

Britannia Youngstown

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

November 2024



**ADVISE**

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**SHARE YOUR VOICE**  
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# 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 [2021-2025 Safe Mobility Strategy](#)*



Vision Zero Street Labs are an opportunity to work with the City to bring traffic safety improvements to your neighbourhood, using adaptable traffic-calming measures. Neighbourhoods may be selected for a Street Lab either through submitting an online application or through the City's own proactive safety review process that evaluates both safety and equity needs.

As part of the Street Labs' process, the City engages residents to understand their traffic safety concerns in the neighbourhood to determine if a Street Lab would help address them.

Based on the City's proactive safety review process conducted in 2023, the Britannia Youngstown neighbourhood was selected for a Street Lab to further understand residents' lived experiences with traffic safety. A combination of demographic, socioeconomic, infrastructure, traffic safety and community health indicators from a variety of sources were used in the analysis. Key findings from this proactive safety review included:

- **Vulnerable populations:** A higher percentage of households with lower income and education (those aged 15 years or more without a certificate, diploma or degree) compared with Edmonton's neighbourhood averages (2016 and 2021 Federal Census).
- **Crash history:** From 2018-2022, nearly 700 recorded crashes occurred in the neighbourhood. As a result, the Street Lab project is focused on implementing preventative traffic safety measures to improve safety for all who live, work, and play in Britannia-Youngstown.
- **Crash type:** The main causes of collisions included following too closely and changing lanes improperly.
- **Active transportation:** A higher percentage of residents walking, biking and taking transit in this neighbourhood compared with Edmonton's neighbourhood averages (2016 and 2021 Federal Census).

The severity of injuries as a result of these collisions requires our attention. Street Labs are primarily focused on addressing traffic safety concerns on residential roads within the neighbourhood boundaries. The installation of traffic-calming measures can reduce the likelihood and severity of crashes.

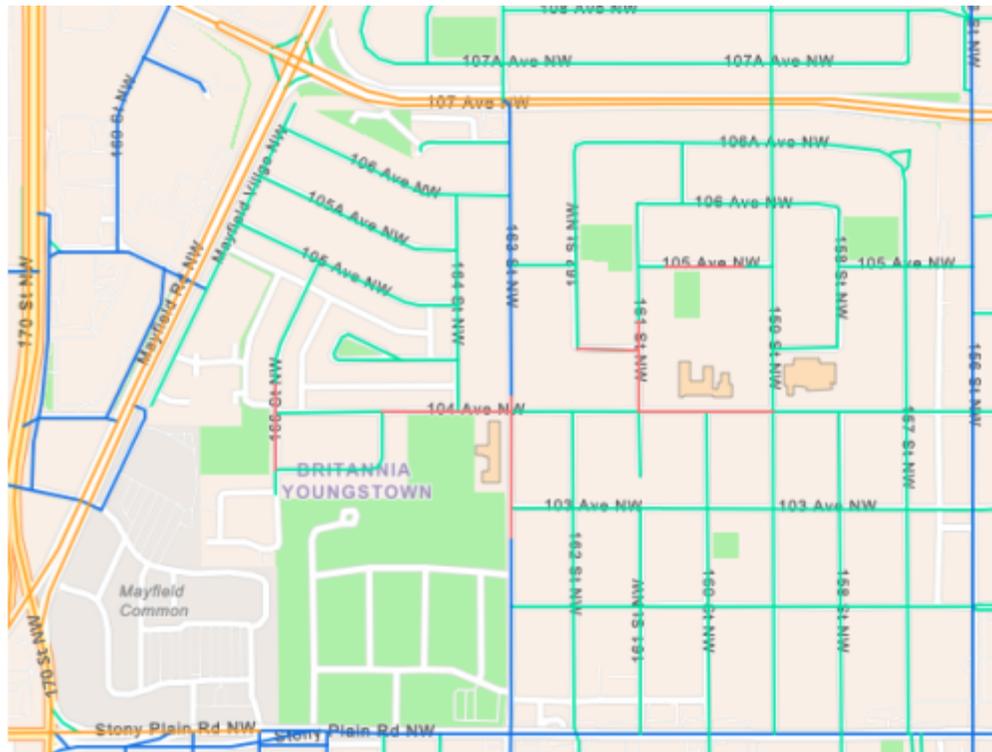
The map below shows the boundaries of the neighbourhood and areas that are in-scope for this Street Lab project.

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, generally 60 km/h or higher.

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

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



Map Legend: Roads by Speed (km/h)

Source: [Speed Limit Map](#)

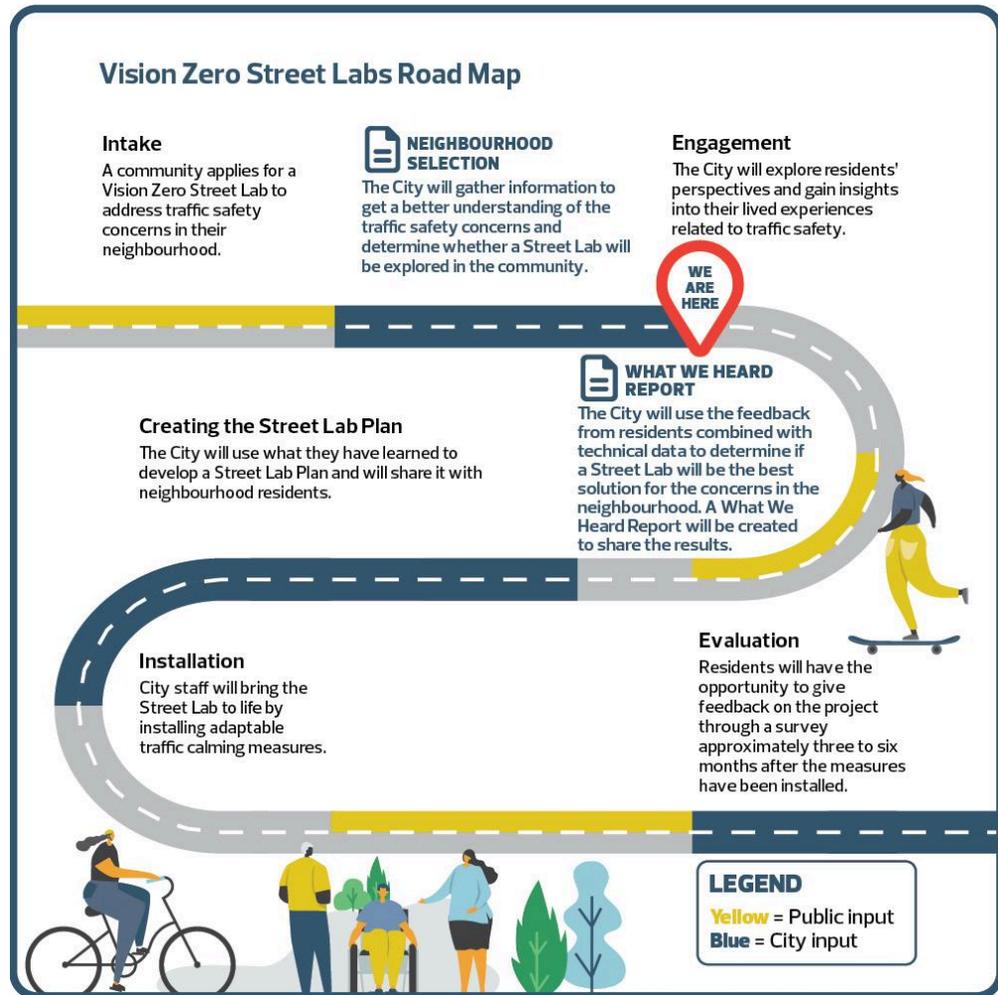


Vision Zero Street Labs use adaptable measures to address traffic safety concerns on residential roads. While we heard respondents' concerns about some high-capacity (collector and arterial) roads in the neighbourhood, those roads are out-of-scope for Vision Zero Street Labs. Locations that are **out of scope** for the Britannia Youngstown Street Lab included:

- Mayfield Road
- Stony Plain Road
- 107 Avenue
- 156 Street
- 170 Street

All resident concerns that were out-of-scope for this Street Lab project have been shared with the appropriate areas in the City of Edmonton and are referenced as “Out-of-Scope Concerns” within 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 publicized engagement opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public Engagement activities included:

- An online survey was available from June 4 to June 25, 2024 on [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs). There were a total of **74 responses** to this survey.
- An interactive map on [Engaged Edmonton](#) allowed community members to pinpoint locations of traffic safety concerns. **There were a total of 21 contributors who placed 55 location pins** with comments on the online map.
- An in-person event was held on June 12 in Britannia Youngstown. A total of **12 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in the neighbourhood.

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

- A total of **3,180 public notices** were mailed to all residents via Canada Post in Britannia Youngstown.
- An email was sent to pertinent neighbourhood organizations asking to share the engagement opportunities, including Britannia Youngstown Community League, Britannia Junior High School, Youngstown Elementary School, Elves Special Education Society, West Club of Big Brothers Big Sisters / Boys & Girls Club, Greater Edmonton Foundation Seniors Housing at Britannia Gardens, Civida's Youngstown and Stony Plain Manor, the Stony Plain Road & Area Business Association, and Jasper Place Curling Club.
- Street Lab engagement information was publicized to local media in a weekly public service announcement.
- The Street Lab engagement was promoted through digital advertisements on Facebook. The ads were seen **120,453 times**.
- **Twenty lawn signs** and **two road signs** were installed in the Britannia Youngstown neighbourhood to promote the in-person and online engagement opportunities.
- Printed copies of the Stony Plain Area News Network [community newsletter](#) (summer issue) included the Street Lab engagement information and **were delivered to 10,000 subscribers** in the Stony Plain Road Business Improvement Area, which includes the neighbourhoods of Britannia Youngstown, Canora, Glenora, Glenwood, Grovenor, Sherwood and West Jasper Place as well as shared online.

Quantitative and qualitative feedback gathered from different engagement tools was analyzed and placed into themes.

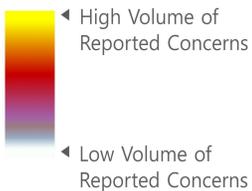


Almost **82%** of respondents stated speeding as a major concern in Britannia Youngstown.



**Legend**

Heatmap of Safety Concerns



### 3. WHAT WE HEARD

#### Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online survey and mapping tool.

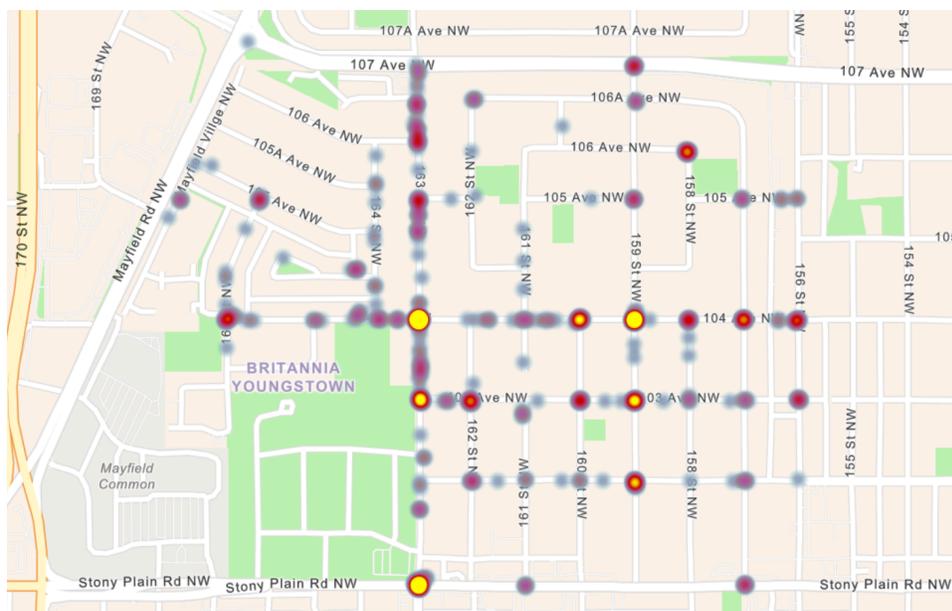
#### Survey Data

The online survey allowed respondents to provide feedback and speak to traffic safety concerns at up to three locations. A summary of all feedback is available in the [Britannia Youngstown Street Lab Report](#). All qualitative feedback from the survey (i.e., responses to open-ended questions) was combined with all the data points from the mapping tool to inform the Major Themes section.

#### Map Data

All data points from the interactive mapping tool and open-ended responses from the survey were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by pedestrian safety and unsafe intersections. A visual overview of all map data can be found in the [2024 Britannia Youngstown Street Lab Engagement Summary Map](#).

The below heat map shows the volume of feedback received. Some of these areas are out-of-scope for this project (e.g. arterial roads), but they have been included in this map to accurately reflect all feedback received.



This map provides a visual of all safety concerns submitted through the interactive mapping tool and survey.

## Major Themes

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

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

**Poor crosswalk safety** refers to crosswalks 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 concerns** 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 driver to follow traffic regulations, or the presence of multiple potential hazards (e.g., poor visibility of pedestrians or sharp turns).

Feedback gathered from the three different engagement activities (online survey, interactive map and the in-person engagement event) has been analyzed and placed into themes. A summary of the findings is presented in this section.

We heard concerns about various locations in the neighbourhood during the engagement phase, and this feedback will be considered in the development of the Street Lab plan. The top locations of concern are outlined below.

### 1. 163 Street

- a. Speeding
- b. Vehicles not yielding to pedestrians and poor crosswalk safety
- c. Impaired pedestrian safety and jaywalking in playground zone
- d. Poor driver attention

### 2. 104 Avenue from 156 Street to 163 Street

- a. Vehicles not completing full stop at intersections
- b. Vehicles not yielding to pedestrians and poor crosswalk safety
- c. Impaired pedestrian safety in the playground zone
- d. Speeding

### 3. 103 Avenue from 156 Street to 163 Street

- a. Vehicles not yielding to pedestrians and poor crosswalk safety
- b. Limited visibility of pedestrians due to parked cars
- c. Vehicles not completing full stop at intersections
- d. Speeding

### 4. 159 Street from 104 Street to Stony Plain Road

- a. Vehicles not completing full stop at intersections
- b. Vehicles not yielding to pedestrians and poor crosswalk safety
- c. Speeding

## Out-of-Scope Concerns

Street Labs address traffic safety concerns on local, residential roads using adaptable measures. However, concerns that were outside of the scope of this Street Labs project were shared with applicable City of Edmonton departments. The top out-of-scope concerns include:

Concern	Shared With	Additional Information
Request for traffic signal addition, removal, or other changes	Traffic Operations, Parks & 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	<a href="https://edmontonpolice.ca/TrafficConcerns">edmontonpolice.ca/TrafficConcerns</a>
Request for automated enforcement (photo radar)	Although this service is led by Safe Mobility at the City of Edmonton, automated enforcement is regulated by the <a href="#">Government of Alberta</a> , which has a moratorium on new sites since 2019.	<a href="https://edmonton.ca/Enforcement">edmonton.ca/Enforcement</a>
Request for parking enforcement on public streets	Community Standards Peace Officers, Community Services	<a href="https://edmonton.ca/ParkingEnforcement">edmonton.ca/Parking Enforcement</a> Report a concern to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
Pothole repair	Infrastructure Maintenance, Parks & 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 & 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>
Concerns about speeding and shortcutting in alley ways	The City can provide "20 km Alley Max" signs	Request via email at <a href="mailto:saferoads@edmonton.ca">saferoads@edmonton.ca</a>
Concerns on arterial roads (out-of-scope for Street Labs) <ul style="list-style-type: none"> <li>• Mayfield Road</li> <li>• Stony Plain Road</li> <li>• 107 Avenue</li> <li>• 156 Street</li> <li>• 170 Street</li> </ul>	Traffic Operations, Parks & Road Services, City Operations	Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>

## 4. NEXT STEPS



The information summarized in this What We Heard report has been reviewed in conjunction with technical data and City [design standards and guidelines](#).

**All of this information was used to determine that a Street Lab will effectively address traffic safety issues in Britannia Youngstown.**

Online and email updates will be shared with those who are subscribed to receive notifications as we move through the next steps of the Street Labs process in Britannia Youngstown: Plan, Install and Evaluate.

[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).