

High Park

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

June 2025



ADVISE

Contact and more Info:
SafeRoads@edmonton.ca | edmonton.ca/StreetLabs

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1. VISION ZERO STREET LABS PROGRAM OVERVIEW

Background and Context

Vision Zero Street Labs is a program designed to address traffic safety concerns at the neighbourhood level by installing traffic calming measures.

As part of the Street Labs process, the City engages with the community to understand their lived experiences and traffic safety concerns in the neighbourhood.

Residents in High Park have shared concerns about traffic safety - particularly speeding, pedestrian safety and shortcutting - through emails, meetings with City staff, and requests for improvements. The neighbourhood applied for a Street Lab in 2023, and the City selected High Park to begin its project in fall of 2024.

The below map shows the boundaries of the neighbourhood and the local and collector roads that are in-scope for this project.

The Vision Zero Street Labs program began in 2021, as a key action in the 2021-2025 Safe Mobility Strategy



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.

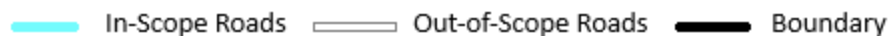
Collector Roads are moderate capacity corridors that function to carry traffic from local roads to arterial roads.

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



Map Legend: Roads In Project Scope

Source: [Speed Limit Map](#)



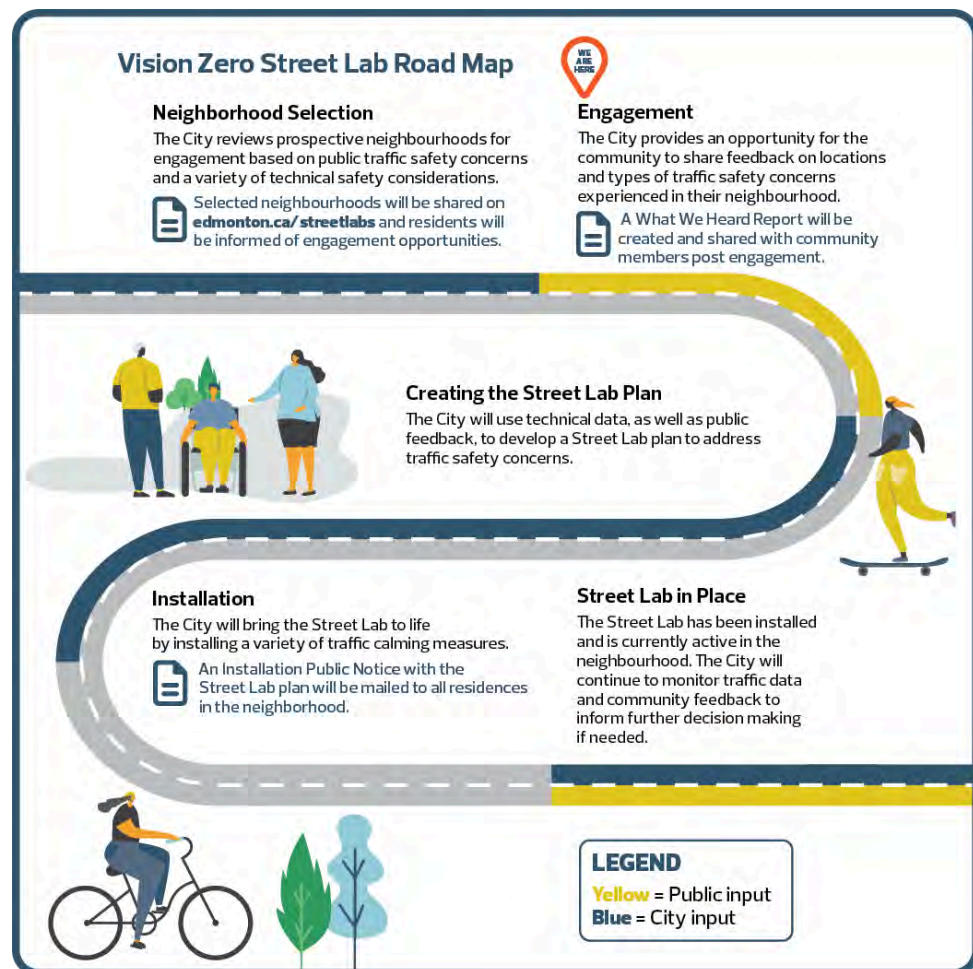
While we heard respondents' concerns about some arterial roads, Vision Zero Street Labs address safety concerns using traffic calming measures that are designed for use on local and collector residential roads. Locations that are out of scope for the High Park Vision Zero Street Lab include:



