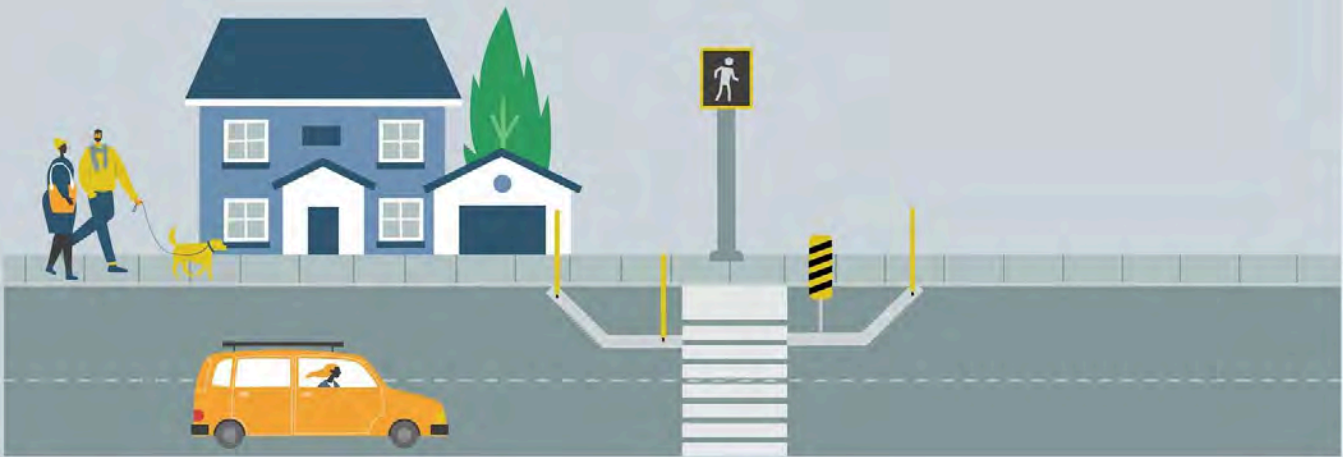


Matt Berry

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

August 2025



**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 [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.

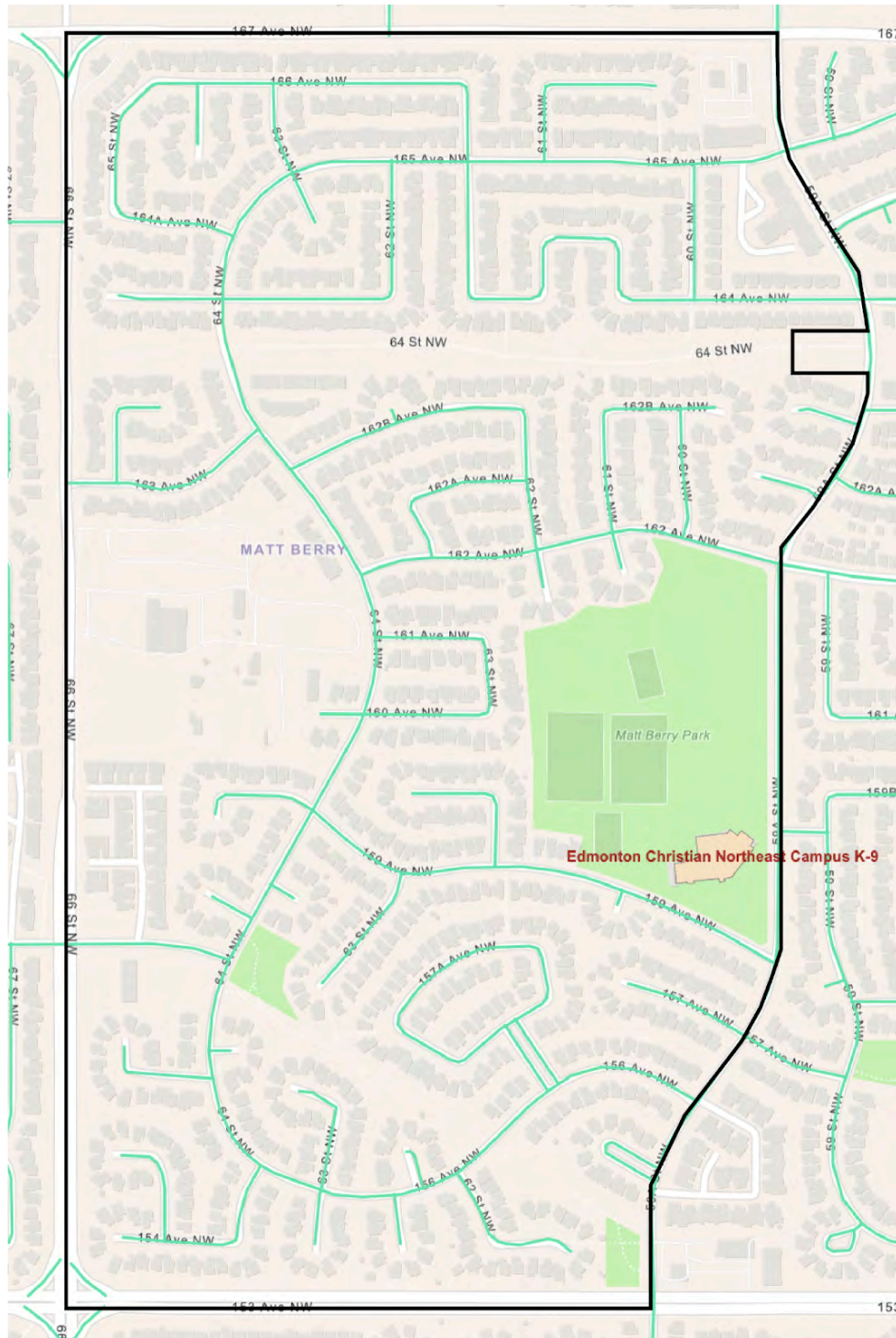
Based on these factors, Matt Berry was selected for a Street Lab. The City engaged with community members and organizations in Matt Berry from May 13 to June 3, 2025 to identify traffic safety concerns unique to the neighbourhood. Areas that are in scope for this project and within the boundaries of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

- 66 Street NW
- 153 Avenue NW
- 167 Avenue 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





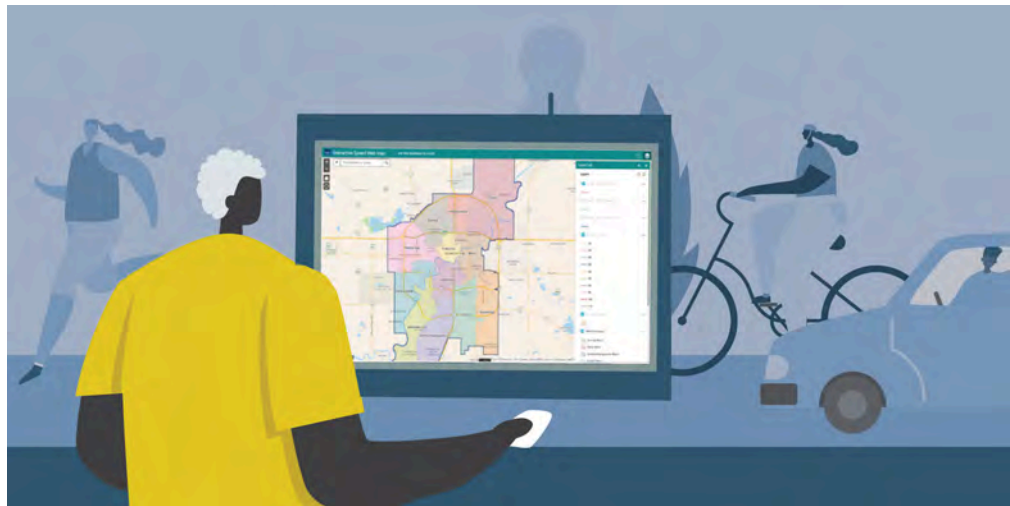
## 2. PUBLIC ENGAGEMENT AND COMMUNICATION OVERVIEW

### 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](https://engaged.edmonton.ca) that allowed community members to pinpoint locations of traffic safety concerns. There were a total of **60 contributors** who placed **156 location pins** with comments on the online map, across various locations in Matt Berry.
- **One** interview with **Edmonton Christian Northeast School** was conducted on May 29.

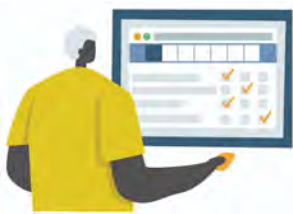


The City communicated the above engagement activities with the residents of Matt Berry and beyond in the following ways to boost and support inclusive participation:

- **2,911** public notices were mailed to all residents via Canada Post in Matt Berry.
- An email was sent to **three** 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 Matt Berry. The facebook ad was seen **51,112** times.
- **12** lawn signs were printed and installed throughout the Matt Berry 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 concern was speeding, followed by pedestrian crossing safety and intersection safety.

A visual overview of all engagement data can be found in the [2025 Matt Berry 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 Matt Berry 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.





## 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. **64 Street**
  - a. Speeding
2. **59a Street**
  - a. Speeding and shortcutting
3. **162 Avenue**
  - a. Speeding
  - b. Drivers completing illegal u-turns and driving on the sidewalk near mailboxes
4. **59a Street and 159 Avenue**
  - a. Speeding
  - b. Poor intersection safety and drivers not completing full stops
  - c. Obstructed visibility of stop signs
  - d. Drivers not yielding to pedestrians and poor crossing safety
5. **Edmonton Christian North School Area**
  - a. Speeding
  - b. Parked vehicles blocking crosswalks and obstructing sightlines
  - c. Disrupting traffic flow by parking/idling where not permitted

## 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  | <a href="https://edmonton.ca/transportation/report-requests/signs-signals">edmonton.ca/transportation/report-requests/signs-signals</a>                                    |
| Request for police enforcement and ticketing for traffic violations | Edmonton Police Service   | Report a concern: <a href="https://edmontonpolice.ca/trafficconcerns">edmontonpolice.ca/trafficconcerns</a>  |
| Request for automated enforcement (photo radar)                     | Although this service is led by Safe Mobility, automated enforcement is regulated by the <a href="https://www.alberta.ca/government-of-alberta">Government of Alberta</a> , which has a new 3 policy parameter as of December 2, 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. | <a href="https://edmonton.ca/transportation/traffic-safety/automated-enforcement">edmonton.ca/transportation/traffic-safety/automated-enforcement</a>                      |
| Request for parking enforcement on public streets                   | Community Standards Peace Officers, Community Services  | Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a><br><br><a href="https://edmonton.ca/Parking-Enforcement">edmonton.ca/Parking-Enforcement</a> |
| Pothole repair  | Infrastructure  | Report a concern to  |

|  |  |   |
|--|--|---|
|  | Maintenance,<br>Parks and Road Services,<br>City Operations        | 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>                    |
| Missing concrete sidewalks   | Missing Sidewalks, Mobility Strategies, Urban Planning and 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>       |
| Speeding and shortcutting in alleys  | The City can provide "20 km Alley Max" signs                       | Request via 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>        |
| Any out-of-scope arterial roads <ul style="list-style-type: none"> <li>• 66 Street NW</li> <li>• 153 Avenue NW</li> <li>• 167 Avenue NW</li> </ul> | Traffic Operations, Parks and 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 will be used to develop a Street Lab plan to effectively address the traffic safety issues in the Matt Berry 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).