

Blackmud Creek

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

August 2025



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## TABLE OF CONTENTS

1. <b>Vision Zero Street Labs Program Overview</b>	PG 03
a. <u>Background and Context</u>	PG 03
b. <u>Vision Zero Street Labs Road Map</u>	PG 05
2. <b>Public Engagement and Communications Overview</b>	PG 06
3. <b>What We Heard</b>	PG 07
a. <u>Engagement Results</u>	PG 07
b. <u>Major Themes</u>	PG 08
c. <u>Out-of-Scope Concerns</u>	PG 09
4. <b>Next Steps</b>	PG 12

## 1. VISION ZERO STREET LABS PROGRAM OVERVIEW

### Background and Context

*The Vision Zero Street Labs program began in 2021 as a key action in the [Safe Mobility Strategy](#).*



Vision Zero Street Labs is a program designed to address neighbourhood traffic safety concerns by installing traffic calming measures. Each Street Lab is tailored to the unique needs of the neighbourhood and its road users to address concerns such as speeding, shortcutting and other unsafe driving behaviours.

Traffic safety concerns shared by community members, past applications submitted by neighbourhood residents, previous traffic safety inquiries to the City and technical data analysis including reported collision data are some of the factors considered when selecting a neighbourhood for a Street Lab.

Once a neighbourhood is selected, the City engages with interested parties to understand their lived experiences and traffic safety concerns while driving, walking, biking or rolling in their neighbourhood to help improve road safety and livability. The City uses the engagement results and collected traffic data along with City Design and Construction Standards, federal and provincial transportation infrastructure legislation and engineering technical expertise to effectively address the identified traffic safety concerns using a variety of traffic calming measures.

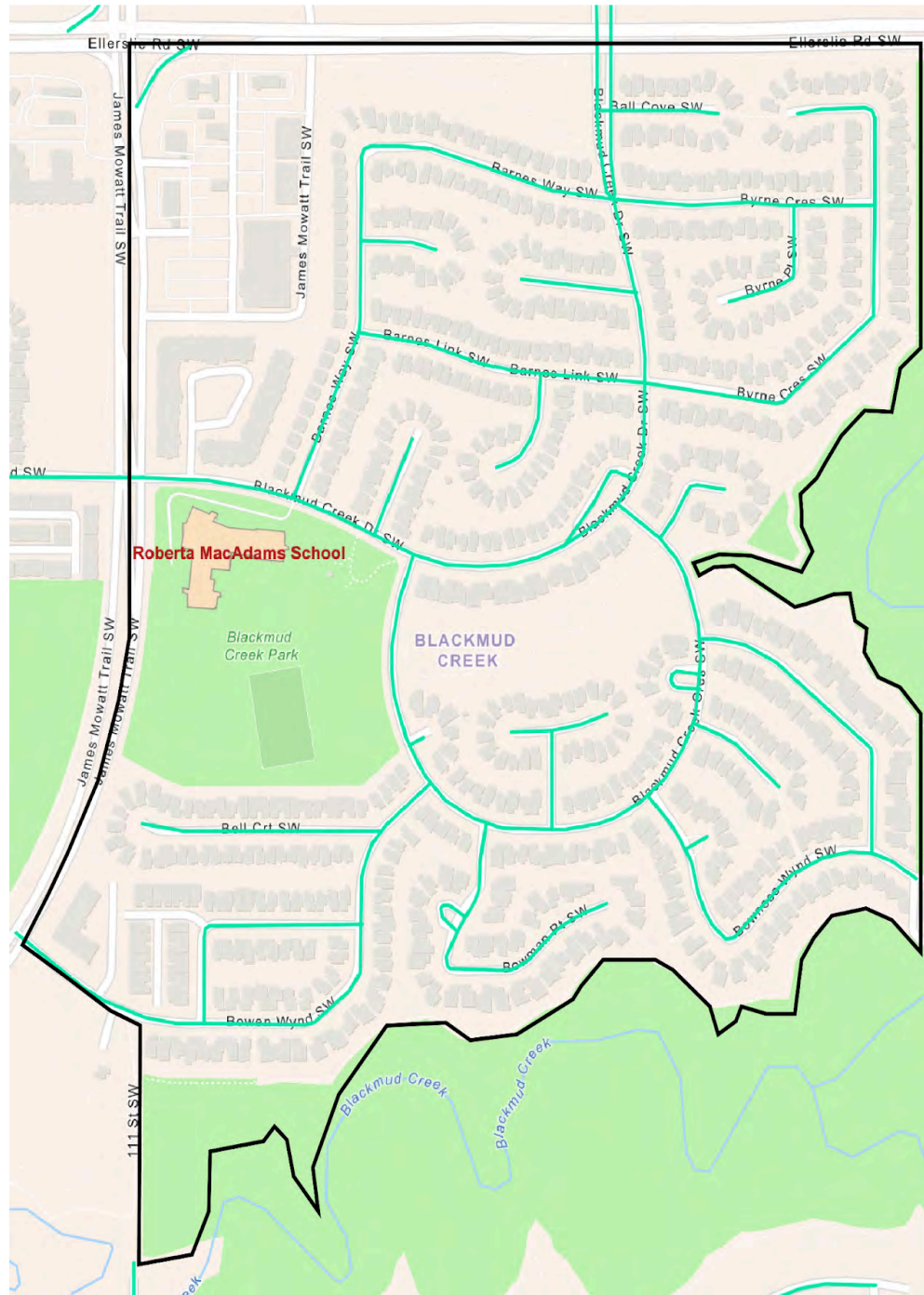
Based on these factors, Blackmud Creek was selected for a Street Lab. The City engaged with community members and organizations in Blackmud Creek from May 13 to June 3, 2025 to identify traffic safety concerns unique to the neighbourhood. Areas that are in scope for this project and within the boundaries of the neighbourhood are shown in the map below.