- 111 Avenue (including service road)
- 149 Street
- 107 Avenue
- 156 Street

Concerns that were out of scope for the project have been shared with the appropriate areas 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 opportunities and publicized activities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public Engagement activities included:

- An interactive map that was available from November 12 - December 3, 2024 on engaged.edmonton.ca/highparkstreetlab that allowed community members to pinpoint locations of traffic safety concerns. There were a total of **14 contributors** who placed **23 location pins** with comments on the online map across various locations in High Park.
- An in-person event was held on November 19, 2024. A total of **21 participants** from the neighbourhood and surrounding area gave their feedback and provided over **60 comments** on traffic safety issues in the High Park neighbourhood.
- The feedback we heard from each stream of engagement was incorporated into the final analysis that informed the development of the High Park Street Lab plan.



Photos from the in-person engagement event held on November 19th.

The City communicated the above engagement activities with the community members and organizations in High Park in the following ways to boost and support inclusive participation:

- **790 public notices** were mailed to all residents in High Park via Canada Post and Anthony At Your Service.
- An email was sent to High Park Community League and Edmonton Public Schools Aspen Program (former High Park School) asking to share the digital public notice and engagement opportunities.
- Street Lab engagement information was publicized to local media in a weekly [public service announcement](#).
- The engagement was promoted through digital advertisements on Facebook that were targeted to residents in the **High Park neighbourhood**. The ads were seen **115,892 times**.
- **20 lawn signs** were printed and installed throughout the High Park neighbourhood during the engagement time frame.
- Information about engagement opportunities was shared with the City Councillor, Andrew Knack.

15% of respondents stated speeding as a major concern in their neighbourhood



3. WHAT WE HEARD

Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online interactive mapping tool and in-person engagement event.

Map Data

All data points were coded and analyzed. Based on this analysis, the most frequently submitted concern was pedestrian crossing safety, followed by speeding and parking too close to the intersection (resulting in reduced visibility).

A visual overview of all engagement data can be found in the [2024 High Park Street Lab Engagement Summary Map](#).

Major Themes

Feedback gathered from the engagement tools (online interactive map and in-person engagement event) has been analyzed and placed into themes. A summary of the findings is presented in this section.

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



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.

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).

We heard about many different locations across the neighbourhood during engagement, which has been used in the development of the Street Lab plan. The top locations of concern are outlined below.

1. 110 Avenue

- Speeding, especially in the 30 km/h playground zone between 153-154 Street
- Shortcutting to/from 149 Street and 156 Street arterial roads
- Pedestrian crossing safety - missing sidewalks on the south side of the avenue on some blocks. (Note sidewalk construction is out of scope for Street Labs - see details in the next section.)

2. 109 Avenue

- Speeding and shortcutting through the neighbourhood local roads from the arterial roads (149 Street and 156 Street)
- Pedestrian crossing safety

3. 108 Avenue

- Obstructed sightlines due to improper parking on permanent curb extensions
- Pedestrian crossing safety

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 Labs project were shared with applicable 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	Although this service is led	edmonton.ca/

enforcement (photo radar)	by Safe Mobility at the City of Edmonton, automated enforcement is regulated by the Government of Alberta ,	Enforcement alberta.ca/photo-radar-alberta
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
Missing concrete sidewalks	Missing Sidewalks, Mobility Strategies, Urban Planning & Economy	edmonton.ca/Sidewalks
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● 149 Street● 107 Avenue● 156 Street	Traffic Operations, Parks & 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 was used to develop a Street Lab plan to effectively address the traffic safety issues in the High Park 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.