

# What We Heard Report: Safe Mobility Strategy Public Engagement

Phase 1

Published August 2020



**ADVISE**

**SHARE YOUR VOICE  
SHAPE OUR CITY**

**Edmonton**

# What We Heard Report

## Purpose of Engagement in the Safe Mobility Strategy

Traffic safety programs have relied solely on crash numbers and traffic data for decades. This data is typically used to build models, warrants, and standards that often do not take into account the lived experience of people in the community, especially those who are under-represented in civic engagement activities or are omitted from the decision-making process. A commitment to empathy and understanding the wide variety of Edmontonians' perspectives is essential to the Safe Mobility Strategy's purpose and principles.

Through this public engagement, we have begun this new approach of combining Edmontonians' lived experiences with our data and research in order to help us see the full picture of traffic safety in Edmonton. This will help us achieve safer, more livable streets.

This document summarizes the findings of public engagement that was conducted in Phase 1 of public engagement, from June 8 – 23, 2020 for the Safe Mobility Strategy.

## Project Overview

### Safe Mobility Strategy 2021 – 2025

The City of Edmonton was the first municipality in Canada to officially adopt Vision Zero: the goal of zero traffic related fatalities and serious injuries on Edmonton streets by 2032. Since Vision Zero was adopted in Edmonton in 2015, traffic-related fatalities have decreased by 56% and serious injuries have declined by 30%. The 2019 Vision Zero Annual Report shows significant progress toward eliminating fatal and serious injury collisions in Edmonton. However, the objective is to reach zero traffic-related fatalities and serious injuries, so we still have more work to do. That's where the Safe Mobility Strategy comes into play.



The Safe Mobility Strategy will be in effect from 2021–2025. It is Edmonton's new approach to advancing Vision Zero, and directly contributes to ConnectEdmonton, Edmonton's Strategic Plan 2019–2028. **The purpose of the Safe Mobility Strategy is to achieve Vision Zero through safe and livable streets in Edmonton.** This will require a set of actions and strategies that contribute to multiple goals and objectives that extend beyond the traditional, and often siloed, areas of engineering, education, and enforcement.

**The strategy is guided by the following principles:**

- + we all move
- + we all deserve to move safely
- + we are connected
- + we are successful when we work together
- + we are informed by analytics, lived experience & research.



### **GBA+ Pilot Project: Addressing Inequity and Discrimination**

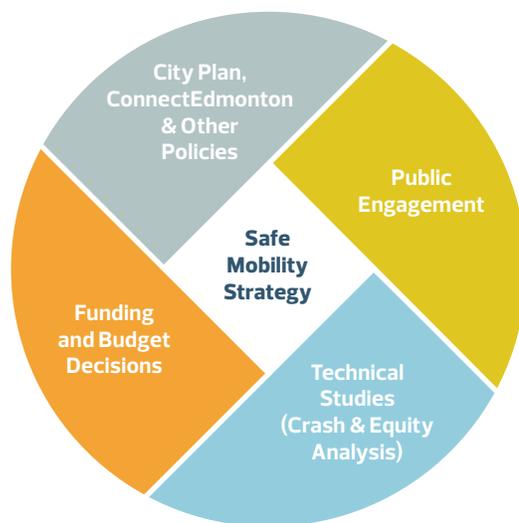
The City of Edmonton has adopted a Gender-Based Analysis Plus (GBA+) process to identify inequity and discrimination. The Safe Mobility Strategy is a GBA+ pilot project for the City, and like Vision Zero we are one of the first Canadian municipalities to adopt widespread GBA+ analysis. This will help ensure equality of outcomes for all of the communities we serve. The "plus" in GBA+ is critical. It emphasizes that there are many identity factors which combine and layer to make up diversity. You can learn more about GBA+ at [edmonton.ca/women](http://edmonton.ca/women)

While progress has been made, some Edmontonians have a disproportionate risk of being impacted by serious and fatal crashes. We needed to know more about what people are experiencing. This depth of information will help us create solutions, actions and a strategy that works for all Edmontonians. We used a GBA+ lens in our analysis of public input and looked deeper into the data to reveal trends, patterns and insights that have been shared throughout this report. We know that seeking and understanding different perspectives is a continual process so that we can work to better understand the lived experience of all Edmontonians. This work will carry on during the development of the the Strategy and in its implementation. We commit to making these connections on an authentic and ongoing basis throughout the Safe Mobility Strategy.



# What will Inform the Safe Mobility Strategy?

The Safe Mobility Strategy is being created by considering a variety of inputs, including the results of a crash and equity analysis, City policies, and public engagement.