There are mainly three categories of roadways in the City of Edmonton:

**Arterial Roads** carry the highest traffic volume and give vehicles the ability to travel longer distances at higher speeds.

**Collector Roads** are moderate capacity corridors that function to carry traffic from local roads to arterial roads.

**Local Roads** are low volume roads which typically provide access to local properties.



**Map Legend:** Roads In Project Scope

Source: [Speed Limit Map](#)

— In-Scope Roads     Out-of-Scope Roads     Neighbourhood Boundary



While we heard respondents' concerns about some arterial roads, Vision Zero Street Labs address safety concerns using traffic calming measures that are designed for use on local and collector residential roads. Locations that are out-of-scope for Blackmud Creek Vision Zero Street Lab include:

- James Mowatt Trail SW
- Ellerslie Road SW

Concerns that were out-of-scope for the project have been shared with the appropriate teams in the City of Edmonton and are listed in the "Out-of-Scope Concerns" section of this document.

### Vision Zero Street Labs Road Map





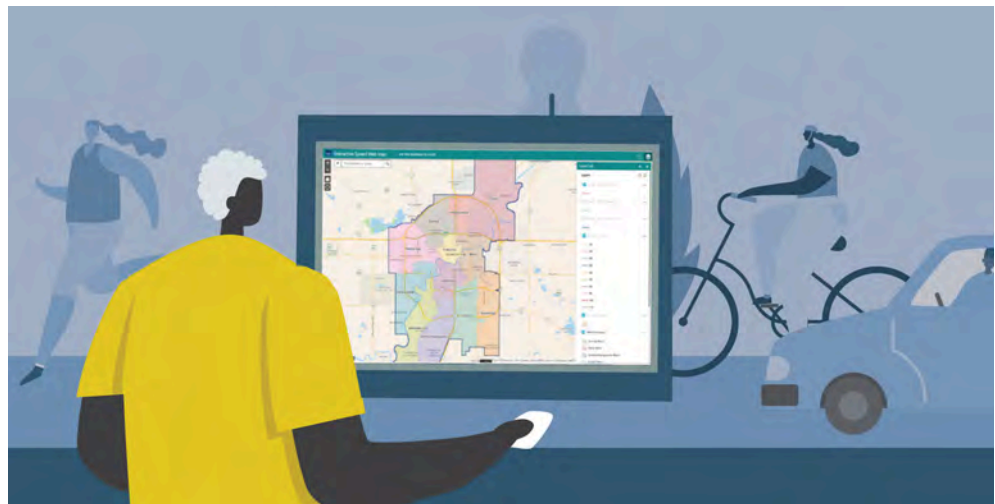
## 2. PUBLIC ENGAGEMENT AND COMMUNICATION OVERVIEW

