

Greenfield

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, Greenfield was selected for a Street Lab. The City engaged with community members and organizations in Greenfield 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 Greenfield Vision Zero Street Lab include:

- 111 Street NW
- 34 Avenue NW
- 119 Street NW
- 40 Avenue 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

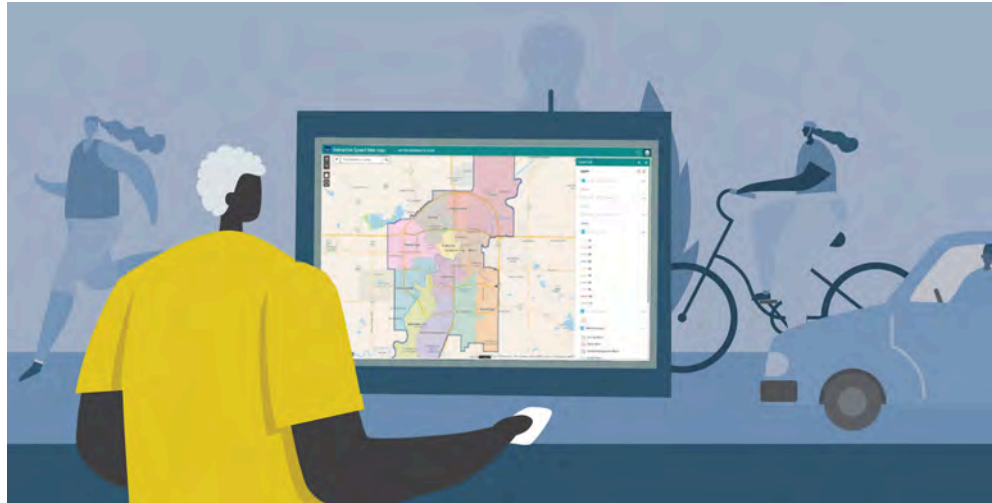
A **Gender-Based Analysis Plus** (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The City's Street Lab project team used a variety of engagement and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity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

Public engagement activities included:

- 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 **130**

contributors who placed **349 location pins** with comments on the online map, across various locations in Greenfield.

- An interview with Greenfield School and the Greenfield School Parent Council was conducted on **October 1, 2025**.



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

- **2,268** public notices were mailed to all residents via Canada Post in Greenfield.
- An email was sent to **four** 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 Greenfield. The facebook advertisement was seen **38,404** times.
- **18** lawn signs were printed and installed throughout the Greenfield neighbourhood during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

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



***Interest groups** are local organizations and institutions that include schools, community centers, and businesses among others. Their feedback helps us understand how community members use and experience our roads to ensure that traffic safety meets everyone's needs.*

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 and interviews with additional interest groups.

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 pedestrian safety and speeding followed by unsafe intersections.

A visual overview of all engagement data can be found in the [2025 Greenfield 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.

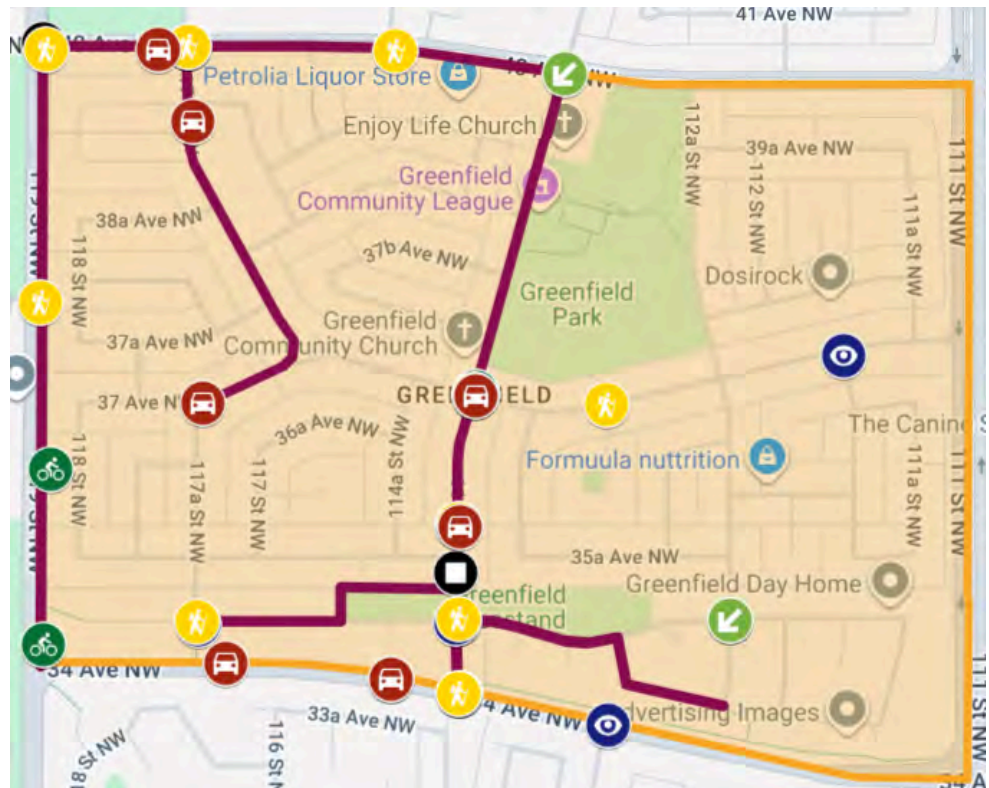
Interviews with Interest Groups

Select interest groups were asked to provide detailed feedback on traffic safety concerns experienced around the Greenfield neighbourhood. They were also invited to provide location-based feedback by populating the interactive map on Engaged Edmonton. All responses from the interviews and subsequent map contributions were analyzed and recorded in the Engagement Map shared above.

Legend

Engagement Summary

-  Pedestrian Safety
-  Speeding
-  Unsafe Intersection
-  Poor Visibility
-  Signage/Signal Issue
-  Bicycle Safety



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

Major Themes

Safe Mobility definitions of the most frequently observed safety issues:

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.

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

Feedback gathered from the interactive map and interviews with interest groups have 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. 114 Street NW between 40 Avenue NW and 37 Avenue NW

- a. Pedestrian safety
- b. Bike safety
 - i. Users requested better separation between vehicles and bikes, as well as improved infrastructure connections.

2. 114 Street NW between 37 Avenue NW and 35 Avenue NW

- a. Speeding

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).

- b. Drivers failing to stop at intersections
- c. Shortcutting

3. 114A Street

- a. Speeding
- b. Shortcutting

4. 117 Street NW

- a. Pedestrian safety as the primary concern, with additional issues related to poor visibility.

5. 37 Avenue NW

- a. Pedestrian safety
- b. Speeding
- c. Drivers are not yielding to pedestrians
- d. Obstructed sightlines
- e. Bike safety

6. 35 Avenue NW

- f. 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	edmonton.ca/transportation/report-requests/signs-signals
Request for police enforcement and ticketing for traffic violations	Edmonton Police Service	Report a concern: edmontonpolice.ca/trafficconcerns
Pothole repair	Infrastructure Maintenance, Parks and Road	Report a concern to 311: 311.edmonton.ca

	Services, City Operations	
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"> • 111 Street NW • 34 Avenue NW • 119 Street NW • 40 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 Greenfield 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.

