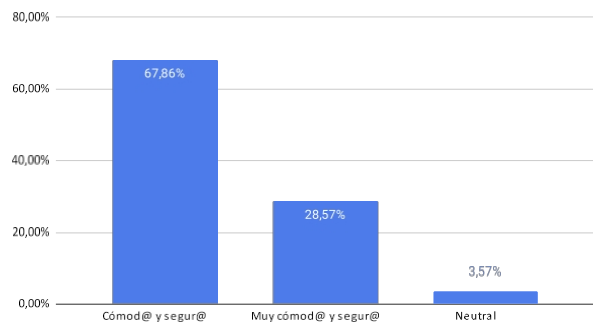
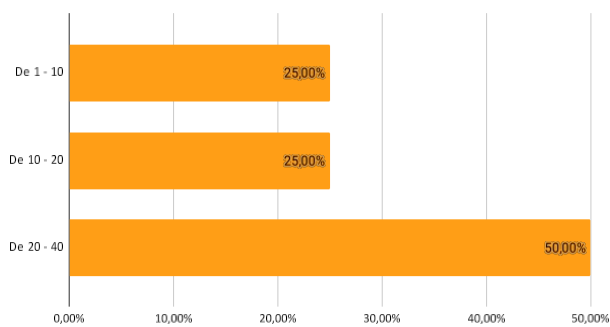


Chart 2. Level of satisfaction and well-being at this location. Compiled by: Datalat Foundation, 2024

The question **“Do you consider this place to be important for your city?”** reveals a unanimous perception of the importance of the Family Park both before and during the festival. On both occasions, 100% of respondents considered the park to be an important place for their city.

In other words, regardless of the conditions of the space or the activities taking place, participants recognise the park as a significant site for the community that fulfils an important role in the city.

Antes del Festival



Durante el Festival

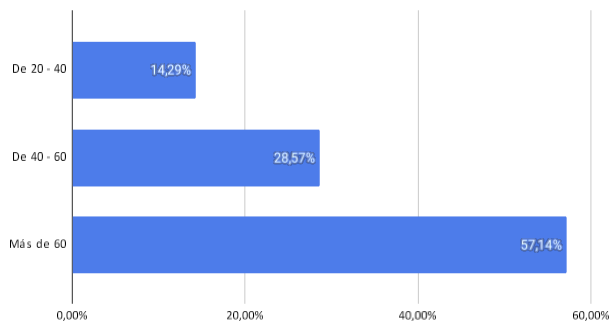


Figure 3. Number of people present in the public space
Produced by: Datalat Foundation, 2024

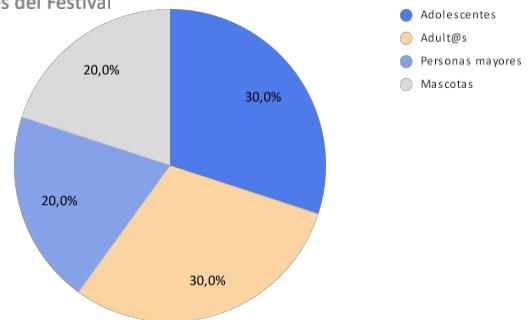
Furthermore, the results of the question **‘Approximately how many people are using the space at the moment?’** show a clear difference in the number of people visiting the Family Park before and during the festival.

Bearing in mind that the number of people observed corresponds to the point at which the data was collected, not to the

Looking at the park as a whole (see figures with georeferenced data), before the festival, the majority of respondents (50%) estimated that between 20 and 40 people were using the space. 25% thought there were between 1 and 10 people, and another 25% estimated the number to be between 10 and 20 people.

During the festival, the situation changed dramatically. 57.14% of participants observed that the park was being used by more than 60 people. Furthermore, 28.57% estimated that there were between 40 and 60 people, and 14.29% estimated that there were between 20 and 40 people. This increase in the number of people using the space during the festival reflects greater footfall due to the activities and the atmosphere generated by the event.

Antes del Festival



Durante el Festival

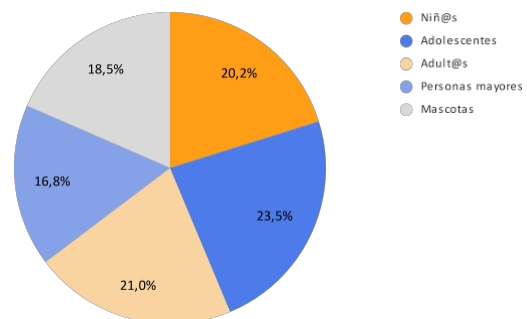


Chart 4. Profile of people occupying the public space
Compiled by: Datalat Foundation, 2024



Photograph 6. Teenagers interviewing people using the park Source: Caminata Datera Quevedo, Datalat Foundation, 2024

Regarding “**Who is using the space at this moment?**”, the results from before and during the festival show a variation in the composition of Family Park users.

Before the festival, the age groups and categories present in the park were distributed as follows:

- Teenagers accounted for 30 per cent of park users,
- Adults also accounted for 30 per cent,
- Older people made up 20 per cent,
- Pets accounted for 20 per cent,
- No children or other groups were reported to be present at this time.

During the festival, the breakdown of visitors to the park underwent some changes:

- The number of children rose to 20.2 per cent, reflecting a greater focus on family and children’s activities during the event.
- The proportion of teenagers fell slightly to 23.5 per cent, but they remain a significant group among attendees.
- Adults accounted for 21 per cent, a slight decrease compared with before the festival.
- Older people also saw a decrease, falling to 16.8 per cent.
- Pets were still present, though in slightly lower numbers, accounting for 18.5 per cent.
- As before the festival, no other groups were reported.

This shift in the categories of people using the park suggests that the festival attracted a greater diversity of people, with an increase in the number of children and a slight adjustment in the participation of other demographic groups.

On the other hand, prior to the festival, the **most common activities in the space** were walking (23.1%), whilst other activities such as playing, resting, chatting and ‘other’ were evenly distributed, each accounting for 15.4%.

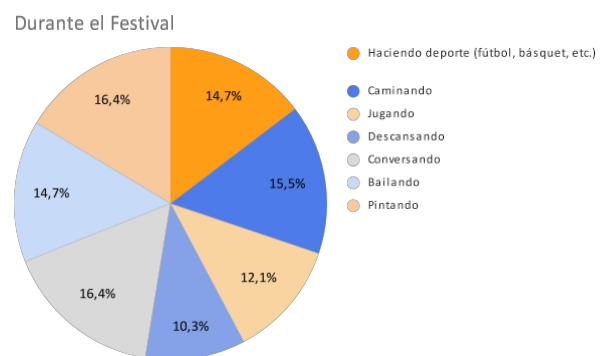
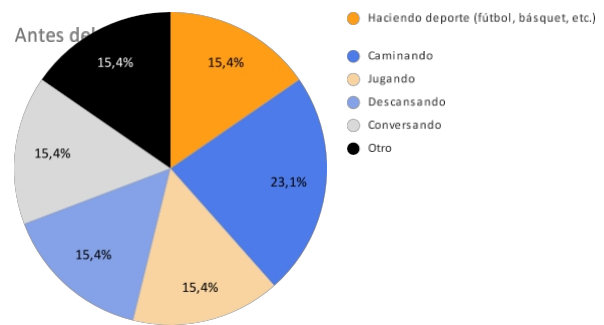


Figure 5. Activities carried out in the public space

Compiled by: Datalat Foundation, 2024

During the festival, significant changes in activities were observed. People began to engage in new activities such as dancing (14.7 per cent) and painting (16.4 per cent), which had not been recorded previously. Furthermore, activities categorised as 'other' disappeared, suggesting a focus on the options available following the event.

Walking and chatting remain significant activities, but there was a slight decrease in the number of people playing sport, playing games and resting, as the festival encouraged more artistic and social interactions, promoting greater diversity in the use of the space.

In response to the question “**Is there any kind of social interaction in this space?**”, prior to the festival, 50% of respondents indicated that there was moderate interaction in small groups, whilst another 50% perceived little interaction. During the festival, the situation changed significantly. 67.9% of respondents reported “a great deal of interaction in large groups”, whilst 28.6% still perceived moderate interaction in small groups, and only 3.5% indicated that there was little interaction. These figures show that the festival fostered greater social interaction, encouraging the formation of larger, more dynamic groups and facilitating connections between people.

It is important to note that people perceived that, prior to the festival, there were no activities involving teenagers at the venue. During the festival, however, 100 per cent of respondents observed activities aimed at teenagers, indicating that the event successfully included and engaged this group in the activities, bringing the space to life and encouraging their participation.

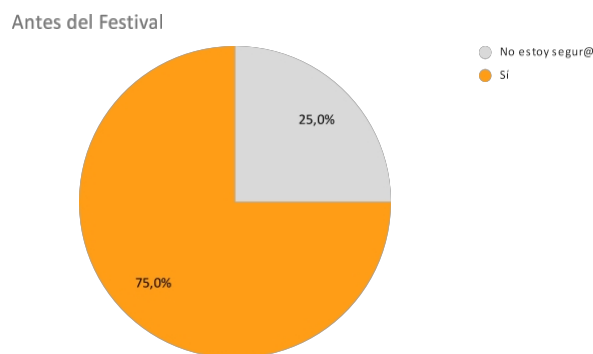
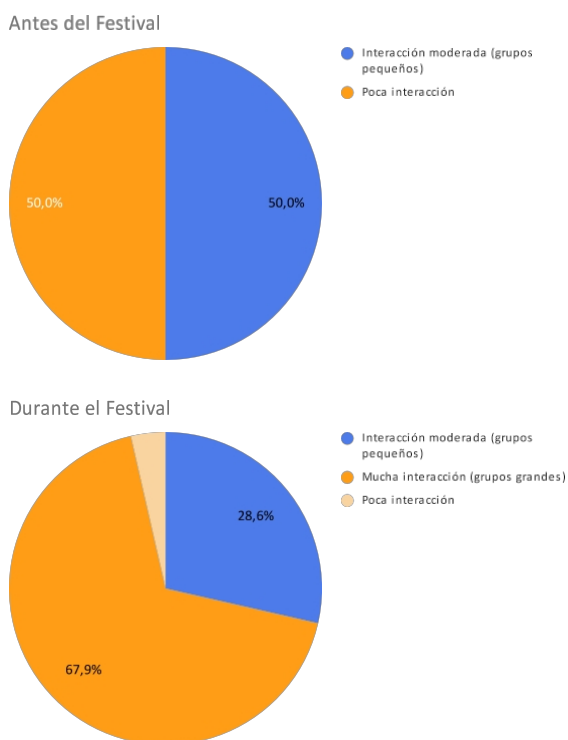


Figure 6. Level of social interaction in public spaces.



Photograph 7. Adolescents observing and analysing the space Source: Datera Quevedo Walk, Datalat Foundation, 2024

Durante el Festival

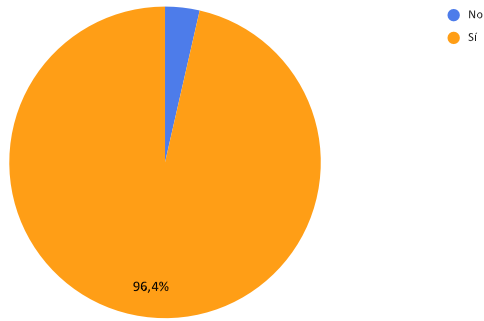


Chart 7. Perception of the welcoming nature of the public space Prepared by: Datalat Foundation, 2024

The question “Does this place feel welcoming to the people using it?” was answered differently before and during the festival.

Before the festival, 75% of respondents felt that the place was welcoming, whilst 25% were unsure about this perception. During the festival, this perception changed considerably, with 96.4% of respondents stating that the place did feel welcoming, whilst only 3.6% felt otherwise. This change reflects a significant improvement in the perception of the space, which could be attributed to the positive atmosphere generated by the event, making the venue more attractive and comfortable, and creating a more inclusive and welcoming environment for people.



Photograph 8. Teenagers during the ‘Caminata Datera’ walks in Quevedo

Eucaliptos Altos Park, Riobamba

Eucaliptos Altos Park is located in the city of Riobamba, Ecuador, in the Eucaliptos Altos neighbourhood. This park covers an area of approximately 1,766 square metres (including the children's play area and sports pitches), and is a recreational space that offers local residents and visitors a place for leisure and outdoor activities.

The park is perceived by teenagers as an important recreational space, but opinions are mixed due to its state of repair. On the one hand, many young people value the park as a place to relax, socialise and take part in outdoor activities, such as walking or playing in its green spaces. However, due to maintenance issues, such as a lack of adequate lighting, the deterioration of certain facilities and the presence of areas perceived as unsafe, some teenagers find that the park is not particularly attractive

or safe enough to visit frequently, especially at night. For this reason, the park was selected for an intervention to improve the space.

During the data-collection walk in Eucaliptos Altos Park, data were gathered on visitors' perceptions and use of the space, including social interaction and the activities undertaken. This data is essential for understanding how the public, particularly teenagers, perceive and make use of this public space.

Figures 3 and 4 show the distribution of the data collection points analysed in this report. Figure 3 shows the georeferenced points corresponding to the 'before' stage of the intervention, on the basis of which an initial assessment of the space was carried out to define possible interventions. Figure 4, meanwhile, shows the georeferenced points representing the areas of the park that were the subject of the intervention, where data was collected during the data-collection walk.



Figure 3. Eucaliptos Altos Park – Points of interest during the ‘caminatas dateras’ (before)

Produced by: Datalat Foundation, 2024



Figure 4. Eucaliptos Altos Park – Points considered during the data collection walks (during)

Produced by: Datalat Foundation, 2024

Before the festival, when asked “**How do you feel in this place?**”, 50% of participants said they felt a little uncomfortable and unsafe.

Some 25 per cent responded neutrally, without a clear stance, whilst another 25 per cent said they felt comfortable and safe, which was a positive but minority view.



Photograph 10. Teenagers during the 'Caminata Datera' walk Source: Caminata Datera Riobamba, Datalat Foundation, 2024

During the festival, perceptions changed significantly: 53.57% of people said they felt comfortable and safe, and 28.57% even reported feeling very comfortable and safe, reflecting a positive impact on the majority. Only 10.71% remained neutral. Meanwhile, 7.14% said they felt very uncomfortable and unsafe. Although this latter group is small, it is important to investigate the possible reasons behind these negative experiences, a category which was only selected during the festival.