### How the City Engaged Your Neighbourhood

A [Gender-Based Analysis Plus](#) (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The City's Street Lab project team used a variety of engagement and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public engagement activities included:

- An **interactive map** was available from May 13 - June 3 on [engaged.edmonton.ca](https://engaged.edmonton.ca) that allowed community members to pinpoint locations of traffic safety concerns. There were a total of **56 contributors** who placed **163 location pins** with comments on the online map, across various locations in Blackmud Creek.



The City communicated the above engagement activities with the residents of Blackmud Creek and beyond in the following ways to boost and support inclusive participation:

- **850** public notices were mailed to all residents via Canada Post in Blackmud Creek.
- An email was sent to **6** pertinent neighbourhood organizations asking to share the engagement opportunities.
- Publicized to local media in a weekly **public service announcement**.

- Promoted through Facebook as a social media advertisement and on the Nextdoor platform as a social media post targeted to the residents in Blackmud Creek. The facebook ad was seen **80,420** times.
- **19** lawn signs were printed and installed throughout the Blackmud Creek neighbourhood during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

### 3. WHAT WE HEARD

#### Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online mapping tool available to the general public.

*Feedback gathered from different engagement tools are analyzed and placed into themes.*



#### Map Data

All data points and open-ended responses from the interactive mapping tool were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by pedestrian crossing safety, intersection safety and shortcutting.

A visual overview of all engagement data can be found in the [2025 Blackmud Creek Street Lab Engagement Map](#). The map has two layers; one provides an overview of all traffic safety concerns identified during the engagement period, while the other - the summary layer - identifies areas in the neighbourhood where the highest volume of major concerns were noted.

