

Evansdale

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

October 2024



ADVISE

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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 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 be beneficial.

Residents applied for a Street Lab during the 2023 program intake based on their concerns about traffic safety issues such as speeding and shortcutting. The City selected Evansdale for engagement in spring 2024.

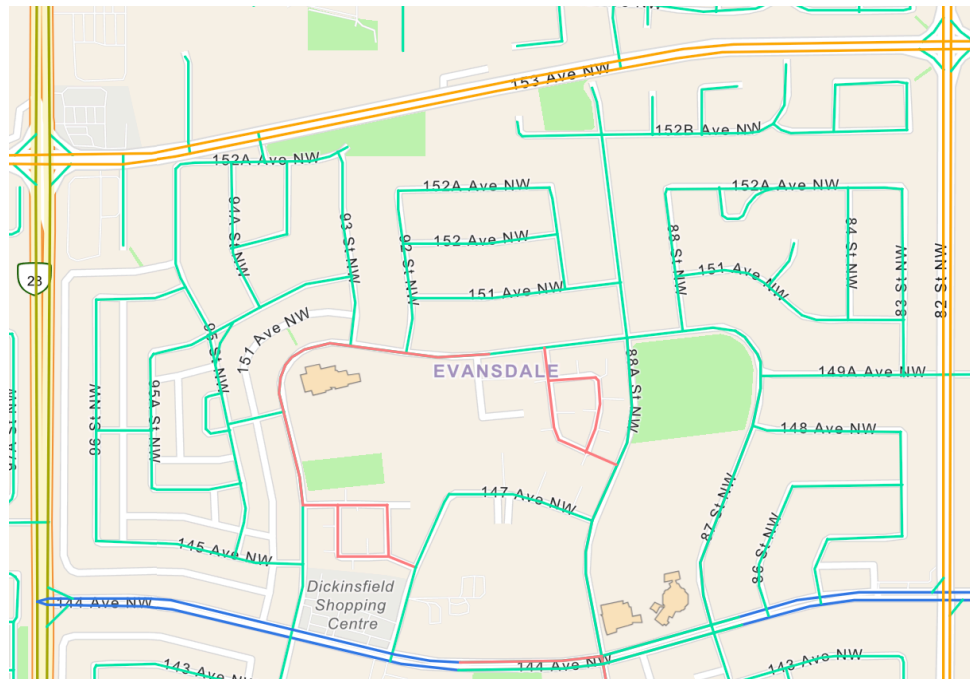
The map below shows the boundaries of the neighbourhood and areas that are in-scope for this Street Lab project.

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

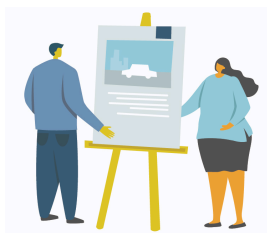
Arterial Roads carry the highest traffic volume and give vehicles the ability to travel longer distances at higher speeds, generally 60 km/h or higher.

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)

