

# What We Heard 132 Avenue Renewal

Community Feedback on Final Design  
September and October 2022

**ADVISE**

BUILDING GREAT  
NEIGHBOURHOODS

Edmonton

## TABLE OF CONTENTS

<b>Project overview</b>	<b>3</b>
<b>Public engagement roadmap</b>	<b>5</b>
<b>Public engagement spectrum</b>	<b>6</b>
<b>Decision-making process</b>	<b>7</b>
<b>Summaries of previous engagements</b>	<b>8</b>
Stage 1 – Starting the Conversation	9
Stage 2 – Building a Project Vision Together, Exploring Opportunities	10
Stage 3 – Exploring Options & Tradeoffs	12
Stage 4 – Community Feedback on Draft Design	14
<b>What we heard – Stage 5 – Community Feedback on Final Design</b>	<b>18</b>
<b>Next steps</b>	<b>22</b>

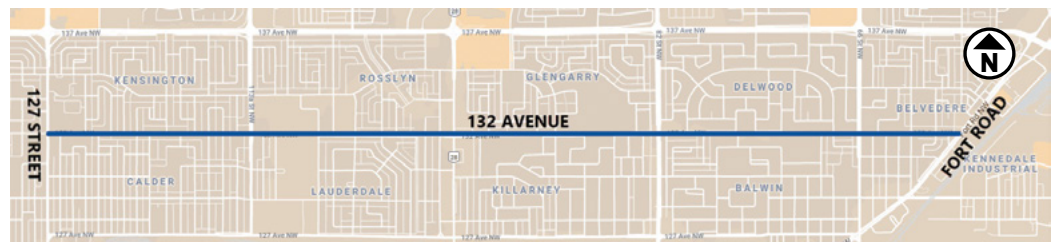
## Project overview

Collector roads fulfill a special function in our neighbourhoods. Although they may vary in size and appearance, they connect residents and local roads to the major arterial roads of the city. Small neighbourhood businesses form hubs of activity on them and they connect people to other community gathering places such as schools, churches, community leagues and recreational facilities. They are an important part of a neighbourhood and contribute to its quality of life.

132 Avenue between Fort Road and 127 Street has been chosen for Collector Renewal, with construction anticipated to start in 2023. Collector Renewal will rehabilitate the road, add missing sidewalk links, replace street lights, sidewalks, curbs and gutters, improving how people walk, roll, drive and gather in and around 132 Avenue. 132 Avenue is next to the neighbourhoods of Belvedere, Delwood, Balwin, Glengarry, Killarney, Rosslyn, Lauderdale, Kensington and Calder.

The 132 Avenue Renewal Project will also align with other City strategies, projects and programs, such as the [Speed Limit Reduction](#), [Vision Zero](#) and the [Edmonton Bike Plan](#).

The [What We Decided report](#) can be found at [edmonton.ca/132Avenue](https://edmonton.ca/132Avenue) and shares how the 132 Avenue Collector Renewal Project Team arrived at the final design for 132 Avenue. It describes how the City used policy and program information, public engagement input and technical requirements to make design decisions.








## Project Vision and Guiding Principles

The *Project Vision* summarizes the values and future that residents see for 132 Avenue and *Guiding Principles* help to guide the design of 132 Avenue to meet that Vision. The *Vision and Guiding Principles* were co-created with the public in the **Building a Vision and Exploring Opportunities** stage in November 2020.

