

Parkdale Vision Zero Street Labs Engagement Summary

January 2024

saferoads@edmonton.ca
edmonton.ca/StreetLabs

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

TABLE OF CONTENTS

1. Street Labs Public Engagement Summary	
a. Background and Context	PG 3
b. Communications Activities	PG 3
c. Engagement Activities	PG 4
2. Public Engagement Conclusion	
a. Online Survey Engagement Results	PG 4
b. Interactive Online Map Feedback	PG 9
c. Walk and Roll Audit Feedback	PG 10
3. Next Steps	PG 12

Street Labs Public Engagement Summary

Background and Context

Vision Zero Street Labs are an easy way to work with the City to bring traffic safety improvements to your neighbourhood, using adaptable traffic calming measures.

Residents in the Parkdale neighbourhood have expressed concerns around traffic safety issues, such as speeding, drivers not yielding to pedestrians, and drivers not coming to a full stop, through various channels including emails, meetings with City staff, and submissions through the Safe Mobility Community Activation programs.

The City hosted public engagement opportunities from September to October 2023 to learn more about residents' traffic safety concerns in the Parkdale neighbourhood. Resident feedback has been used, in conjunction with the City's engineering expertise and technical data, to decide if a Street Lab is the best solution to address the traffic safety issues the neighbourhood is facing. **We have determined that we will proceed with a Vision Zero Street Lab in Parkdale.** A summary of the public engagement is detailed in this What We Heard report.

Communications Activities

The engagement process was supported by a number of communications tactics to enhance public engagement, education, inclusion and participation of residents in Parkdale and beyond.

Communications tactics included:

- 2,928 public notices were mailed to residents in the Parkdale neighbourhood.
- An email sent to the Parkdale Cromdale Community League.
- A dedicated Parkdale Street Lab [Engaged Edmonton](#) webpage was developed to provide project information and updates, and to promote engagement opportunities.
- An email sent to Councillor Ashley Salvador sharing information about engagement opportunities.

- The weekly Public Service Announcement sent to local media announcing the public engagement opportunities.

Engagement Activities

A [Gender-Based Analysis Plus \(GBA+\)](#) process was followed to better understand the experiences and diverse needs of Edmontonians. The project team provided a variety of engagement tools and activities to broaden outreach and ensure equitable participation.

Public Engagement tactics included:

- An online survey, available from September 26 - October 17, 2023 on Engaged Edmonton. The **survey was completed by 36 people**.
- An [interactive map](#) on Engaged Edmonton for community members to pinpoint locations of their traffic safety concerns. The interactive map had **14 contributors who placed 45 location pins** (with comments) on the online map.
- An in-person Walk and Roll Audit that was held on October 12, 2023, with **13 people** in attendance. This allowed community members to meet at a central location in the neighbourhood and also move around the community with City staff to discuss access, mobility, and street safety.

Public Engagement Conclusion

Online Survey Engagement Results

The data from the online survey has been analyzed and themed. A summary of the findings is presented in this section. Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

Question 1: Which modes of transportation do you use in the neighbourhood? Select all that apply.

The majority of respondents stated that they walk, bike or drive a vehicle around the neighbourhood. The table below summarizes the responses.

<i>Response</i>	<i>N=36</i>	<i>%</i>
Walk	36	100%
Bike	26	72.2%
Drive a vehicle	31	86%
Ride as a passenger in a vehicle	12	33.3%
Roll (e.g. e-scooter, skateboard etc.)	5	14%
Mobility aid (e.g. wheelchair, walker or other aid)	1	3%
Public transportation	18	50%
Motorcycle	0	NA
Other	1	3%

Question 2: In the past 12 months, have you observed any traffic safety concerns in the neighbourhood?

Almost all the respondents (94.4%) stated they observed traffic safety concerns in the neighbourhood.

<i>Response</i>	<i>N=36</i>	<i>%</i>
Yes	34	94.4%
No	1	3%
Unsure	1	3%

Question 3: Which of the following have you observed in the neighbourhood? Select all that apply.

