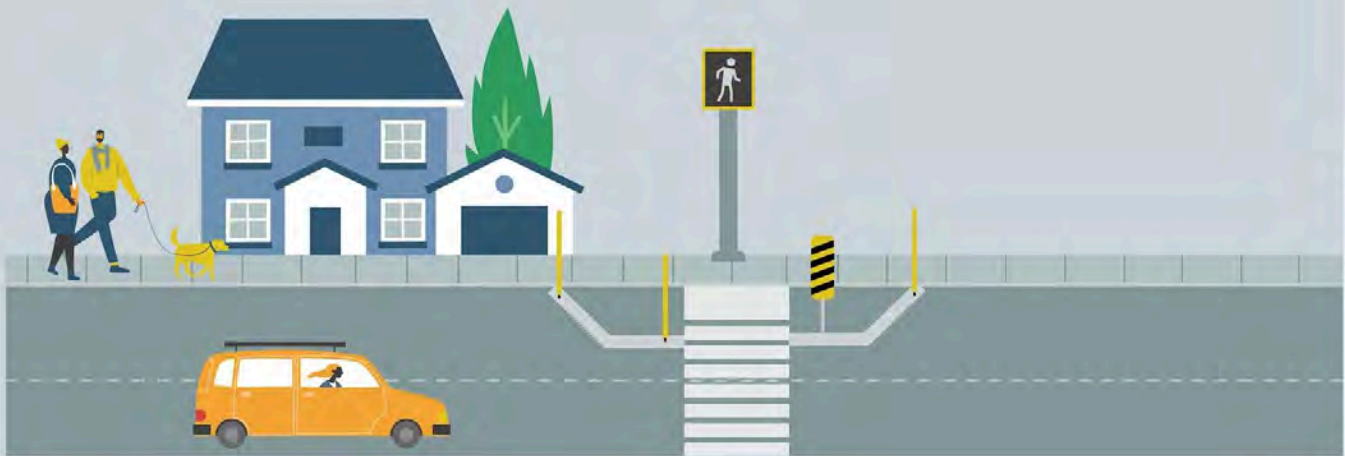


Eaux Claires & Belle Rive

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

December 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.

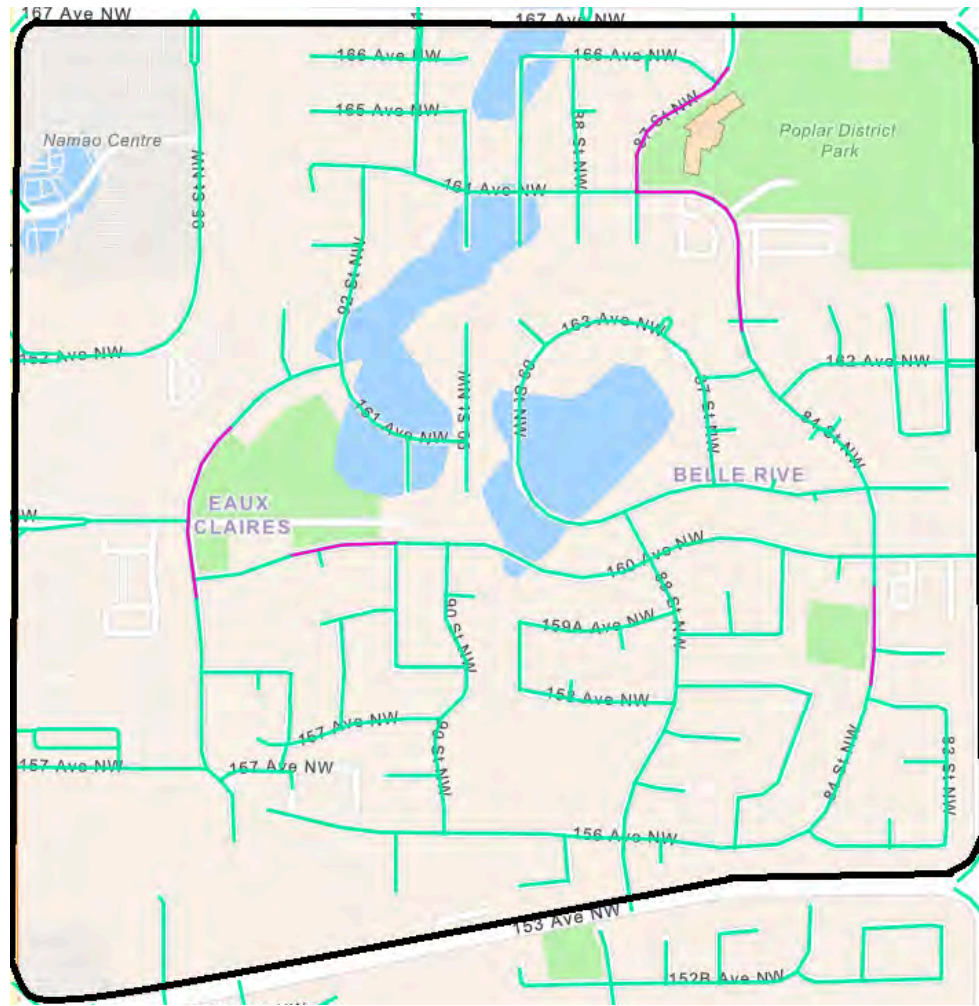
Based on these factors, Eaux Claires and Belle Rive were selected for a Street Lab. The City engaged with community members and organizations in Eaux Claires and Belle Rive from September 16 to October 7, 2025 to identify traffic safety concerns unique to these neighbourhoods. Areas that are in scope for this project and within the boundaries of the neighbourhoods 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    — Playground Zones