### Vision

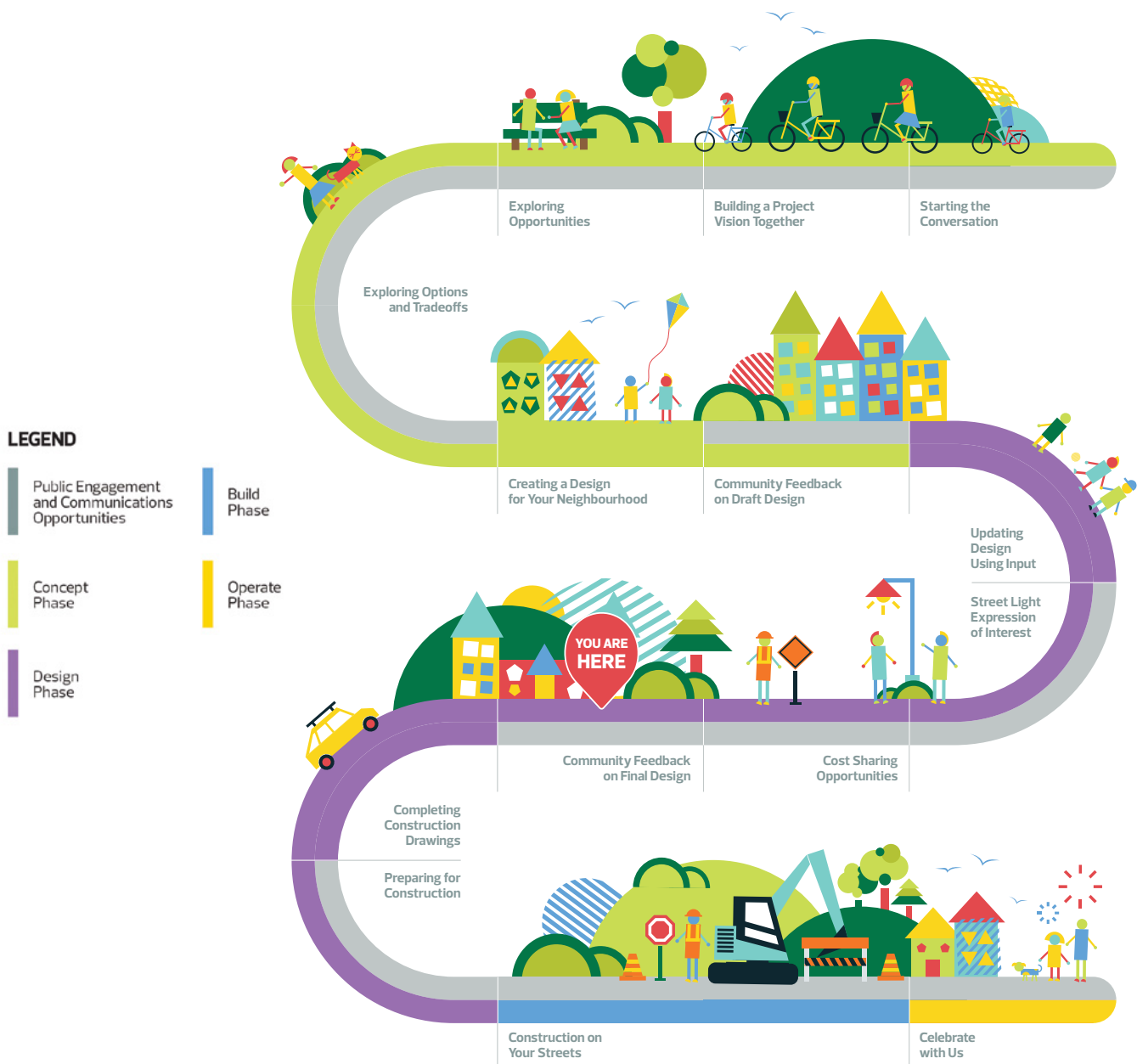
132 Avenue is a vibrant, people-oriented street that offers a direct route to arterial roadways as well as great local destinations, whether you are traveling on foot, on bike, by car, on transit, or any other mode. 132 Avenue feels welcoming and safe and the communities on either side feel united rather than divided by the roadway. The road is designed in a way that promotes safety, clarity for people who drive, bike, walk and use transit.

### Guiding principles

- 
  - + Ensure the roadway remains convenient and easy to use while promoting safety and clarity for others
- 
  - + Create spaces along 132 Avenue that offer safe transportation pathways for all users
- 
  - + Enhance the community by creating beautiful spaces along 132 Avenue
- 
  - + Invest in infrastructure improvements that will create a more positive experience for all users of 132 Avenue and foster the maintenance and development of great local destinations, both businesses and recreational opportunities
- 
  - + Prioritize the safety of children at the many schools along 132 Avenue and those living in the communities along 132 Avenue

## Public engagement roadmap

We have created a roadmap to help you and your neighbours understand the various opportunities to provide feedback and how you can participate through the different stages of the project. At each step, we will tell you what the purpose is and how your input will inform the decisions being made. We commit to reporting back on how we used your input. During the months of September and October 2022, we were collecting **Community Feedback on Final Design**.



## Public engagement spectrum

The City of Edmonton is committed to seeking diverse opinions, experiences and perspectives from Edmontonians, ensuring a wide range of input is available to make decisions. The City's public engagement spectrum defines the public's level of influence in engagement processes. Engagement activities during the **Community Feedback on Final Design** stage were at the **ADVISE** level on the City's Public Engagement Spectrum.

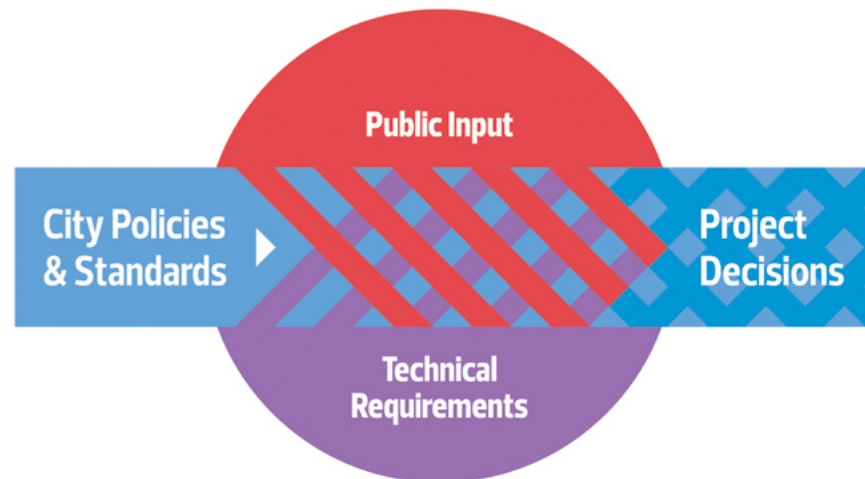
Visit [edmonton.ca/PublicEngagement](https://edmonton.ca/PublicEngagement) for more information on the City's public engagement process.



## Decision making process

City policies and programs such as the Complete Streets Design and Construction Standards, Safe Mobility Strategy and Winter City Strategy provide the overall direction for Renewal designs. As each project area is unique, the Project Team asks for input from residents who live, work and play in and around the project area and considers technical aspects such as roadway widths and conflicts with utilities and trees to determine what will fit in the project design. The 132 Avenue Renewal project will also align with other City strategies, projects and programs, such as the Speed Limit Reduction and Edmonton Bike Plan. Public input includes local knowledge, concerns, and desires.

This process helps to ensure that the decisions we make are fiscally responsible, align with best practices, while considering the existing public and private infrastructure, land uses and activities in the area. This results in the best outcomes for our city.



## Summaries of previous engagements

Since July 2020, a series of public engagement activities have occurred leading up to the current stage, Community Feedback on Final Design.

To ensure all those potentially impacted by the project were reached, the Project Team deployed several stages (Starting the Conversation, Building a Project Vision Together, Exploring Opportunities, Exploring Options & Trade offs and Community Feedback on Draft Design). As summarized below in this document, the Project Team deployed a robust, multi-method approach to communicate and engage with the public and stakeholders. In-person engagement was not possible until the final stage of the project due to the COVID-19 restrictions put in place around gathering.

- ▶ **Stage 1 – Starting the Conversation**
  - > July – September 2020
  
- ▶ **Stage 2 – Building a Project Vision Together, Exploring Opportunities**
  - > October 2020
  
- ▶ **Stage 3 – Exploring Options & Tradeoffs**
  - > April – May 2021
  
- ▶ **Stage 4 – Community Feedback on Draft Design**
  - > January – February 2022



## Stage 1 – Starting the Conversation

### July – September 2020

We had 88 participants respond via the online survey and in-depth interviews. We asked who should be included in the stakeholder groups and their preferred method of engagement participation.

#### Feedback summary

Inclusion of other stakeholder groups

- + The majority of respondents considered the list of stakeholders to be complete
- + Those who suggested additional stakeholders to add to the process, named residents that live in nearby neighbourhoods, tenant and landlord associations and non-profit organizations

Methods of engagement participation

- + The majority of respondents considered online surveys to be their preferred way of participating in engagement opportunities
- + Telephone surveys were the method that worked for the smallest number of the participants

Engagement times

- + Half of all respondents did not have a preference for a particular day or time for either online/virtual events and future in-person events
- + Those who had a preference for online/virtual events mostly suggested evenings
- + The preferred times for in-person events were evenings and weekends

Barriers impacting ability to participate in engagements

- + The majority of respondents told us that there were no barriers for them to participate
- + Potential barriers to consider for future engagement opportunities are public transit access or availability, concerns related to the COVID-19 pandemic and childcare

For full details of this stage's communication and engagement activities, please see the [What We Heard Report – Starting the Conversation \(July – September 2020\)](#)

## Stage 2 – Building a Project Vision Together Exploring Opportunities

### October 2020

A total of 91 people participated in this stage. We had 52 participants complete an online survey, seven in-depth interviews, two participants who provided email feedback, 13 people who joined in online events and 17 who engaged via Engaged Edmonton. Respondents shared feedback on areas of City-owned land. Various issues and opportunities were identified for the 132 Avenue Renewal project. This feedback was used to help inform the draft options for 132 Avenue.

### Feedback summary

What words, phrases or images come to mind when you think about 132 Avenue today?

The list below is a summary of what we heard

- + Too many speed limit changes
- + Speeding and traffic
- + Car-centric
- + Wide
- + Could be more vibrant
- + Could be more pedestrian friendly
- + Older infrastructure that is in need of maintenance
- + Access to businesses
- + Potential for multi-modal transportation
- + Isolates the communities on either side of it from one another
- + Obstacles in the sidewalks
- + Barren; could use more trees
- + Confusing due to unclear pavement markings



If you could change one thing about the 132 Avenue corridor, what would it be?

- + Protected bike lane along the avenue
- + More animated street
- + More greenery
- + Less car-centric; more safety features for pedestrians throughout
- + Tree canopies
- + Clearer pavement markings for driving, parking and biking
- + More community gathering spaces
- + Refreshed and renewed sidewalks
- + More lighting
- + Wider sidewalks

What words, phrases or images come to mind when you think about the future of 132 Avenue?

- + More people-focused street
- + More benches and seating areas along the corridor
- + Trees along the roadway maintained and enhanced
- + Bike infrastructure, either along 132 Avenue or through residential areas and green spaces
- + More gathering spaces for the community
- + Painted or delineated parking lanes
- + A feeling of safety
- + Light standards or other features that make the communities stand out
- + Design promotes a feeling of connection between communities
- + More vibrant commercial spaces
- + Design features reflect the cultural diversity of the communities in the area

We collected input from all of the participants about their vision for 132 Avenue to inform a draft Vision and Guiding Principles for the 132 Avenue Collector Renewal project.

For full details of this stage's communication and engagement activities, please see the [What We Heard Report – Building a Project Vision Together and Exploring Opportunities \(October 2020\)](#)

## Stage 3 – Exploring Options & Tradeoffs

### April – May 2021

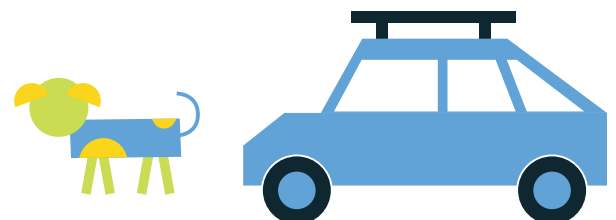
We had a total of 384 participants for this stage. We had 109 people participate in an online survey, seven participants via in-depth interview, nine participants sent emails, 25 individuals who engaged in an online session and 234 participants who participated in engagement activities on Engaged Edmonton.

### Feedback summary

We asked respondents how comfortable they were with the Project Vision statement. The majority of respondents (69 per cent) expressed comfort with the Project Vision, particularly in supporting multiple modes of travel and 132 Avenue's role within the community. Meanwhile, 17 per cent of participants were neither comfortable nor uncomfortable with the project vision and 14 per cent were uncomfortable.

The respondents felt comfortable with the Vision statement's focus on connecting the communities via 132 Avenue. Other respondents noted the need to maintain the roadway for vehicular traffic and the feasibility of using other modes of transportation.

Similar to the Project Vision, we asked respondents to tell us their comfort levels with these Guiding Principles. The majority of survey respondents (74 per cent) reported comfort with the guiding principles while 12 per cent of participants were neither comfortable nor uncomfortable and 14 per cent were uncomfortable. The first principle, "Ensure the roadway remains convenient and easy to use while promoting safety and clarity for others," drew conflicting responses. Some respondents felt this principle prioritized the experience of drivers on 132 Avenue, while others felt the inclusion of other modes of transportation would distract from the overall experience of the roadway as a collector road.