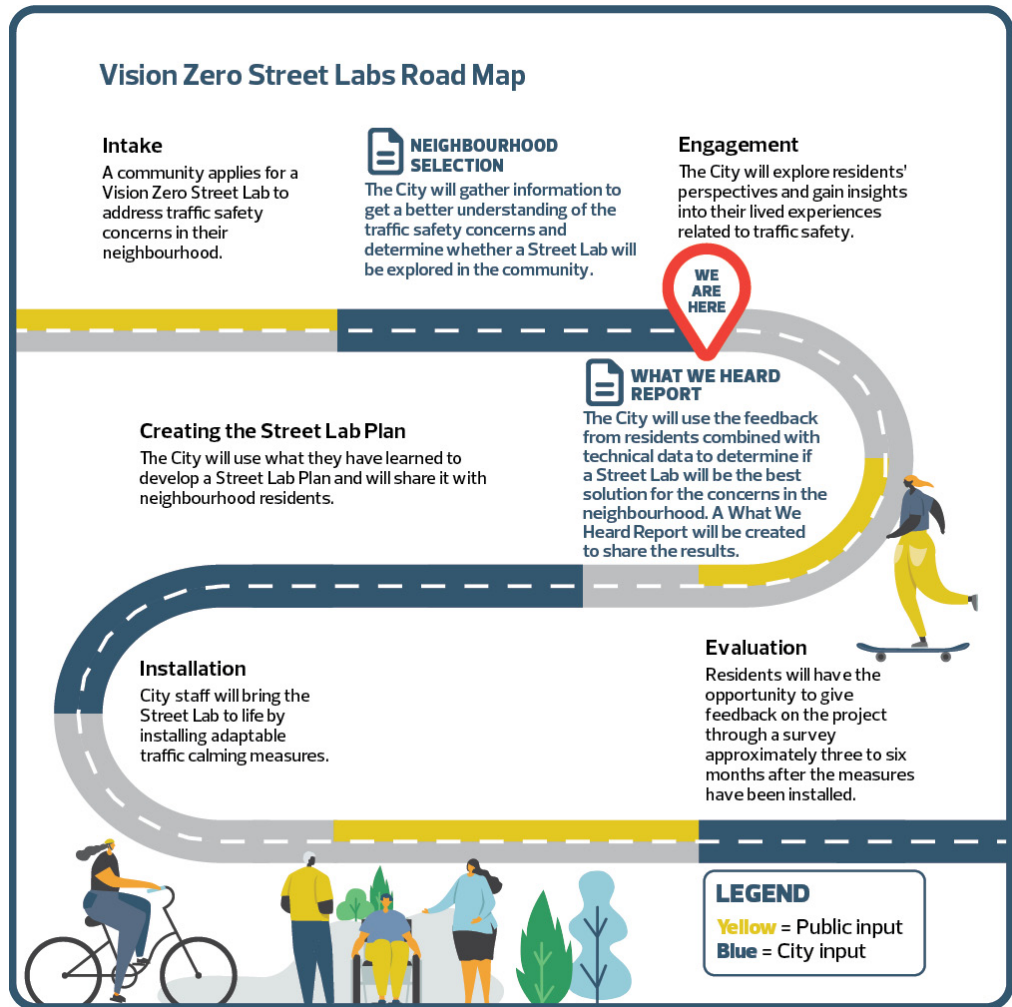


Vision Zero Street Labs use adaptable measures to address traffic safety concerns on residential roads. While we heard respondents' concerns about some high capacity (collector and arterial) roads in the neighbourhood, those roads are out of scope for Vision Zero Street Labs. Locations that were out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

- 82 Street
- 97 Street
- 142 Avenue
- 144 Avenue
- 153 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





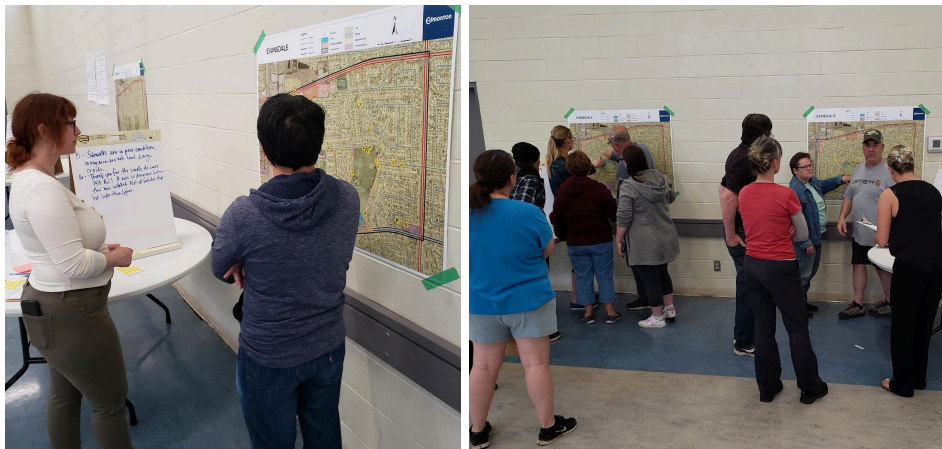
2. PUBLIC ENGAGEMENT AND COMMUNICATION OVERVIEW

How the City Engaged Your Neighbourhood

A **Gender-Based Analysis Plus** (GBA+) process was used to better understand the experiences and diverse needs of affected 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.

Publicized public engagement activities included:

- An online survey that was available from May 7 - May 26 on edmonton.ca/StreetLabs. There were a total of **64 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 14 contributors** who placed **60 location pins** with comments on the online map.
- An in-person engagement event was held on Tuesday, May 14, 2024. A total of **22 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in Evansdale.



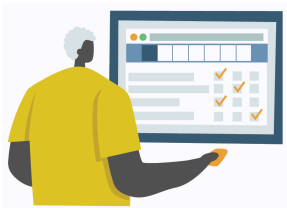
Photos from the in-person engagement event.

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

- A total of **2,788 public notices** were mailed to all residents via Canada Post in Evansdale.

- 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 Evansdale neighbourhood. The ads were seen **107,454 times**.
- **Thirty lawn signs** were printed and installed throughout the Evansdale neighbourhood to raise awareness of the engagement.
- Information about engagement opportunities was shared with City Councillor Karen Principe to disseminate to ward residents through her information channels.

