

Beverly Heights

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs  
December 2024



**ADVISE**

Contact and more Info:  
[SafeRoads@edmonton.ca](mailto:SafeRoads@edmonton.ca) | [edmonton.ca/StreetLabs](http://edmonton.ca/StreetLabs)

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**



## TABLE OF CONTENTS

|                                                  |      |
|--------------------------------------------------|------|
| 1. Vision Zero Street Labs Program Overview      | PG 2 |
| a. Background and Context                        | PG 2 |
| b. Vision Zero Street Labs Road Map              | PG 3 |
| 2. Public Engagement and Communications Overview | PG 3 |
| 3. What We Heard                                 | PG 5 |
| a. Engagement Results                            | PG 5 |
| b. Major Themes                                  | PG 6 |
| c. Out-of-Scope Concerns                         | PG 7 |
| 4. Next Steps                                    | PG 9 |

## 1. VISION ZERO STREET LABS PROGRAM OVERVIEW

### Background and Context

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.

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.

In Beverly Heights, a community-led Street Lab was initiated in 2022. Feedback from the community-led engagement was in support of adaptable measures to address traffic safety concerns. Two parklets (curb extensions with planters from our discontinued planter program) were installed in May 2023. These measures were evaluated and, given the community's continued traffic safety concerns within the neighbourhood, a second phase of the project began in June 2024 to address the community's continued traffic safety concerns.

The map below shows the boundaries of the neighbourhood and areas that are in-scope for this Street Lab project. Boundaries for Beverly Heights include: 34 Street, 36 Street, 50 Street, 104 Avenue, 118 Avenue, and Ada Boulevard.

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



**Map Legend:** Roads by Speed (km/h)

Source: [Speed Limit Map](#)



Vision Zero

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.

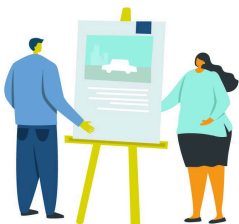
**Collector Roads** are moderate capacity corridors that carry traffic from local roads to arterial roads.

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

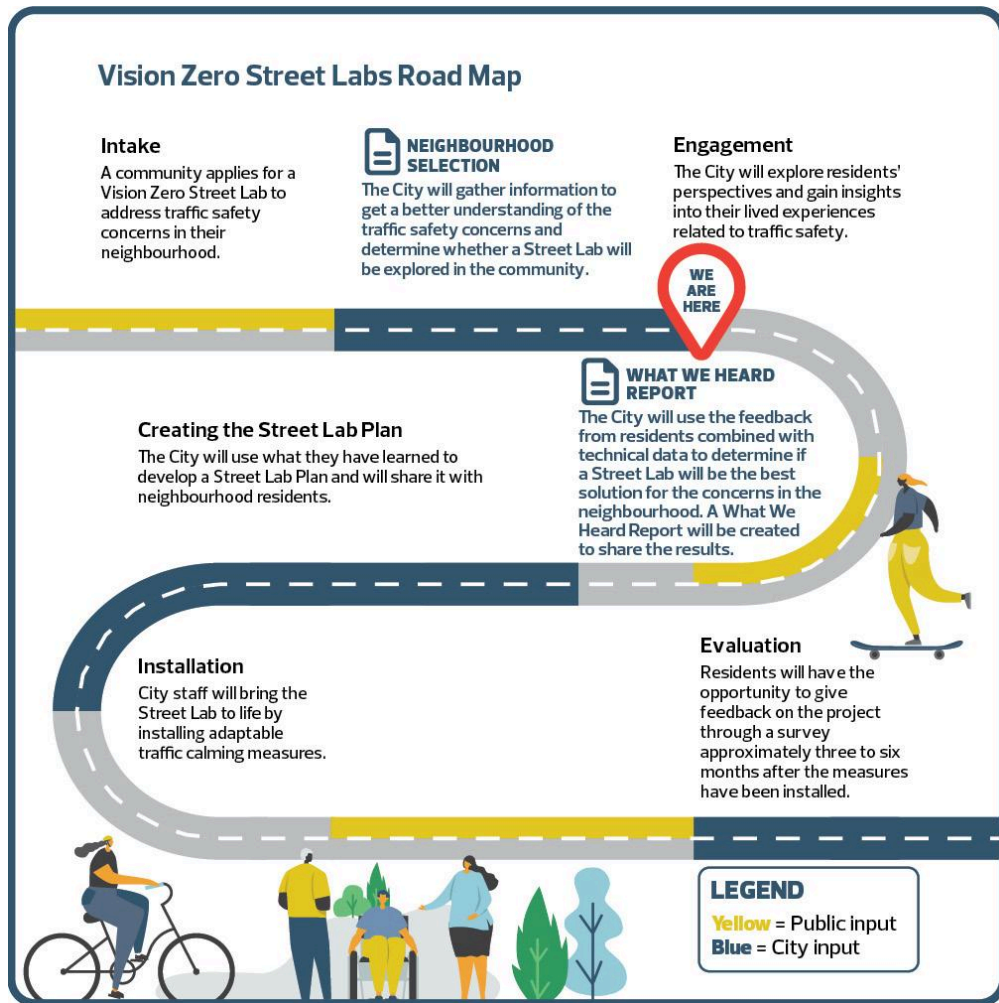
Street Labs use adaptable measures to address traffic safety concerns on residential roads. While we heard respondents' concerns about some high capacity (collector and arterial) roads in the neighbourhood, those roads are out-of-scope for Vision Zero Street Labs. Locations that are out-of-scope for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