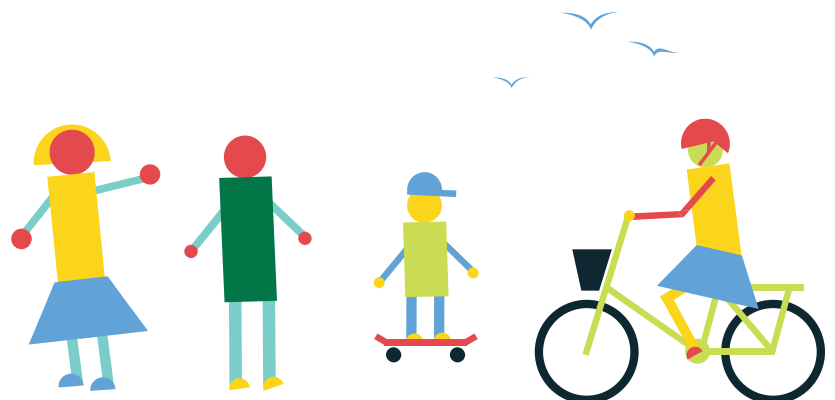


In the previous stages of engagement, **Building a Project Vision Together** and **Exploring Opportunities**, a number of themes were identified for the Project Team to consider for 132 Avenue:

- + Driving
- + Traffic calming
- + Biking
- + Walking
- + Parking
- + Gathering spaces and community features

We asked respondents how important each of these themes are to them. Walking was the most important theme, with 84 per cent of respondents rating a high level of importance. Driving was considered similarly important by respondents, although not as strongly as walking. Biking, traffic calming and gathering spaces and community features were rated as important by the majority of respondents, but with approximately a quarter of respondents rating them as unimportant. Parking was the only theme to be rated as more unimportant than important.

For full details of this stage's communication and engagement activities, please see the [What We Heard Report – Exploring Options and Trade offs \(April – May 2021\)](#)



## Stage 4 – Community Feedback on Draft Design January – February 2022

A total of 210 participants engaged during this stage. We had: 90 participants via online survey, 29 respondents who replied via email, 20 phone calls and 71 participants who engaged in an online session.

### Feedback summary

For each of the sections along 132 Avenue, we asked the following questions for each section with an orange and purple option via the following methods. Design option orange repurposes all service roads and reconfigures the area to improve walking, biking and beautification. Design option purple reconfigures service roads to be one-way only and reallocates space for improvements to walking and biking.

What elements work for you in the draft design for this section and why?

- What would you like to see improve in the draft design and why?
- What additional comments would you like to provide?
- What is your level of comfort with the draft design with Option Orange/Purple as it relates to:
  - + Driving
  - + Traffic calming
  - + Biking
  - + Walking
  - + Parking
  - + Gathering spaces and community features
- What elements work for you in the draft design with Option Orange/Purple and why?
- What would you like to see improved in the draft design with Option Orange/Purple and why?
- What additional comments would you like to provide with regards to the draft design with Option Orange/Purple?

Option orange was popular among many respondents. We heard they like the additional green spaces and seating areas as well as the addition of more trees and greenery. We heard many positive comments on the sidewalks and bike paths that are separated from the parking and driving lanes. Respondents liked that the orange option retained more parking as compared to the purple option. We heard that the orange option made 132 Avenue a more inviting space for pedestrians. Just over 50 per cent of participants were comfortable with option orange, about 40 per cent of respondents were uncomfortable and under 10 per cent of respondents were neither comfortable or uncomfortable.

Generally, we heard option purple felt less constrained for people who drive, with more comfort for those driving and parking. There was also a general sentiment from participants that residents who live directly on 132 Avenue would likely prefer the purple option due to the retention of the service road with a one-way direction. Overall, there were a greater number of respondents who were less comfortable with option purple compared to option orange. About 20 per cent of respondents were comfortable, less than 30 per cent were neither comfortable or uncomfortable and 50 per cent were uncomfortable with option purple.

In addition, we heard over 45 per cent of respondents were comfortable, over 10 per cent were neither comfortable nor uncomfortable and over 35 per cent were uncomfortable with a roundabout option at the 90 Street intersection. On the other hand, slightly over 50 per cent of respondents were comfortable, just over 20 per cent of participants were neither comfortable nor uncomfortable and close to 25 per cent of respondents were uncomfortable with a signalized option.