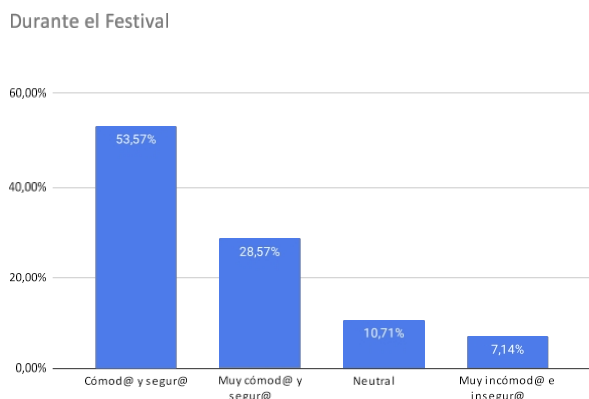
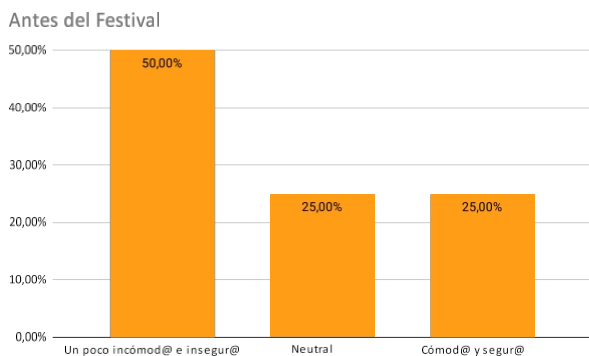


Figure 8. Level of satisfaction and well-being in this space Prepared by: Datalat Foundation, 2024

Before the festival, when asked **“Do you think this place is important for your city?”**, 50% of participants said yes, whilst 25% were unsure and another 25% said no, reflecting divided opinions on its relevance.

During the festival, these perceptions changed: 82.1 per cent stated that the venue was important, showing a marked increase in positive assessment. 14.3 per cent remained undecided, and only 3.6 per cent continued to consider it unimportant. In other words, it can be inferred that the festival helped to strengthen the recognition of the venue as a valuable space for the city.

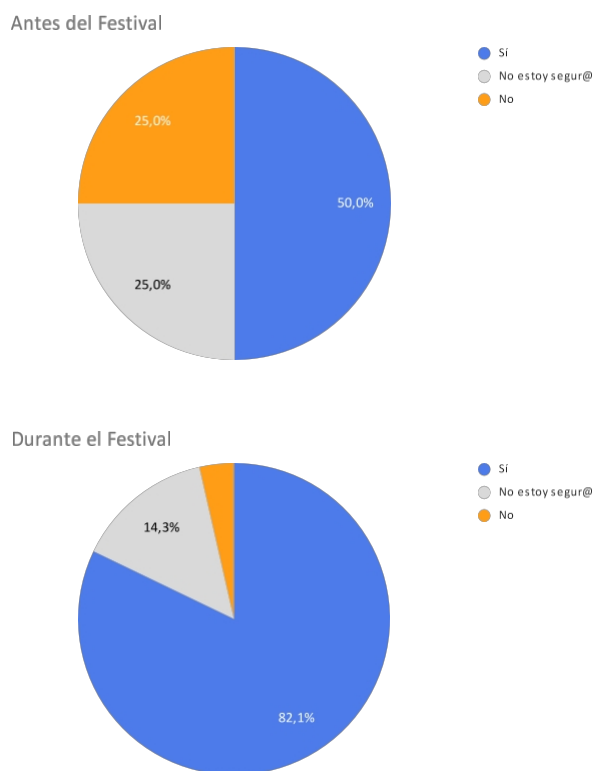


Figure 9. Perception of the importance of public space in the city Produced by: Datalat Foundation, 2024

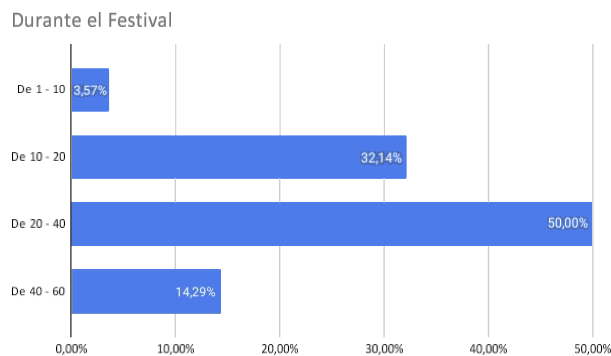
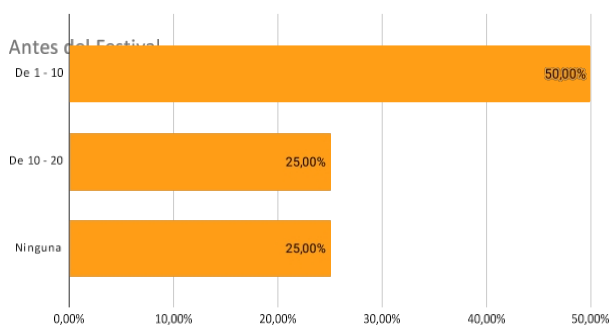
Graph 10 refers to the **number of people present in the public space**. Before the festival, most people noted limited use of the public space: 50% reported seeing between 1 and 10 people from their vantage point, 25% observed between 10 and 20, and a further 25% indicated that there was no one there. This reflects a low initial turnout and limited use of the space.

During the festival, the situation was different. Half of the people observed between 20 and 40 people using the space, 32.14 per cent observed between 10 and 20, and 14.29 per cent noted a turnout of between 40 and 60 people, whilst only 3.57 per cent saw fewer than 10 people. These figures show a considerable increase in occupancy and activity in the space during the event, which succeeded in attracting more people and encouraging use of the site.



Photograph 11. Teenager during the 'Caminata Datera' walk. Source: Caminata Datera Riobamba, Datalat Foundation, 2024

It is important to note that these figures relate to specific observation points shown in Figures 3 and 4, and vary according to factors such as the time of observation.



Graph 10. Number of people present in the public space

Compiled by: Datalat Foundation, 2024

When analysing **who was occupying the space**, the results indicate that before the festival, the space was mainly occupied by teenagers and adults, with each group accounting for 33.3% of those present. Older people and pets accounted for a smaller proportion, at 16.7% each.



Photograph 12. Teenager interacting with people in the space during the 'Caminata Datera'

Source: Riobamba Datera Walk, Datalat Foundation, 2024

During the festival, the dynamics changed, reflecting greater age diversity and a notable increase in the participation of teenagers. Consequently, teenagers' presence rose to 36.2 per cent, making them the largest group, followed by adults at 31.9 per cent. Furthermore,

a new significant group: children, who accounted for 20.3 per cent. In contrast, the participation of older people and pets fell to 7.2 per cent and 4.3 per cent, respectively.

