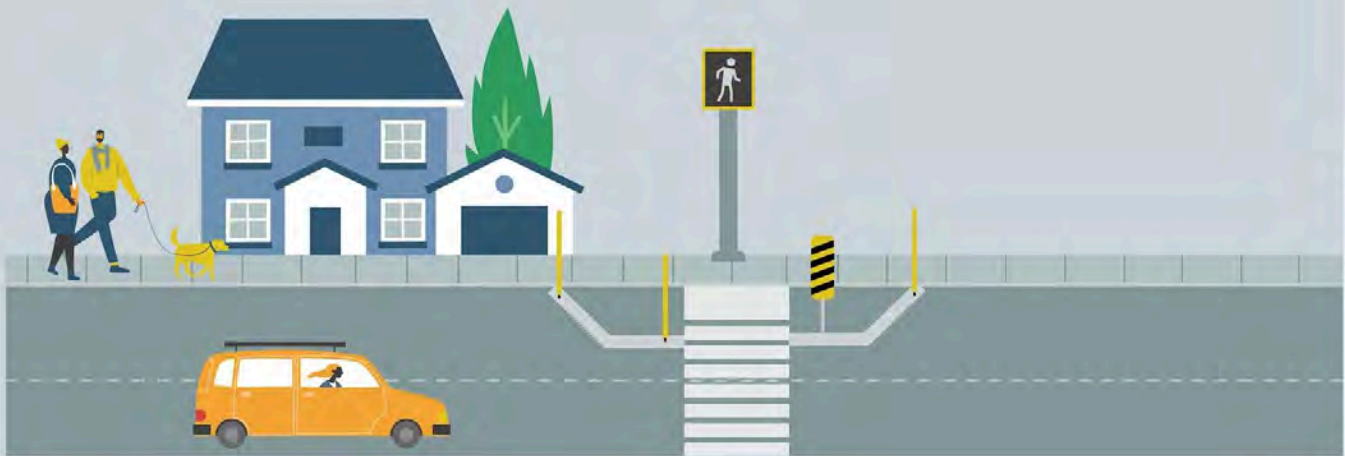


McQueen

# 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

*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.

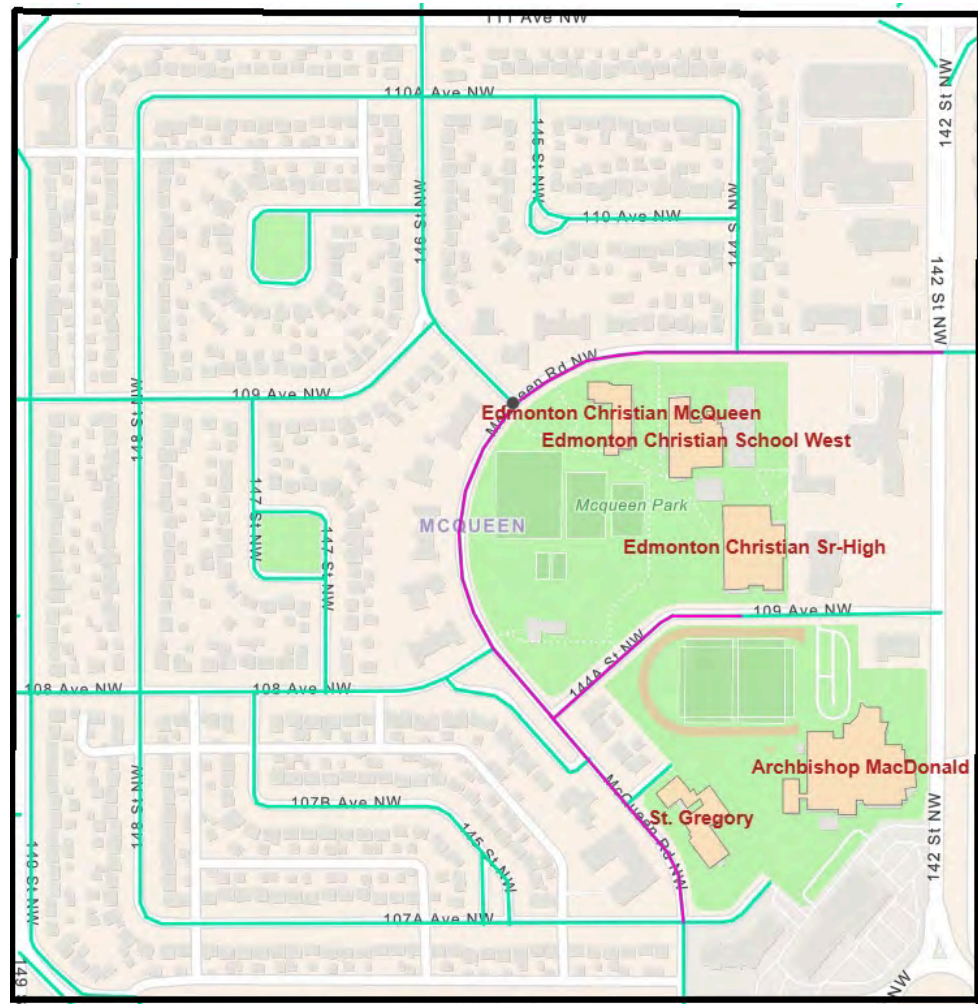
Based on these factors, McQueen was selected for a Street Lab. The City engaged with community members and organizations in McQueen from September 16 to October 7, 2025 to identify traffic safety concerns unique to the neighbourhood. Areas that are in scope for this project and within the boundaries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

