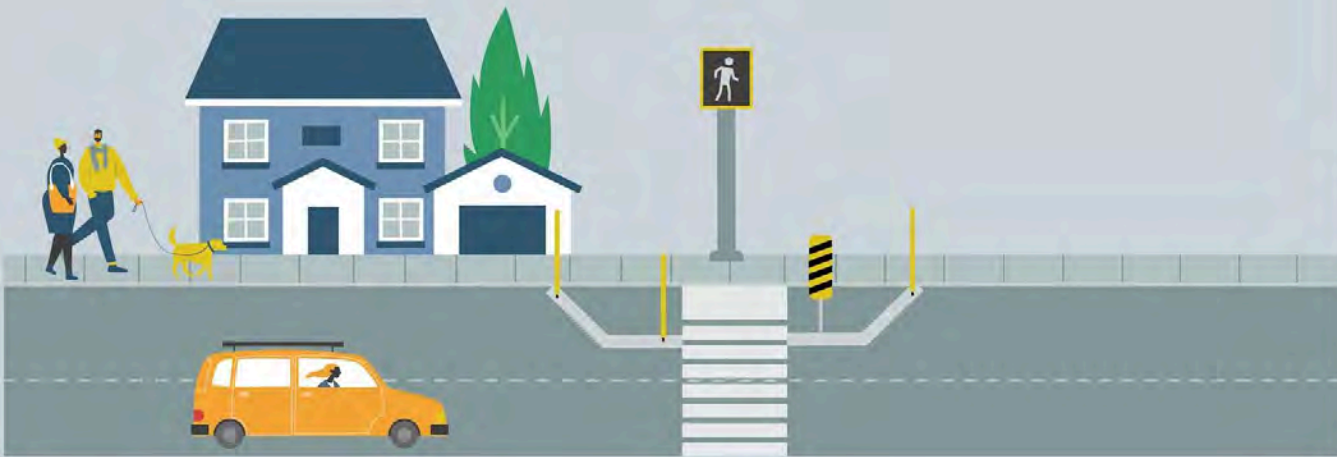


Greenview

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

August 2025



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 [Safe Mobility Strategy](#).



Vision Zero Street Labs is a program designed to address neighbourhood traffic safety concerns by installing traffic calming measures. Each Street Lab is tailored to the unique needs of the neighbourhood and its road users to address concerns such as speeding, shortcutting and other unsafe driving behaviours.

Traffic safety concerns shared by community members, past applications submitted by neighbourhood residents, previous traffic safety inquiries to the City and technical data analysis including reported collision data are some of the factors considered when selecting a neighbourhood for a Street Lab.

Once a neighbourhood is selected, the City engages with interested parties to understand their lived experiences and traffic safety concerns while driving, walking, biking or rolling in their neighbourhood to help improve road safety and livability. The City uses the engagement results and collected traffic data along with City Design and Construction Standards, federal and provincial transportation infrastructure legislation and engineering technical expertise to effectively address the identified traffic safety concerns using a variety of traffic calming measures.

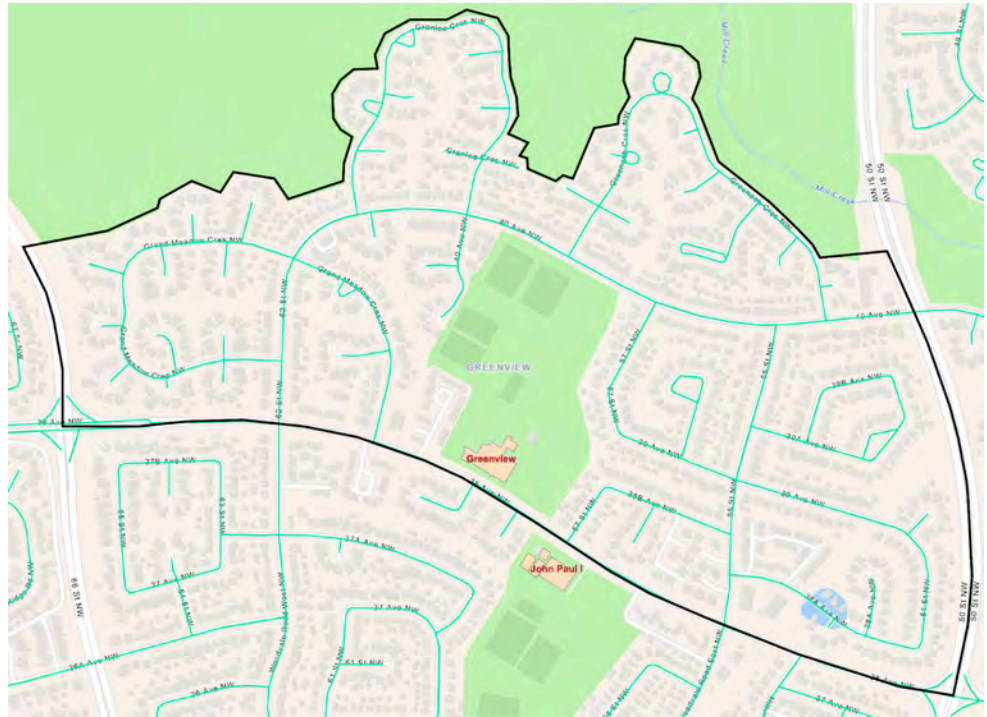
Based on these factors, Greenview was selected for a Street Lab. The City engaged with community members and organizations in Greenview from May 13 to June 3, 2025 to identify traffic safety concerns unique to the neighbourhood. Areas that are in scope for this project and within the boundaries of the neighbourhood are shown in the map below.

