



Silver Berry
**STREET LABS
EVALUATION
SUMMARY**

The illustration depicts a vibrant city street scene. At the top, a white train travels on an elevated track. Below, a yellow car with a driver waving is positioned in the center. To the left, a person in a blue shirt and yellow helmet rides a light blue scooter. To the right, a person in a black shirt and blue pants rides a bicycle. In the background, a white bridge spans across the scene, and several green trees are scattered throughout. The sky is light blue with two white clouds. The overall style is flat and modern.

**VISION
ZERO**

Edmonton

Project Overview

Vision Zero Street Labs bring traffic safety improvements to your neighbourhood, using various traffic-calming measures.

Beginning in 2022, the engagement process for the Silver Berry Street Lab was led by the community and the feedback received was used to develop a plan for improving safety.

Using residents' feedback, the City's Safe Mobility team has installed a number of measures to make Silver Berry safer to move around in, whether you choose to walk, roll, bike, take transit or drive. After supporting the community through this process, we are now able to celebrate the project by sharing results and confirming project next steps.

Completed Project Steps

Intake

- Silver Berry Street Lab Phase 1 was initiated in 2022 with community-led involvement following a series of meetings and conversations with neighbourhood residents and the Meadows Community League to address speeding and crosswalk safety concerns at the west leg of Silver Berry Road.
- The remaining areas of the neighbourhood were considered in 2023 with a City-led second phase of the Silver Berry Street Lab.

Engagement

- Social media distribution, pamphlets, door-to-door canvassing and community newsletters were methods used to advertise public engagement opportunities.
- An online survey was available from February 14- 28, 2024.
- Residents shared traffic safety concerns, primarily along Silver Berry Road, and requested the addition of traffic calming measures, including curb extensions, centre medians, speed humps, and safer pedestrian crossings.
- Read the [What We Heard](#) report for more details.

Create a Plan

- The Street Lab plan was developed in two phases through 2022 and 2023 and included curb extensions, centre medians, speed humps and a two-stage crossing to address speeding, shortcutting and pedestrian crosswalk safety, primarily along Silver Berry Road.
- A [Street Lab Plan](#) was created and shared with the community.

Install

- Street Lab Phase 1 | In October 2022, curb extensions, a centre median, and a two-stage crossing were installed to address the west side of Silver Berry Road.
- Street Lab Phase 2 | In October 2023, curb extensions, centre medians, and speed humps were installed to complete traffic calming measures along Silver Berry Road and throughout the neighbourhood.
- Path to Permanence | The following adaptable measures were made permanent in the years noted:
 - Centre medians at Silver Berry Road at 28A Avenue (2023)
 - Two-stage crossing at Silver Berry Road west of 29 Street (2023)
 - Speed hump along 32 Avenue between Silver Berry Road and 25 Street (2024)
 - Speed humps along 33 Avenue between Silver Berry Road and 26 Street (2024)

Street Lab Evaluation

What We Heard

Communication Activities

The City gathered residents' feedback between February 14-28, 2024 and combined their perspectives with traffic data and engineering expertise to evaluate the effectiveness of the Silver Berry Street Lab measures.

Neighbourhood residents were invited to complete a survey to share their feedback on the project through the following communications tools:

- 3326 postcards were delivered to residents in the neighbourhood.
- Emails were sent to the residents who signed up to receive project updates.
- A post was shared on the NextDoor app to residents in the neighbourhood.

Public Engagement Activities

At this stage of the project, the City has completed public consultation (Advise-level engagement) using an online survey to gather feedback on how the adaptable measures were working and how they impacted perceptions of traffic safety. **88 survey responses** were received

The public is consulted by the City to share feedback and perspectives that are considered for policies, programs, projects, or services.

ADVISE

What We Learned

Engagement Findings and Key Themes

Quantitative Summary Highlights

Perception of Traffic Safety Post Installations	Community Sentiment N=88
Overall satisfaction with installed measures	27.2% satisfied, 17% neutral, 55.6% dissatisfied
Improved safety for walking, rolling or biking	45.5% agree, 3.4% neutral and 51.1% disagree

<i>Installed Measure</i>	Community Sentiment N=88 (Not all totals add up to 100% as some respondents indicated "I don't know" or "not applicable")
Curb Extensions on Silver Berry Road	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 46.6% agree, 47.7% disagree and 5.7% neither agree or disagree <p><i>Improved pedestrian safety and visibility:</i></p> <ul style="list-style-type: none"> 40.9% agree, 55.7% disagree and 3.4% neither agree or disagree
Curb Extensions on 24 Street	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 46.6% agree, 39.8% disagree and 12.5% neither agree or disagree <p><i>Improved pedestrian safety and visibility:</i></p> <ul style="list-style-type: none"> 38.6% agree, 55.7% disagree and 4.5% neither agree or disagree
Curb Extensions on 32 Street	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 34.1% agree, 39.8% disagree and 21.6% neither agree or disagree <p><i>Improved pedestrian safety and visibility:</i></p> <ul style="list-style-type: none"> 28.4% agree, 51.1% disagree and 15.9% neither agree or disagree
Centre Medians on Silver Berry Road	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 46.6% agree, 50% disagree and 3.4% neither agree or disagree <p><i>Improved pedestrian safety and visibility:</i></p> <ul style="list-style-type: none"> 44.3% agree, 45.5% disagree and 10.2% neither agree or disagree
Speed Humps on 32 Avenue	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 62.5% agree, 28.4% disagree and 5.7% neither agree or disagree

<p>Speed Humps on 33 Avenue</p>	<p><i>Slowed and calmed traffic:</i></p> <ul style="list-style-type: none"> 63.6% agree, 31.8% disagree and 2.3% neither agree or disagree <p><i>Decreased shortcutting:</i></p> <ul style="list-style-type: none"> 17% agree, 45.5% disagree and 37.5% neither agree or disagree
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Qualitative Summary Highlights

Respondents shared additional feedback on their experience with the Street Lab. Common themes that emerged included:

- **Positive views on speed humps**

Many respondents felt that speed humps effectively reduced traffic speeds on 32 Avenue and 33 Avenue. Some respondents requested for speed humps to be installed permanently in those locations.

