

Woodcroft

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

October 2024



ADVISE

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Edmonton

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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 work with the City to bring traffic safety improvements to your neighbourhood, using adaptable traffic-calming measures. Neighbourhoods may be selected for a Street Lab either through submitting an online application or through the City's own proactive safety review process that evaluates both community members' safety and equity needs.

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.

Based on the City's proactive safety review process conducted in 2023, the Woodcroft neighbourhood was selected for a Street Lab to further understand residents' lived experiences with traffic safety. A combination of demographic, socioeconomic, infrastructure, traffic safety and community health indicators from a variety of sources were used in the analysis. Key findings from this proactive safety review included:

- Vulnerable populations: A higher percentage of seniors and lower income households live in Woodcroft compared with Edmonton's neighbourhood averages (2016 and 2021 Federal census data).
- Crash history: From 2018 to 2022, over 800 crashes occurred in the neighbourhood. As a result, the Street Labs project is focused on implementing preventative traffic safety measures to improve safety for all who live, work, and play in Woodcroft.
- Crash type: The main causes of collisions included vehicles following too closely and improper lane changes.
- Active Transportation: There were frequent occurrences of cyclist and e-scooter crashes within the neighbourhood, many of which resulted in major injuries.

The severity of injuries as a result of these collisions requires our attention. Street Labs are primarily focused on addressing traffic safety concerns on residential roads within the neighbourhood boundaries. The installation of traffic-calming measures can reduce the likelihood and severity of crashes.

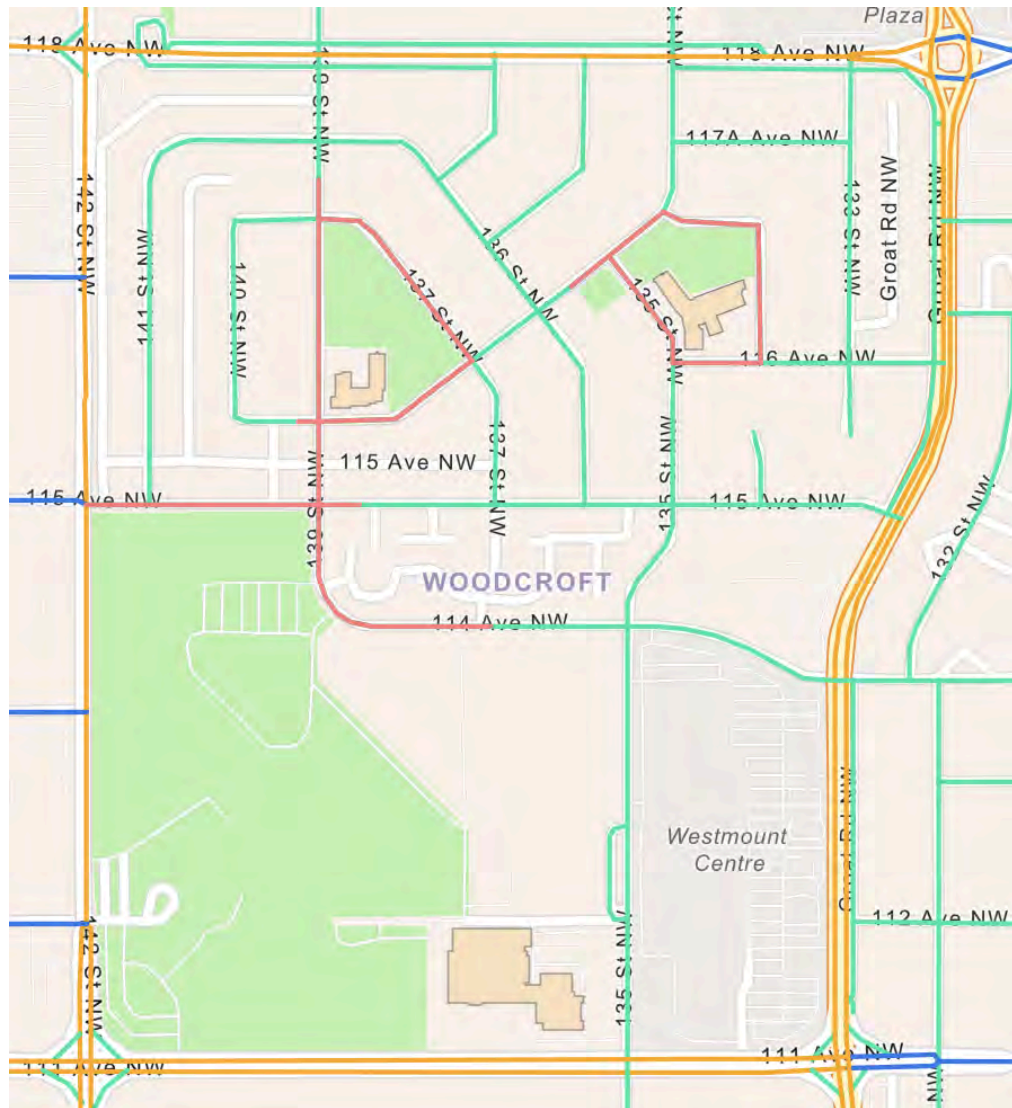
The below map shows the boundaries of the neighbourhood and areas that are in the scope of this project.