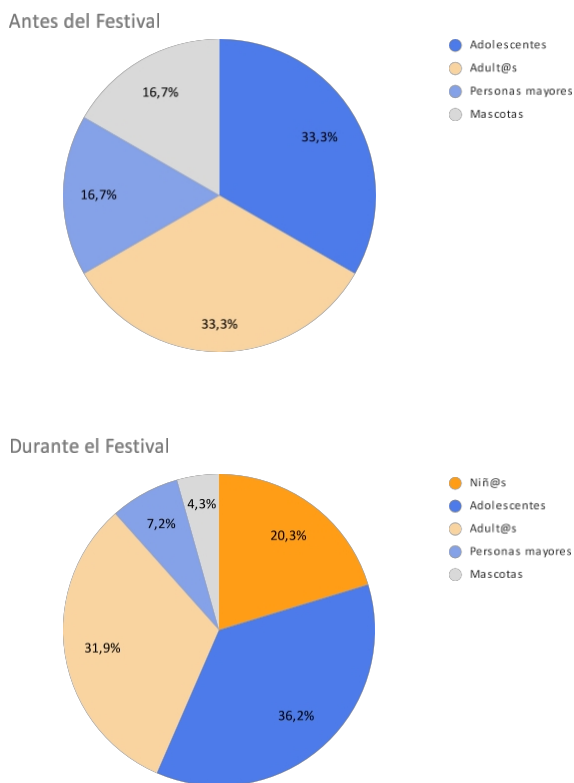


Figure 11. Profile of people using public spaces Compiled by: Datalat Foundation, 2024

Regarding the **activities carried out in the space**, prior to the festival, sporting activities, such as football and basketball, were the most common, accounting for 33.3% of the total. Other activities, such as walking, resting and chatting, each accounted for 22.2%, indicating a relatively balanced use but with a primary focus on sport.

During the festival, although sporting activities remained significant at 28.1%, they declined slightly in favour of new options such as playing games (16.9%) and dancing (2.2%), which reflect the direct influence of the

event dynamics. Pre-event activities such as walking (15.7 per cent), resting (12.4 per cent) and chatting (19.1%) also decreased, probably due to the festival's more active and social nature. Furthermore, 5.6% of attendees engaged in other activities that reflect a more creative and varied use of the space.

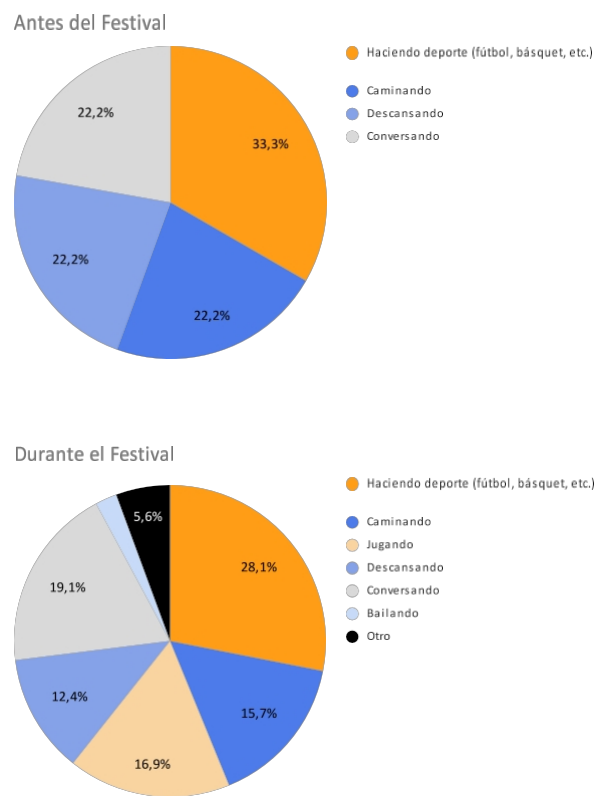
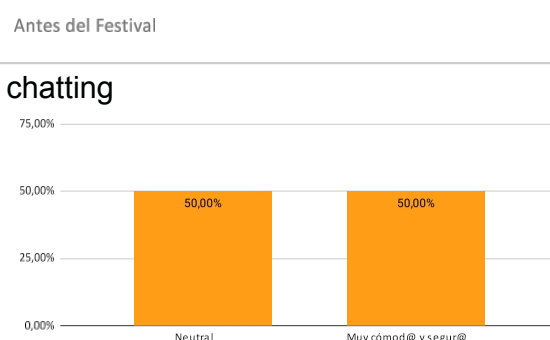


Figure 12. Activities carried out in public spaces Compiled by: Datalat Foundation, 2024

Prior to the festival, social interaction in the venue was limited. Most people (50%) reported moderate interaction in small groups, whilst 25% said there was no interaction and another 25% perceived little interaction.

During the festival, the social dynamics changed, creating a more sociable environment that fostered connections between attendees and generated a more active and participatory atmosphere. Consequently, 64.29 per cent of people reported moderate interaction in small groups, whilst 32.14 per cent observed a great deal of interaction in large groups. Only 3.57 per cent observed little interaction.



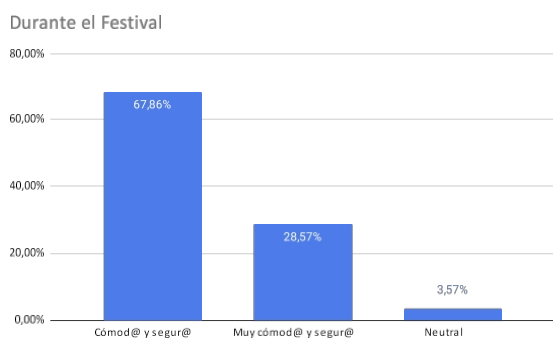


Figure 13. Level of social interaction in public spaces Compiled by: Datalat Foundation, 2024

Before the festival, the majority of respondents (75%) stated that they had not observed any activities involving teenagers at the venue, whilst only 25% indicated that they had.



Photograph 13. Teenagers collecting data during the Urban Festival

Source: Caminata Datera Riobamba, Datalat Foundation, 2024

During the event, the situation changed: 92.9% of participants reported that there were indeed activities involving teenagers, 3.6% were unsure, whilst a further 3.5% did not observe any such activities. These results demonstrate that the festival succeeded in encouraging the active participation of teenagers, transforming the space into a place where their activities were much more visible and valued.

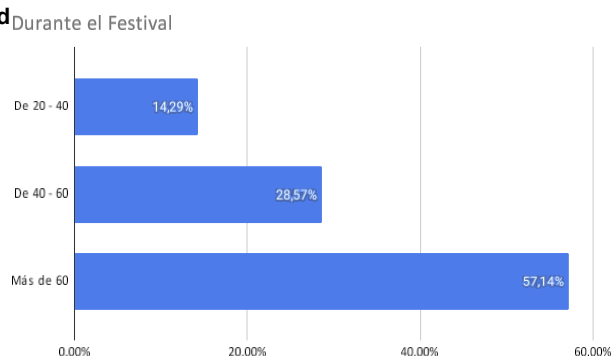
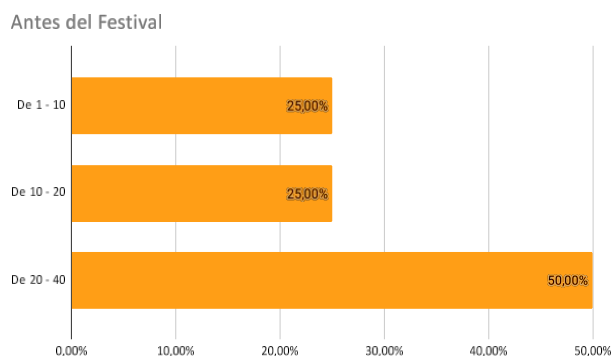


Figure 14. Adolescents' interaction in public spaces Prepared by: Datalat Foundation, 2024

The perception that a space is welcoming has a significant impact on how people interact with it and with one another. A place that feels pleasant and accessible encourages greater participation, a sense of belonging and a greater willingness to get involved in activities.

