

# Silver Berry 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 Silver Berry neighbourhood have expressed speeding and crosswalk safety concerns through various channels including an August 2022 community tour led by the Meadows Community League, and emails and meetings with City Administration.

To address these concerns, curb extensions, a centre median and a two-stage crossing along Silver Berry Road between 28A Avenue and 32 Street were installed in October 2022 as part of Phase 1 of the project.

In Phase 2, we reached out to residents to learn more about traffic safety concerns in the neighbourhood and to determine if a Street Lab would help address these safety concerns.

The feedback shared in this What We Heard Report was used in conjunction with the City's 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.

### **Communications Activities**

To make residents aware of the engagement process, and to support inclusive participation of residents in the Silver Berry neighbourhood and beyond, the City conducted the following communication activities:

- 2,727 public notices were mailed to residents in the Silver Berry neighbourhood.

- Email to the Meadows Community League asking to share the engagement opportunities.
- Creation of a dedicated Silver Berry Street Lab Engaged Edmonton page to provide project information and updates and to share engagement opportunities.
- Information about engagement opportunities was shared with Councillor Wright.

## Engagement Activities

A Gender-Based Analysis Plus (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The project team provided a variety of engagement tools and activities to broaden outreach and ensure equitable participation.

Public Engagement activities included:

- An online survey was available from March 13 - April 23 on Engaged Edmonton. There were **128 responses** to the survey.
- An [interactive map](#) was also available on Engaged Edmonton for community members to pinpoint locations of traffic safety concerns. **69 submissions** were received on the online map.
- An in-person Walk and Roll Audit was held on April 12, 2023 with 2 residents in attendance. This allowed community members to move around the community with City staff to discuss access, mobility and street safety.

## **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.

***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 passenger vehicle around the neighbourhood. The table below summarizes the responses.

<b>Response</b>	<b>N=128</b>	<b>%</b>
Walk	110	85.9%
Bike	65	50.8%
Drive a vehicle	115	89.8%
Ride as a passenger in a vehicle	69	53.9%
Roll (e.g. e-scooter, skateboard etc.)	13	10.2%
Mobility aid (e.g. wheelchair, walker or other aid)	3	2.3%
Motorcycle	4	3.1%
Public transportation	23	18%
Other	3	2.3%

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

The majority of respondents (93%) stated they have observed traffic safety concerns in the neighbourhood.

<b>Response</b>	<b>N=128</b>	<b>%</b>
Yes	119	93%
No	6	4.7%
Unsure	3	2.3%

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

The top traffic safety concerns in the neighbourhood include: speeding, drivers not yielding to pedestrians and drivers not coming to a full stop. There were 122 responses to this question. The table below summarizes the responses.

<b>Response</b>	<b>N = 122</b>	<b>%</b>
Speeding	112	91.8%
Shortcutting	48	39.3%
Poor crosswalk safety (such as visibility of crosswalks)	51	41.8%
Drivers not yielding to pedestrians	87	71.3%
Drivers not coming to a full stop	91	74.6%
Poor driver attention or distracted driving	83	68%
Other	23	18.8%

Other traffic safety concerns identified include: passing, racing, excessive vehicle noise and vehicles doing stunts.

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

The majority of traffic safety concerns were focused along Silver Berry Road, in particular from 34 Street to 29 Street by Silver Berry Park. Residents also noted speeding along Silver Berry Road between 22 Street and 32 Avenue.

Intersections of concern include:

- Silver Berry Road and 30 Avenue
- Silver Berry Road and 32 Street
- Silver Berry Road and 24 Street
- Silver Berry Road and 28A Avenue
- Silver Berry Road and 28B Avenue
- Silver Berry Road and 33 Avenue

Outside of Silver Berry Road, respondents also noted concerns at the following locations:

- Along 34 Street
- Along 24 Street
- At the intersection of 17 Street and 23 Avenue
- At the intersection of 23 Avenue and 24 Street
- At the intersection of 23 Avenue and 34 Street

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

The majority of respondents (71.3%) observed traffic safety concerns all the time. The table below summarizes the responses.

<b>Response</b>	<b>N=122</b>	<b>%</b>
Morning rush hour	30	24.6%
Afternoon rush hour	35	28.7%
Daytime	42	34.4%
Nighttime	42	34.4%
All the time	87	71.3%
Other	6	4.9%

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

The majority of respondents (95%) observed traffic safety concerns every day of the week.