## Crash and Equity Analysis

The City analyzed five years of collision data to determine a High Injury Network, the areas in Edmonton where the most serious crashes are happening. This helped to increase our understanding of the circumstances that contribute to fatal and serious crashes, and the corridors where they happen most often.

Knowing this, we were able to conduct an equity analysis to learn how our traffic safety and transportation system impacts populations who experience disadvantages or marginalization. With this information, we can work to provide better access and safer communities for those who are exposed to a higher number of crashes.

To learn more about the high injury network and the equity analysis, visit [engaged.edmonton.ca/safestreeets](https://engaged.edmonton.ca/safestreeets)

## ConnectEdmonton, City Plan, and Policies

The Safe Mobility Strategy has an opportunity to contribute to the four main goals of *Connect Edmonton: Edmonton's Strategic Plan 2019–2028*. When our mobility system offers a high degree of safety, it also generates broader societal benefits related to public health concerns of accessibility, physical activity, local economy, air quality, climate and environmental sustainability.



Climate Resilience



Regional Prosperity



Healthy City



Urban Places

The City Plan provides guidance for land use, transportation, and patterns of growth and presents an important opportunity to ensure all planning policies help achieve safe mobility in Edmonton. These policies influence the built form (streets, buildings, and their interaction), the location of destinations, and the types of transportation options that are available. Safe mobility is influenced by many different plans, bylaws and policies across the City. We have considered many city policies that contemplate transportation which may influence or may be influenced by the Safe Mobility Strategy.

Visit [edmonton.ca/connectedmonton](http://edmonton.ca/connectedmonton) to learn more about ConnectEdmonton and The City Plan.

## Public Engagement

The City's public engagement spectrum defines the public's level of influence in engagement processes.

**The role of the public during phase 1 of engagement was at the ADVISE level on the City of Edmonton's Public Engagement Spectrum**, meaning we considered everyone's feedback and perspectives as one input of many into creating the draft Safe Mobility Strategy. We asked you to share your views, perspectives and experiences so we can consider that in the creation of the Safe Mobility Strategy.

The public engagement activities described in this What We Heard Report were designed to gather Edmontonians' lived experiences with traffic safety and safe mobility. In order to create a strategy that addresses people's safety, it is important to understand where people feel safe and unsafe when walking, biking, driving, using mobility aids around Edmonton, and how our streets contribute to those feelings.

Visit [edmonton.ca/publicengagement](http://edmonton.ca/publicengagement) for more information on the City's public engagement process.

The public is consulted by the City to share feedback and perspectives.

**ADVISE**

The public is involved by the City to adapt and adjust approaches.

**REFINE**

The public collaborates with the City to develop and build solutions. This can include community initiated engagement.

**CREATE**

The public is empowered to make decisions directly or on behalf of the City.

**DECIDE**

# How We Engaged and What We Heard

In March of 2020, the City of Edmonton cancelled all in-person public engagement events for an undetermined length of time due to the COVID-19 public health crisis. The Safe Mobility Strategy public engagement plan was revised and engagement activities shifted online.

Three online tools were used in this phase of engagement with the public:



**An online survey**



**An interactive mapping tool**



**An idea sharing board**  
hosted on the City of Edmonton's online digital engagement platform, Engaged Edmonton.

The key insights we received from each tool are summarized below.

## Who we heard from

**1,353**

respondents to  
Insight Survey

**529**

respondents to  
Open Link survey



**2,097**

**TOTAL  
PARTICIPANTS  
ENGAGED**

**657**

pins dropped on the  
Online Mapping Tool



**21**

ideas proposed  
through the  
Ideas Tool



**6**

stakeholder  
conversations

Edmonton Federation of  
Community Leagues, Alberta  
Motor Association,  
Paths for People, Workers  
Compensation Board,  
Business Improvement Areas,  
GOA Alberta Transportation



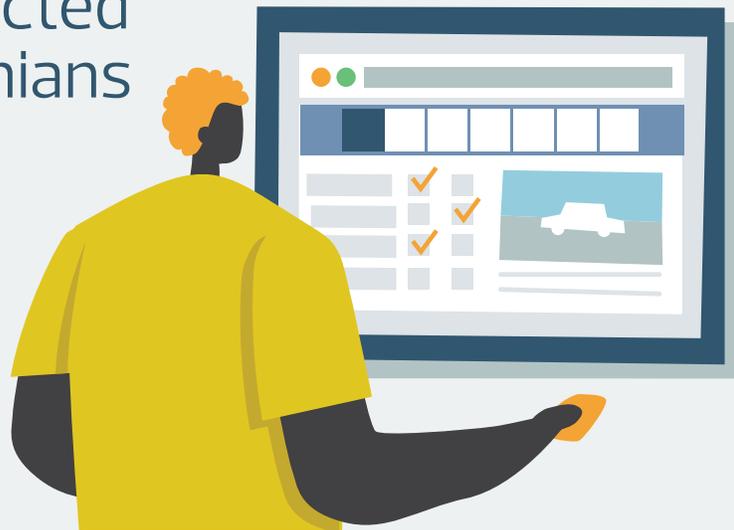
# How we connected with Edmontonians

## 3,355

visitors to [engaged.edmonton.ca/safestroads](http://engaged.edmonton.ca/safestroads)

## 1,662

visitors to [edmonton.ca/safestroads](http://edmonton.ca/safestroads)



## 331

Safe Streets Scavenger Hunt downloads



## 8,000

video views

## 4

stakeholder emails and newsletters



# Social media interactions

## Facebook



## 60,480

people saw our posts



## 90

Shares



## 219

Comments



## 1,467

Reactions



## Instagram



## 786

Likes

## 37

Comments

## Twitter



## 42

Comments

## 151

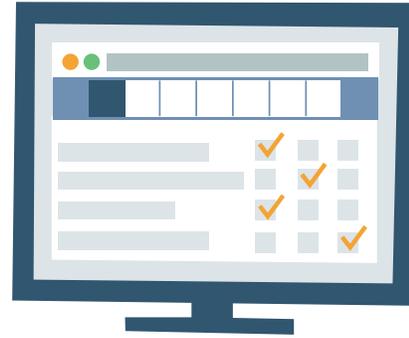
Likes

## 146

Retweets

# Online Survey

The online survey was valuable in identifying key concerns and areas of improvement that should be addressed within the Safe Mobility Strategy.



## Who Was Engaged

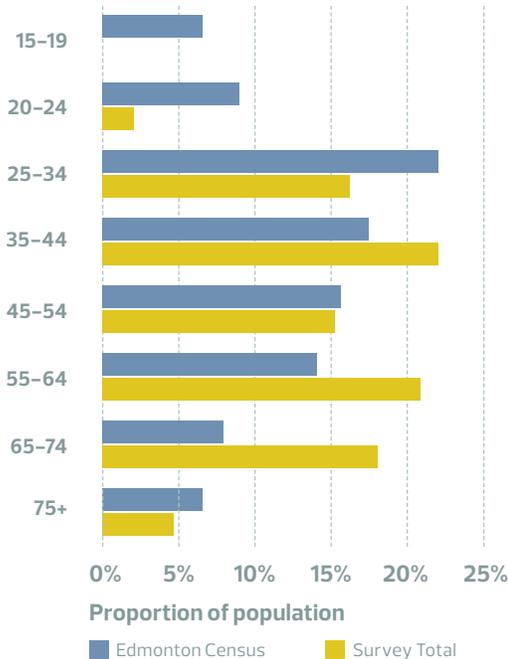
The survey was available online from June 8 to June 23, 2020. The survey was open to all Edmontonians through [engaged.edmonton.ca/SafeStreets](https://engaged.edmonton.ca/SafeStreets), and to the members of the Edmonton Insight Community.

In total, the City received 1,882 responses of which 1,353 Edmontonians responded through the Insight Community and 529 Edmontonians responded through an open survey on the Safe Mobility Strategy web page.

The online survey findings shared in this report includes responses from both the open survey and Edmonton Insight Community survey. Age and gender data from survey respondents is provided in the graphs below and compared to Edmonton Census data from 2019.

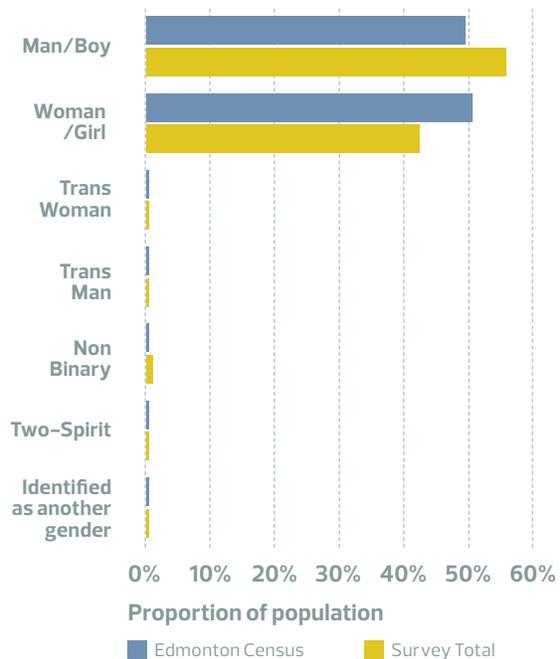
### By Age

- + Based on Edmonton's population, older adults are overrepresented, and young adults are underrepresented, in these survey results.



### By Gender

- + Based on Edmonton's population, people who identify as male are slightly overrepresented, and people who identify as female are underrepresented in these survey results.



## GBA+ Considerations

One of the main goals of GBA+ and public engagement is to hear from participants who we do not normally hear from. Online surveys do not always allow to engage a fully representative sample of the population. For the Safe Mobility online survey, we know that older adults and university graduates are over-represented, while racialized people are under-represented compared to Edmonton's population. As the Safe Mobility Strategy is implemented, we will continue to identify opportunities to hear from voices missing and groups under-represented in this public engagement. This will include working with high crash neighbourhoods and organizations that work directly with vulnerable groups.

## What We Asked

The goal of the survey was to understand the lived experience of the people travelling and spending time on Edmonton's streets. Several aspects of safe mobility were explored:

- + Feelings of safety.
- + Safety concerns while using different transportation modes.
- + How a person's identity may influence their mobility and feelings about traffic safety.
- + What changes are required to make Edmonton's streets safer.

In this survey, the feeling of safety referred specifically to the fear of being involved in a crash.

## What We Heard

### Feeling Safe

We heard from survey respondents that the feeling of safety varies with mode of travel, use of a mobility aid, and gender. The results are reported on a total base of 1,882 respondents.

- + People most often mention walking or taking transit when they talk about how their mobility is impacted by their identity.
- + 63% said their mobility or feeling of safety is influenced by their identity.
- + Those who use mobility aids reported feeling less safe when travelling than those who do not use mobility aids.
- + Driving was the mode where the most people reported feeling safe.
- + The identity factor most frequently related to feeling unsafe is being a woman.

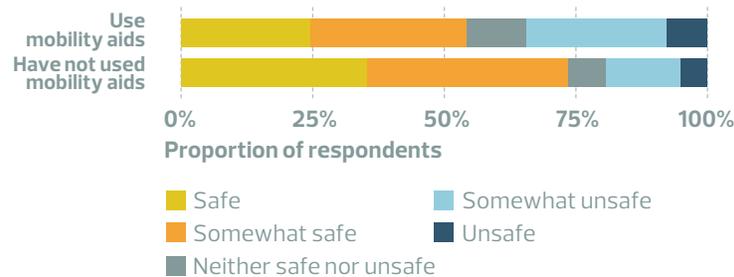


## How Safe People Feel Based On ...

We wanted to understand how different factors impact people's feelings of safety.

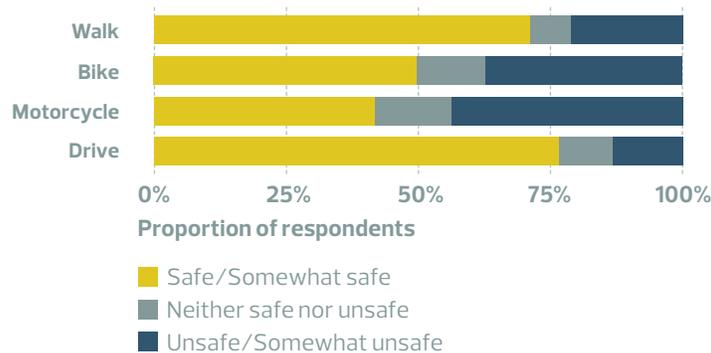
- + For all modes of transportation, men report feeling safe more often than women, and the difference is greatest for modes other than driving.
- + Walking or taking transit are the two modes that were mentioned most frequently when people discuss how their identity affects their mobility.

### Feeling of safety based on using a mobility aid



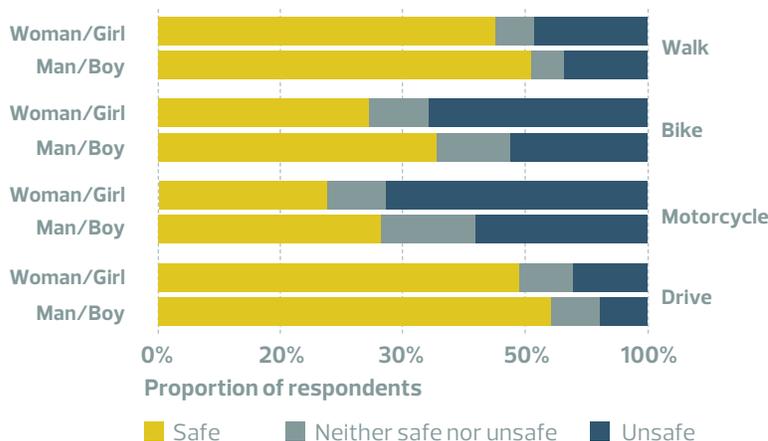
- + People who use mobility aids at least part of the time are 1.8 times more likely to report feeling unsafe or somewhat unsafe while walking.

### Feeling of safety by mode of transportation



- + Driving and walking most safe
- + Bicycling and motorcycling least safe

### Feeling of safety based on gender and mode of transportation



- + Men tend to feel more safe.
- + Sample size of other genders too small to draw conclusions.

## Safety Concerns

The online survey also included an open-ended question asking participants to outline their main safety concerns while using different transportation modes. Each response was read by the City, and the most frequently noted safety concerns by mode are outlined below.

While...	Common themes include...
Walking or using mobility aids	Missing or poorly maintained sidewalks, including poor winter maintenance. Poor accommodation for accessibility. Poor visibility at crosswalks and intersections, particularly because of lighting and parked cars blocking sight lines. Behaviours of other road users such as poor yielding or poor shared space etiquette on sidewalks and paths.
Cycling	Unsafe behaviours from people driving, including close-passing and aggressive driving. Lack of safe, separated, connected, and well-maintained cycling infrastructure.
Motorcycling	Road maintenance, such as potholes and gravel on the road. Behaviours from people driving, including poor passing and lane changing behaviours.
Driving	Poor behaviour from other people driving; most notably speeding, distracted driving, poor lane changing, and aggressive driving. Infrastructure concerns such as poor surface quality and confusing signage and markings.
Using other modes	Personal security and accessibility concerns while using transit services. Reduced transit service in off-peak times in areas of need. Discomfort using e-scooters on busy roads and lack of space to share sidewalks.

## Making Streets Safer

In an open-ended question, survey respondents identified their recommended actions to make Edmonton's streets safer. From those responses, three themes encompassing the vast majority of concerns emerged:

### 1 Improving and expanding infrastructure

This includes various infrastructure changes such as signal upgrades, more visible crossings, and more extensive sidewalk and cycling infrastructure coverage.

Some comments specifically mentioned designing streets for lower speeds, either through traffic calming devices or other roadway modifications.

### 2 Increasing knowledge, education, and licensing requirements

This includes general comments regarding improved education of various road users on rules of the road and etiquette as well as more specific comments such as making licensing tests more rigorous or frequent.

### 3 Increasing enforcement

This includes increasing the frequency of enforcement of current rules of the road for all road users, including increasing the consequences or fines for violations.

# Online Mapping Tool



## Who Was Engaged

Between June 8 and June 23, 2020, 200 Edmontonians placed 657 pins on the online mapping tool at [engaged.edmonton.ca/SafeStreets](https://engaged.edmonton.ca/SafeStreets). A link to the interactive map was also included in the online survey.

Providing demographic information was optional and less than half of those who placed pins between June 8 and June 23, 2020 shared this information. As a result, we are not able to provide information on demographic trends.

## What We Asked

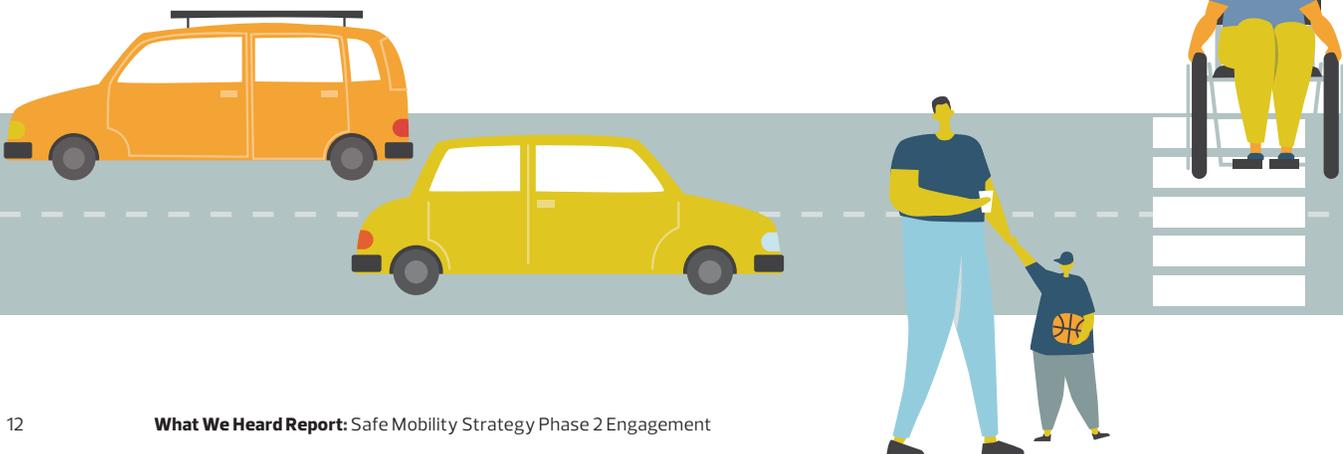
Participants were asked to:

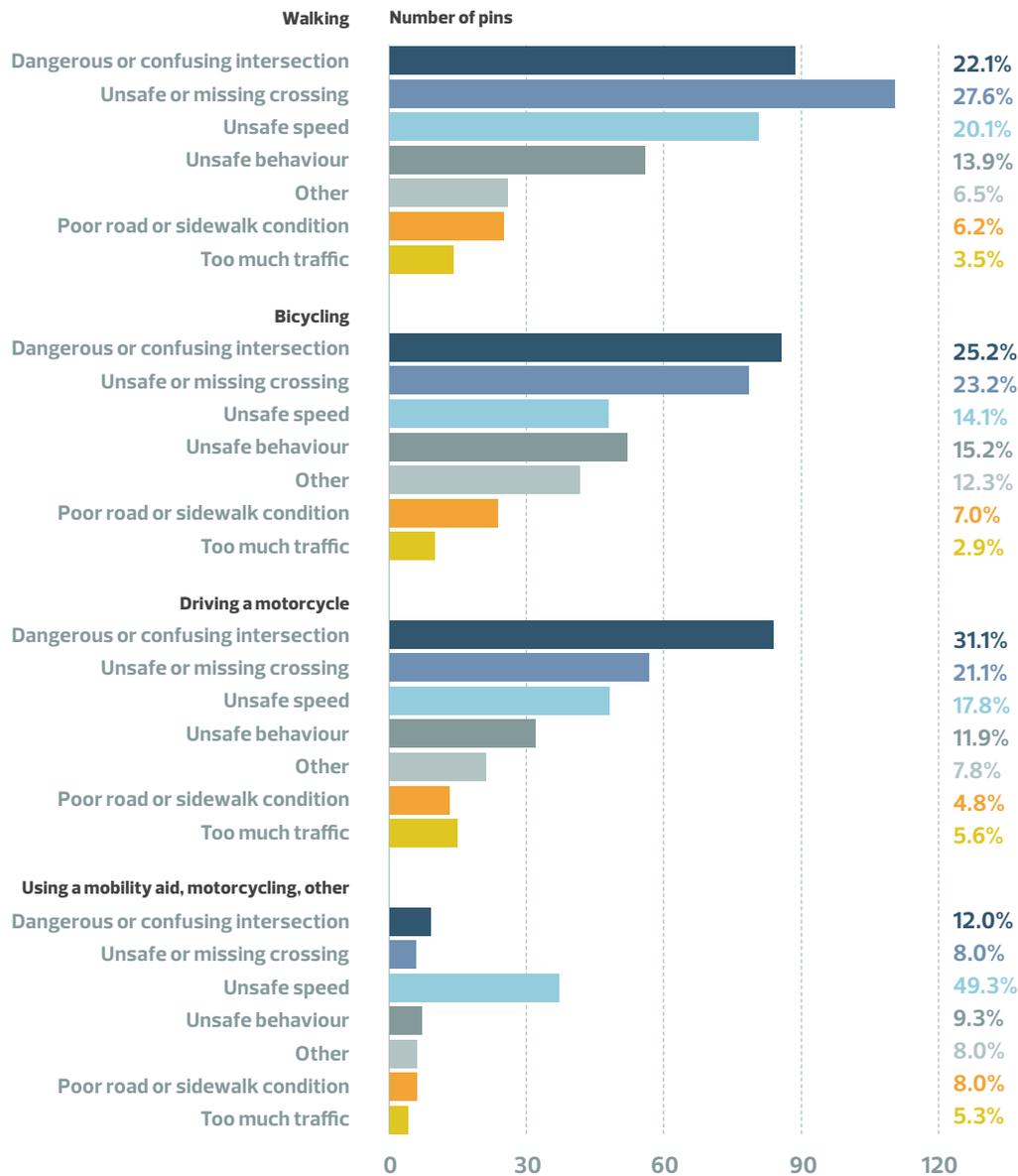
- + Place pins on the interactive map at locations where they felt unsafe.
- + Identify the perspective they were answering from. Options included: walking, using a mobility aid, bicycling, driving a motor vehicle, motorcycling, or other.
- + Describe why they felt unsafe.
- + Identify if they were in a crash at this location.

## What We Heard

People's experiences varied based on their modes of transportation:

- + Unsafe speeds were the biggest concern for people motorcycling and those using mobility aids.  
*For all road users, unsafe speed was among the top 3 concerns.*
- + Dangerous or confusing intersections were the most important categories for people driving and cycling.
- + 60% of the pins submitted were for locations where people felt unsafe walking.  
*Unsafe or missing crossings was the most frequent pin category for people walking.*



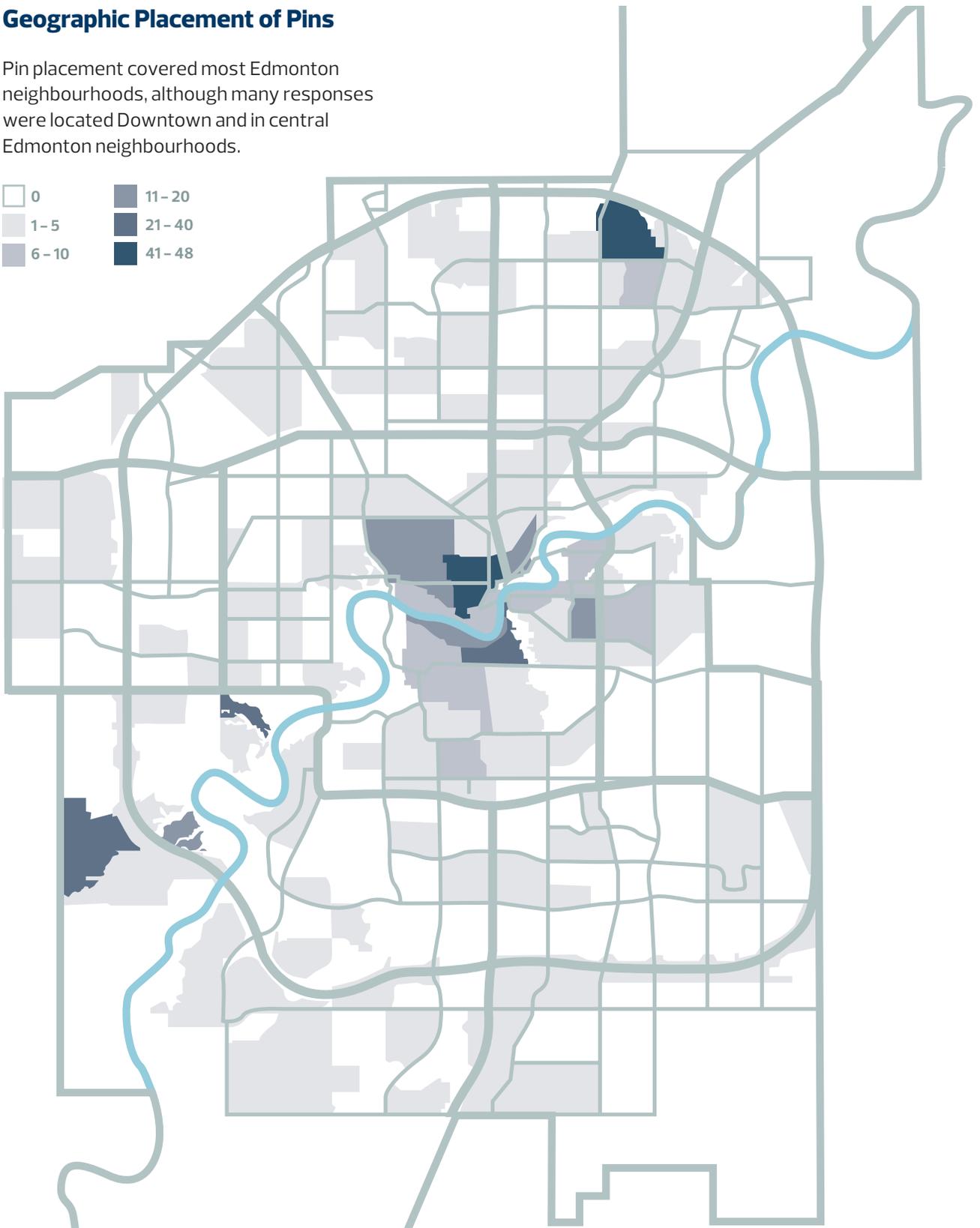


Here are some of the highlights that we heard:

- + Signage and visibility are issues at 138 St and Stony Plain Road.
- + On 109 St and Saskatchewan Drive, drivers can't see people crossing the street until after they have turned the corner.
- + 118 Ave was identified as dangerous for those who are not in a car.
- + There is no good cycling route from the Eastglen-Highlands area to 114 Ave.
- + Edmontonians are worried about narrow sidewalks and indirect/ too many crossings on 66 St and Fort Road.
- + On Silverberry Road, parked cars often block the views of people crossing the street.
- + On 113 Ave & 38 St, drivers "floor it" to the river. Some people refer to this as the "drag strip".

## Geographic Placement of Pins

Pin placement covered most Edmonton neighbourhoods, although many responses were located Downtown and in central Edmonton neighbourhoods.



# Ideas Tool



## Who We Heard From

A virtual idea sharing board was accessed through [engaged.edmonton.ca/SafeStreets](https://engaged.edmonton.ca/SafeStreets). Similar to the online map tool, the ideas tool will remain open until September 23. This report summarizes the input received between June 8 and June 23, 2020, and all ideas will be considered in the development of the Safe Mobility Strategy. As of June 23, a total of 21 ideas were shared by 11 participants.

## What We Asked

Participants were asked to share their ideas for creating safe and livable streets. People could read and comment on other ideas and 'like' ideas that resonated with them.

## What We Heard

Most of the ideas were from the perspective of drivers, though they impact all road users. The three themes that emerged were:

- 1 Changes to road design to reduce driver frustration and encourage consistent behaviour
- 2 Improvements to personal security and comfort
- 3 Prioritizing how and where taxpayer money is spent

# Ongoing Stakeholder Interviews

Connecting with partners and organizations who serve vulnerable road users was an approach identified early in the public engagement planning process. The project team identified a diverse group of organizations and stakeholders, some who have expressed interest in our approach to traffic safety, and some who we don't often hear from. The crash and equity analysis identified neighbourhoods in Edmonton with the highest collision rates where people experience more or less safety on our streets.

Building new stakeholder relationships and strengthening existing partnerships will be an ongoing focus of the Safe Mobility Strategy. Many community organizations were impacted by COVID-19. To address limitations to engagement and communications during the state of emergency caused by COVID-19, we were able to conduct focused conversations with representatives from Path for People, Edmonton Federation of Community Leagues, Alberta Motor Associations and Alberta Workers' Compensation Board, Business Improvement Areas, and Alberta Transportation. Participation in these conversations was based on the availability and capacity of the stakeholder groups to engage during the pandemic. As Edmontonians' priorities have been focused on responding to the COVID-19 pandemic, these conversations were not as diverse and inclusive as envisioned.

While six organizations have completed interviews to date, this work is far from over. The feedback that these groups provide will be critical to the success of the strategy. We are committed to the ongoing integration of Edmontonians' lived experiences and diverse perspectives into our work.

# What Happens Next?

In consideration of our GBA+ commitment, additional stakeholder interviews will be offered through Summer 2020, with sensitivity to the capacity of organizations supporting the most vulnerable populations in our city.

To stay involved, Edmontonians can visit [engaged.edmonton.ca/safestreets](https://engaged.edmonton.ca/safestreets):

- + Download the Safe Streets Scavenger Hunt.
- + Share ideas and place pins on the interactive map until September 23.
- + Sign up for the mailing list to receive project updates.
- + We have now outlined key actions to take that will help us eliminate fatal and serious crashes on our streets. Use the survey to give us your feedback on which actions we should incorporate into the Safe Mobility Strategy (2021 to 2025).

Input received over the summer will be summarized in the final What We Heard report in October. All feedback will be considered in the creation of the Safe Mobility Strategy.

## **Thank you to everyone who is participating in our engagement activities.**

If you would like to speak with someone about the Safe Mobility Strategy, please contact:

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*Safe Mobility Strategy Project Manager*