

Fulton Place

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, Fulton Place was selected for a Street Lab. The City engaged with community members and organizations in Fulton Place 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.

Vision Zero Street Labs Road Map



2. PUBLIC ENGAGEMENT AND COMMUNICATION OVERVIEW

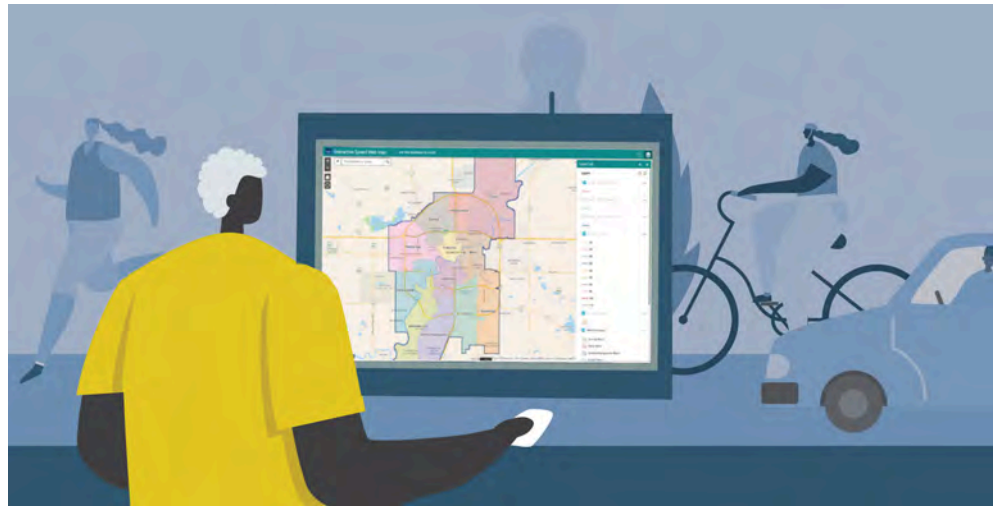
How the City Engaged Your Neighbourhood

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.

- An **interactive map** was available from September 16 to October 7, 2025 on engaged.edmonton.ca that allowed community members to pinpoint locations of traffic safety concerns. There were a total of **85**



contributors who placed **263 location pins** with comments on the online map, across various locations in Fulton Place.



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

- **2,266** public notices were mailed to all residents in Fulton Place via Canada Post.
- An email was sent to **10** pertinent neighbourhood organizations asking to share the engagement opportunity. This included senior centres, community league, churches and Hardisty School.
- 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 Fulton Place. The facebook ad was seen **36,162** times.
- **20** lawn signs were printed and installed throughout the Fulton Place 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.

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 pedestrian safety and speeding followed by unsafe intersections.

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

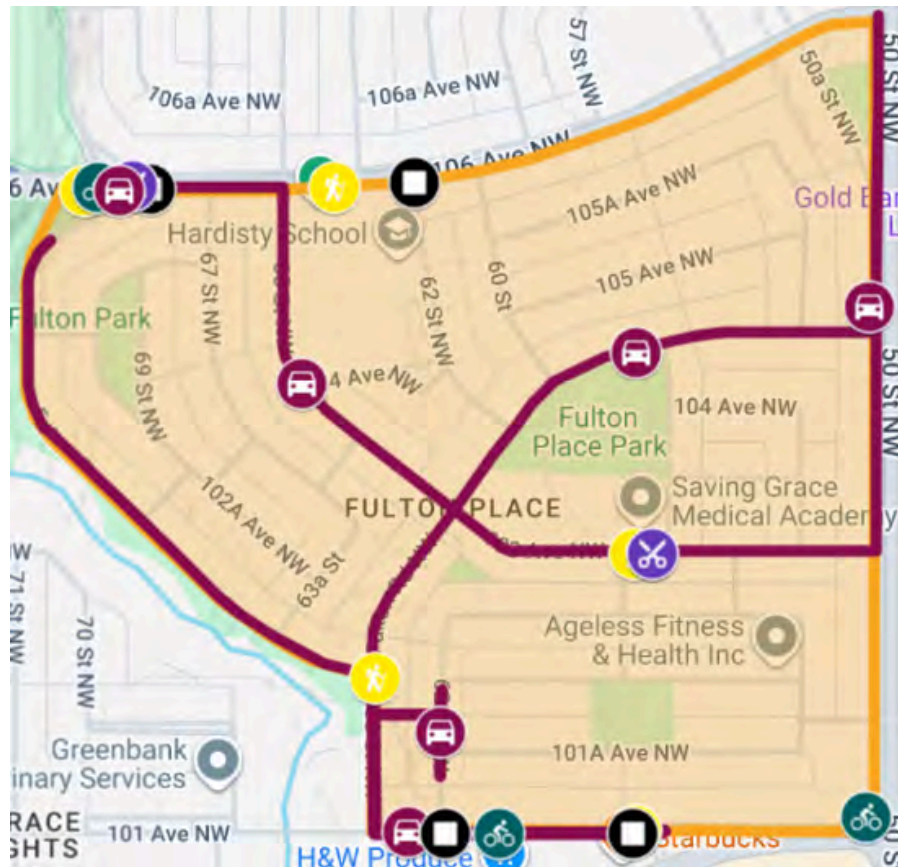


A visual overview of all engagement data can be found in the [2025 Fulton Place Street Lab Engagement Map](#). The map has two layers; one provides an overview of all traffic safety concerns identified during the engagement period, while the other - the summary layer - identifies areas in the neighbourhood where the highest volume of major concerns were noted.

Legend

Engagement Summary

-  Speeding
-  Pedestrian Safety
-  Shortcutting
-  Unsafe Intersection
-  Bicycle Safety



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

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.

Shortcutting refers to drivers using local or collector roads as alternate routes to move between destinations. The driver has no origin or destination within the neighbourhood, but uses the route through the neighbourhood as a means to avoid traffic and get to the final destination.

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. 103 Avenue NW

- a. Speeding
- b. Pedestrian safety
 - i. Users noted visibility issues from parking and a need for clearer crossing signage.

2. Fulton Road NW

- a. Speeding
- b. Pedestrian Safety
- c. Shortcutting

3. 62 Street NW

- a. Pedestrian safety
 - i. Users noted visibility issues from parking and an intersection where drivers are reported to not yield to pedestrians.

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	edmonton.ca/transportation/report-requests/signs-signals

Request for parking enforcement on public streets	Community Standards Peace Officers, Community Services	Report concerns to 311: 311.edmonton.ca edmonton.ca/Parking Enforcement
Speeding and shortcutting in alleys	The City can provide "20 km Alley Max" signs	Request via 311: 311.edmonton.ca
Any out-of-scope arterial roads <ul style="list-style-type: none"> • 106 Avenue NW • 50 Street NW • 101 Avenue NW 	Technical & Regulatory Services, Parks & Road Services, City Operations	Report concerns to 311: 311.edmonton.ca

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 Fulton Place 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.

