

Jackson Heights

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

June 2025



ADVISE

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Edmonton

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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 Jackson Heights 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 Jackson Heights to begin its project in fall 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.

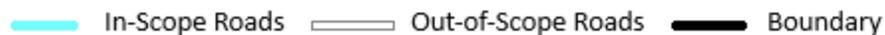
**Collector Roads** are moderate capacity corridors that function to carry traffic from local roads to arterial roads.

**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 Jackson Heights Vision Zero Street Lab include:

- 50 Street NW
- Whitemud Drive



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

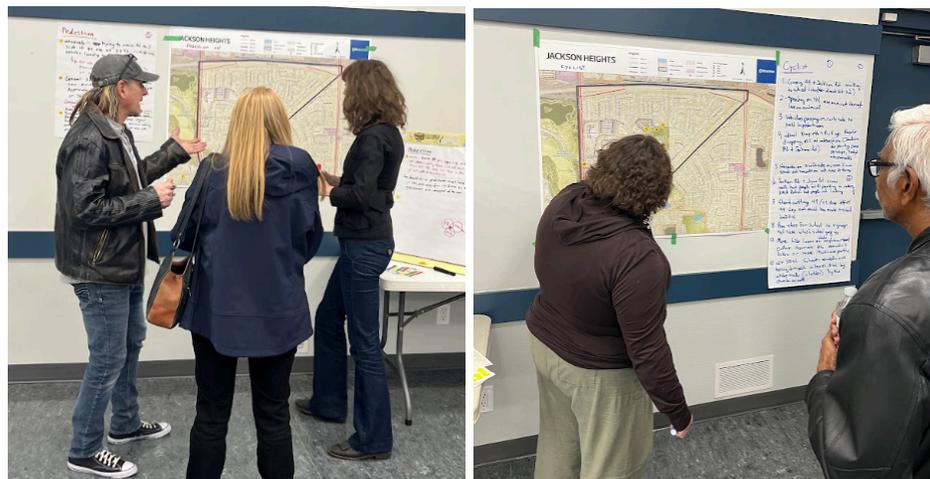


### How the City Engaged Your Neighbourhood

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, available from November 4 - 25, 2024, on [engaged.edmonton.ca/jacksonheightsstreetslab](https://engaged.edmonton.ca/jacksonheightsstreetslab), allowed community members to pinpoint locations of traffic safety concerns. There were a total of **73 contributors** who placed **248 location pins** with comments on the online map, across various locations in Jackson Heights.
- An in-person event was held on November 5, 2024. A total of **17 participants** from the neighbourhood and surrounding area gave their feedback and provided over **50 comments** on traffic safety issues in the Jackson Heights neighbourhood.
- The feedback we heard from each stream of engagement was incorporated into the final analysis that informed the development of the Jackson Heights Street Lab plan.



Photos from the in-person engagement event on November 5th.

The City communicated the above engagement activities with the residents and community members of Jackson Heights in the following ways to boost and support inclusive participation:

- **2,312 public notices** were mailed to all residents in Jackson Heights via Canada Post and Anthony At Your Service.
- An email was sent to Burnewood Community League and Jackson Heights 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 **Jackson Heights neighbourhood**. The ads were seen **120,906 times**.
- **20 lawn signs** were printed and installed throughout the Jackson Heights neighbourhood during the engagement time frame.
- Information about engagement opportunities was shared with the City Councillor, Jo-Anne Wright.

### 3. WHAT WE HEARD

#### Engagement Results

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

#### Map Data

All data points from the interactive mapping tool and in-person engagement event were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by pedestrian crossing safety and unsafe intersections.

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

#### Major Themes

Feedback gathered from both 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.

*22% of contributions raised speeding as a major concern in their neighbourhood*



*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 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

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. Jamha Road NW**

- a. Speeding
- b. Obstructed sightlines from improper parking causing poor visibility
- c. Pedestrian crossing safety

**2. Jackson Road NW**

- a. Speeding
- b. Pedestrian crossing safety
- c. Illegal maneuvers

**3. 44 Avenue NW**

- a. Speeding
- b. Pedestrian crossing safety
- c. Poor visibility due to obstructed sightlines and traffic congestion

**4. Jackson Road NW & Jamha Road NW**

- a. Speeding
- b. 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 included:

Concern	Shared With	Additional Information
Request for traffic signal addition, removal, or other changes	Traffic Operations, Parks & Road Services, City Operations	<a href="https://edmonton.ca/transportation/report-requests/signals-signals">edmonton.ca/transportation/report-requests/signals-signals</a>
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	<a href="https://edmontonpolice.ca/TrafficConcerns">edmontonpolice.ca/TrafficConcerns</a>

*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).*

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 <a href="#">Government of Alberta</a> , which has a moratorium on new sites since 2019.	<a href="https://edmonton.ca/Enforcement">edmonton.ca/Enforcement</a>
Request for parking enforcement on public streets	Community Standards Peace Officers, Community Services	<a href="https://edmonton.ca/ParkingEnforcement">edmonton.ca/Parking Enforcement</a> Report a concern to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
Pothole repair	Infrastructure Maintenance, Parks & Road Services, City Operations	Report a concern to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
Missing concrete sidewalks	Missing Sidewalks, Mobility Strategies, Urban Planning & Economy	<a href="https://edmonton.ca/Sidewalks">edmonton.ca/Sidewalks</a>
Alley renewal and/or lighting in alleys	Building Great Neighbourhoods, Integrated Infrastructure Services	<a href="https://edmonton.ca/AlleyRenewal">edmonton.ca/AlleyRenewal</a>
Concerns about speeding and shortcutting in alley ways	The City can provide "20 km Alley Max" signs	Request via email at <a href="mailto:saferoads@edmonton.ca">saferoads@edmonton.ca</a>
Concerns on arterial roads (out-of-scope for Street Labs) <ul style="list-style-type: none"> <li>● 50 Street NW</li> <li>● Whitemud Drive</li> </ul>	Traffic Operations, Parks & Road Services, City Operations	Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>

## 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 Jackson Heights 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](https://edmonton.ca/StreetLabs).