- **Mixed perspectives of centre medians**

Some respondents noted that centre medians on Silver Berry Road made turning difficult and reduced parking availability.

- **Continued concern regarding shortcutting**

Some respondents felt that measures intended to reduce shortcutting through Silver Berry have been ineffective and requested additional measures to discourage drivers from shortcutting.

- **Snow and ice concerns**

Many respondents noted that winter conditions made it difficult to see traffic calming measures. They also expressed that sometimes measures interfere with road clearing, leading to snow and ice build-up.

Overall Sentiment: The feedback was generally mixed. Speed humps were viewed positively by respondents while views on curb extensions and centre medians were mixed. Many concerns centred on winter conditions and the impact of poor visibility and snow build-up on the effectiveness of measures.

Technical Findings and Summary

Staff evaluated the changes in traffic volumes and speeds before and after installation of the traffic calming measures via multiple speed surveys. Following the installation of the traffic calming measures, the results show that:

- Average speeds were compliant in 40 km/h zones.
 - Notably, along the northeast curve of Silver Berry Road (collected west of 23 Street), the average speed decreased by 8.5% from 42.5 km/h to 38.9 km/h and the average compliance rate increased by 24.7%.

- Average speeds were near compliant in 30 km/hr Playground Zones.
 - Notably, the average speed along the southwest curve of Silver Berry Road (collected from west of 24 Street to north of 28A Avenue) following installations was 33.5 km/h.
 - In the Playground Zone along Silver Berry Road west of 24 Street, the average speed decreased by 9.9% from 34.5 km/h to 31.1 km/h and the average compliance rate increased by 14.8%.
- The daily traffic counts along Silver Berry Road are in line with the expected volumes for this road type

What We Decided and Next Steps

Insights Worth Celebrating!

The feedback received, combined with the City’s engineering expertise and technical data, has demonstrated that the adaptable measures are resulting in speed compliance and improving pedestrian safety. The following decisions have been made regarding the measures:

Type and location of measures	Decision
<p>Phase 1: Southwest Segment of Silver Berry Road</p> <ul style="list-style-type: none"> ● Two-stage crossing at Silver Berry Road east of 29 Street (converted to permanent and integrated with raised crosswalk in 2023) ● Curb extensions at Silver Berry Road and 29 Street ● Curb extensions at Silver Berry Road and 32 Street ● Curb extensions at Silver Berry Road south of 28A Avenue 	<p>Will remain in place given the resulting speed limit compliance.</p>

<p>Phase 2: Northeast Segment of Silver Berry Road</p> <ul style="list-style-type: none"> • Centre median at Silver Berry Road and 20 Street • Curb extensions at Silver Berry Road and 22 Street • Raised Crosswalk with Permanent Curb Extensions (converted to permanent in 2023 through Safe Crossings Program) 	<p>Will remain in place given the resulting speed limit compliance.</p>
<p>Phase 2: East Segment of Silver Berry Road</p> <ul style="list-style-type: none"> • Centre medians (north and south) at Silver Berry Road at 28A Avenue (converted to permanent in 2023) 	<p>Converted to permanent measures in 2023 based on speed reduction and positive community feedback.</p>
<p>Phase 2: 24 Street Segment</p> <ul style="list-style-type: none"> • Curb extensions at 24 Street north of 23 Avenue 	<p>Will remain in place given the resulting speed limit compliance.</p>
<p>Phase 2: 32 Street Segment</p> <ul style="list-style-type: none"> • Curb extension on east side of 32 Street south of 25 Avenue 	<p>Will remain in place given the resulting speed limit compliance.</p>
<p>Phase 2: Northwest Segment of Silver Berry Road</p> <ul style="list-style-type: none"> • Centre medians (north and south) at Silver Berry Road and 30 Avenue • Curb extension at Silver Berry Road south of 33 Avenue • Centre median at Silver Berry Road west of 33A Street 	<p>Will remain in place given the resulting speed limit compliance.</p>

<p>Phase 2: 33 Avenue/32 Avenue Segment</p> <ul style="list-style-type: none">• Speed humps on 33 Avenue between Silver Berry Road and 26 Street• Speed hump on 32 Avenue west of Silver Berry Road	<p>As a result of public feedback that adaptable speed humps were damaged over the winter from snow and ice clearing, and in learning that there was positive community sentiment with this measure, these speed humps were added to the priority list and converted to permanent in summer 2024.</p>
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Next Steps

Thank you to all who participated and shared feedback throughout the Street Lab process. The City’s Safe Mobility team is committed to working with Edmontonians, understanding lived experiences and ensuring that we all play a part in achieving Vision Zero!

To access project information, please visit edmonton.ca/StreetLabs.

To learn more about how Edmonton will reach Vision Zero through safe and livable streets visit edmonton.ca/visionzero.

For all other inquiries please contact us by calling 311.