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.

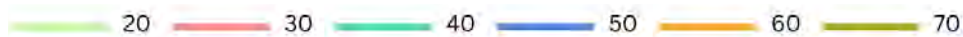
Collector Roads are moderate capacity corridors that function to carry traffic from local roads to arterial roads.

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



Map Legend: Roads by Speed (km/h)

Source: [Speed Limit Map](#)

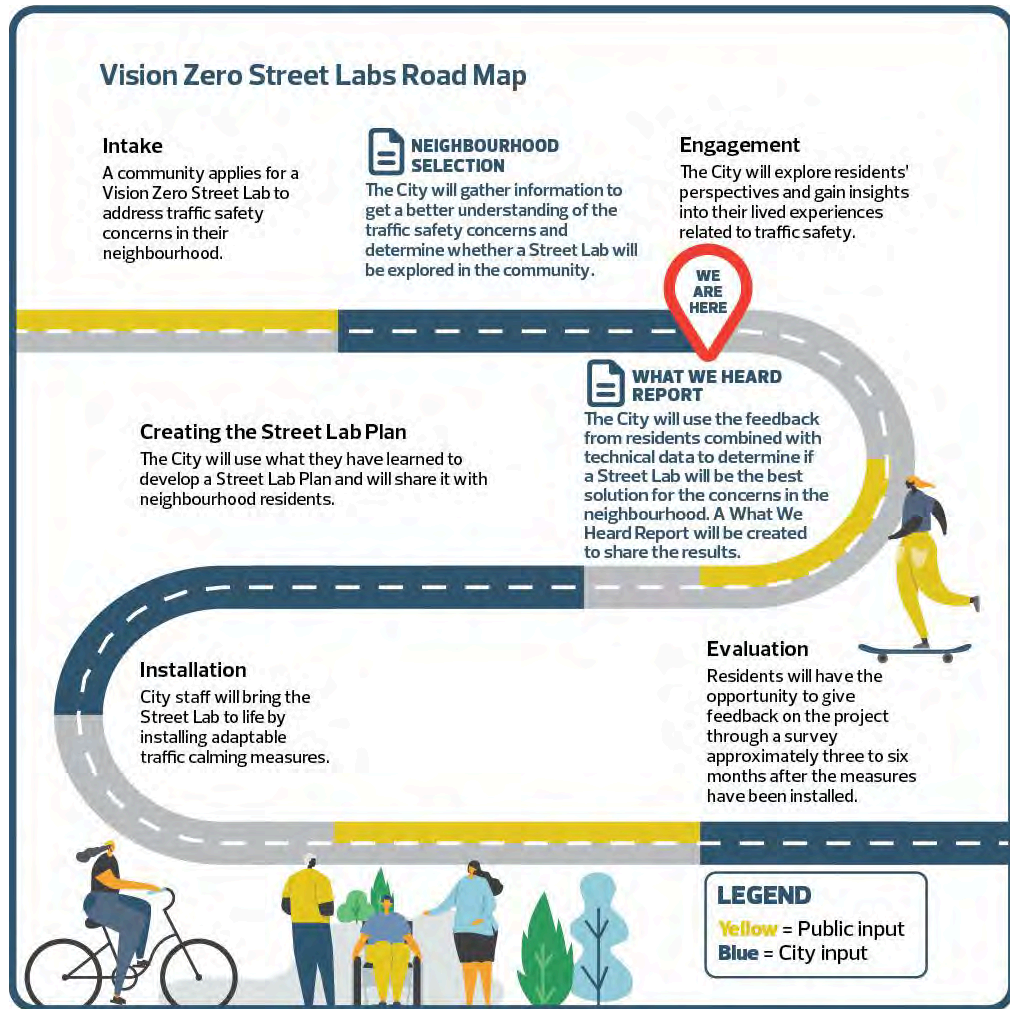


Vision Zero Street Labs use adaptable measures to address traffic safety concerns on local and collector residential roads. While we heard respondents' concerns about some high-capacity (collector and arterial) roads in the neighbourhood, those types of roads are out-of-scope for Vision Zero Street Labs.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

- 111 Avenue
- 118 Avenue
- 142 Street
- Groat Road

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.



Publicized public engagement activities included:

- An online survey that was available from May 7 to May 26 on edmonton.ca/StreetLabs. There were a total of **90 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 21 contributors** who placed **147 location pins** with comments on the online map.
- An in-person event was held in Woodcroft on Thursday, May 16, 2024. A total of **17 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in Woodcroft.



Photos from the in-person engagement event at Woodcroft Community League Hall.

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