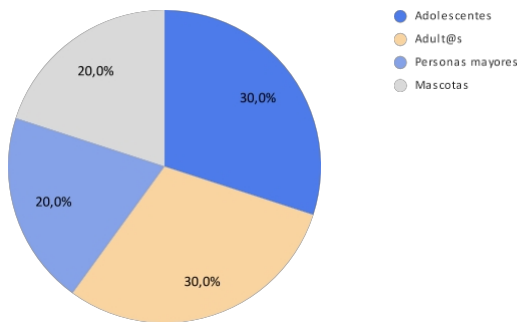


Photograph 14. Adolescent collecting data during the Urban Festival

Source: Riobamba Data Walk, Datalat Foundation, 2024

Before the festival, half of those surveyed (50%) felt that the venue did not feel welcoming to those using it. Twenty-five per cent were unsure, and another 25 per cent did perceive it as welcoming, reflecting divided opinions. However, during the festival, this perception changed significantly: 96.4 per cent of participants stated that the venue felt welcoming, and only 3.6 per cent were unsure.

Antes del Festival



Durante el Festival

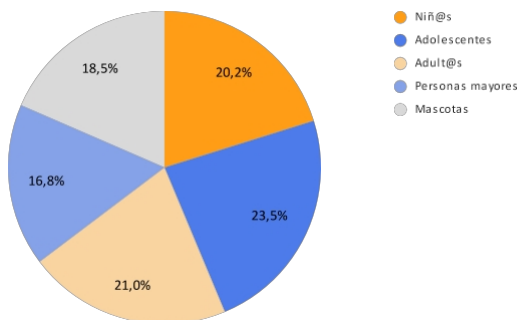


Figure 15. Perception of the welcoming nature of the public space Prepared by: Datalat Foundation, 2024



21 April Park, Riobamba

21 April Park is an iconic space in the city of Riobamba. It has a direct historical connection to the Battle of Riobamba, fought on 21 April 1822. This battle, which was crucial to Quito's independence, has sometimes been mistakenly referred to as the 'Battle of Tapi', although historical documents, military reports and local traditions indicate that the main fighting took place in the streets of Riobamba and its immediate surroundings, in areas where this park now stands (Encalada et al., 2022).

The park is recognised as a commemorative space that pays tribute to this important historical episode. It covers an area of approximately 10,340 square metres, with recreational and historical areas that foster social and cultural interaction amongst the people of Riobamba and keep alive the memory of an event that shaped Ecuadorian history.

As for the adolescents' perceptions, this space is seen as a place they could use to meet up, socialise with friends and take part in various recreational activities, were it to be refurbished and developed; currently, however, only a small percentage of participants visit it as it is considered an unsafe space.

Figures 5 and 6 show the distribution of the data collection points analysed in this report. Figure 5 depicts the 'before' situation, where the georeferenced points represent the areas of the park considered for intervention. In Figure 6, the georeferenced points represent the areas of the park that were intervened upon, where data was collected during the Datera walk.



Photograph 17. 21 de Abril Park
Source: Riobamba Data Walk, Datalat Foundation, 2024



Figure 5. 21 April Park – Points of interest during the 'caminatas dateras' (before)

Produced by: Datalat Foundation, 2024

During the data-collection walk in 21 April Park, key information was gathered on how visitors use and value this space, focusing on social interactions and the various activities that take place there.



Figure 6. 21 April Park – Points considered during the data collection walks (during)

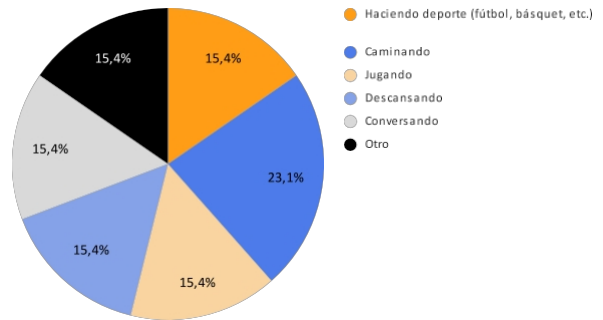
Produced by: Datalat Foundation, 2024

This data is crucial for understanding how the public, particularly teenagers, experience and make use of this public space.



Photograph 18. Teenagers analysing the data collected during the 'Caminata Datera'
Source: Riobamba Data Walk, Datalat Foundation, 2024

Antes del Festival



Durante el Festival

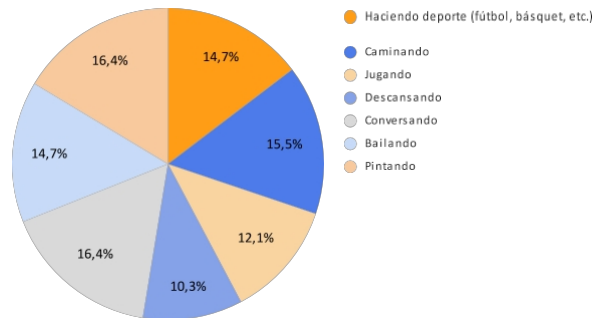


Figure 16. Level of satisfaction and well-being in this location. Compiled by: Datalat Foundation, 2024

As for the question of whether participants consider this place to be important for their city, the results were unanimous: both before and during the festival, 100 per cent of respondents answered in the affirmative. In other words, the place is perceived as a valuable space for the community and the dynamics unfolding in the city.

When asked **how people feel in this place**, the results show that before the festival, 66.67% of people felt comfortable and safe, whilst 33.33% experienced some discomfort and insecurity. During the event, the majority of people (55.56%) continued to feel comfortable and safe. Some 22.22% reported feeling neutral; in other words, although they did not feel uncomfortable, they did not feel particularly comfortable or safe either.

On the other hand, a new category emerged comprising 11.11% of respondents who reported feeling very comfortable and safe. However, the same percentage (11.11%) of people still experienced some discomfort or insecurity, which could be linked to specific factors such as the design of the space, social dynamics, or accessibility issues.



Photograph 19. Teenagers analysing the data collected during the 'Caminata Datera' walk. Source: Caminata Datera Riobamba, Datalat Foundation, 2024

Regarding the question of approximately how many people are using the public space at this moment, the results show that before the festival, 100 per cent of respondents indicated that between 1 and 10 people were using the space. During the event, the situation changed significantly; with 55.56 per cent of participants estimating that between 20 and 40 people were using the space, 22.22 per cent perceiving that there were more than 60 people, 11.11 per cent indicating that there were between 10 and 20 people, and a further 11.11 per cent estimating that there were between 40 and 60 people. This reflects a considerable increase in the number of people attending during the festival.

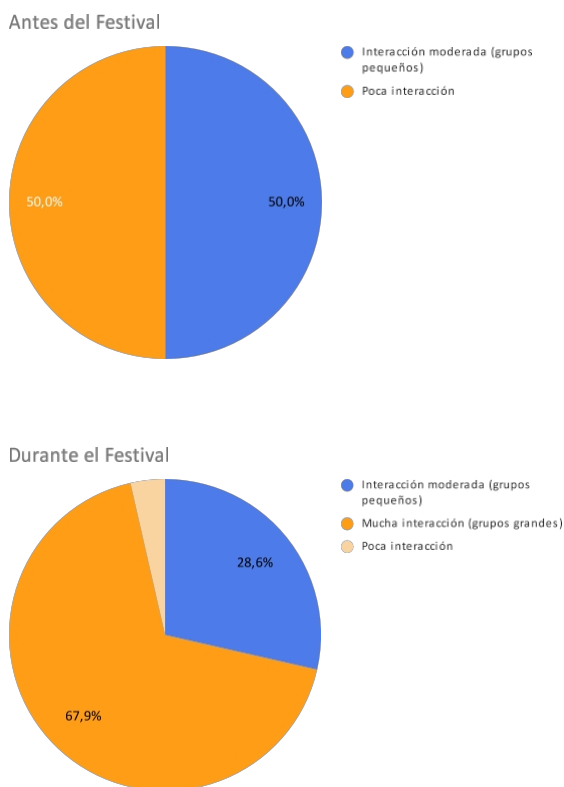


Figure 17. Number of people present in the public space
Compiled by: Datalat Foundation, 2024

As for who uses public spaces, a notable change was observed in their composition before and during the festival. Before the event, 50 per cent of those present were adults, 16.7 per cent were older people, and 33.3 per cent were there with their pets.

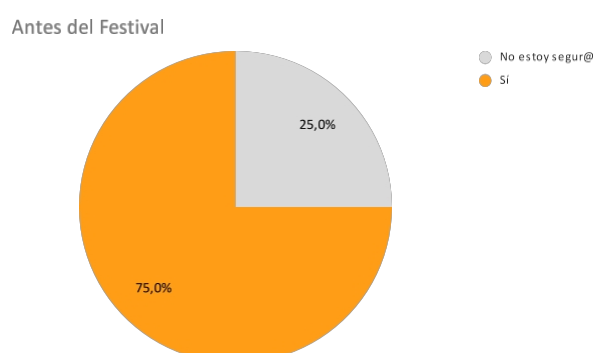
However, during the festival, the picture

60%, whilst adults became the second largest group at 33.3%, and children emerged as a new, albeit smaller, presence at 6.7%.



Photograph 20. Teenagers during the Urban Festival
Source: Caminata Datera Riobamba, Datalat Foundation, 2024

Based on these results, it is clear that events which attract different age groups and generate new dynamics in the use of public space are important, particularly those that include teenagers, with activities that cater to their interests and foster coexistence between all age groups in public spaces.



Durante el Festival

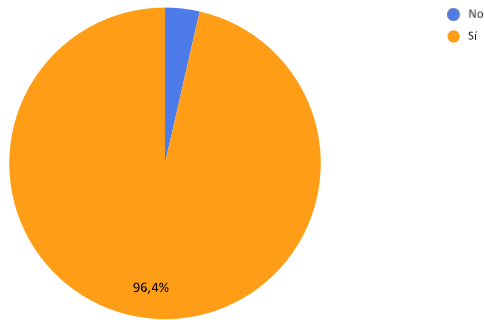
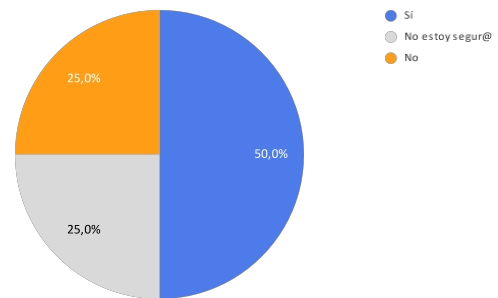


Figure 18. Profile of people using the public space
Compiled by: Datalat Foundation, 2024

Before the festival, the most common activities in the space were walking and chatting, both carried out by 40% of those present. However, during the festival, the range of interaction options expanded to include recreational, physical and social activities, which contributed to an increase in the diversity of activities. Consequently, chatting remained the most frequent activity, but with a lower proportion (25.4%), followed by playing (22.4%) and walking (20.9%). In addition, new activities emerged, such as resting (16.4%), playing sports (4.5%), dancing (2.9%) and other varied activities (7.5%).

With regard to the results on social interaction in the space, prior to the festival, social interactions in the space were very limited; 66.7% of respondents stated that there was no interaction, whilst 33.3% perceived little interaction. However, during the event, a positive change was observed. 88.9% of participants mentioned that there was moderate interaction in small groups, and only 11.1% reported little interaction.

Antes del Festival



Durante el Festival

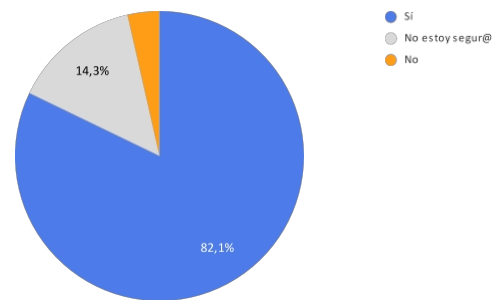
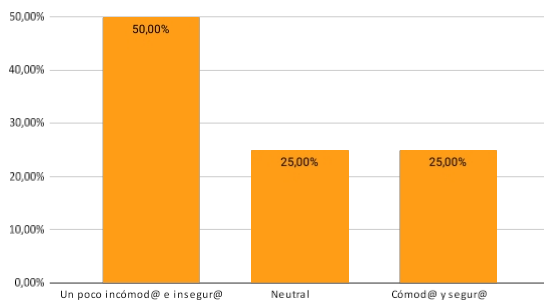


Figure 20. Level of social interaction in public spaces.
Prepared by: Datalat Foundation, 2024

Antes del Festival



Durante el Festival

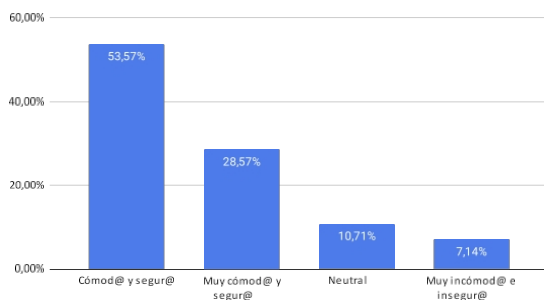


Figure 19. Activities carried out in the public space. Prepared by: Datalat Foundation, 2024

In response to the question ‘Do you observe activities involving teenagers in this place?’, prior to the festival, 100% of participants indicated that there were no activities for teenagers in the space. However, during the event, 88.9% stated that they did observe activities aimed at this group, whilst 11.1% said they were unsure. The change was significant and was due to the efforts made to involve adolescents through specific activities during the festival.

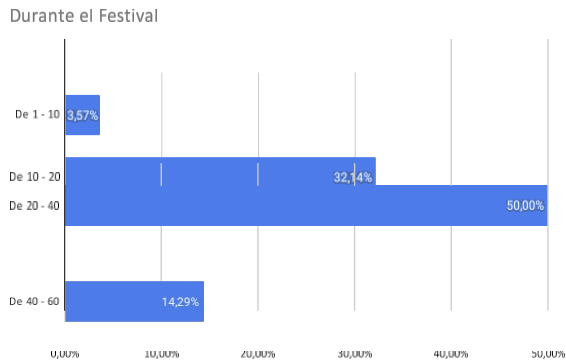
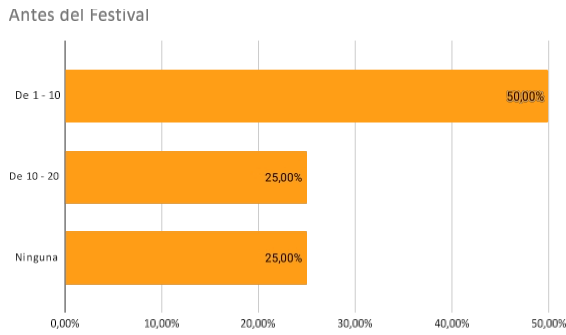


Figure 21. Adolescents' interaction in public spaces.
Compiled by: Datalat Foundation, 2024

In response to the question 'Does this place feel welcoming to the people using it?', both before and during the festival, the results remained consistent: 66.7% of respondents considered the place to be welcoming, whilst 33.3% expressed doubts, stating that they were unsure.