## Legend

### Engagement Summary

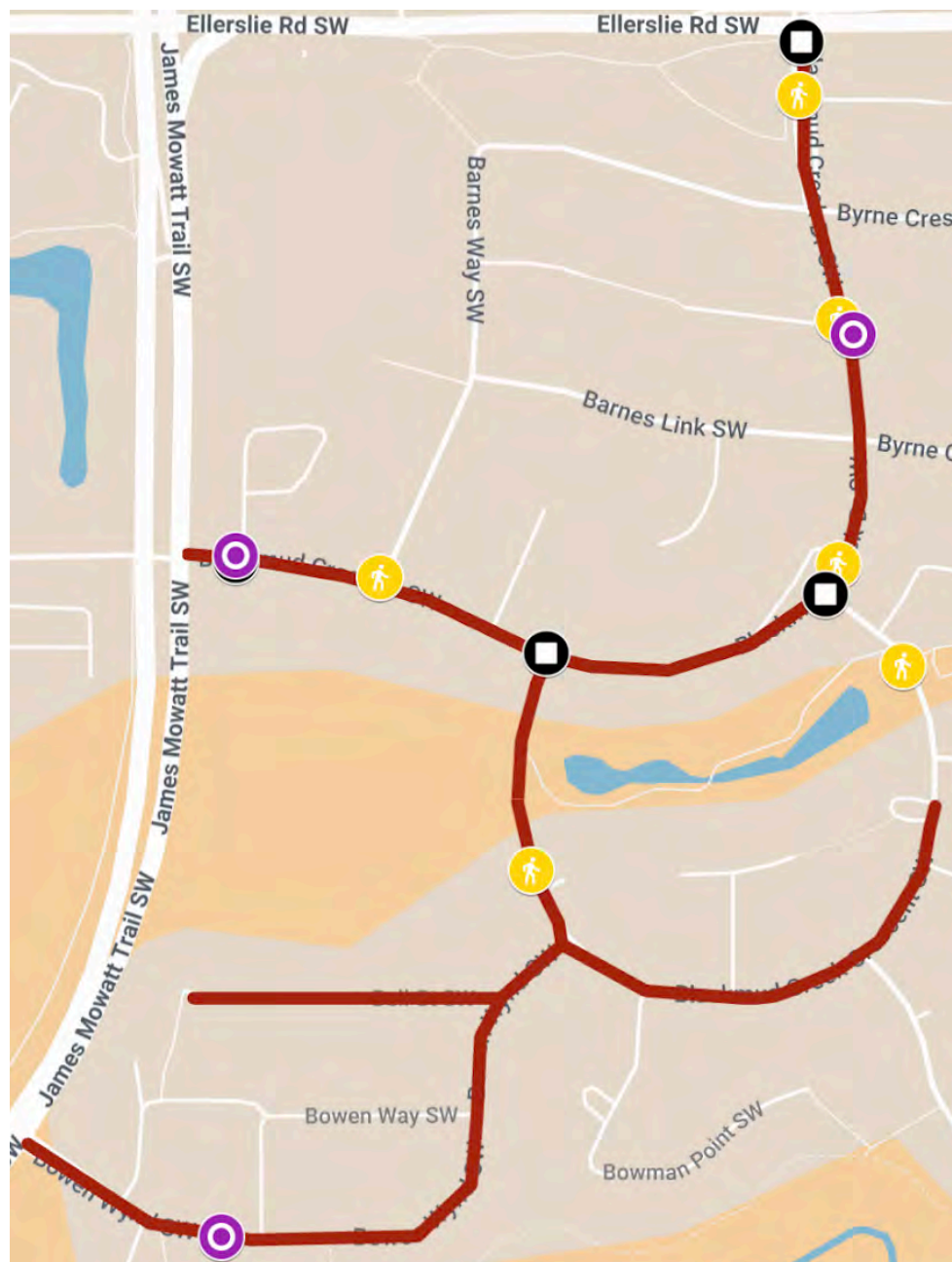
-  Pedestrian Safety
-  Speeding
-  Unsafe Intersection
-  Shortcutting

*Safe Mobility definitions of the most frequently observed safety issues:*

**Speeding** refers to driving a vehicle in excess of the maximum speed limit.

**Pedestrian crossing safety** refers to crossings that do not provide adequate safety for people walking, biking and rolling. Concerns typically include poor visibility of crosswalks, long crossing distance, or a feeling of fear due to vehicle speed or volume.

**Intersection safety** refer to road junctions or crossings where the safety of all road users is compromised due to poor visibility, confusing traffic patterns, inadequate signage, high traffic volumes, poor road conditions, failure of drivers to follow traffic regulations, or the presence of multiple potential hazards (e.g., poor visibility of pedestrians or sharp turns).



This map provides a visual summary of the top concerns received during the engagement activities in Blackmud Creek. To view all the feedback from the engagement activities, click on the [2025 Blackmud Creek Street Lab Engagement Map](#).

## Major Themes

Feedback gathered from the interactive map and interviews with interest groups have been analyzed and placed into themes. A summary of the findings is presented in this section.



*Safe mobility definitions continued here:*

**Shortcutting** refers to drivers using local or collector roads as alternate routes to move between destinations. The driver has no origin or destination within the neighbourhood, but uses the route through the neighbourhood as a means to avoid traffic and get to the final destination.

