

Callingwood North

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

June 2025



ADVISE

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1. VISION ZERO STREET LABS PROGRAM OVERVIEW

Background and Context

Vision Zero Street Labs is a program designed to address traffic safety concerns at the neighbourhood level by installing traffic calming measures.

As part of the Street Labs process, the City engages with the community to understand their lived experiences and traffic safety concerns in the neighbourhood.

Residents in Callingwood North have shared concerns about traffic safety - particularly speeding, pedestrian safety, and shortcutting - through emails, meetings with City staff, and requests for improvements. The neighbourhood applied for a Street Lab in 2023, and the City selected Callingwood North to begin its project in fall 2024.

The below map shows the boundaries of the neighbourhood and the local and collector roads that are in-scope for this project.

The Vision Zero Street Labs program began in 2021, as a key action in the 2021-2025 Safe Mobility Strategy

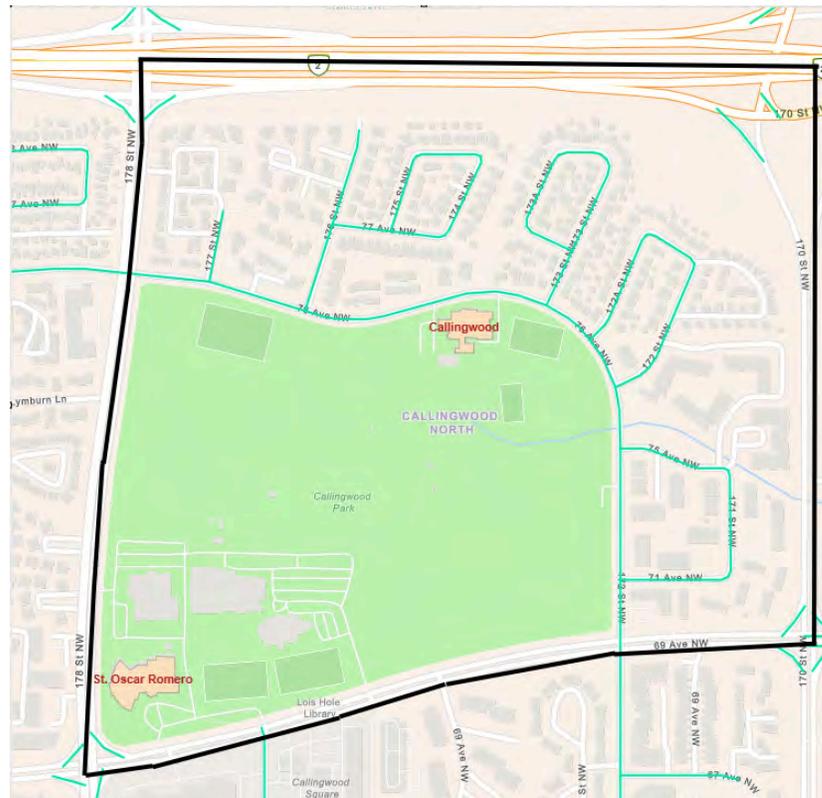


There are three main categories of roadways in the City of Edmonton:

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
- Boundary

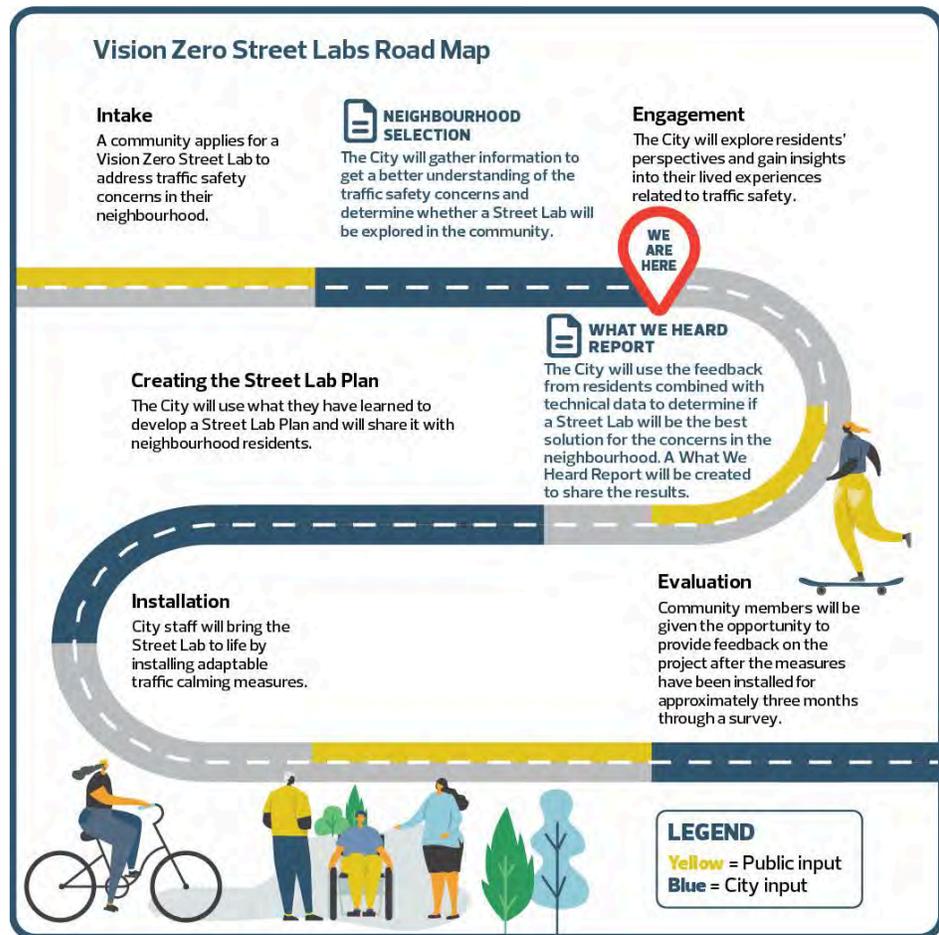
While we heard respondents' concerns about some arterial roads, Vision Zero Street Labs address safety concerns using traffic calming measures that are designed for use on local and collector residential roads. Locations that are out of scope for Callingwood North Vision Zero Street Lab include:



- 170 Street
- 178 Street
- 69 Avenue
- Whitemud Drive

Concerns that were out of scope for the project have been shared with the appropriate areas 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 opportunities and publicized activities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public Engagement activities included:

- An online survey, available from October 8 - 29, 2024, on edmonton.ca/StreetLabs. There were a total of **101 responses** to the survey.
- An interactive map, available from October 8 - 21, 2024 on engaged.edmonton.ca/callingwoodnorthstreetlab allowed community members to pinpoint locations of traffic safety concerns. There were a total of **9 contributors** who placed **10 location pins**, all at various locations in Callingwood North.
- An in-person event was held on October 22, 2024. A total of **28 participants** from the neighbourhood and surrounding area gave their feedback and provided over **60 comments** on traffic safety issues in Callingwood North Neighbourhood.
- The feedback we heard from each stream of engagement was incorporated into the final analysis that informed the development of the Callingwood North Street Labs plan.



Photos from the in-person engagement event held on October 22nd.

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



- **3,670** public notices were mailed to all residents via Canada Post in Callingood North.
- An email was sent to **five** pertinent neighbourhood organizations asking to share the engagement opportunities.
- Street Lab engagement information was publicized to local media in a weekly **public service announcement**.
- The engagement was promoted through digital advertisements on Facebook that were targeted to residents in the **Callingwood North neighbourhood**. The ads were seen **118,771 times**.
- **20 lawn signs** were printed and installed throughout the Callingwood North neighbourhood to raise awareness of the engagement.
- Information about engagement opportunities was shared with the City Councillor, Sarah Hamilton.

3. WHAT WE HEARD

20% of respondents stated speeding as a major concern in their neighbourhood



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



Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online survey, interactive mapping tool, and in-person engagement event.

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 [Callingwood North Street Lab Report](#). All qualitative feedback from the survey (i.e. responses to open-ended questions) was combined with all data points from the mapping tool to inform the Major Themes section below.

Map Data

All data points from the interactive mapping tool, in-person engagement event, 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 crossing safety, unsafe intersections, and poor driver attention or distracted driving.

A visual overview of all engagement data can be found in the [2024 Callingwood North Street Lab Engagement Summary Map](#).

Major Themes

Feedback gathered from the three different engagement tools (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 about many different locations across the neighbourhood during engagement, which has been used in the development of the Street Lab plan. The top locations of concern are outlined below.

1. Callingwood School

- a. Speeding in the school zone
- b. Unsafe passing
- c. Pedestrian crossing safety/jaywalking
- d. Parking causing visibility issues

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 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).

2. 172 Street and 76 Avenue

- a. Speeding
- b. Pedestrian crossing safety
- c. Poor visibility

3. 76 Avenue and 176 Street

- a. Pedestrian crossing safety
- b. Speeding
- c. Parking causing visibility issues

4. 172 Street and 75 Avenue (curb extensions placed Fall 2024)

- a. Pedestrian crossing safety
- b. U-turns/unsafe driving maneuvering

5. 76 Avenue and 173 Street

- a. Speeding
- b. Poor visibility
- c. Unsafe passing
- d. Pedestrian crossing safety/jaywalking

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 Labs project were shared with applicable departments. The top out-of-scope concerns included:

Concern	Shared With	Additional Information
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	edmontonpolice.ca/TrafficConcerns
Request for parking enforcement on public streets	Community Standards Peace Officers, Community Services	edmonton.ca/Parking Enforcement Report a concern to 311: 311.edmonton.ca
Concerns on arterial roads (out of scope for	Traffic Operations, Parks & Road Services, City	Report concerns to 311: 311.edmonton.ca

Street Labs) <ul style="list-style-type: none"> • 178 Street and 76 Avenue • 172 Street and 69 Avenue 	Operations	
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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 was used to develop a Street Lab plan to effectively address the traffic safety issues in the Callingwood North 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.