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 Eaux Claires and Belle Rive Vision Zero Street Lab include:

- 167 Ave NW
- 82 Street NW
- 153 Ave NW
- 97 Street 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 Neighbourhoods

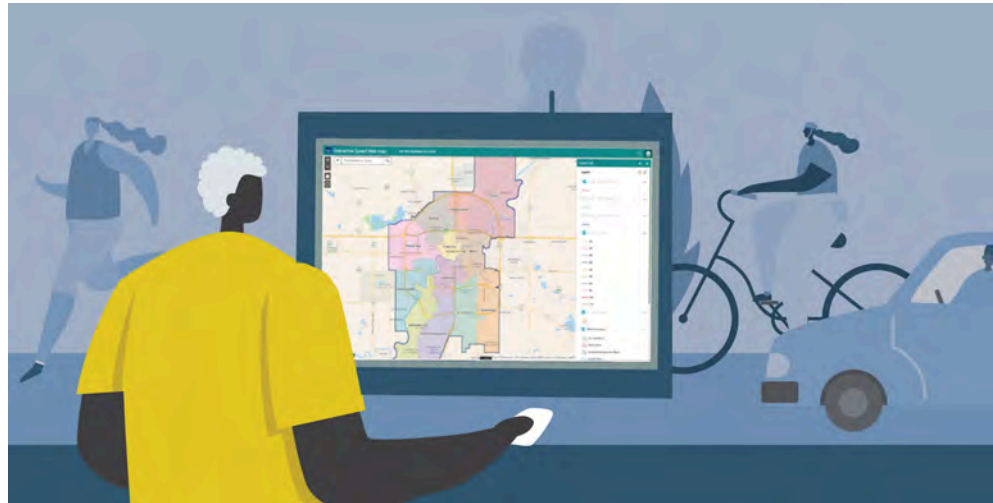
A [Gender-Based Analysis Plus](#) (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The City's Street Lab project team used a variety of engagement and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

An **interactive map** was available from September 16 to October 7, 2025 on [engaged.edmonton.ca](https://engaged.edmonton.ca) that allowed community members to pinpoint





locations of traffic safety concerns. There were a total of **120 contributors** who placed **401 location pins** with comments on the online map, across various locations in Eaux Claires and Belle Rive.



The City communicated the above engagement opportunity with the residents of Eaux Claires, Belle Rive and beyond in the following ways to boost and support inclusive participation:

- **4,233** public notices were mailed to all residents via Canada Post in Eaux Claires and Belle Rive.
- An email was sent to **two** 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 Eaux Claires and Belle Rive. The facebook ad was seen **93,535** times.
- **21** lawn signs were printed and installed throughout the Eaux Claires and Belle Rive neighbourhoods during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

### 3. WHAT WE HEARD

*Feedback gathered from different engagement tools are analyzed and placed into themes.*



#### 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.

#### 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(s) were speeding, unsafe intersections followed by illegal maneuvers.

A visual overview of all engagement data can be found in the [2025 Eaux Claires & Belle Rive 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 neighbourhoods where the highest volume of major concerns were noted.