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



Almost 80% of respondents stated speeding as a major concern in Evansdale



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 [Evansdale 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

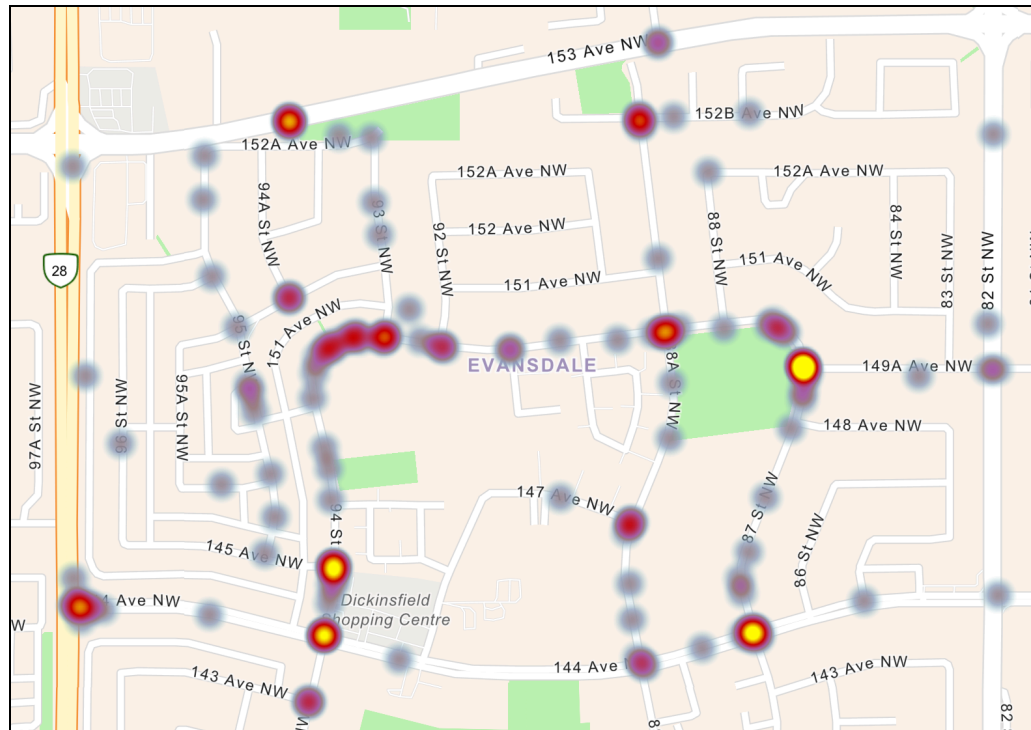
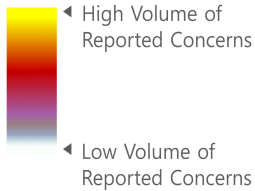
All data points from the interactive mapping tool and open-ended responses from the survey were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by pedestrian safety and unsafe crosswalks.

The map below shows road segments where concerns were most reported in the neighbourhood. A visual overview of all map data can be found in the [2024 Evansdale Street Lab Engagement Summary Map](#)

The below heat map shows the volume of feedback received. You may notice some of these areas are out of scope of the project and they have been included in this map in order to accurately reflect the feedback we received.

Legend

Heatmap of Safety
Concerns



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

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.

Shortcutting refers to when drivers use local or collector roads instead of arterial roads to move between destinations. This is undesirable for traffic safety because it increases the volume and speed on local roads which are not designed to carry high traffic volumes.

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, and this feedback will be considered in the development of the Street Lab plan. The top locations of concern are outlined below.

1. Evansdale School
 - a. Speeding in the school zone
 - b. Unsafe passing
 - c. Unsafe pedestrian crossing/jaywalking
2. 88A Street and 150 Avenue
 - a. Speeding
 - b. Unsafe pedestrian crossing
 - c. Requests for either four-way stop or a traffic circle
3. 94 Street and 144 Avenue
 - a. Unsafe pedestrian crossing
 - b. Speeding
 - c. Street parking causing visibility issues

Out-of-Scope Concerns

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

Concern	Shared With	Additional Information
Request for traffic signal addition, removal, or other changes	Traffic Operations, Parks & Road Services, City Operations	edmonton.ca/transportation/report_requests/signals-signals
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	Report a concern: edmontonpolice.ca/TrafficConcerns
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 Government of Alberta , which has a moratorium on new sites since 2019.	edmonton.ca/Enforcement
Request for parking enforcement on public streets	Community Standards Peace Officers, Community Services	Report concerns to 311. edmonton.ca/311
Concerns about speeding and shortcutting in alley ways	The City can provide 20 km Alley Max signs	Request via email at saferoads@edmonton.ca
Poor lighting in alley ways	Residents can request a new alley light	Request via 311

Out of scope roads <ul style="list-style-type: none"> • 82 Street • 97 Street • 142 Avenue • 144 Avenue • 153 Avenue 	Traffic Operations, Parks & Road Services, City Operations	Report concerns to 311. 311.edmonton.ca/report-s/list_services
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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 is the most effective solution to address the traffic safety issues in the Evansdale 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 Evansdale: 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.