

# Mayfield Vision Zero Street Labs Engagement Summary

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## Street Labs Public Engagement Summary

### 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.

Residents in the Mayfield neighbourhood have expressed concerns around traffic safety issues, such as speeding and shortcutting, through various channels including emails, meetings with City staff, and submissions through the Safe Mobility Community Activation programs.

The City hosted public engagement opportunities in August 2023 to learn more about residents' traffic safety concerns in the Mayfield neighbourhood. We used their feedback to determine if a Street Lab would help to address these safety concerns. A summary of the public engagement is detailed in this What We Heard report.

While we heard respondents' concerns about some arterial roads, Vision Zero Street Labs uses adaptable measures to address traffic safety concerns only on local and collector residential roads. Locations that are out of scope for Vision Zero Street Labs include:

- 111 Avenue
- 156 Street
- 107 Avenue
- Mayfield Road

These locations have been shared with the appropriate areas in the City for further review.



## Communications Activities

To ensure residents were aware of the engagement process and to support inclusive participation of residents in the Mayfield neighbourhood and beyond, the City communicated the engagement activities in the following ways:

- Over 1,040 public notices were mailed to all residents in the Mayfield neighbourhood.
- An email was sent to the Mayfield Community League, Mayfield School, Our Lady of Peace School, and neighbourhood organizations asking to share the engagement opportunities.
- A dedicated Mayfield Street Lab Engaged Edmonton webpage was developed to provide project information and updates and to share engagement opportunities.
- Information about engagement opportunities was shared with City Councillor Andrew Knack.
- A message about the engagement was added to the weekly engagement Public Service Announcement and shared with the media to announce the engagement opportunities to the public.
- A post on the Nextdoor app was shared to Mayfield residents to promote the engagement opportunities.

## Engagement Activities

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 provided a variety of engagement tools and activities to broaden outreach and ensure equitable participation.

Public Engagement activities included:

- An online survey available from August 1 - August 31, 2023 on Engaged Edmonton. There were a total of **20 responses** to the survey.
- An [interactive map](#) on Engaged Edmonton for community members to pinpoint locations of traffic safety concerns. **Four contributors placed seven different location pins** (with comments) on the online map.

- An in-person event, called a Walk and Roll Audit, was held on August 16, 2023. **Five participants** from the neighbourhood and surrounding area joined the project team to provide feedback on traffic safety issues in Mayfield.

## Public Engagement Conclusion

### Online Survey Engagement Results

The data from the online survey was analyzed and themed. A summary of the findings is presented in this section. Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

#### ***Question 1: Which modes of transportation do you use in the neighbourhood? Select all that apply.***

The majority of respondents stated they walk or drive a vehicle around the neighbourhood.

<b>Response</b>	<b>N = 20</b>	<b>%</b>
Drive a vehicle	19	95%
Walk	16	80%
Ride as a passenger in a vehicle	11	55%
Bike	10	50%
Roll (e.g. e-scooter, skateboard etc.)	3	15%
Public transportation	2	10%
Mobility aid (e.g. wheelchair, walker or other aid)	1	5%
Motorcycle	1	5%
Other	0	

#### ***Question 2: In the past 12 months, have you observed any traffic safety concerns in the neighbourhood?***

The majority of respondents (70%) stated they have observed traffic safety concerns in the neighbourhood.

<b>Response</b>	<b>N = 20</b>	<b>%</b>
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Yes	14	70%
No	6	30%
Unsure	0	0%

**Question 3: Which of the following have you observed in the neighbourhood? Select all that apply.**

The top traffic safety concern in the neighbourhood was speeding. There were 14 responses to this question.

<b>Response</b>	<b>N= 14</b>	<b>%</b>
Speeding	13	93%
Shortcutting	4	29%
Poor crosswalk safety (such as visibility of crosswalks)	3	21%
Drivers not yielding to pedestrians	4	29%
Drivers not coming to a full stop	2	14%
Poor driver attention or distracted driving	4	29%
Other	4	29%

Other traffic safety concerns identified include:

- Excessive vehicle noise
- Parking enforcement

**Question 4: On which street(s) or intersection(s) have you observed these traffic safety concerns?**

Within the community, respondents identified problem **intersections** including:

- 164 Street & 107 A Avenue
- 159 Street and 110 Avenue

Respondents also identified the following **roads** as areas of concern for traffic safety:

- 109 Avenue
- 110 B Avenue
- 161 Street

There were a number of concerns focused on Mayfield Road, the arterial road on the west boundary of the neighbourhood, which is out of scope for this project.

