

# What We Decided Report

## Towards 40 McConachie Boulevard: 174 Avenue to 66 Street

September 2025  
[edmonton.ca/Towards40](https://edmonton.ca/Towards40)

| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

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## INTRODUCTION

### Report Purpose

The purpose of this report is to share the final design and how the project team arrived at the final design.

This report covers the McConachie Boulevard from 174 Avenue to 66 Street project area.



## ABOUT TOWARDS 40 PROGRAM



*Improving McConachie Boulevard will enhance the safety of Edmontonians using this roadway, regardless of how they travel.*

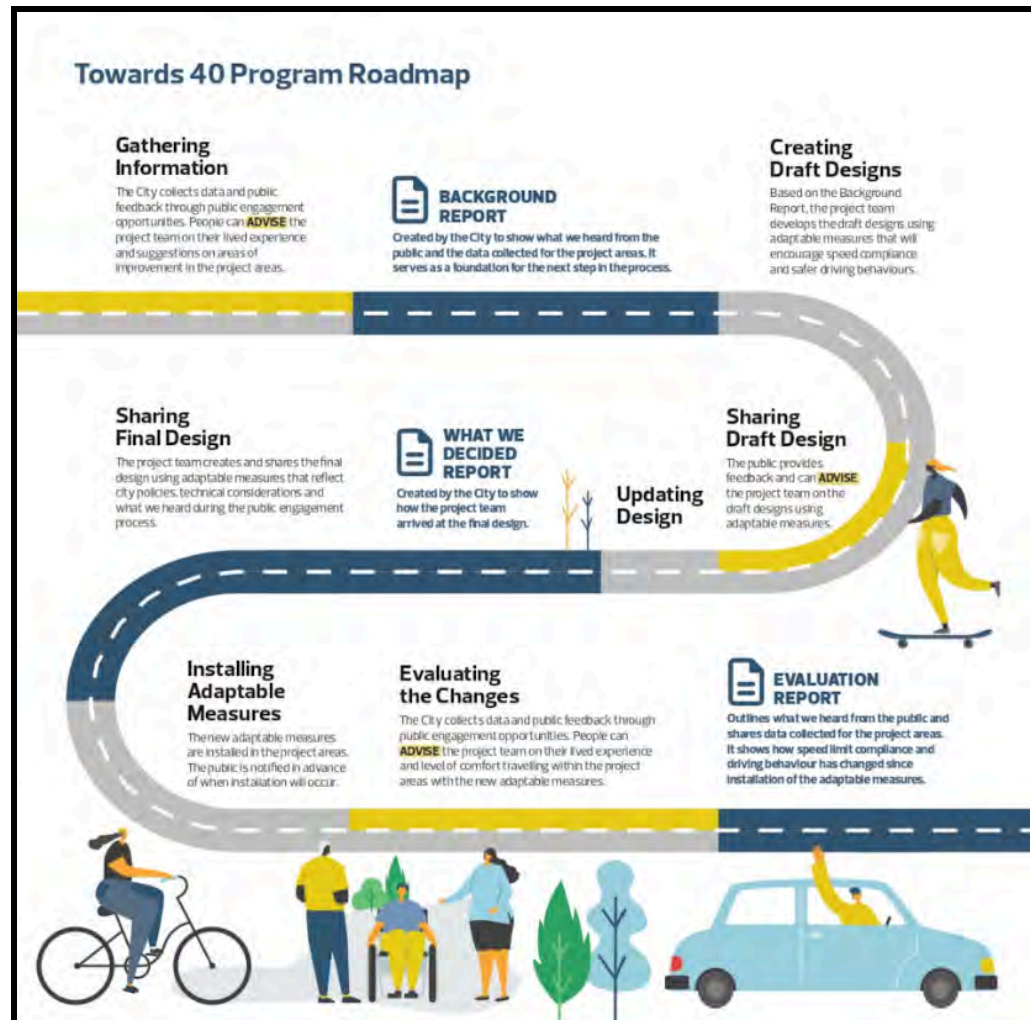
The Towards 40 program is focused on improving safety in areas where speeding and safety issues have been identified on low compliance and exception roads. It encourages safe driving habits and increases speed limit compliance using adaptable measures that improve safety, moving Edmonton closer to our Vision Zero goal.

Low compliance roads are locations where speed limits are regularly violated and where safer behaviours can be encouraged. Exception roads are those that did not transition to 40 km/h when default speed limits were reduced in 2021 but are in need of improvements to lower speeds and prioritize safety and accessibility. Exception roads will become the default speed of 40 km/h once the roadway is permanently reconstructed.

## PROJECT PROCESS AND DECISION MAKING

### Vision Zero Towards 40 Program Process

The project process outlined in the roadmap below shows the project phases from start to finish for the Vision Zero Towards 40 program.



The project process outlined in the roadmap shows the project phases from start to finish.

Highlighted in yellow on the roadmap are public engagement opportunities. The public is encouraged to **ADVISE** the project team of their feedback in three project phases, **Gathering Information**, **Sharing Draft Designs** and **Evaluating the Changes**.

At the time of this **What We Decided Report**, the **Gathering Information** phase and the **Sharing Draft Designs** phase have been completed.

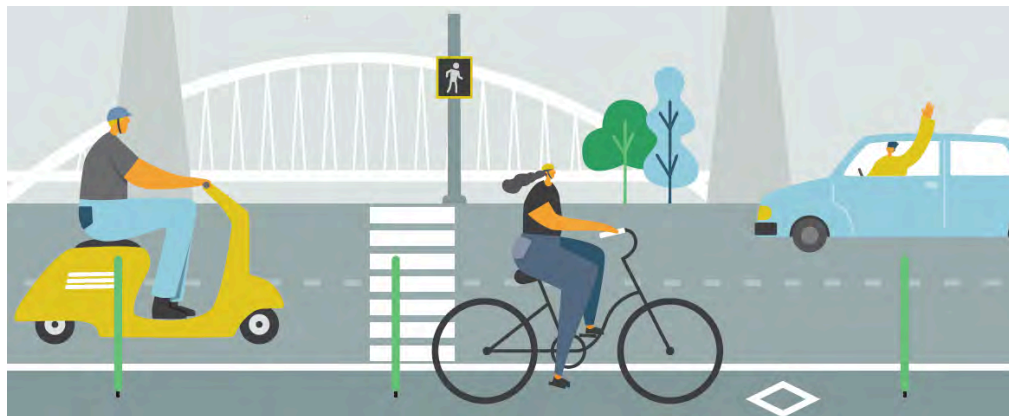


Feedback gathered through the public engagement phases, along with City policies and programs and technical considerations, guided the selection of appropriate adaptable measures to be applied to the project areas.



Shown in blue on the roadmap are reporting phases. There are three reports generated through the process:

- A **Background Report** is created by the City to show what we heard from the public and the data collected in the **Gathering Information** phase for the project areas. The information in this report guides the project team while developing draft designs.
- A **What We Decided Report** is created by the City to show what was decided for the final design.
- An **Evaluation Report** outlines what we heard from the public and shares data collected for the project areas. It shows how speed limit compliance and behaviour has changed since installation of the adaptable measures.



## CITY POLICIES, PROGRAMS AND TECHNICAL CONSIDERATIONS

VISION  
ZERO



The following City of Edmonton standards, programs, policies and other best practices set the direction and informed the McConachie Boulevard final design. The following provides a list of relevant policies, plans, standards and best practices. To view a description of how these relate to the project, please refer to the [Background Report](#) for McConachie Boulevard at [edmonton.ca/Towards40](https://edmonton.ca/Towards40) or click on the titles below.

- [City Plan](#)
- [Vision Zero](#)
- [Safe Mobility Strategy](#)
- [Bike Plan](#)
- [Complete Streets Design and Construction Standards](#)
- [Snow and Ice Control Policy](#)
- [Public Engagement Policy](#)
- [Transportation Association of Canada \(TAC\) Guidelines](#)
- [NACTO Guidelines](#)
- [CROW Design Manual for Bicycle Traffic](#)
- [Gender Based Analysis Plus \(GBA Plus\)](#)
- [Accessibility for People with Disabilities Policy C602](#)



*ADVISE: The public is consulted by the City to share feedback and perspectives that are considered for projects.*

## PUBLIC ENGAGEMENT

The project team gathered input from residents, businesses and people who live, work, or spend time along McConachie Boulevard. The public was encouraged to:

- Advise on their lived experiences and suggestions for improvements during the **Gathering Information phase**.
- Advise on their feedback on the draft designs and how the design improves safety for people walking, biking, rolling or driving during the **Sharing Draft Design phase**.

Roadmap Stage	Public Engagement Opportunities	Timeline	Participants /Responses
Gathering Information	<ul style="list-style-type: none"> <li>• Online Survey</li> <li>• In-Person Session</li> </ul>	February 2025	<ul style="list-style-type: none"> <li>• 238 participated in engagement opportunities</li> </ul>
Sharing Draft Design	<ul style="list-style-type: none"> <li>• Online Survey</li> </ul>	July/August 2025	<ul style="list-style-type: none"> <li>• 96 responses received</li> </ul>

## COMMUNICATION METHODS

The project team communicated about public engagement opportunities in the **Gathering Information** phase of the project to stakeholders, residents and organizations via the following methods:

- 2,218 letters sent to residents and businesses.
- Emails to three area organizations.
- 13 yard signs.
- Two web pages:
  - [Edmonton.ca/Towards40Projects](https://Edmonton.ca/Towards40Projects) with 205 unique views.
  - [Edmonton.ca/Towards40](https://Edmonton.ca/Towards40) with 242 unique views.

In the **Sharing Draft Design** phase, the project team communicated public engagement opportunities to residents, businesses and others using the following methods:

- 2,254 letters sent to residents and businesses.
- 13 yard signs.

1033 unique web page views included McConachie Boulevard and another project that were both in the Sharing Draft Design phase at the same time.

- [Edmonton.ca/Towards40](https://edmonton.ca/Towards40) web page with 1033 unique views.
- 2 road signs.

## DRAFT DESIGNS

This section outlines the draft design and draft design options. In the next sections, a summary of the feedback will be shared along with the final design.

### Towards 40: McConachie Boulevard Project Area Map



### McConachie Boulevard from 174 Avenue to 66 Street

#### Draft Design Features:

The project team prepared a draft design for McConachie Boulevard from 175 Avenue and 66 Street. There are two draft design options for McConachie Boulevard from 174 Avenue to 175 Avenue using adaptable measures.



*Adaptable Curb Extension*

The draft designs include the following features that improve safety as you walk, bike, roll or drive by encouraging safer speeds:

- Adaptable curb extensions will be added in some locations. Adaptable curb extensions extend into the roadway, either at crossings or mid-block and help to define the use of the road. They are typically placed to provide shorter crossing distances near pedestrian crossings or to help define where parking is permitted.



- Asphalt speed tables will be added in select locations. Speed tables help to reduce speeds and encourage safer driving behaviours.



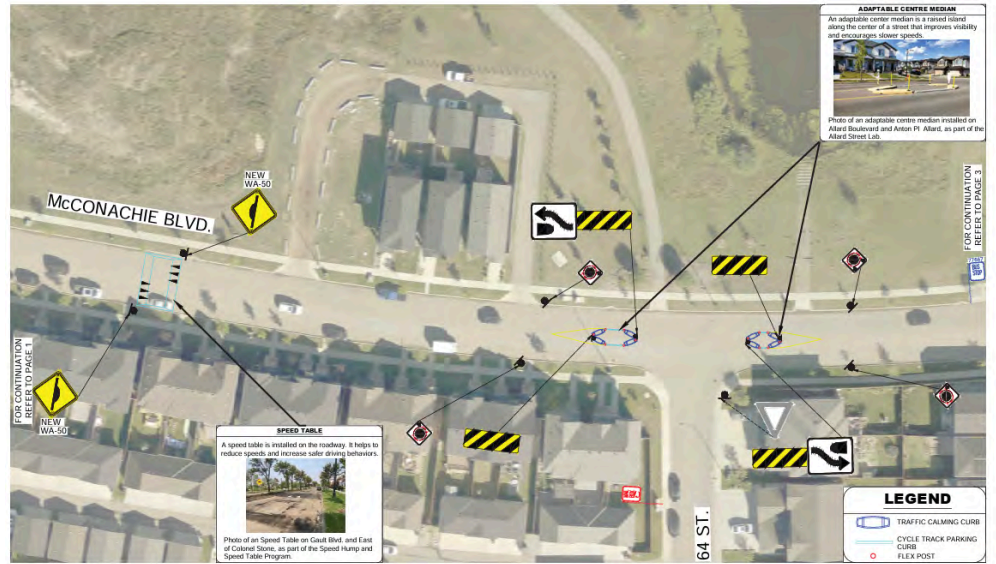
*Adaptable Centre Median*

- Adaptable centre medians will be added. An adaptable centre median is a raised island along the centre of a street that improves visibility and encourages slower speeds.

To view a larger image of the draft design, click the image to the right, OR visit [edmonton.ca/Towards40](https://edmonton.ca/Towards40)



To view a larger image of the draft design, click the images to the right, OR visit [edmonton.ca/Towards40](https://edmonton.ca/Towards40)



**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
DRAFT DESIGN - SUBJECT TO SITE CONDITIONS  
MCCONACHIE BOULEVARD 65 ST. TO 64 ST. PAGE 2 OF 9

CITY OPERATIONS  
PLANNING AND SERVICES - SAFE MOBILITY  
DATE: July 7, 2025



**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
DRAFT DESIGN - SUBJECT TO SITE CONDITIONS  
MCCONACHIE BOULEVARD 64 ST. TO 63 ST. PAGE 3 OF 9

CITY OPERATIONS  
PLANNING AND SERVICES - SAFE MOBILITY  
DATE: July 7, 2025

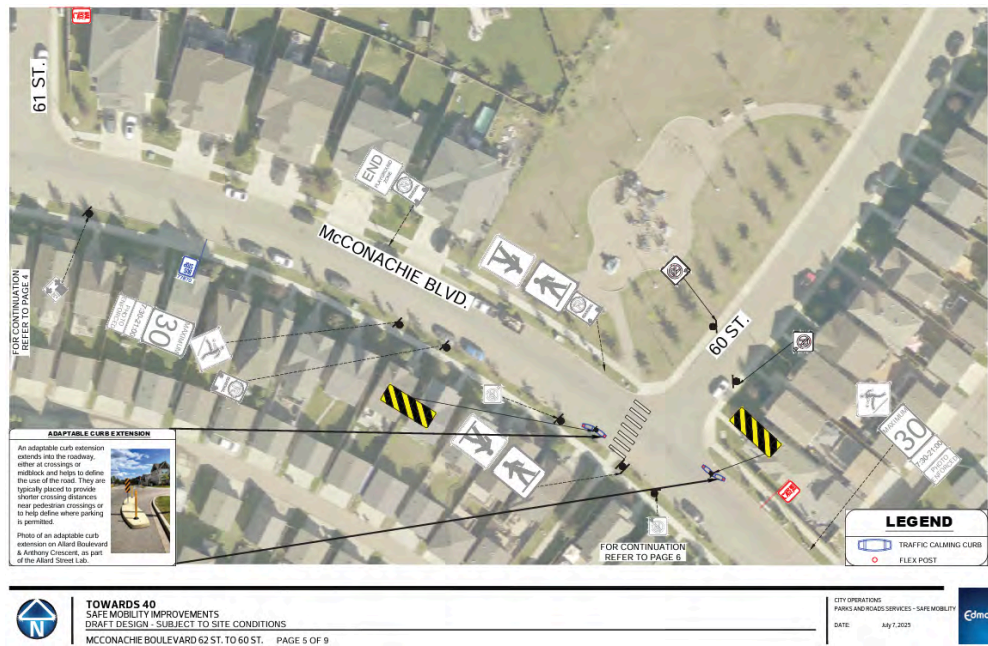




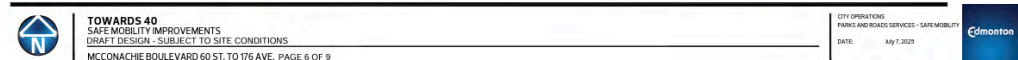


To view a larger image of the draft design, click the images to the right, OR visit

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### Draft Design Features - Option 1

- Between 174 Avenue and 175 Avenue, adaptable curb extensions and asphalt speed tables are used.



**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
DRAFT DESIGN - SUBJECT TO SITE CONDITIONS  
MCCONACHIE BOULEVARD 175A AVE. TO 175 AVE.

PAGE 8 OF 9 OPTION 1

CITY OPERATIONS  
PARKS AND ROADS SERVICES - SAFE MOBILITY  
DATE: July 7, 2023



To view a larger image of the draft design, click the images to the right, OR visit

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**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
DRAFT DESIGN - SUBJECT TO SITE CONDITIONS  
MCCONACHIE BOULEVARD 175 AVE. TO 174 AVE.

PAGE 9 OF 9 OPTION 1

CITY OPERATIONS  
PARKS AND ROADS SERVICES - SAFE MOBILITY  
DATE: July 7, 2023

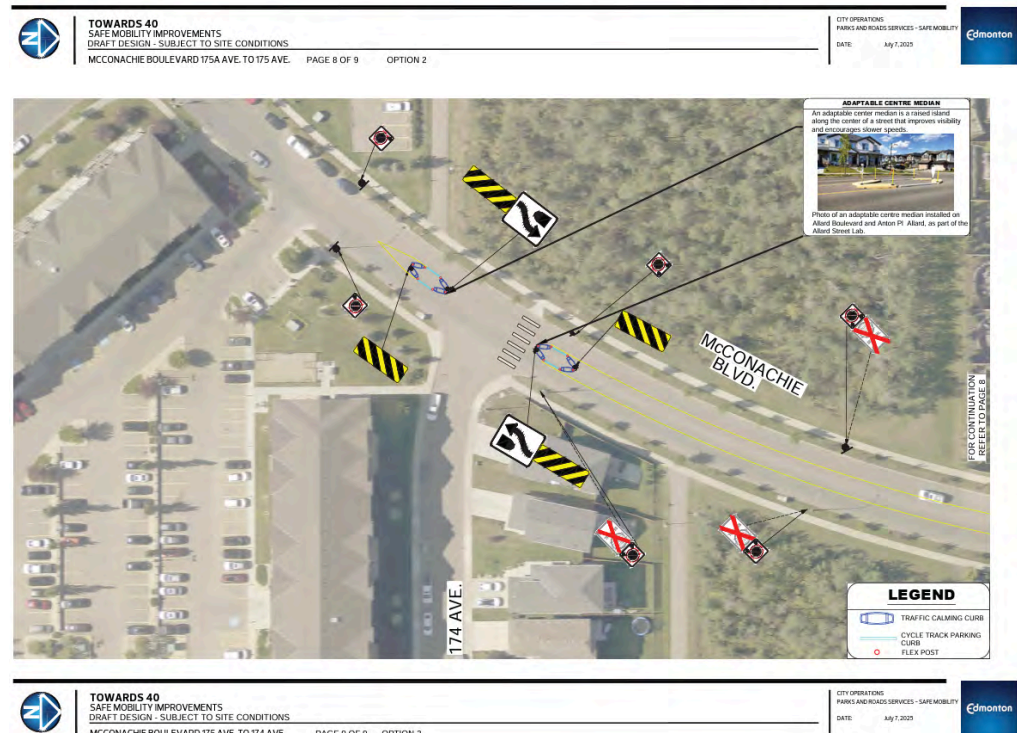


## Draft Design Features - Option 2

- Between 174 Avenue and 175 Avenue, centre medians are used.



To view a larger image of the draft design, click the images to the right, OR visit [edmonton.ca/Towards40](https://edmonton.ca/Towards40)





SHARING DRAFT DESIGN: WHAT WE HEARD

What We Heard

In July/August 2025, residents and people who travel in the McConachie Boulevard project area were invited to view the draft designs and share their feedback with the project team about how well they think each proposed design improves safety for all road users, whether they walk, bike, roll or drive.

The tables and summaries below show the comfort ratings and reasons behind the ratings for each of the following modes of travel (driving, walking/rolling and biking) along McConachie Boulevard.

McConachie Boulevard from 175 Avenue to 66 Street

What We Heard:

Draft Design Comfort Ratings (n=96)

	% Comfortable	% Neutral	% Uncomfortable	Not Applicable
Driving	42%	8%	49%	1%
Biking	29%	25%	31%	16%
Walking/ Rolling	45%	19%	33%	1%

Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

Feedback on the draft design option was mixed. There were slightly more respondents that shared that they were uncomfortable than comfortable while driving. Approximately the same number of respondents shared they were comfortable and uncomfortable while biking. More respondents shared they were more comfortable walking/rolling than uncomfortable.

The themes below are an overview of some of the reasons that respondents gave for their chosen comfort ratings on the draft design for driving, biking, walking and rolling on McConachie Boulevard from 175 Avenue to 66 Street.

- Speeding is a current safety issue
- Desire for improved safety
- Some concerns about road width along McConachie Boulevard, especially in the winter

*"The design will force those who speed to slow down!"*  
- Towards 40 participant

### Rationale for Draft Design Ratings:

- Respondents who shared comfortable ratings indicated the following themes:
  - Speeding is currently an issue
  - Changes will slow drivers and make the community safer
  - Desire for more measures such as curb extensions on both sides of the road and additional speed tables
  - Reduced parking near corners and intersections will help with visibility for those crossing the road
- Respondents who shared uncomfortable ratings indicated the following themes:
  - Concerns about the amount of parking being reduced
  - Preferences for the use of speed tables
  - Concerns about road width and visibility of the measures in winter
- Some respondents shared additional suggestions
  - Desire to extend the project area
  - Addition of measures or crosswalk markings/lights near 62A Avenue and 65 Avenue
  - Reduce more parking
  - Addition of a centre line along the roadway

*"This will help make our community safer."*  
- Towards 40 participant

*"Put photo radar in the area to ... reduce speeds"*  
- Towards 40 participant

### McConachie Boulevard from 174 Avenue to 175 Avenue - Centre Median Option

#### What We Heard:

#### Draft Design Comfort Ratings (n=96)

	% Comfortable	% Neutral	% Uncomfortable	Not Applicable
<b>Driving</b>	40%	9%	50%	1%
<b>Biking</b>	26%	25%	35%	15%
<b>Walking/Rolling</b>	38%	24%	35%	4%

*Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.*



Feedback on the draft design - centre median option was mixed. Respondents shared they were more uncomfortable than comfortable while driving and biking. Respondents shared about the same comfort as discomfort while walking/rolling with this design.

#### **Rationale for Draft Design Rating - Centre Median Option:**

- Respondents who shared comfortable ratings indicated the following themes:
  - Desire to make this safer for all
  - More comfortable as there are less parked cars
- Respondents who shared uncomfortable ratings indicated the following themes:
  - Concerned with congestion on the road especially in winter
  - Concerned with the cost to maintain the measures
  - Preference for speed tables and use of photo radar/enforcement
- Some respondents shared additional suggestions:
  - The 30 km/h sign is hidden behind trees
  - Addition of speed indicator signs
  - Intersection of McConachie Boulevard and McConachie Drive needs to be made safer

#### **McConachie Boulevard from 174 Avenue to 175 Avenue - Speed Table and Curb Extension Option**

##### **What We Heard:**

##### **Draft Design Comfort Ratings (n=X)**

	% Comfortable	% Neutral	% Uncomfortable	Not Applicable
<b>Driving</b>	47%	7%	45%	1%
<b>Biking</b>	35%	16%	37%	14%
<b>Walking/Rolling</b>	43%	20%	34%	4%

*Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.*

Feedback on the draft design - speed table and curb extension option was mixed. Approximately the same number of respondents shared they were comfortable with this design option as they were uncomfortable while driving and biking. More respondents shared they were comfortable with this design option while walking/rolling.

#### **Rationale for Draft Design Rating - Speed Table and Curb Extension Option:**

- Respondents who shared comfortable ratings indicated the following themes:
  - Speed tables will slow drivers down and make things safer
  - The curb extension by the corner will help with sightlines
- Respondents who shared uncomfortable ratings indicated the following themes:
  - Concerned about the measures in the winter
  - Shared a preference for the the other design option
  - Concerns about costs
- Some respondents shared additional suggestions
  - That the hill between 174 Avenue and 175 Avenue is icy in winter
  - Additional speed enforcement

## **FINAL DESIGN: WHAT WE DECIDED**

The final design and project decisions were informed by key City policies and programs, technical considerations, and public engagement for the McConachie Boulevard project area.

In some areas along McConachie Boulevard, the location and/or type of measure changed in the final design due to public feedback and/or feasibility. The final design includes the use of adaptable curb extensions, speed tables and one adaptable centre median.

The project team presented two draft design options on McConachie Boulevard between 174 Avenue and 175 Avenue. The project team has updated the design for this area and instead of using speed tables or centre medians, due to winter condition concerns, the design uses curb extensions.

Please view the final design below to see these changes by clicking on the link or images below.

### Final Design:



**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
FINAL DESIGN - SUBJECT TO SITE CONDITIONS  
McCONACHIE BOULEVARD 66 ST. TO 65 ST. PAGE 1 OF 8

CITY OPERATIONS  
TRAFFIC AND STREET SERVICES / TRANSPORTATION  
DATE: August 23, 2023



To view a larger image of the final design, click the images to the right, OR visit

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**TOWARDS 40**  
SAFE MOBILITY IMPROVEMENTS  
FINAL DESIGN - SUBJECT TO SITE CONDITIONS  
McCONACHIE BOULEVARD 65 ST. TO 64 ST. PAGE 2 OF 8

CITY OPERATIONS  
TRAFFIC AND STREET SERVICES / TRANSPORTATION  
DATE: August 23, 2023



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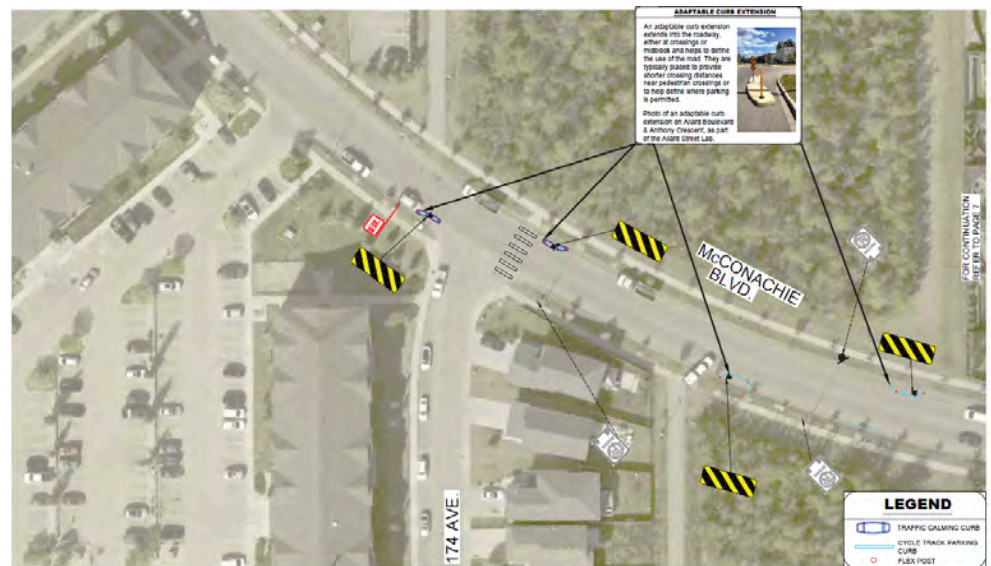




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### What We Decided:

The final design includes adaptable curb extensions, asphalt speed tables and an adaptable centre median.



*Adaptable Curb Extension*



*Adaptable Centre Median*



### What We Considered:

- Public Input from the Gathering Information phase:
  - In this phase, themes shared from respondents in the project area included the desire to add measures to reduce speeding and slow down vehicles, restrict parking near corners and crossings to improve visibility especially near 60 Street, 61 Street, 62 Street, 64 Street and 175 Avenue.
- Public input from the Sharing Draft Design Phase:
  - Respondents shared that speeding is a current safety issue and there is a desire for improved safety and some concerns about road width in the winter. There was a higher comfort level with the speed table and curb extension option between 174 Avenue and 175 Avenue.
- City Policies and Programs:
  - Towards 40, City Plan, Vision Zero, Safe Mobility Strategy, Speed Limit Reduction, For links to these policies and programs, please see the section in the report titled [CITY POLICIES, PROGRAMS AND TECHNICAL CONSIDERATIONS](#).
- Technical Requirements
  - The final design follows the Complete Streets Design and Construction Standards which provides direction on design elements.

*Did you know, the final design includes measures at 65 Street, 64 Street, 63 Street, 62 Street, 60 Street, 176 Avenue, 175 Avenue and 174 Avenue with some mid block measures along McConachie Boulevard*

### **Did you know?**

*The final design removes the speed hump between 174 Avenue and 175 Avenue, as we heard this road section is icy in the winter.*

- The final design encourages more appropriate speeds in alignment with the 40 km/h residential speed bylaw.
- In the final design, existing boulevards are used to store snow from the roadway and project area will be cleared as per the current Snow and Ice Policy.

## FREQUENTLY ASKED QUESTIONS (FAQ)

The following is a summary of common questions or comments the project team heard through public engagement phases and/or common to the Towards 40 program.

### General Questions:

#### ***How is the Towards 40 program funded?***

The Towards 40 Program, along with all other Safe Mobility projects, is funded through the Traffic Safety Automated Reserve (TSAER). The money in the reserve comes from the revenue that the City receives from automated enforcement and tax levy. All programs and projects funded through TSAER are important in advancing the City towards the Vision Zero goal of zero traffic-related fatalities or serious injuries by 2032.

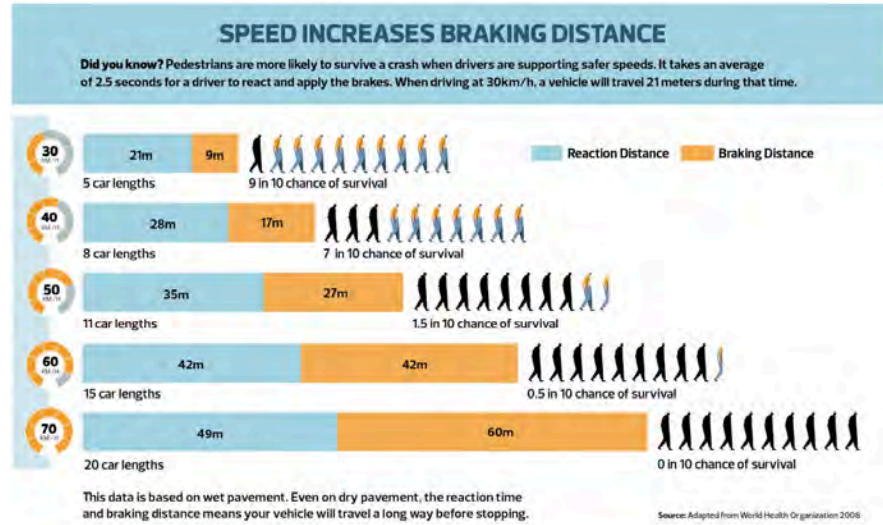
#### ***Why can't you raise the speed limit to 50 km/hr?***

In 2021, Council changed the default speed limit to 40 km/h on most residential and downtown streets across Edmonton. The speed limit reduction resulted in [statistically significant reductions](#) of 25% of overall collisions and 31% of injuries and fatalities. Reducing residential speeds make our streets calmer, quieter and safer for people walking, biking, driving and enjoying their neighbourhood.

Slowing down gives us more time to react to the unexpected, reduces unnecessary tragedies on our roads, and has very little impact on travel times. The city-wide default speed limit of 40 km/h helps us reach our goal of Vision Zero; zero traffic-related fatalities and serious injuries in Edmonton by 2032.



The Towards 40 Program is focused on improving safety in areas where speeding and road safety issues have been identified. The program encourages safe driving habits and increases speed limit compliance using adaptable measures to improve safety, regardless of how one travels, moving Edmonton closer to our [Vision Zero](#) goal.



**What will happen to the adaptable measures during the winter months? Will the roads in the project area still be accessible for emergency vehicles, waste collection vehicles etc. in the winter months?**

The design is developed to ensure safety and livability on the street year-round and will be accessible for all vehicles, including emergency and waste collection vehicles, as per the [Complete Street Design and Construction Standards](#). Snow clearing will occur on the roadways as per the current Snow and Ice Policy.

## WHAT IS NEXT

Adaptable measures, as shown in the final design, will be installed on McConachie Boulevard in Fall 2025.

The City will evaluate the project area to see how speed limit compliance and safety has changed for people who walk, bike, roll or drive since the installation of the adaptable measures.