



ORMSBY PLACE TRAFFIC SHORTCUTTING PILOT PROJECT

FEBRUARY 2016

About the Project

Neighbourhood streets are meant to service the local traffic needs of a community. With increasing pressure on the City's arterial road network, drivers are frequently moving onto these local roads to access destinations outside of the neighbourhood. This shortcutting has resulted in many communities in Edmonton voicing concerns about safety and a diminished quality of life.

At a request from City Council, a traffic shortcutting audit was completed in 2015 which found the current processes do not include clear expectations, accountability, and authority for managing traffic shortcutting. It recommended immediate steps be taken to deal with localized traffic shortcutting issues on a pilot basis.

Four communities were chosen to participate in the pilot including Newton, Ottewell, Ormsby Place and Crestwood because of long-standing concerns about traffic shortcutting and speeding.

The pilot project is designed to test a more streamlined process to address localized shortcutting concerns and to inform the creation of a City policy for Community Traffic Management.

The Traffic Management Plan

Traffic management measures including speed humps, Driver Feedback Signs, reviewing traffic signal timings and restricting vehicle access (Ormsby Place only) were implemented in the four neighbourhoods in the fall of 2015.

The City is working with community leagues, community stakeholders, EMS, Waste Management, Roadway Maintenance and ETS to understand the impact of these measures.

Traffic volume, shortcutting and speed data have been collected before and after the implementation of the traffic measures.

Traffic Management Measures in Ormsby Place

The City has heard community members' concerns about traffic shortcutting and speeding along Ormsby Road East between 69 Avenue and Callingwood Road.



To address these concerns, the following measures were implemented:

- Through movements banned at 69 Avenue and 188 Street except for ETS/bicycles
- Installation of Driver Feedback Signs on Ormsby Road East for speed awareness



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Where We Are

Last fall, the project team collected before-and-after traffic volume, shortcutting and speed data for Ormsby Place and will be presenting the results at the February 8 Drop-In Public Meeting.

The public's feedback during the initial months of the pilot is being assessed and will be compiled with the feedback gathered during the February 8 public meeting.

A report summarizing the public's feedback, the before-and-after traffic data and internal stakeholder feedback will be reported to City Council on March 23, 2016 and will provide the background for the development of a City policy for Community Traffic Management in 2016.

For More Information

Ongoing opportunities for feedback and access to project information include:

- Email: ormsbyplacetraffic@edmonton.ca
- Online project information at:
www.edmonton.ca/trafficshortcuttingpilot