**Question 5: What time of day do you have traffic concerns? Select all that apply.**

The majority of respondents (57%) observed traffic safety concerns all of the time.

<b>Response</b>	<b>N = 14</b>	<b>%</b>
Morning rush hour	1	7%
Afternoon rush hour	1	7%
Daytime	6	43%
Nighttime	6	43%
All the time	8	57%
Other	0	0%

**Question 6: Which days of the week do you have traffic concerns? Select all that apply.**

93% of respondents observed traffic safety concerns every day of the week.

<b>Response</b>	<b>N = 14</b>	<b>%</b>
Monday	0	0%
Tuesday	0	0%
Wednesday	0	0%
Thursday	0	0%
Friday	1	7%
Saturday	1	7%
Sunday	0	0%
All of the above	13	93%

**Question 7: During which season(s) do you experience these traffic concerns? Select all that apply.**

The majority of respondents (64%) observed traffic safety concerns throughout the year.

<i>Response</i>	<i>N = 14</i>	<i>%</i>
Spring	6	43%
Summer	5	36%
Fall	5	36%
Winter	0	0%
Year round	9	64%

**Question 8: Do you have any other specific comments regarding the above safety concerns?**

Respondents shared a number of additional comments. The top themes included:

- Speeding
- Interest in adaptable traffic calming measures
- Enforcement

A description of each theme is provided in the table below.

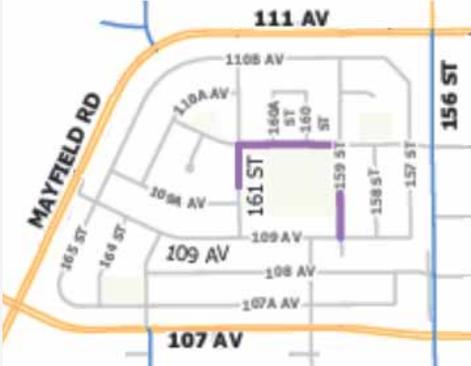
<i>Theme</i>	<i>Description</i>
Speeding	Many respondents identified speeding as their top traffic safety concern in the neighbourhood, specifically on main neighbourhood roads such as 110 Avenue.
Adaptable Traffic Calming Measures	Respondents showed an interest in having adaptable traffic calming measures such as speed humps and curb extensions installed in the neighbourhood.
Enforcement	Respondents noted that they would like to see more enforcement of parking regulations and speeding in the neighbourhood.

**Question 9: Do you have any suggestions to improve traffic safety in the neighbourhood?**

Residents provided a number of suggestions for both adaptable and permanent traffic-calming measures, to improve traffic safety in the neighbourhood.

Suggestions were analyzed and are summarized in the table below along with whether or not it could be considered in a Street Lab.

<b>Suggestion</b>	<b>Potential Considerations for a Street Lab</b>
Narrow roads Curb extensions Centre medians Speed humps	Yes
Speed tables Additional signage Raised crosswalks Flashing lights at crosswalks Additional crosswalks Stop signs Restrict road parking No-parking zones	Not directly part of the Street Lab program but can be reviewed through <a href="#">other Safe Mobility programs</a> and incorporated where feasible.
Driver feedback signs (digital speed signs, speed awareness signs)	Yes
Automated enforcement	No  Currently, there are two <a href="#">approved Automated Enforcement locations</a> in Mayfield: <ul style="list-style-type: none"> <li>• 156 Street between 108 Avenue and 109 Avenue (50 km/h zone)</li> <li>• 110 Avenue between 159 Street and 161 Street (30 km/h zone)</li> </ul> As per the <a href="#">Government of Alberta's Automated Enforcement guidelines</a> , Automated Enforcement is only allowed at approved sites and no new sites can be added at this time.