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.

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 In Project Scope

Source: [Speed Limit Map](#)

■ In-Scope Roads Out-of-Scope Roads Neighbourhood Boundary

While we heard respondents' concerns about some arterial roads, Vision Zero Street Labs address safety concerns using traffic calming measures that are designed for use on local and collector residential roads. Locations that are out-of-scope for Greenview Vision Zero Street Lab include:

- 38 Avenue NW
- 50 Street NW
- 66 Street NW

Concerns that were out-of-scope for the project have been shared with the appropriate teams in the City of Edmonton and are listed in the "Out-of-Scope Concerns" section of 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 and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

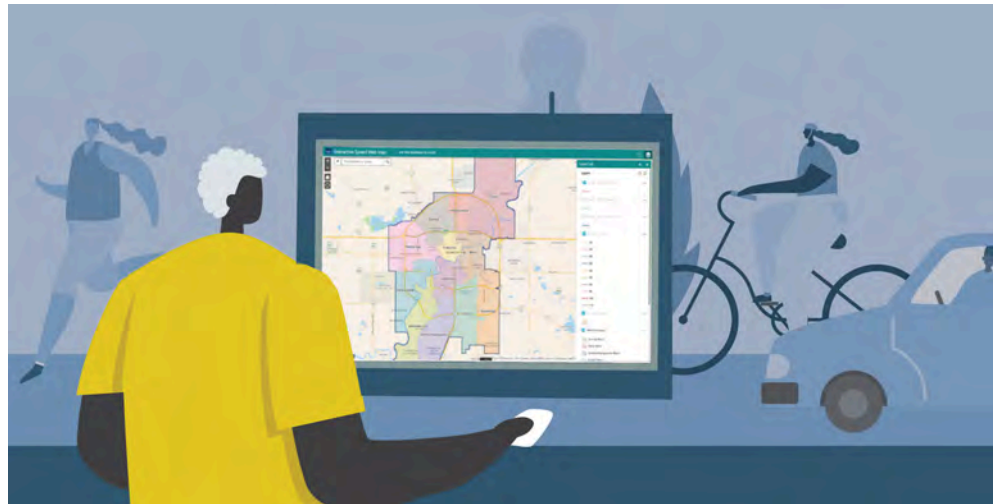
Public engagement activities included:

- An **interactive map** was available from May 13 - June 3 on engaged.edmonton.ca that allowed community members to pinpoint locations of traffic safety concerns. There were a total of **47**



contributors who placed **245 location pins** with comments on the online map across various locations in Greenview.

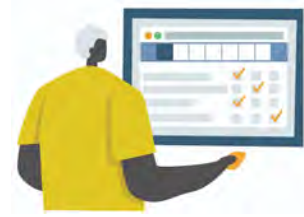
- **A total of 2** interviews with interested groups in the neighbourhood, including the **Edmonton Public School Board** and the **Community League** were conducted on May 23 and June 3.