- A total of **2,445 public notices** were mailed to all Woodcroft residents via Canada Post.
- An email and digital public notice was sent to pertinent neighbourhood organizations inviting them to participate as well as share the engagement opportunities. These organizations included the Woodcroft Community League, Ross Sheppard High School, St. Mark Junior High School, Edmonton Public Schools Institute for Innovation in Second Language Education (formerly Woodcroft Elementary), Commonwealth Lawn Bowling Club, and the Woodcroft branch of Edmonton Public Library.

- **Thirty lawn signs** were installed throughout the Woodcroft neighbourhood along with two road signs to promote the engagement.
- Street Lab engagement information was publicized to local media in a City of Edmonton public service announcement.
- Facebook advertising was used to reach residents in the neighbourhood. The ads received over **109,000 impressions** and were **clicked on over 700 times**.

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



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 [Woodcroft Street Lab Survey 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, below.

Map Data

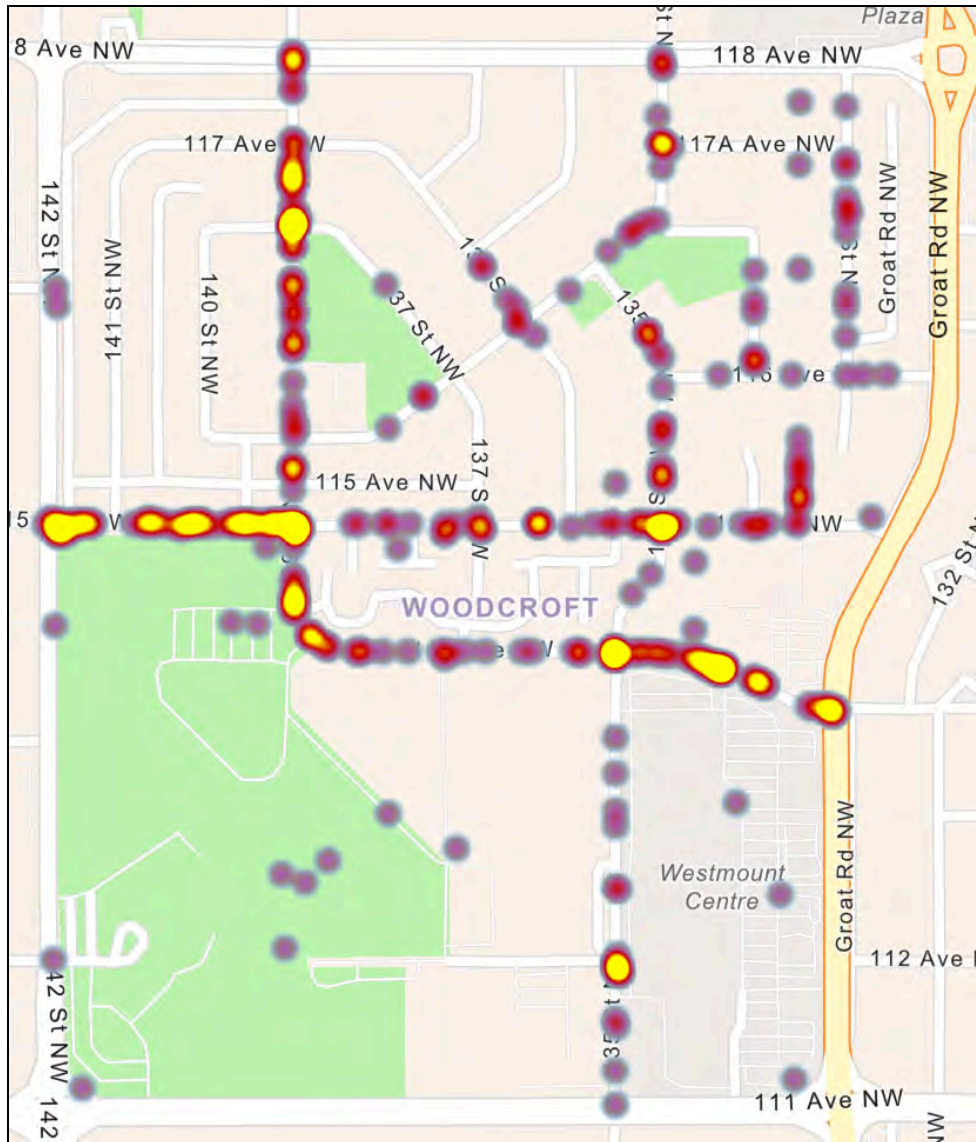
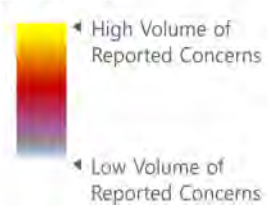
All data points from the interactive mapping tool and open-ended responses from the survey were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by pedestrian safety and shortcutting.