- 111 Avenue NW
- 142 Street NW
- 107 Avenue NW
- 149 Street

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.

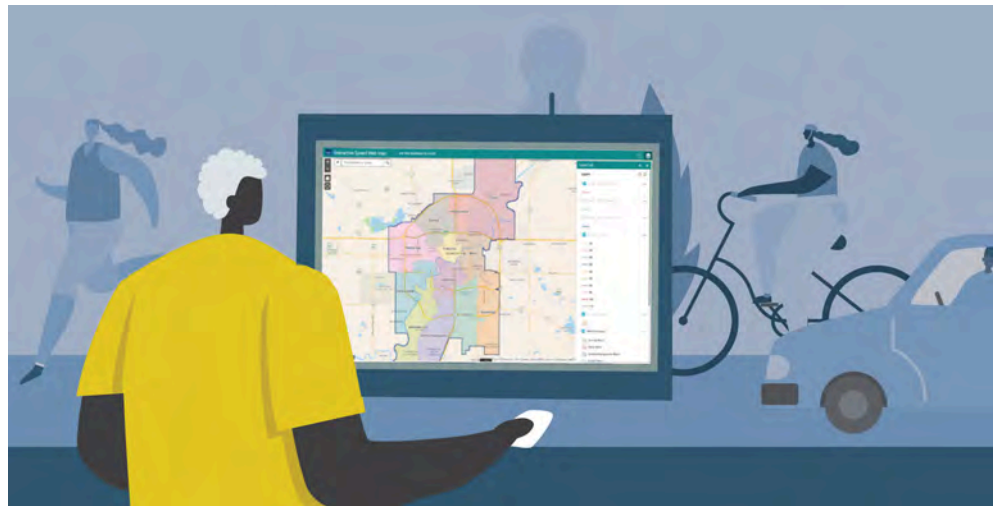
Public engagement activities included:

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



pinpoint locations of traffic safety concerns. There were a total of **36 contributors** who placed **108 location pins** with comments on the online map, across various locations in McQueen.

- An interview with the Edmonton Public School Board (EPSB), on behalf of Edmonton Christian West School K-9, was conducted on **November 18, 2025**.



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

- **2,268** public notices were mailed to all residents in McQueen via Canada Post.
- An email was sent to **10** 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 McQueen. The facebook ad was seen **32,426** times.
- **16** lawn signs were printed and installed throughout the McQueen neighbourhood 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 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 concern(s) were speeding and unsafe intersections followed by pedestrian safety.

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

*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.*

#### Interviews with Interest Groups

Select interest groups were asked to provide detailed feedback on traffic safety concerns experienced around the McQueen 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

-  Speeding
-  Unsafe Intersection
-  Pedestrian Safety
-  Parking Issue
-  Signage/Signal Issue

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

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

**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).

**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.



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

## Major Themes

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. 148 Street NW

- a. Speeding



**2. 146 St NW**

- a. Intersection safety
  - i. Users noted unsafe conditions at the McQueen Road NW and 109 Street intersection with reports that drivers are often not coming to a full stop or yielding to pedestrians.
- b. Speeding

**3. 108 Avenue NW**

- a. Speeding
- b. Intersection safety
  - i. Unsafe intersection at McQueen Road NW with reports that drivers are often not coming to a full stop or yielding to pedestrians.
- c. Poor visibility

**4. McQueen Road NW**

- a. Speeding
- b. Intersection safety
  - i. Unsafe intersections at 144 Street and 144A Street and near Thrive Elementary School and Edmonton Christian West School.
- c. Sightline obstructions due to parking

**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>
Request for parking	Community Standards	Report concerns to 311:

enforcement on public streets	Peace Officers, Community Services	<a href="https://311.edmonton.ca">311.edmonton.ca</a> <a href="https://edmonton.ca/ParkingEnforcement">edmonton.ca/Parking Enforcement</a>
Any out-of-scope arterial roads <ul style="list-style-type: none"> <li>• 111 Avenue NW</li> <li>• 142 Street NW</li> <li>• 107 Avenue NW</li> <li>• 149 Street</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 McQueen 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).