- 50 Street
- 118 Avenue

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 engagement opportunities and publicized activities in diverse ways to ensure as many people as possible had the opportunity to participate.



Public engagement activities included:

- An online survey was available from June 4 - June 25 on [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs). There were a total of **133 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 13 contributors who placed 103 location pins** with comments on the online map.
- An in-person event was held on June 11, 2024. A total of **29 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in Beverly Heights.

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

- A total of **3,770 public notices** were mailed to all homes via Canada Post in Beverly Heights.
- An email was sent to Beverly Heights Community League and Saint Nicolas School asking them 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 Beverly Heights neighbourhood. The ads were seen **72,532 times**.
- **Twenty lawn signs** were printed and installed throughout the Beverly Heights neighbourhood to raise awareness of the engagement.

### 3. WHAT WE HEARD

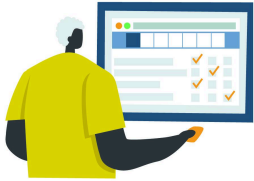
#### Engagement Results

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 [Beverly Heights Street Lab Report](#). All qualitative feedback from the survey

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

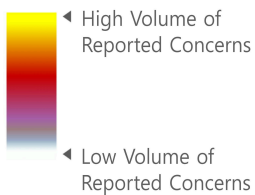


Almost 80% of respondents reported speeding as a major concern in Beverly Heights.



**Legend**

Heatmap of Safety Concerns

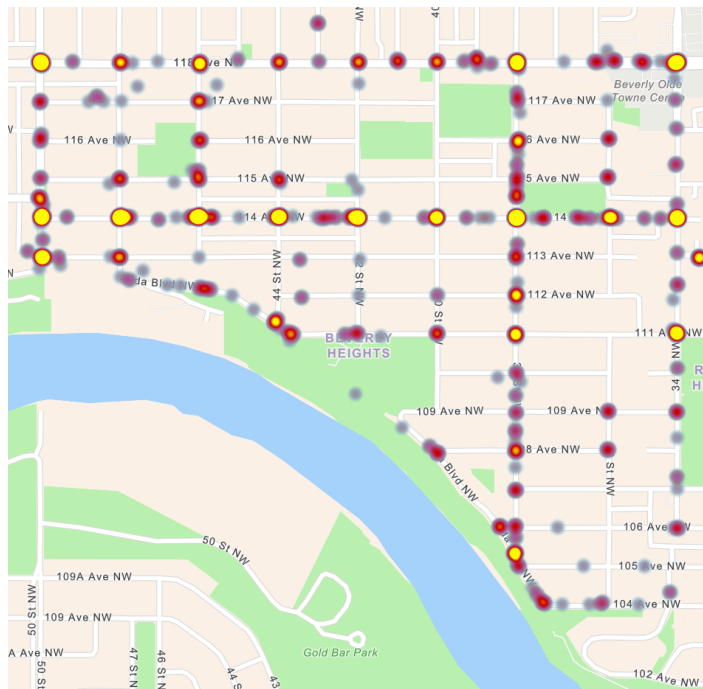


(i.e., responses to open-ended questions) was combined with all the data points from the mapping tool to inform the Major Themes section.

**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 unsafe intersection, followed by speeding and pedestrian safety. A visual overview of all map data can be found in the [2024 Beverly Heights Street Lab Engagement Summary Map](#).

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



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

**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 concerns about various locations in the neighbourhood during the engagement phase. This feedback will be considered in the development of the Street Lab plan. The top locations of concern are outlined below.

*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).

**1. 114 Avenue**

- a. Vehicles not completing a full stop at intersections
- b. Speeding
- c. Poor crosswalk safety and drivers not yielding to pedestrians
- d. Drivers overtaking or tailgating those following the posted speed limit

**2. 38 Street from Ada Boulevard to 118 Avenue**

- a. Vehicles not completing a full stop at intersections
- b. Speeding
- c. Poor crosswalk safety

**3. Ada Boulevard from 44 Street to 50 Street**

- a. Drivers not yielding to pedestrians and poor crosswalk safety
- b. Speeding
- c. Missing sidewalks

**4. 34 Street from 111 Avenue to 118 Avenue**

- a. Multiple traffic hazards and vehicles not completing a full stop at intersections
- b. Jaywalking in playground zone and drivers not yielding to pedestrians
- c. Poor crosswalk safety and limited lighting at crosswalks impacting visibility of crossings
- d. 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/<br/>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/<br/>Enforcement</a>                                                                                                        |
| Request for parking enforcement on public streets                   | Community Standards<br>Peace Officers,<br>Community Services                                                                                                                                             | <a href="https://edmonton.ca/ParkingEnforcement">edmonton.ca/Parking<br/>Enforcement</a><br><br>Report a concern to 311:<br><a href="https://311.edmonton.ca">311.edmonton.ca</a> |
| Pothole repair                                                      | Infrastructure<br>Maintenance,<br>Parks & Road Services,<br>City Operations                                                                                                                              | Report a concern to 311:<br><a href="https://311.edmonton.ca">311.edmonton.ca</a>                                                                                                 |
| Missing concrete sidewalks                                          | Missing Sidewalks,<br>Mobility Strategies,<br>Urban Planning &<br>Economy                                                                                                                                | <a href="https://edmonton.ca/Sidewalks">edmonton.ca/<br/>Sidewalks</a>                                                                                                            |
| Alley renewal and/or lighting in alleys                             | Building Great<br>Neighbourhoods,<br>Integrated<br>Infrastructure Services                                                                                                                               | <a href="https://edmonton.ca/AlleyRenewal">edmonton.ca/<br/>AlleyRenewal</a>                                                                                                      |
| Concerns about speeding and shortcutting in alley ways              | The City can provide 20 km Alley Max signs                                                                                                                                                               | Request via email at<br><a href="mailto:saferoads@edmonton.ca">saferoads@edmonton.ca</a>                                                                                          |



|                                                                                                                                                      |                                                                               |                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <p>Concerns on arterial roads (out-of-scope for Street Labs)</p> <ul style="list-style-type: none"> <li>• 50 Street</li> <li>• 118 Avenue</li> </ul> | <p>Traffic Operations,<br/>Parks &amp; Road Services,<br/>City Operations</p> | <p>Report concerns to 311:<br/><a href="https://311.edmonton.ca">311.edmonton.ca</a></p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|

## 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 the traffic safety issues in the Beverly Heights neighbourhood.**

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 Beverly Heights: 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).