<b>Response</b>	<b>N=122</b>	<b>%</b>
Monday	11	9%
Tuesday	11	9%
Wednesday	11	9%
Thursday	12	9.8%
Friday	12	9.8%
Saturday	9	7.4%
Sunday	6	4.9%
All of the above	116	95.1%

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

<b>Response</b>	<b>N=122</b>	<b>%</b>
Spring	13	10.7%
Summer	16	13.1%
Fall	11	9%
Winter	11	9%
Year round	109	89.3%

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

Respondents shared a number of additional comments. The top 3 themes included:

- Traffic safety concerns and driver behaviour
- Pedestrian and crosswalk safety
- Suggested traffic calming measures

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

<i>Theme</i>	<i>Description</i>
Traffic safety concerns and driver behaviour	<p>Participants' main concern was excessive speeding on Silver Berry road. Passing, drivers not coming to a full stop at the four-way stop, and shortcutting along Silver Berry Road were also noted.</p> <p>Excessive vehicle noise was noted by several participants, especially during nighttime.</p>
Pedestrian and crosswalk safety	<p>Respondents commented on poor crosswalk visibility, primarily due to parked cars along the corridor or crosswalks not being clearly marked.</p> <p>Drivers not yielding to pedestrians, along with other traffic safety concerns such as speeding, impact the safety of children, walkers and cyclists in the neighbourhood.</p>
Suggested traffic calming measures	<p>Both adaptable and permanent traffic calming measures were suggested by residents.</p> <p>A number of respondents recommended automated enforcement, signage and digital feedback signs.</p>
Other	<p>Other comments included how snow and ice clearing impacts traffic safety, such as the visibility of crosswalk markings.</p> <p>There were also several comments, both positive and negative, around the current adaptable traffic calming measures.</p>

**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 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>
Reduced crossing distance Restrict road parking Narrow roads Curb extensions Centre medians Speed humps	Yes
Speed tables Additional signage Raised crosswalks Flashing crosswalks Additional crosswalks Stop signs	Yes.  Not directly part of the Street Lab but can be reviewed through other Safe Mobility programs and incorporated where feasible.
Driver feedback signs (digital speed signs)	Yes
Automated enforcement	No.  The <a href="#">approved Automated Enforcement locations</a> for Silver Berry are Silver Berry Road between 32 St and 24 St.  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.
Police presence	No, but we will share the neighbourhood concerns with the Edmonton Police Service (EPS) for their review.  To report traffic complaints, contact EPS at <a href="mailto:trafficcomplaints@edmontonpolice.ca">trafficcomplaints@edmontonpolice.ca</a> .

<p>Widen sidewalks Widen 17 Street Bike lanes</p>	<p>These suggestions are out of Safe Mobility's scope and will not be explored as part of a Street Lab or other Safe Mobility program.</p>
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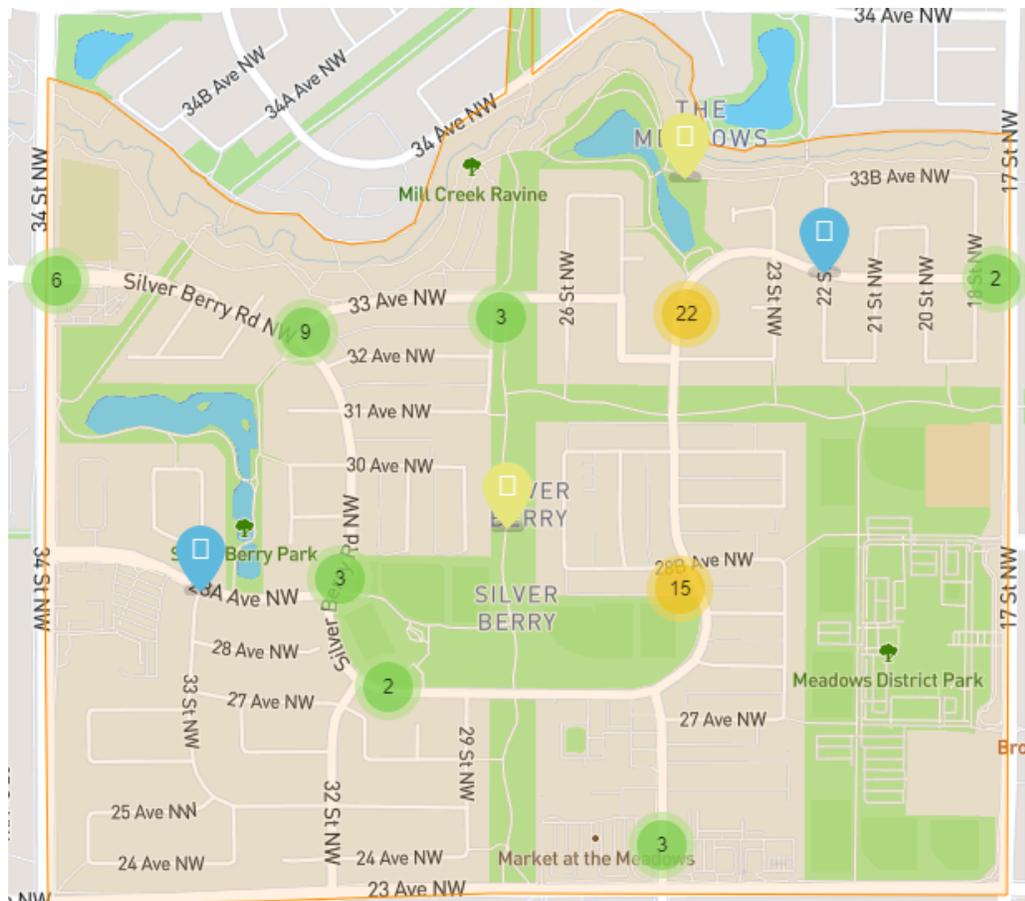
**Question 10: Do you live, work or visit the neighbourhood? Select all that apply.**