We heard about many different locations across the neighbourhood during engagement, which will be used in the development of Street Lab decisions. The top locations of concern are outlined below.

**1. Blackmud Creek Drive**

- a. Speeding and shortcutting
- b. Poor pedestrian crossing safety and few marked crosswalks

**2. Blackmud Creek Drive and Ball Cove Area**

- a. Confusion about lane division and right of way
- b. Poor intersection safety

**3. Blackmud Creek Drive and Barnes Way**

- a. Traffic congestion during school pick-up and drop-off
- b. Parked vehicles during school pick-up and drop-off obstructing visibility of pedestrians
- c. Drivers not yielding to pedestrians and poor crosswalk safety

**4. Blackmud Crescent**

- a. Speeding
- b. Poor pedestrian crossing safety and few marked crosswalks

**5. Blackmud Creek Drive and Blackmud Crescent**

- a. Poor intersection safety, drivers not yielding to pedestrians and not completing full stops
- b. Traffic congestion during school pick-up and drop-off
- c. Limited visibility of pedestrians and few marked crosswalks

**6. Bowen Wynd**

- a. Speeding and shortcutting

## Out-of-Scope Concerns

Street Labs address traffic safety concerns on **local and collector** roads using traffic calming measures. However, concerns that were outside of the scope of this Street Lab project were shared with applicable departments. Top out-of-scope concerns include:

Concern	Shared With	Additional Information
Request for traffic signal addition, removal, or other changes	Traffic Operations, Parks and Road Services, City Operations	<a href="https://edmonton.ca/transportation/report-requests/signs-signals">edmonton.ca/transportation/report-requests/signs-signals</a>
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	Report a concern: <a href="https://edmontonpolice.ca/trafficconcerns">edmontonpolice.ca/trafficconcerns</a>
Request for automated enforcement (photo radar)	Although this service is led by Safe Mobility, automated enforcement is regulated by the <a href="#">Government of Alberta</a> , which has a new 3 policy parameter as of December 2, 2024. Existing sites had to confirm compliance with the new policy and inactive sites were mandated to be removed by April 1, 2025. Mobile speed enforcement was suspended on June 30, 2025, with all future automated enforcement sites required to comply with the new parameters.	<a href="https://edmonton.ca/transportation/traffic-safety/automated-enforcement">edmonton.ca/transportation/traffic-safety/automated-enforcement</a>
Request for parking enforcement on	Community Standards Peace Officers,	Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>

public streets	Community Services	<a href="https://edmonton.ca/Parking/Enforcement">edmonton.ca/Parking Enforcement</a>
Pothole repair	Infrastructure Maintenance, Parks and Road Services, City Operations	Report a concern to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
Missing concrete sidewalks	Missing Sidewalks, Mobility Strategies, Urban Planning and Economy	<a href="https://edmonton.ca/Sidewalks">edmonton.ca/Sidewalks</a>
Alley renewal and/or lighting in alleys	Building Great Neighbourhoods, Integrated Infrastructure Services	<a href="https://edmonton.ca/AlleyRenewal">edmonton.ca/AlleyRenewal</a>
Speeding and shortcutting in alleys	The City can provide "20 km Alley Max" signs	Request via 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
Any out-of-scope arterial roads <ul style="list-style-type: none"> <li>James Mowatt Trail SW</li> <li>Ellerslie Road SW</li> </ul>	Traffic Operations, Parks and Road Services, City Operations	Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>

## 4. NEXT STEPS



The public engagement feedback summarized in this What We Heard report has been reviewed in conjunction with collected traffic data, City [Design and Construction Standards](#), federal and provincial transportation infrastructure legislation and engineering technical expertise.

**All of this information will be used to develop a Street Lab plan to effectively address the traffic safety issues in the Blackmud Creek neighbourhood.**

[Subscribe](#) to receive project update notifications and stay up to date with the progress of your neighbourhood Street Lab. More information is available at [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs).