

Delton

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

November 2024



**ADVISE**

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**SHARE YOUR VOICE**  
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**Edmonton**

## TABLE OF CONTENTS

1. Vision Zero Street Labs Program Overview	PG 3
a. Background and Context	PG 3
b. Vision Zero Street Labs Road Map	PG 4
2. Public Engagement and Communications Overview	PG 4
3. What We Heard	PG 5
a. Engagement Results	PG 5
b. Major Themes	PG 6
c. Out of Scope Concerns	PG 7
4. Next Steps	PG 9

# 1. VISION ZERO STREET LABS PROGRAM OVERVIEW

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, generally 60 km/h or higher.

**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.



## Background and Context

Vision Zero Street Labs are an opportunity to bring traffic safety improvements to your neighbourhood, using a variety of traffic-calming measures.

As part of the Street Labs’ process, the City engages residents to understand their traffic safety concerns in the neighbourhood to determine if a Street Lab would be beneficial.

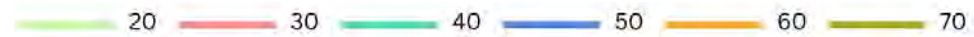
Delton residents applied for a Street Lab during the 2024 program intake based on their concerns about traffic safety issues such as speeding and shortcutting. The City selected Delton for engagement in February 2024.

The map below shows the boundaries of the Delton neighbourhood and areas that are in-scope for this Street Lab project. Boundaries for Delton include: 97 Street, Yellowhead Trail, 86 Street and 122 Avenue.



**Map Legend:** Roads by Speed (km/h)

Source: [Speed Limit Map](#)

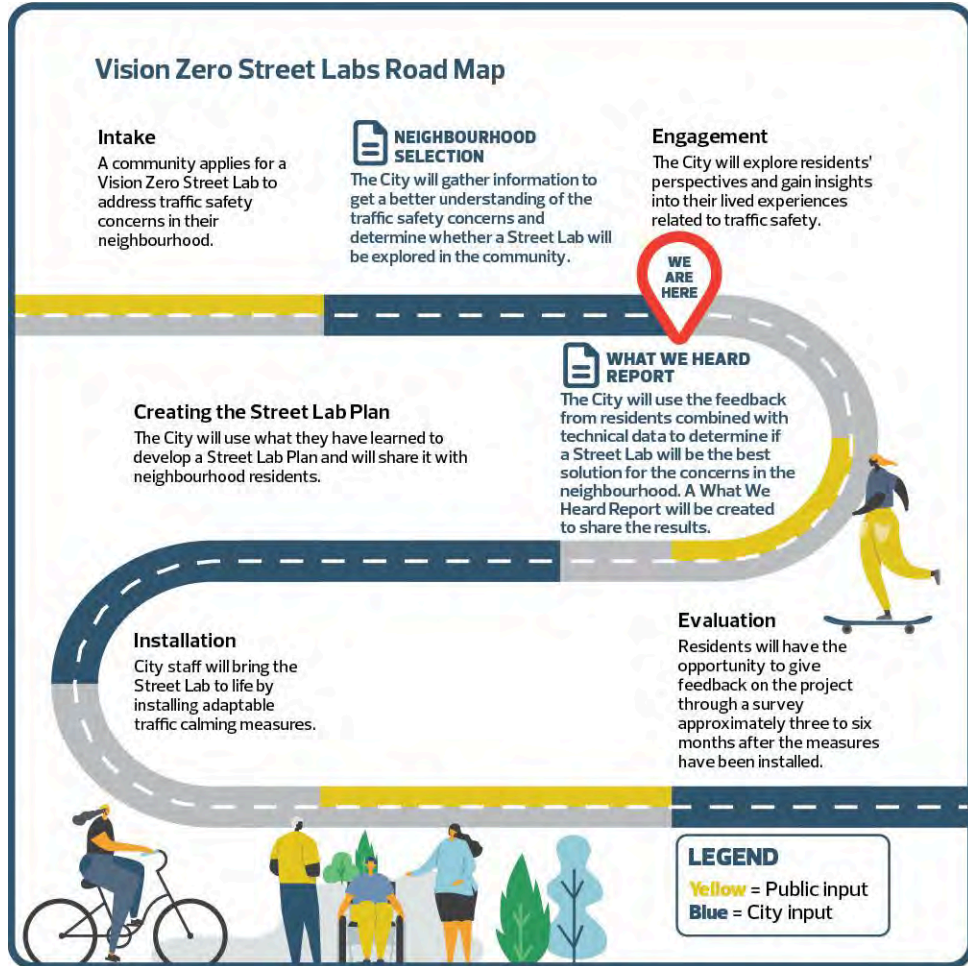


Vision Zero Street Labs use a variety of measures to address traffic safety concerns on residential roads. While we heard respondents' concerns about some high-capacity (collector and arterial) roads in the neighbourhood, those types of roads are out-of-scope for Vision Zero Street Labs. Locations that are **out-of-scope** for the Delton Street Lab include:

- Yellowhead Highway
- 97 Street

All resident concerns that were out-of-scope for this Street Lab project have been shared with the appropriate areas in the City of Edmonton and are referenced as “Out-of-Scope Concerns” within 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 in diverse ways to ensure as many people as possible had the opportunity to participate.



Public engagement activities included:

- An online survey that was available from June 4 - June 25 on [edmonton.ca/StreetLabs](https://edmonton.ca/StreetLabs). There were a total of **50 responses** to this survey.
- An interactive map on **Engaged Edmonton** allowed community members to pinpoint locations of traffic safety concerns. There were a total of **10 contributors** who placed **45 location pins** with comments on the online map.
- An in-person event was held on Monday, June 17, 2024. A total of **11 participants** from the neighbourhood and surrounding area gave their feedback on traffic safety issues in Delton.

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

- A total of **2,609 public notices** were mailed to all residents via Canada Post in Delton.
- An email and digital public notice was sent to the Delton Community League inviting them to participate as well as share the 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 Delton neighbourhood. The ads were seen **107,283 times**.
- **Fifteen lawn signs** were printed and installed throughout the Delton neighbourhood to raise awareness of the engagement.

*Quantitative and qualitative feedback gathered from different engagement tools was analyzed and placed into themes.*



### 3. WHAT WE HEARD

#### Engagement Results

This section of the report provides a detailed snapshot of the results captured from the online survey and mapping tool.

#### Survey Data

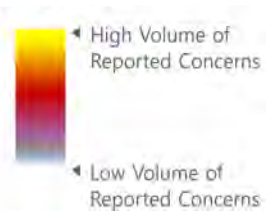
The online survey allowed respondents to provide feedback and speak to traffic safety concerns at up to three locations. A summary of all feedback is available

Almost **73%** of respondents stated speeding as a major concern in Delton



**Legend**

Heatmap of Safety Concerns



Safe Mobility definitions of the most frequently observed safety issues.

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

**Poor crosswalk 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.

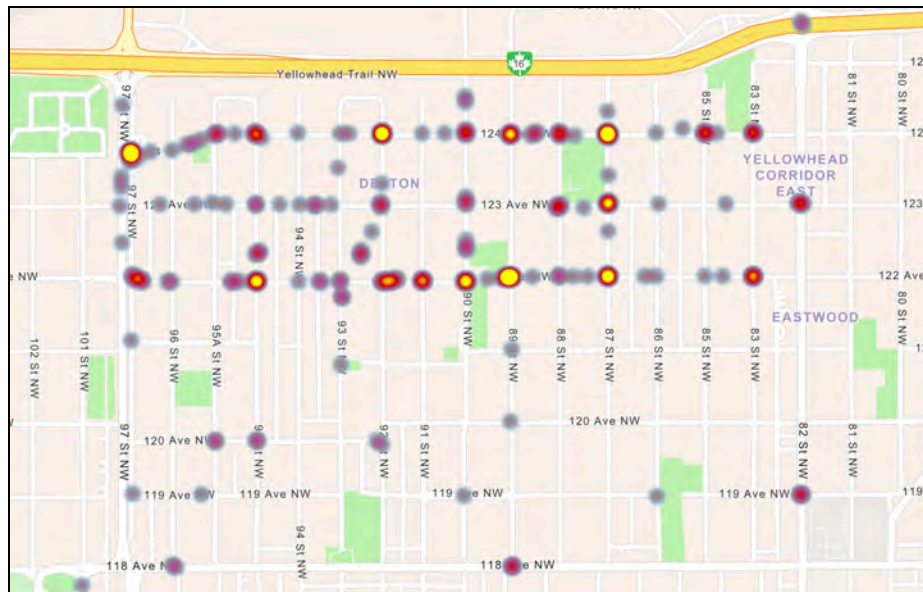
in the [Delton Street Lab Report](#). All qualitative feedback from the survey (i.e., responses to open-ended questions) was combined with all the data points from the mapping tool to inform the Major Themes section, below.

**Map Data**

All data points from the interactive mapping tool and open-ended responses from the survey were coded and analyzed. Based on this analysis, the most frequently submitted concern was speeding, followed by unsafe intersections and pedestrian safety.

The map below shows road segments where concerns were most reported in the neighbourhood. A visual overview of all map data can be found in the [2024 Delton Street Lab Engagement Summary Map](#).

The heat map below shows the volume of feedback received. Some of these areas are out-of-scope of the project (eg. arterial roads), but they have been included in this map in order to accurately reflect the feedback received.



This map provides a visual of all safety concerns submitted through the interactive mapping tool and survey.

**Major Themes**

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

**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.

We heard concerns about various locations in the neighbourhood during the engagement phase, and this feedback will be considered in the development of the Street Lab plan. The top locations of concern in Delton are outlined below.

**1. 122 Avenue**

- a. Poor crosswalk safety and vehicles not yielding to pedestrians
- b. Speeding and shortcutting
- c. Drivers not paying attention to playground zone regulations

**2. 124 Avenue**

- a. Vehicles not completing full stops at intersections
- b. Speeding and shortcutting
- c. Poor crosswalk safety and vehicles not yielding to pedestrians

**3. 87 Street**

- a. Speeding
- b. Drivers completing illegal U-turns
- c. Vehicles not completing full stop at intersections

### Out-of-Scope Concerns

Street Labs address traffic safety concerns on residential roads using a variety of measures. However, concerns that were outside of the scope of this Street Lab project were shared with applicable City 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	<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	<a href="https://edmontonpolice.ca/TrafficConcerns">edmontonpolice.ca/TrafficConcerns</a>
Request for automated	Although this service is	<a href="https://edmonton.ca/">edmonton.ca/</a>

enforcement (photo radar)	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="#">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>
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/h 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>● Yellowhead Highway</li> <li>● 97 Street</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 information summarized in this What We Heard report has been reviewed in conjunction with technical data and City [design standards and guidelines](#).

**All of this information was used to determine that a Street Lab is the most effective solution to address the traffic safety issues in the Delton neighbourhood.**

Online and email updates will be shared with those who are subscribed to receive notifications as we move through the next steps of the Street Labs process in Delton: Plan, Install and Evaluate.

[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).