<p>Police presence</p>	<p>No</p> <p>Neighbourhood concerns from this public engagement have been shared with the Edmonton Police Service for review. To report traffic concerns, visit: <a href="https://edmontonpolice.ca/TrafficConcerns">edmontonpolice.ca/TrafficConcerns</a></p>
<p>Speed limit change</p>	<p>No</p> <p>The residential roads in Mayfield follow the <a href="#">standard 40 km/h speed limit</a>, with the exception of the 30 km/h playground zone. An interactive speed limit map is available at <a href="https://edmonton.ca/safeststreets">edmonton.ca/safeststreets</a>. A snapshot of Mayfield’s speed limits is shown below:</p>  <p>Although speed limit changes are out of scope for Street Labs, this suggestion has been shared to see if it can be reviewed by another Safe Mobility program.</p>

**Question 10: Do you live, work or visit the neighbourhood? Select all that apply.**

*If respondents live in the neighbourhood, they were asked which street they live on. If respondents stated they visit or work in the neighbourhood, they were asked how often they work in the neighbourhood or visit.*

The majority of respondents (95%) live in the neighbourhood. A smaller number of respondents visit the area multiple times per week.

**Interactive Mapping Tool Feedback**

An [interactive mapping tool](#) was available on Engaged Edmonton from August 1 to August 31, 2023. This activity provided respondents with the opportunity to identify locations of interest and pinpoint traffic safety concerns. Four contributors placed seven pins on the map. Not all pins appear in detail on the map. The results are summarized below.



Location	Top Traffic Safety Concerns
110 Avenue	<ul style="list-style-type: none"> <li>● Shortcutting</li> <li>● Illegal u-turns                             <ul style="list-style-type: none"> <li>○ In front of Our Lady of Peace School</li> </ul> </li> </ul>
109 Avenue	<ul style="list-style-type: none"> <li>● Drivers not coming to a full stop</li> <li>● Speeding</li> </ul>
107 A Avenue & 157 Street (intersection)	<ul style="list-style-type: none"> <li>● Roadside parking                             <ul style="list-style-type: none"> <li>○ Respondent felt that the narrow road due to parked vehicles is unsafe</li> </ul> </li> </ul>
Location	Top Traffic Safety Concerns
General comments	<ul style="list-style-type: none"> <li>● <i>"I have lived in Mayfield for 50+ years and find the traffic in general very acceptable and considerate of others, some exceptions occasionally. Due to limited access and the design of traffic flow, in my experience the traffic is mostly residents or guests. Enjoyed the 'Walk and Roll Audit,' very well done."</i></li> </ul>
Out of Scope	<ul style="list-style-type: none"> <li>● Concern about fireworks in Mayfield Park. Out of scope for Street Lab and Safe Mobility, but we have referred the concern to <a href="#">Fire Prevention - Special Events</a>.</li> </ul>

## Walk and Roll Audit Feedback

The project team conducted an in-person event, called a Walk and Roll Audit, with five community members in Mayfield on August 16, 2023.

Attendees were asked to identify areas of particular concern regarding traffic safety to help the project team understand the local context of the neighbourhood.

Below are the main areas identified as well as the cause(s) of concern.



Location	Comments
110 Avenue at 159 Street	<ul style="list-style-type: none"> <li>Idea for curb extension on the north side of 110 Avenue, east of 159 Street.</li> <li>Speeding in school zone; not adhering to 30 km/h. Would like curb extensions on 110 Avenue to slow speeds.</li> </ul>
110 Avenue between 159 Street and 160 Street	<ul style="list-style-type: none"> <li>U-turns are common, especially with delivery vehicles.</li> <li>At Our Lady of Peace School, school drop-off time is chaotic. Kids are often seen running across the street and parents often make U-turns.</li> <li>Speed is not a problem in front of Our Lady of Peace School.</li> <li>School drop-off, kids walking everywhere, leads to u-turns, overall unsafe driving.</li> <li>Our Lady of Peace School has wooden A-frame signs "30 km/h - slow down."</li> <li>Idea for curb extension on the south side of 110 Avenue, between 159 Street and 160 Street.</li> <li>Idea for the addition of an accessible loading zone indicated on the south side of 110 Avenue, at front doors of Our Lady of Peace School.</li> </ul>
110 Avenue at 160 A Street	<ul style="list-style-type: none"> <li>Poor crosswalk safety. Crosswalk northbound to southbound is not marked.</li> <li>U-turns are becoming problematic here. Especially with delivery vehicles.</li> <li>Parking impacts visibility on both sides of the street.</li> </ul>

<i>Location</i>	<i>Comments</i>
110 Avenue at 161 Street	<ul style="list-style-type: none"> <li>● Poor crosswalk safety. The existing curb extensions (three sides of the intersection) cause challenges for cyclists and block visibility for drivers. The crabapple trees that are planted in the curb extensions cause visibility issues due to low hanging, leafy branches.</li> <li>● Residents observe that most traffic here is eastbound and southbound so the curb extensions are narrowing the wrong traffic; they should be slowing traffic going east and south. However, adding a curb bulb-out on the southeast corner is not ideal due to kids at the schools.</li> <li>● Poor crosswalk safety. Previous painted parallel line markings from SW to SE corners are almost completely gone and need repainting. This crossing is long and at a diagonal.</li> </ul>
109 A Avenue at 161 Street	<ul style="list-style-type: none"> <li>● Poor crosswalk safety. Unmarked crosswalk on north side of 109 A Avenue which leads to and from the Mayfield Community League Hall. There is a curb cut on the east side of the street for accessibility.</li> <li>● 30 km/h sign is hidden by overhanging trees.</li> </ul>
109 Avenue at 163 Street	<ul style="list-style-type: none"> <li>● 'Stop Sign Ahead' sign is hidden by an overhanging tree.</li> <li>● Lots of drivers run the stop signs.</li> </ul>
108 Avenue at 156 Street	<ul style="list-style-type: none"> <li>● Shortcutting coming into the neighbourhood (westbound).</li> </ul>
107 Avenue at 163 Street	<ul style="list-style-type: none"> <li>● No signs for 40 km/h upon entering the neighbourhood from 107 Avenue which is 60 km/h. Also note that 163 Street south of 107 Avenue is 50 km/h.</li> </ul>
General	<ul style="list-style-type: none"> <li>● The Engaged Edmonton interactive mapping tool did not have an icon option for "good" experiences or infrastructure. Would be better to reflect the experience of traffic safety for both good and bad.</li> <li>● There is good signage for the 30 km/h playground zone. Good job of controlling speed in the 30 km/h zone.</li> </ul>
Out of Scope for Street Labs	<ul style="list-style-type: none"> <li>● 111 Avenue between 156 Street to 111 Street. There are several transitions from 50 km/h to 60 km/h that are confusing for drivers. Signage could be better, or change to a consistent speed limit. <ul style="list-style-type: none"> <li>○ The Street Labs project team will refer the issue of the 111 Avenue arterial road speed limits to the appropriate City department for review.</li> </ul> </li> <li>● Mayfield Road at 109 Avenue. The new pedestrian signal installed this year is missing curb cuts for accessibility. <ul style="list-style-type: none"> <li>○ The Safe Mobility <a href="#">Safe Crossings</a> program will review this issue.</li> </ul> </li> </ul>

<i>Location</i>	<i>Comments</i>
Out of Scope for Street Labs	<ul style="list-style-type: none"> <li>● 110 Avenue at 160 A Street. Side wall repair needed by the fire hydrant.               <ul style="list-style-type: none"> <li>○ The Street Labs project team will refer the issue to the appropriate City department for inspection.</li> </ul> </li> </ul>

## Next Steps

The public engagement feedback summarized in this What We Heard report is used in conjunction with the City's Safe Mobility engineering expertise and technical data to decide if a [Street Lab](#) is the best solution to address the street safety issues the neighbourhood is facing, or if [another Safe Mobility program](#) would be more appropriate.

**The City has determined that a Street Lab will be pursued in Mayfield.**

Details of the Mayfield Street Lab will be shared as the process moves forward into the next steps: Plan, Install, and Evaluate.

Please subscribe to receive project updates via email at: [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs).