

Wild Rose

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

November 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.

Wild Rose residents applied for a Street Lab during the 2024 program intake based on their concerns about traffic safety issues such as speeding and shortcutting. The City selected Wild Rose for engagement from May 22 - June 12 2024.

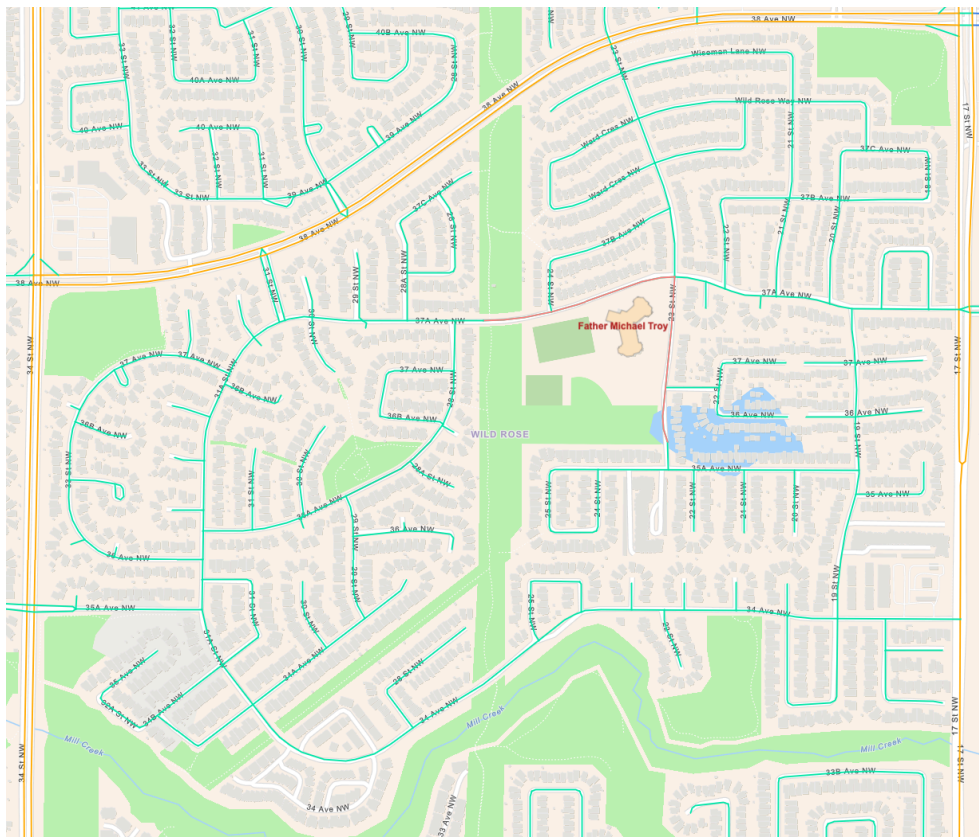
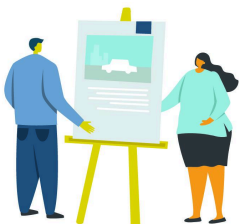
The map below shows the boundaries of the neighbourhood and areas that are in-scope for this Street Lab project.

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)

Source: [Speed Limit Map](#)



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 are **out of scope** for the Wild Rose Street Lab include:

- 17 Street
- 34 Street
- 38 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 publicized engagement opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public engagement activities included:

- An online survey was available from May 22 - June 12 on edmonton.ca/StreetLabs. There were a total of **99 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 41 contributors who placed 120 location pins** with comments on the online map.
- An in-person event was held on May 27, 2024. A total of **30 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in Wild Rose.

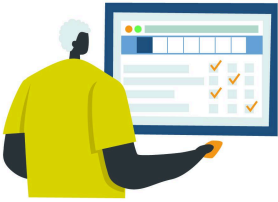


Photos from the Wild Rose in-person engagement event.

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

- A total of **2,889 public notices** were mailed to all Wild Rose homes via Canada Post.
- An email was sent to the Meadows Community League and Father Michael Troy School asking to share the engagement opportunities.
- Street Lab engagement information was publicized to Edmonton media in a weekly public service announcement.
- The engagement was promoted through digital advertisements on Facebook that were targeted to residents in the Wild Rose neighbourhood. The ads were seen **89,201 times**.
- **Thirty lawn signs** were printed and installed throughout the Wild Rose neighbourhood to raise awareness of the engagement.

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



Almost 87% of respondents stated speeding as a major concern in Wild Rose.



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 [Wild Rose 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.

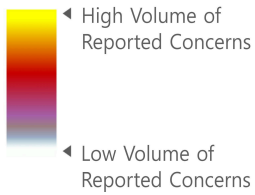
Map Data

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 intersections. A visual overview of all map data can be found in the [2024 Wild Rose Street Lab Engagement Summary Map](#).

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

Legend

Heatmap of Safety
Concerns

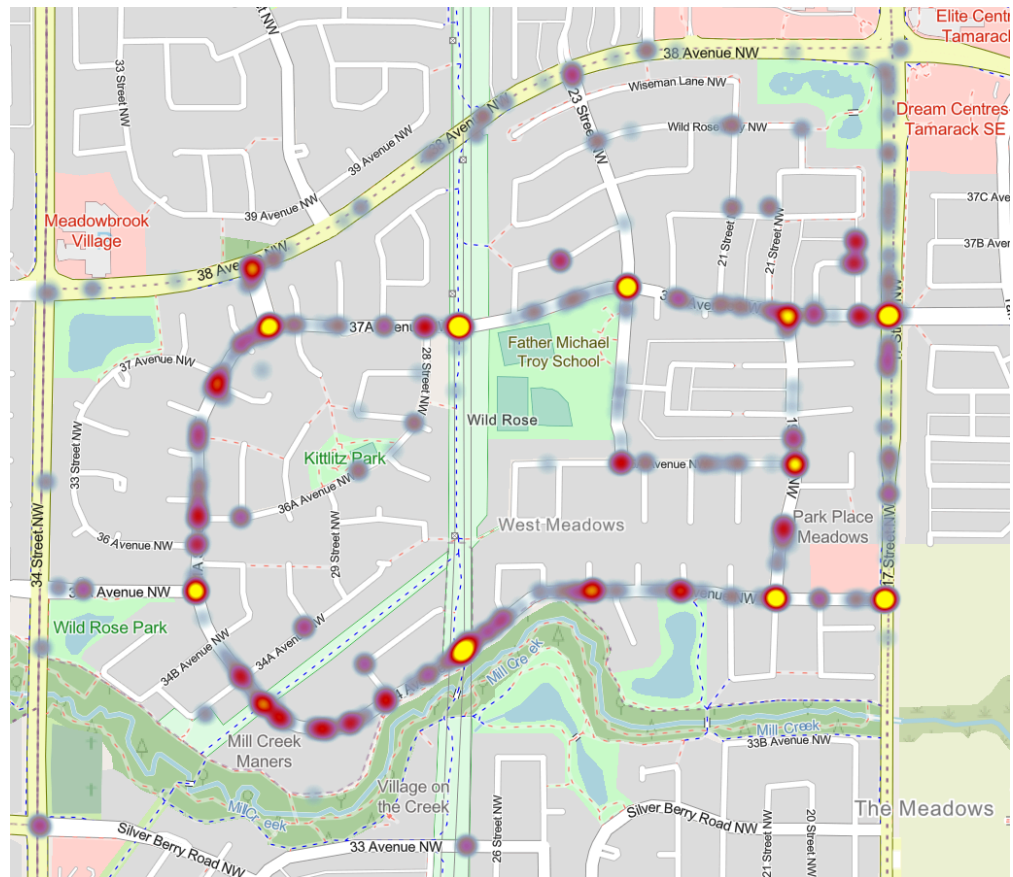


Safe Mobility definitions:

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).



This map provides a visual of all safety concerns in Wild Rose as 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.

1. 37A Avenue

- Speeding
- Vehicles not yielding to pedestrians and poor crosswalk safety
- Vehicles not completing full stop at intersections
- Poor driver attention

2. 31A Street

- Speeding
- Vehicles not completing full stop at intersections
- Poor crosswalk safety and high foot traffic

- d. Poor driver attention

3. 34 Avenue

- a. Speeding
- b. Vehicles not yielding to pedestrians and poor crosswalk safety
- c. Vehicles not completing full stop at intersections
- d. Poor driver attention

4. 19 Street

- a. Speeding
- b. Vehicles not yielding to pedestrians, poor crosswalk safety, and limited visibility of pedestrians
- c. Vehicles parking/stopping in areas it is not allowed
- d. Vehicle conflicts with non-motorists and vehicles not completing full stops at intersections

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	edmonton.ca/Enforcement

	moratorium on new sites since 2019.	
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"> ● 17 Street ● 34 Street ● 38 Avenue 	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 will effectively address the traffic safety issues in the Wild Rose 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 Wild Rose: 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.