These results are significant, as a welcoming space enhances the quality of the experience and helps to strengthen the community, fostering more positive interactions and a greater sense of connection amongst attendees. It is therefore necessary to promote further initiatives that improve this perception of welcome and comfort for users.

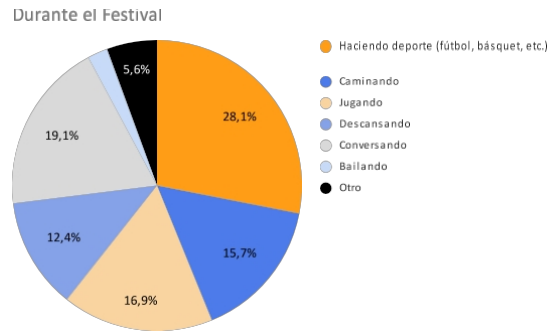
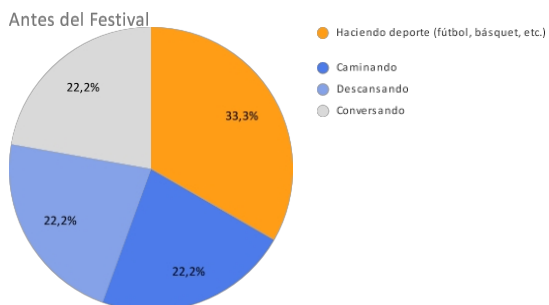


Figure 22. Perception of the welcoming nature of public spaces Compiled by: Datalat Foundation, 2024



Photograph 21. Teenagers analysing the data collected
Source: Caminata Datera Riobamba, Datalat Foundation,

Final reflections

The data collected through the 'caminatas dateras' allow us to observe and understand public spaces from a different perspective. Public spaces are usually conceived as physical places intended for specific functions; in the case of parks, for recreation. However, their role in people's social and emotional lives is often overlooked.

By gathering data on how people interact, feel and relate to one another in these spaces, we can see that parks go beyond simply being used for physical activities such as walking or playing; rather, they become meeting points for sharing, getting to know one another and enjoying time together as a community. As the data for this study was collected through a participatory approach, it reflects the diverse experiences of the public and the voices of the teenagers who took part in the process. Given that, by having participated in the collection data collection and the development of the methodology, they have the power to play an active part in bringing about the changes they wish to see in their city; they take on the role of agents of change and strengthen their skills in the responsible use of technology.

Analysis of the data collected in Riobamba and Quevedo highlights how public spaces are dynamic elements of the city which often fail to realise their potential due to a lack of interventions or activities that meet people's needs.

One of the most significant findings is the impact that a small-scale urban intervention can have on the perception and diversification of the use of a public space. In all three parks, the temporary intervention in the form of an urban festival led to an improvement in the sense of safety and in participation,

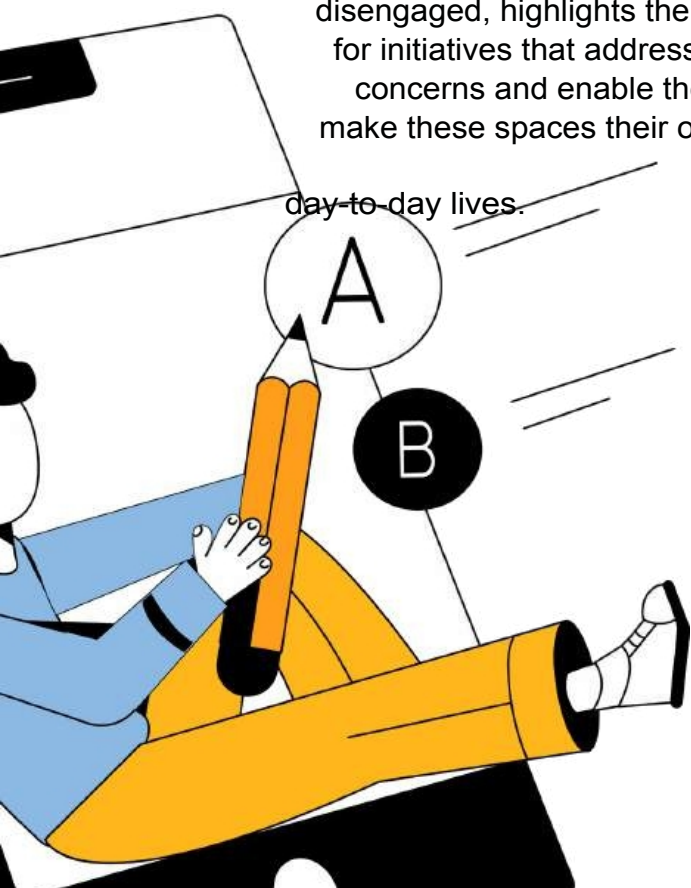


particularly amongst teenagers. Furthermore, the data show an increase in visitor numbers and a shift in social dynamics (from limited interaction to more established interaction in medium-sized and large groups), highlighting the power of events to activate spaces, break down barriers and foster intergenerational interaction.

However, it must be borne in mind that these changes are temporary and must be accompanied by more far-reaching structural measures to ensure that these improvements in the spaces are maintained and sustained. Whilst the data collected during the festival revealed a notable change in perceptions of safety and a sense of welcome, a significant proportion of users still view the parks as spaces that are not particularly safe or unattractive outside of special events. This suggests the importance of ongoing work on the design and maintenance of these spaces; aspects that remain crucial to ensuring the inclusion, accessibility and safety of all users, especially when no events are scheduled.

The fact that teenagers have become a prominent group during the festival, despite previously feeling marginalised or disengaged, highlights the need for initiatives that address their concerns and enable them to make these spaces their own in

day-to-day lives.



The change in the activities carried out also highlights a key point: public spaces are not merely physical locations, but settings where social relationships are forged. The emergence of new activities such as games, dancing and sport during the festival suggests that, when the right conditions are provided, users transform the space into something far more dynamic and creative. In this regard, it is important to understand that simply providing a green space is not enough; it is necessary to promote activities that involve diverse groups and enable them to feel like active participants, to occupy and take ownership of the spaces.

Furthermore, the perception of welcome is a crucial variable that must be constantly monitored. Although the results show that the majority of participants considered the park to be welcoming after the event, the data indicate that there is still work to be done, particularly to ensure that people from different age groups (children, teenagers, young people, adults and older adults) feel equally valued and part of the space. Ongoing evaluation through data can serve as a barometer for measuring the effectiveness of interventions and adjusting strategies in line with the city's changing needs.