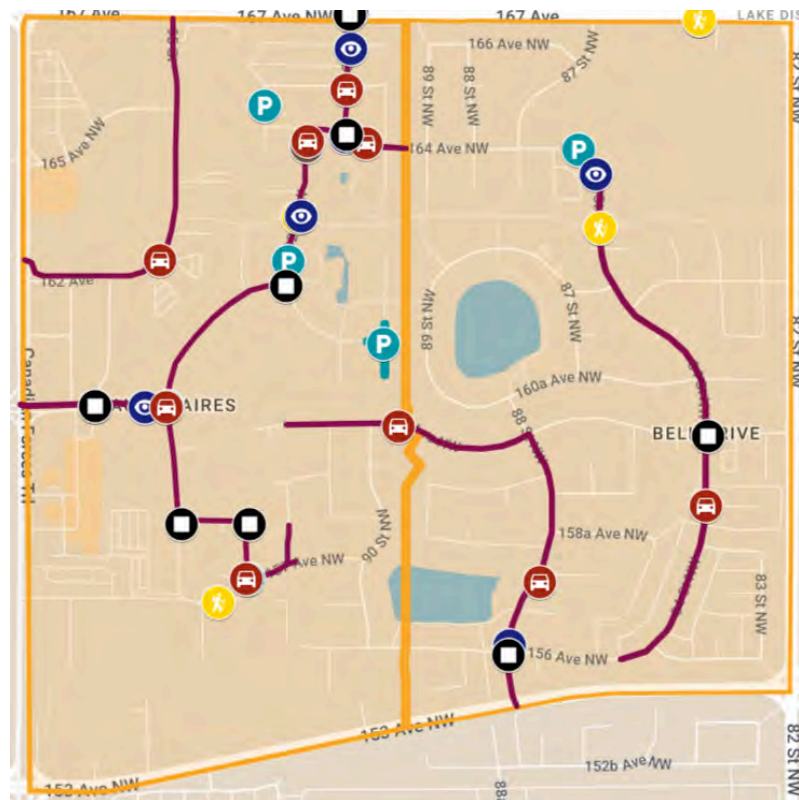
#### Legend

##### Engagement Summary

- Speeding
- Unsafe Intersection
- Poor Visibility
- Parking Issue
- Pedestrian Safety
- Illegal Maneuver

*Safe Mobility definitions of the most frequently observed safety issues:*

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



This map provides a visual summary of the top concerns received during the engagement activities in Eaux Claires and Belle Rive. To view all the feedback from the engagement activities, click on the [2025 Eaux Claires & Belle Rive Street Lab Engagement](#).

**Intersection safety**

refer to road junctions or crossings where the safety of all road users is compromised due to poor visibility, confusing traffic patterns, inadequate signage, high traffic volumes, poor road conditions, failure of drivers to follow traffic regulations, or the presence of multiple potential hazards (e.g., poor visibility of pedestrians or sharp turns).

**Poor visibility** refers to traffic safety conditions where a road user's ability to clearly see their surroundings is compromised due to obstructed sightlines. This can affect their capacity to detect pedestrians, identify oncoming traffic, or determine when it is safe to proceed in the intended direction of travel.

**Major Themes**

Feedback gathered from the interactive map has been analyzed and placed into themes summary of the findings is presented in this section.

We heard about many different locations across the neighbourhoods during engagement, which will be used in the development of Street Lab decisions.

The top locations of concern are outlined below.

**1. 160 Avenue NW and 95 Street**

- a. Speeding
- b. Shortcutting
- c. Intersection safety
  - i. Considered unsafe due to the high frequency of drivers failing to come to a complete stop.

**2. 95 Street NW**

- a. Speeding

**3. 84 Street NW**

- a. Speeding
- b. Poor visibility
  - i. Parked vehicles creating sightline obstructions resulting in poor visibility.

**4. 92 Street NW**

- a. Speeding
- b. Poor visibility
  - i. Parked vehicles impacting traffic flow and creating sightline obstructions.

**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	Technical & Regulatory	<a href="https://edmonton.ca/transportation">edmonton.ca/transportation</a>



signal addition, removal, or other changes	Services, Parks & Road Services, City Operations	<a href="#">tation/report requests</a> <a href="#">/signs-signals</a>
Request for automated enforcement (photo radar)	Although this service is led by Safe Mobility, automated enforcement is regulated by the <a href="#">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>  <a href="https://edmonton.ca/Parking-Enforcement">edmonton.ca/Parking Enforcement</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>• 167 Avenue NW</li> <li>• 82 Street NW</li> <li>• 153 Avenue NW</li> <li>• 97 Street NW</li> </ul>	Technical & Regulatory Services, Parks & Road Services, City Operations	Report concerns to 311: <a href="https://311.edmonton.ca">311.edmonton.ca</a>
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## 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 Eaux Claires and Belle Rive neighbourhoods.**

[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).