For full details of this stage's communication and engagement activities, please see the [What We Heard Report – Community Feedback on Draft Design \(January–February 2022\)](#)



## Stage 1–4 Summary of Engagements

Road Map Stage	Engagement Opportunities	Timeline	Participation/ Responses
Starting the Conversation	Online Survey In-depth Interviews	July–September 2020	70 Respondents 11 Participants
Building a Project Vision Together & Exploring Opportunities	Online Survey In-depth Interviews Email Feedback Online Events Engaged Edmonton (Stories, questions, map pins) Self-Guided Walking Tours	October 2020	52 Respondents 7 Participants 2 Respondents 13 Participants 17 Participants No Participants
Exploring Options & Tradeoffs	Online Survey In-depth Interviews Email Feedback Telephone Online Events Engaged Edmonton Project Video	April–May 2021	109 Respondents 7 Participants 6 Respondents 9 Calls 25 Participants 234 Page Visits 149 Views
Community Feedback on Draft Design	Online Survey Email Feedback Telephone Online Events (public and stakeholder sessions) Project Overview Video Draft Design Videos	January–February 2022	90 Respondents 29 Respondents 20 Calls 71 Participants 417 Views 100+ Views/Video



## Summary of Communications

We communicated these public engagement opportunities, during each project stage, to stakeholders, residents and organizations via the following methods:

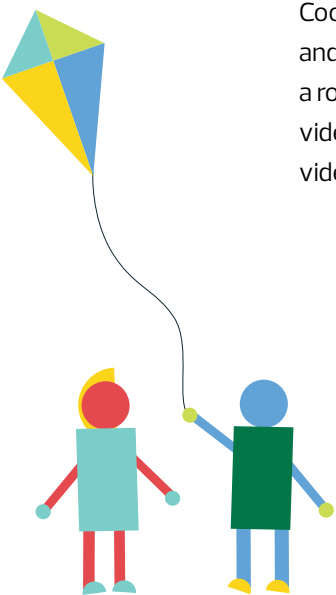
- + Mailed postcards, letters, and newsletters
- + Digital newsletters and information packages
- + Emails to subscribers and stakeholders
- + A-Frame, yard and road signs
- + Project website updates

**Stage 1 – Starting the Conversation:** Emails to the stakeholder list. 19,651 mailed newsletters to nine neighbourhoods along 132 Avenue.

**Stage 2 – Building a Project Vision Together & Exploring Opportunities:** Emails to the stakeholder list. Forty-five yard signs were placed along the service roads and five A-frame signs were placed close to schools. 19,644 postcards were also mailed to residences along the avenue.

**Stage 3 – Exploring Options and Tradeoffs:** In total, 19,676 postcards and 19,676 newsletters were mailed to residents living in the nine communities along 132 Avenue. Ninety-four emails were sent to subscribers to the project email list. The website received 768 page views and the video was viewed 149 times. Seventy yard signs and seven A-frame signs were placed, which include 25 yard signs placed along service roads.

**Stage 4 – Community Feedback on Draft Design:** 20,266 mailed postcards, letters and newsletters were mailed to residents living in the nine communities along 132 Avenue and over 130 emails (to subscribers, corner stores, school principals and Neighbourhood Resource Coordinators) were sent. Additionally 515 decorative street light cost-sharing information and project letters sent to residents on 132 Avenue, 69 yard signs, seven A-frame signs, and a road sign were used. The project website received 3,400 page views. The project overview video received 417 views. A digital newsletter, digital information packages and draft design videos (each video with a minimum of 100 views).



## Stage 5 – Community Feedback on Final Design September & October 2022

### How we informed and engaged

In the Community Feedback on Final Design stage, the Project Team aims to share the final design with the public and collect feedback on how it aligns with the Vision and Guiding Principles.

Information for the **Community Feedback on Draft Design** stage was communicated via:

- + 20,192 mailed postcards, letters, and newsletters
- + Over 165 emails (to subscriber list, schools, Neighbourhood Resource Coordinators and community leagues)
- + 69 yard signs, seven A-frame signs and one road sign
- + Project website updates which drove over 11,700 unique page views and included a project overview video (over 880 views)
- + A digital newsletter, digital information packages and final design videos (each video with a minimum of 400 views and the most viewed video with over 1,200 views)
- + A Facebook ad was seen by over 73,800 unique individuals. Over 8,400 individuals clicked on the advertisement
- + Over 280 phone call attempts to remind the project stakeholder list about engagement opportunities



**How We Asked**

---



**Online Survey**  
From September–October 13

383 respondents



**Email Feedback**  
Publicly available email addresses to contact the Project Manager or renewal Project Team

18 emails



**Phone Calls**  
Publicly available telephone number

8 phone calls



**Engagement Events**

- Invitation circulated via postcards and high visibility signage
- 8 public online sessions
- 2 online sessions with stakeholders
- 2 public, in-person sessions
- Sessions with identified stakeholders (i.e. community leagues)

70 registrations for the online and in-person sessions

115 session participants

Catholic and Public School Divisions (principals, transportation coordinators and other key support representatives)

Commercial/Business representatives

## What we heard

We invited respondents to give their overall feedback on the **final design**. You can also view the final design videos or other materials relating to the final design at: [edmonton.ca/132avenue](https://edmonton.ca/132avenue).

### What We Asked

To what extent do you agree that the final design shown for this section of roadway reflects the Vision and Guiding Principles of 132 Avenue?

### How We Asked

- Online Sessions
- Online Survey
- In-person Sessions
- Stakeholder meetings

The Project Team asked: 'overall, to what extent do you agree that the final design reflects the Vision and Guiding Principles of 132 Avenue?'

The Project Team heard varying responses to this question from those who participated in the online survey, the online sessions, in-person sessions and stakeholder meetings.

The Project Team found that when there was an opportunity to ask the Project Team questions about the final design, the level of agreement that the design reflects the Vision and Guiding Principles of 132 Avenue increased.

For those who disagreed that the final design met the Vision and Guiding Principles of 132 Avenue, we heard the following most frequently:

- Concerns about how the design would handle traffic congestion along the avenue. Participants were unsure of how current traffic demand would be met through a reduction in driving lanes
- Questions about the necessity of having bike infrastructure along the avenue. Some participants thought the bike infrastructure was necessary, others questioned the need for bike paths on both sides of the avenue and other responses indicated they would prefer no bike infrastructure
- Many, while appreciative of the landscaping features of the final design, did have concerns about how these areas would be maintained by the City
- Many participants asked whether the design considered snow and ice conditions

- Some wanted to know how current parking, especially around residential areas, would be maintained or supported in the final design
- Concerns about whether religious organizations or schools were consulted as the areas around these organizations were noted to be very busy
- Safety and practicality concerns related to the roundabout

For those who agreed the final design met the Vision and Guiding Principles of 132 Avenue, the following themes were heard most often:

- Respondents appreciated the visual aspects of the design
- The final design was inclusive and accommodated all users (walking, driving, and biking)
- Appreciative of the additional greenery features
- We also heard the final design increases the safety of users
- The design encourages active modes of transportation and there is a buffer between those who walk or roll and those who drive
- The design provides a much needed, modern update to the avenue
- The increased visibility provided by the design, especially at intersections
- The roundabout was appealing as it was seen as increasing safety and assists with traffic flow
- The design offered a consistent experience along the avenue
- It should be noted some respondents who agreed also mentioned similar concerns as those who disagreed (e.g. traffic congestion, maintenance, parking concerns)



## Summary & next steps

Thank you to everyone who took the time to engage and provide feedback on the 132 Avenue renewal project. In reviewing the feedback, the Project Team recognizes many participants expressed various levels of satisfaction with the final design during the **Community Feedback on Final Design stage**. We heard your concerns and developed a Frequently Asked Questions document to provide additional information. This will be posted on the project website at [edmonton.ca/132Avenue](https://edmonton.ca/132Avenue)

The final design presented was the result of policy and program information, previous public engagement input and technical requirements. As this was the final stage of design engagement, the feedback gathered will only be used to make minor adjustments to the final design.

The **Preparing for Construction** stage will take place in winter 2023. For more information regarding the 132 Avenue Renewal project and to subscribe for project updates, please visit [edmonton.ca/132Avenue](https://edmonton.ca/132Avenue).



SHARE YOUR VOICE  
SHAPE OUR CITY

Edmonton