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/visit the neighbourhood.

The majority of respondents (90%) live in the neighbourhood. A smaller number of respondents visit the area, with the majority visiting 1-3 times per week.

### Interactive Mapping Tool Feedback

An [interactive mapping tool](#) was available on Engaged Edmonton from March 13 - April 23. This activity provided residents with the opportunity to identify locations of interest and pinpoint traffic safety concerns. 21 contributors placed 69 pins on the map. The results are summarized below:



<i>Location</i>	<i>Top Traffic Safety Concerns</i>
Along Silver Berry Road	Speeding Poor driver attention
Silver Berry Road between 23 Street and 32 Avenue	Speeding Poor driver attention
Intersection of Silver Berry Road and 33 Avenue	Drivers failing to yield to pedestrians Drivers not coming to a full stop
Intersection of Silver Berry Road and 24 Street	Drivers failing to yield to pedestrians Drivers not coming to a full stop
24 Street between 23 Avenue and 27 Avenue	Poor crosswalk safety

## Walk and Roll Audit Feedback

A Walk and Roll Audit was conducted on April 12, 2023 along Silver Berry Road. This was an opportunity for residents to move around the community with City staff to discuss access, mobility and street safety. 2 community members attended the event, with the key findings summarized below.

### Speeding

- The width of Silver Berry Road, between 17 Street and the crosswalk south of 32 Avenue, leads to drivers speeding and passing vehicles that are abiding to the speed limit or waiting to turn. The speeding occurs at all times of the day and is especially bad when the roads are clear of snow and ice.
- Speeding has led to several instances of vehicles hitting light poles and fences on Silver Berry Road between 23 Street and 32 Avenue.

### Crosswalk and Pedestrian Safety

- Crosswalk safety was also a major concern. Residents shared that drivers often fail to yield to pedestrians waiting to cross. There were also concerns about the visibility of crosswalks along Silver Berry Road. Notable intersections include:
  - 22 Street and Silver Berry Road
  - 23 Street and Silver Berry Road
  - 32 Avenue and Silver Berry Road
  - The crosswalk at the green space south of 32 Avenue and Silver Berry Road.

Drivers heading eastbound towards 17 Street cannot often see pedestrians crossing due to the bends in the road.

### Shortcutting

- Residents shared that drivers will use Silver Berry road as a shortcut through between 17 Street and 34 Street.

- 32 Avenue is also used as a shortcut, for drivers travelling from Silver Berry Road to 34 Street.

#### Additional Comments

- Residents liked the traffic calming measures that were installed in 2022 and have noticed a difference in driver behaviour. They would like to see the measures extended east along Silver Berry Road to help curb excessive driver speeds and improve crosswalk safety

## Next Steps

### **Vision Zero Street Labs**

The City has determined that it will pursue a Street Lab based on feedback received from the neighbourhood.

The City's Safe Mobility team will use the resident's feedback in conjunction with their engineering expertise and technical data to develop a Street Lab plan consisting of measures to help address the street safety concerns in Silver Berry.

Subscribe to project updates at [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs).

### **Safe Crossings Program**

In addition to the Street Lab measures that will be installed, crossing improvements will be made at the following locations along Silver Berry Road in 2023:

- A raised crosswalk north of Silver Berry Road E and 30 Avenue
- A raised crosswalk west of Silver Berry Road and 24 Street
- A centre median installed at Silver Berry Road and 28A Avenue

For more information on the safe crossings program visit [edmonton.ca/safecrossings](https://edmonton.ca/safecrossings).

CONTACT: Please email [saferoads@edmonton.ca](mailto:saferoads@edmonton.ca) and City staff will follow up with you within three business days.