

Falconer Heights

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

December 2025



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# 1. VISION ZERO STREET LABS PROGRAM OVERVIEW

## Background and Context

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.

*The Vision Zero Street Labs program began in 2021 as a key action in the [Safe Mobility Strategy](#).*



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.

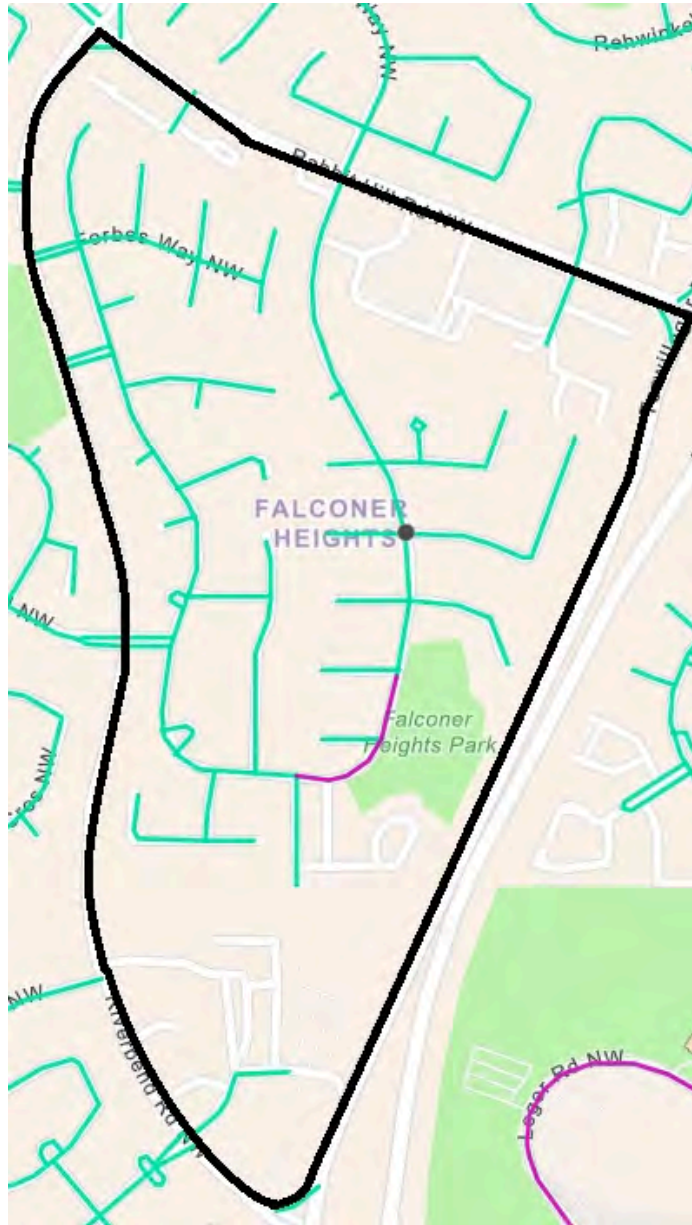
Based on these factors, Falconer Heights was selected for a Street Lab. The City engaged with community members and organizations in Falconer Heights from September 16 to October 7, 2025 to identify traffic safety concerns unique to the neighbourhood. Areas that are in scope for this project and within the boundaries of the neighbourhood 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 the Falconer Heights Vision Zero Street Lab include:

- Rabbit Hill Road NW
- Terwillegar Drive NW
- Riverbend Road 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

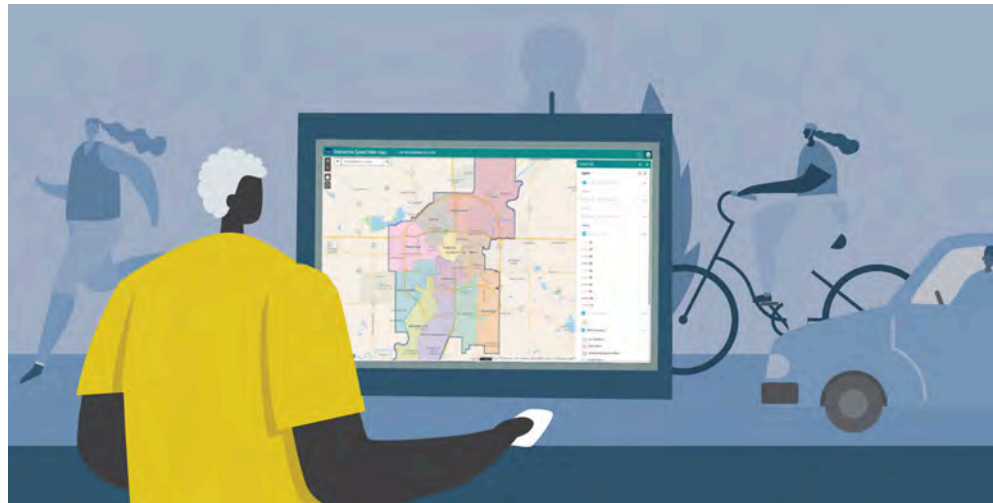


### How the City Engaged Your Neighbourhood

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 and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity to participate.

Public engagement activity:

- 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 **31 contributors** who placed **72 location pins** with comments on the online map, across various locations in Falconer Heights.



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

- **1,536** public notices were mailed to all residents in Falconer Heights via Canada Post.
- An email was sent to **three** 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 Falconer Heights. The facebook ad was seen **16,189** times.
- **14** lawn signs were printed and installed throughout the Falconer Heights neighbourhood during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

### 3. WHAT WE HEARD

#### 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.

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

#### 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 concerns were speeding and pedestrian safety followed by signage/signal issues.

A visual overview of all engagement data can be found in the [2025 Falconer Heights 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 neighbourhood where the highest volume of major concerns were noted.



## Legend

### Engagement Summary

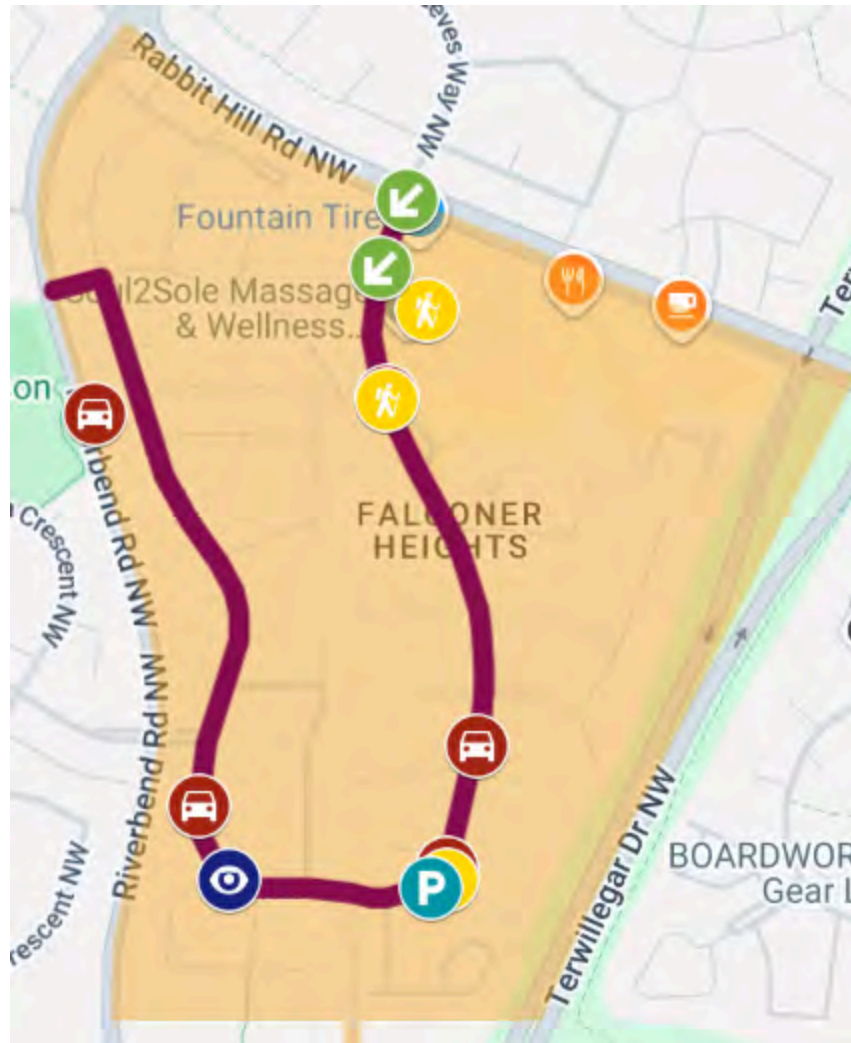
-  Speeding
-  Pedestrian Safety
-  Signage Data
-  Parking Issue
-  Poor Visibility

Safe Mobility definitions of the most frequently observed safety issues:

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

**Pedestrian crossing safety** refers to crossings 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.

**Signage or signal Issue** refers to concerns about diminished sign visibility, the need for supplementary signage or traffic signals and optimizing signal timing. Signage types include, but are not limited to, information on road usage, speed limits, crosswalks and speed humps.



This map provides a visual summary of the top concerns received during the engagement activities in Falconer Heights. To view all the feedback from the engagement activities, click on the [2025 Falconer Heights Street Lab Engagement Map](#).

## Major Themes

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

We heard about many different locations across the neighbourhood during engagement, which will be used in the development of Street Lab decisions. The top locations of concern are outlined below.

### 1. Falconer Road NW

#### a. Speeding



- b. Pedestrian safety
  - i. Users specifically noted drivers not yielding at intersections and identified adding signage to help pedestrians cross safely.

**2. Falconer Road NW and Rabbit Hill Road NW**

- a. Sightline obstructions
  - i. With the nearby Riverbend Square shopping complex, participants noted that pedestrians experience safety risks due to parked vehicles obstructing sightlines.

**3. Falconer Road NW between Falconer Gate NW and Falconer Place NW**

- a. Sightline obstructions creating an unsafe intersection
- b. Speeding

**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 signal addition, removal, or other changes	Technical & Regulatory Services, Parks & Road Services, City Operations	<a href="https://edmonton.ca/transportation/report-requests/signs-signals">edmonton.ca/transportation/report-requests/signs-signals</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>• Rabbit Hill Road NW</li> <li>• Terwillegar Drive NW</li> <li>• Riverbend Road 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>

## 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 Falconer Heights neighbourhood.**

[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).