This highlights that public spaces – in this case, parks – need to be looked after and their dynamics understood so that they can fulfil their true purpose: to be places of gathering, socialising, safety and freedom for the whole community. And for that to happen, data plays a vital role. It acts as a compass guiding the design of interventions which, rather than being temporary solutions, constitute a resilient, inclusive and accessible public infrastructure for everyone, especially teenagers.

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Anexo 1. Tabla de resultados comparativos entre parques

| Pregunta analizada | Quevedo | | | Riobamba | | |
|--|---------------------------------|---|--|--|---|--|
| | Caminata Datera | Parque de La Familia | Parque Eucaliptos Altos | Parque Eucaliptos Altos | Parque 21 de Abril | |
| ¿Cómo se sienten ustedes en este lugar? | Antes de la intervención urbana | Neutral Muy cómodo@ y segur@ (50%) (50%) | Un poco incómod@ e insegur@ (50%) Neutral (25%) Cómod@ y segur@ (25%) | Un poco incómod@ e insegur@ (50%) Neutral (25%) Cómod@ y segur@ (25%) | Cómod@ y segur@ (66,67%) Un poco incómod@ e insegur@ (33,33%) | |
| | Durante la intervención urbana | Cómod@ y segur@ Muy cómodo@ y segur@ Neutral (67,86%) (28,57%) (3,57%) | Cómod@ y segur@ (53,57%) Muy cómodo@ y segur@ (28,57%) Neutral (10,71%) Muy incómod@ e insegur@ (7,14%) | Cómod@ y segur@ (53,57%) Muy cómodo@ y segur@ (28,57%) Neutral (10,71%) Muy incómod@ e insegur@ (7,14%) | Cómod@ y segur@ (55,56%) Neutral (22,22%) Un poco incómod@ e insegur@ (11,11%) Muy cómodo@ y segur@ (11,11%) | |
| ¿Consideras que este lugar es importante para tu ciudad? | Antes de la intervención urbana | Sí (100%) | Sí (50%) No estoy segur@ (25%) No (25%) | Sí (50%) No estoy segur@ (25%) No (25%) | Sí (100%) | |
| | Durante la intervención urbana | Sí (100%) | Sí (82,14%) No estoy segur@ (14,29%) No (3,57%) | Sí (82,14%) No estoy segur@ (14,29%) No (3,57%) | Sí (100%) | |
| ¿Cuántas personas aproximadamente están usando el espacio en este momento? | Antes de la intervención urbana | De 1 - 10 (25%) De 10 - 20 (25%) De 20 - 40 (50%) | De 1 - 10 (50%) De 10 - 20 (25%) Ninguna (25%) | De 1 - 10 (50%) De 10 - 20 (25%) Ninguna (25%) | De 1 - 10 (100%) | |
| | Durante la intervención urbana | De 20 - 40 (14,29%) De 40 - 60 (28,57%) Más de 60 (57,14%) | De 1 - 10 (3,57%) De 10 - 20 (32,14%) De 20 - 40 (50%) De 40 - 60 (14,29%) | De 1 - 10 (3,57%) De 10 - 20 (32,14%) De 20 - 40 (50%) De 40 - 60 (14,29%) | De 10 - 20 (11,11%) De 20 - 40 (55,56%) De 40 - 60 (11,11%) Más de 60 (22,22%) | |
| ¿Quiénes están ocupando el espacio ahora? | Antes de la intervención urbana | Adolescentes (30%) Adult@s (30%) Personas mayores (20%) Mascotas (20%) | Adolescentes (33,33%) Adult@s (33,33%) Personas mayores (16,67%) Mascotas (16,67%) | Adolescentes (33,33%) Adult@s (33,33%) Personas mayores (16,67%) Mascotas (16,67%) | Adult@s (50,00%) Mascotas (33,33%) Personas mayores (16,67%) | |
| | Durante la intervención urbana | Adolescentes (23,53%) Adult@s (21,01%) Niñ@s (20,17%) Mascotas (18,49%) Personas mayores (16,81%) | Adolescentes (36,23%) Adult@s (31,88%) Niñ@s (20,29%) Personas mayores (7,25%) Mascotas (4,35%) | Adolescentes (36,23%) Adult@s (31,88%) Niñ@s (20,29%) Personas mayores (7,25%) Mascotas (4,35%) | Niñ@s (6,67%) Adolescentes (60%) Adult@s (33,33%) | |

| | | | | |
|---|---------------------------------|--|--|---|
| ¿Qué actividades están realizando estas personas? | Antes de la intervención urbana | <p>Caminando (23,08%) Haciendo deporte (fútbol, básquet, etc.) (15,38%) Jugando (15,38%) Descansando (15,38%) Otro (15,38%)</p> | <p>Haciendo deporte (fútbol, básquet, etc.) (33,33%) Caminando (22,22%) Descansando (22,22%) Conversando (22,22%)</p> | <p>Caminando (40%) Conversando (40%) Descansando (20%)</p> |
| | Durante la intervención urbana | <p>Conversando (16,38%) Pintando (16,38%) Caminando (15,52%) Bailando (14,66%) Haciendo deporte (fútbol, básquet, etc.) (14,66%) Jugando (12,07%) Descansando (10,34%)</p> | <p>Haciendo deporte (fútbol, básquet, etc.) (28,09%) Conversando (19,10%) Jugando (16,85%) Caminando (15,73%) Descansando (12,36%) Otro (5,62%) Bailando (2,25%)</p> | <p>Conversando (25,37%) Jugando (22,39%) Caminando (20,90%) Descansando (16,42%) Otro (7,46%) Haciendo deporte (fútbol, básquet, etc.) (4,48%) Bailando (2,99%)</p> |
| ¿Hay algún tipo de interacción social en este espacio? | Antes de la intervención urbana | <p>Interacción moderada (grupos pequeños) (50%) Poca interacción (50%)</p> | <p>Interacción moderada (grupos pequeños) (50%) No hay interacción (25%) Poca interacción (25%)</p> | <p>No hay interacción (66,67%) Poca interacción (33,33%)</p> |
| | Durante la intervención urbana | <p>Mucha interacción (grupos grandes) (67,86%) Interacción moderada (grupos pequeños) (28,57%) Poca interacción (3,57%)</p> | <p>Interacción moderada (grupos pequeños) (64,29%) Mucha interacción (grupos grandes) (32,14%) Poca interacción (3,57%)</p> | <p>Interacción moderada (grupos pequeños) (88,89%) Poca interacción (11,11%)</p> |
| ¿Observan actividades que involucren a adolescentes en este lugar? | Antes de la intervención urbana | <p>No (100%)</p> | <p>No (75%) Sí (25%)</p> | <p>No (100%)</p> |
| | Durante la intervención urbana | <p>Sí (100%)</p> | <p>Sí (92,86%) No estoy segur@ (3,57%) No (3,57%)</p> | <p>Sí (88,89%) No estoy segur@ (11,11%)</p> |
| ¿Este lugar se siente acogedor para las personas que lo están usando? | Antes de la intervención urbana | <p>No estoy segur@ (25%) Sí (75%)</p> | <p>No (50%) No estoy segur@ (25%) Sí (25%)</p> | <p>Sí (66,67%) No estoy segur@ (33,33%)</p> |
| | Durante la intervención urbana | <p>Sí (96,43%) No (3,57%)</p> | <p>Sí (96,43%) No estoy segur@ (3,57%)</p> | <p>Sí (66,67%) No estoy segur@ (33,33%)</p> |

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