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 Woodcroft Street Lab Engagement Summary Map](#).

The heat map below shows the volume of feedback received. You may notice some of these areas are out-of-scope for the project (eg. arterial roads) but they have been included in this map in order to accurately reflect the feedback received.

Legend

Heatmap of Safety Concerns



Almost **65%** of respondents stated speeding as a major concern in Woodcroft.

This map provides a visual 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, and 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.

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.

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. 135 Street

- a. Vehicles not yielding to pedestrians and poor crosswalk safety.
- b. Speeding and shortcutting.
- c. Improve vehicle and bike separation.

2. 139 Street

- a. Speeding and shortcutting.
- b. Vehicles not completing full stop at intersections.
- c. Vehicles not yielding to pedestrians and reduced visibility of crossings.

3. 115 Avenue

- a. Speeding and shortcutting.
- b. Poor crosswalk safety and vehicles not yielding to pedestrians.
- c. Multiple traffic hazards at intersections.
- d. Parked vehicles causing visibility issues.

4. 114 Avenue

- a. Poor crosswalk safety and jaywalking.
- b. Speeding.
- c. Illegal passing/parking and vehicles not yielding to traffic at intersections.
- d. Improve vehicle and bike separation.

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	edmonton.ca/transportation/report_requests/signs-signals
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	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	edmonton.ca/Parking Enforcement Report a concern to 311: 311.edmonton.ca
Pothole repair	Infrastructure Maintenance, Parks & Road Services, City Operations	Report a concern to 311: 311.edmonton.ca
Alley renewal and/or lighting in alleys	Building Great Neighbourhoods, Integrated Infrastructure Services	edmonton.ca/AlleyRenewal
Concerns about speeding and shortcutting in alley ways	The City can provide 20 km Alley Max signs	Request via email at saferoads@edmonton.ca
Concerns on arterial roads (out of scope for Street Labs) <ul style="list-style-type: none"> ● 111 Avenue ● 118 Avenue ● 142 Street ● Groat Road 	Traffic Operations, Parks & Road Services, City Operations	Report concerns to 311: 311.edmonton.ca



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 some of the most pressing traffic safety concerns in the Woodcroft neighbourhood.

Online and email updates will be shared with those who are subscribed to receive community notifications as we move through the next steps of the Street Labs process in Woodcroft: 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 will also be posted on edmonton.ca/StreetLabs as the project progresses.