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

- **2,860** public notices were mailed to all residents via Canada Post in Greenview.
- An email was sent to **10** pertinent neighbourhood organizations asking to share the engagement opportunities.
- Publicized to local media in a weekly **public service announcement**.
- Promoted through Facebook as a social media advertisement and on the Nextdoor platform as a social media post targeted to the residents in Greenview. The facebook ad was seen **92,631** times.
- **20** lawn signs were printed and installed throughout the Greenview neighbourhood during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

Feedback gathered from different engagement tools are analyzed and placed into themes.



***Interest groups** are local organizations and institutions that include schools, community centers and businesses among others. Their feedback helps us understand how community members use and experience our roads to ensure that traffic safety meets everyone's needs.*

3. WHAT WE HEARD

Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online mapping tool available to the general public and interviews with additional interest groups.

Map Data

All data points and open-ended responses from the interactive mapping tool were coded and analyzed. Based on this analysis, the most frequently submitted concerns were pedestrian crossing safety followed by speeding, poor visibility and parking.

A visual overview of all engagement data can be found in the [2025 Greenview Street Lab Engagement Map](#). The map has two layers; one provides an overview of all traffic safety concerns identified during the engagement period, while the other - the summary layer - identifies areas in the neighbourhood where the highest volume of major concerns were noted.

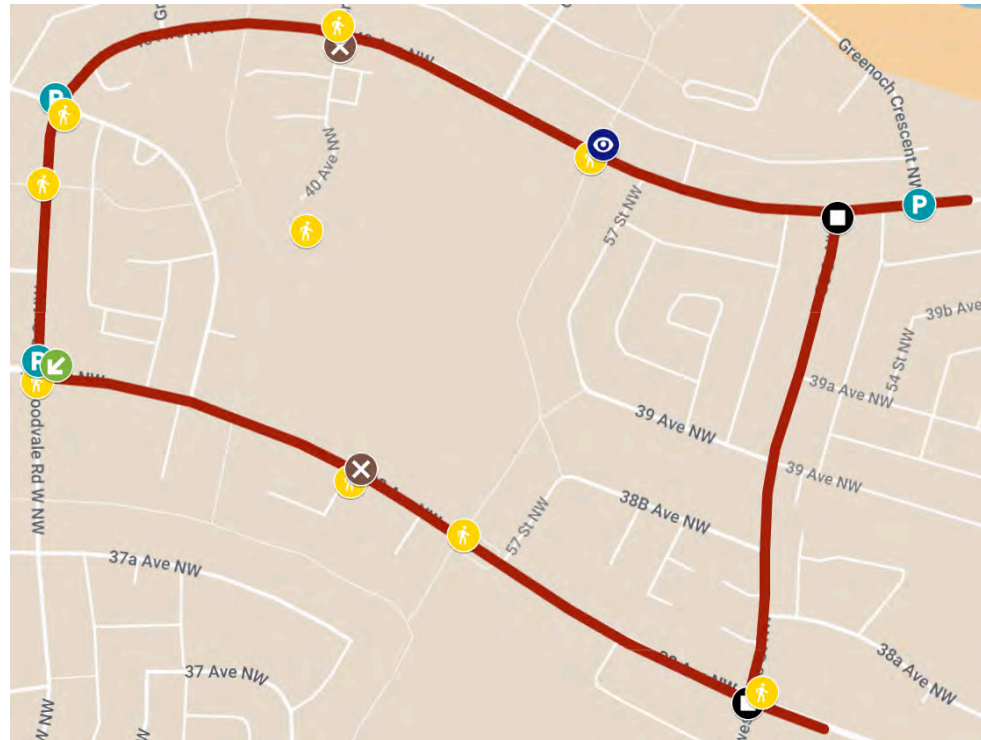
Interviews with Interest Groups

Select interest groups were asked to provide detailed feedback on traffic safety concerns experienced around the Greenview neighbourhood. They were also invited to provide location-based feedback by populating the interactive map on Engaged Edmonton. All responses from the interviews and subsequent map contributions were analysed and recorded in the Engagement Map shared above.

Legend

Engagement Summary

-  Pedestrian Safety
-  Speeding
-  Parking Issue
-  Unsafe Intersection
-  Poor Visibility
-  Signage/Signal Issue
-  Illegal Maneuver



Safe Mobility definitions of the most frequently observed safety issues:

Speeding refers to driving a vehicle in excess of the maximum speed limit.

Pedestrian crossing safety refers to crossings 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.

Poor visibility refers to traffic safety concerns arising from obstructed sightlines, which could impact a road user's ability to see pedestrians, oncoming traffic and/or determine when it is safe to proceed in the intended direction of travel.

This map provides a visual summary of the top concerns received during the engagement activities in Greenview. To view all the feedback from the engagement activities, click on the [2025 Greenview Street Lab Engagement Map](#).

Major Themes

Feedback gathered from the interactive map and interviews with interest groups have been analyzed and placed into themes. A summary of the findings is presented in this section.

We heard about many different locations across the neighbourhood during engagement, which will be used in the development of Street Lab decisions.

The top locations of concern are outlined below.

- 1. 40 Avenue to 60 Street, 55 Street**
 - a. Speeding
- 2. Grand Meadow Crescent and 62 Street**
 - a. No marked crosswalks
 - b. Parked vehicles obstructing sightlines and pedestrian visibility
- 3. 40 Avenue and Grandea Crescent**
 - a. Drivers completing illegal u-turns, parking/idling where it is not permitted and turning into the wrong lane

Safe mobility definitions continued here:

Parking issue refers to traffic safety concerns related to parking, such as an improper parking location, a parked vehicle causing sightline obstructions, or other forms of illegal parking.

- b. Pedestrian crossing safety, jaywalking, no marked crossings and low pedestrian visibility
- c. Drivers not yielding to pedestrians

4. Greenview School Area

- a. Speeding
- b. Drivers completing illegal u-turns and parking/idling where it is not permitted
- c. Pedestrian crossing safety

5. 40 Avenue and Greenoch Crescent

- a. Parked vehicles obstructing sightlines and pedestrian visibility

Out-of-Scope Concerns

Street Labs address traffic safety concerns on **local and collector** roads using traffic calming measures. However, concerns that were outside of the scope of this Street Lab project were shared with applicable departments. Top out-of-scope concerns include:

Concern	Shared With	Additional Information
Request for traffic signal addition, removal, or other changes	Traffic Operations, Parks and Road Services, City Operations	edmonton.ca/transportation/report-requests/signs-signals
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	Report a concern: edmontonpolice.ca/trafficconcerns
Request for automated enforcement (photo radar)	Although this service is led by Safe Mobility, automated enforcement is regulated by the Government of Alberta , which has a new 3 policy parameter as of December 2,	edmonton.ca/Enforcement

	<p>2024. Existing sites had to confirm compliance with the new policy and inactive sites were mandated to be removed by April 1, 2025. Mobile speed enforcement was suspended on June 30, 2025, with all future automated enforcement sites required to comply with the new parameters.</p>	
<p>Request for parking enforcement on public streets</p>	<p>Community Standards Peace Officers, Community Services</p>	<p>Report concerns to 311: 311.edmonton.ca edmonton.ca/Parking Enforcement</p>
<p>Pothole repair</p>	<p>Infrastructure Maintenance, Parks and Road Services, City Operations</p>	<p>Report a concern to 311: 311.edmonton.ca</p>
<p>Missing concrete sidewalks</p>	<p>Missing Sidewalks, Mobility Strategies, Urban Planning and Economy</p>	<p>edmonton.ca/Sidewalks</p>
<p>Alley renewal and/or lighting in alleys</p>	<p>Building Great Neighbourhoods, Integrated Infrastructure Services</p>	<p>edmonton.ca/AlleyRenewal</p>
<p>Speeding and</p>	<p>The City can provide</p>	<p>Request via 311:</p>

shortcutting in alleys	"20 km Alley Max" signs	311.edmonton.ca
Out-of-scope collector roads <ul style="list-style-type: none"> 38 Avenue NW 	38 Avenue NW will be a project area under the Towards 40 Program to be launched in fall 2025.	Report concerns to 311: 311.edmonton.ca
Out-of-scope arterial roads <ul style="list-style-type: none"> 50 Street NW 66 Street NW 	Traffic Operations, Parks and Road Services, City Operations	Report concerns to 311: 311.edmonton.ca

4. NEXT STEPS



The public engagement feedback summarized in this What We Heard report has been reviewed in conjunction with collected traffic data, City [Design and Construction Standards](#), federal and provincial transportation infrastructure legislation and engineering technical expertise.

All of this information will be used to develop a Street Lab plan to effectively address the traffic safety issues in the Greenview neighbourhood.

[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.