The major traffic safety concerns in the neighbourhood include: speeding, drivers not yielding to pedestrians and drivers not coming to a full stop. The table below summarizes the responses.

<i>Response</i>	<i>N=45</i>	<i>%</i>
Speeding	31	69%
Drivers not yielding to pedestrians	21	47%
Drivers not coming to a full stop	20	44%

Shortcutting	17	38%
Poor crosswalk safety (such as visibility of crosswalks)	17	38%
Poor driver attention or distracted driving	17	38%
Other	12	27%

Other traffic safety concerns identified include:

- Unclear construction signage
- Inadequate bike infrastructure
- Unsafe intersection

Question 4: On which street(s) or intersection(s) have you observed these traffic safety concerns?

Within the community, respondents identified problem **intersections** including:

- 82 Street and 113 Avenue
- 84 Street and 112 Avenue
- 84 Street and 115 Avenue
- 87 Street and 112 Avenue
- 88 Street and 117 Avenue
- 88 Street and 115 Avenue
- 89 Street and 114 Avenue

Respondents also identified the following **roads** as areas of concern for traffic safety:

- 112 Avenue
- 114 Avenue
- 115 Avenue
- 118 Avenue
- 82 Street
- 87 Street

Question 5: What time of day do you have traffic concerns? Select all that apply.

The majority of respondents (61%) observed traffic safety concerns all the time. The table below summarizes the responses.

Response	N=36	%
Morning rush hour	14	39%
Afternoon rush hour	13	36%
Daytime	15	42%
Nighttime	13	36%
All the time	22	61%
Other	1	3%

Question 6: Which days of the week do you have traffic concerns? Select all that apply.

The majority of respondents (75%) observed traffic safety concerns every day of the week.

Response	N=36	%
Monday	8	22%
Tuesday	9	25%
Wednesday	7	19.4%
Thursday	8	22.2%
Friday	10	28%
Saturday	7	19.4%
Sunday	6	17%
All of the above	27	75%

Question 7: During which season(s) do you experience these traffic concerns? Select all that apply.

The majority of respondents (86%) observed traffic safety concerns throughout the year.

Response	N=36	%
Year round	31	86%
Summer	9	25%
Spring	7	19.4%
Fall	6	17%
Winter	5	14%

Question 8: Do you have any other specific comments regarding the above safety concerns?

Respondents shared a number of additional comments. The top three themes included:

- Speeding and shortcutting
- Adaptable traffic-calming solutions
- Poor driver attention/distracted driving

A description of each theme is provided in the table below.

<i>Theme</i>	<i>Description</i>
Speeding and shortcutting	High-speed shortcutting was cited as a major concern, including intersections such as 114 Ave and 89 Street. Respondents highlighted how vehicle drivers speed to shortcut and avoid traffic lights.
Adaptable traffic calming solutions	Most respondents highlighted that infrastructure improvements, such as modal filters, curb extensions, and replacing two-way yields with four-way stops or small traffic circles could help curb speeding and shortcutting in the neighbourhood.
Poor driver attention/distracted driving	Concerns about poor driver attention/distracted driving were identified by respondents to be particularly high during stadium events.

Question 9: Do you have any suggestions to improve traffic safety in the neighbourhood?

Residents provided a number of suggestions for both adaptable and permanent traffic calming measures, to improve traffic safety in the neighbourhood.

Suggestions were analyzed and are summarized in the table below along with whether or not they could be considered in a Street Lab.

<i>Suggestion</i>	<i>Potential Considerations for a Street Lab</i>
Speed humps Curb extension Traffic calming Narrow roads	Yes
Flashing crosswalks Four-way stops Additional Signage	Not directly part of the Street Lab program but can be reviewed through other Safe Mobility programs .
Active Transport Infrastructure/Bike Lanes	These suggestions are out of Safe Mobility's scope and will not be explored as part of a Street Lab or other Safe Mobility program, however, feedback has been shared with the appropriate team.

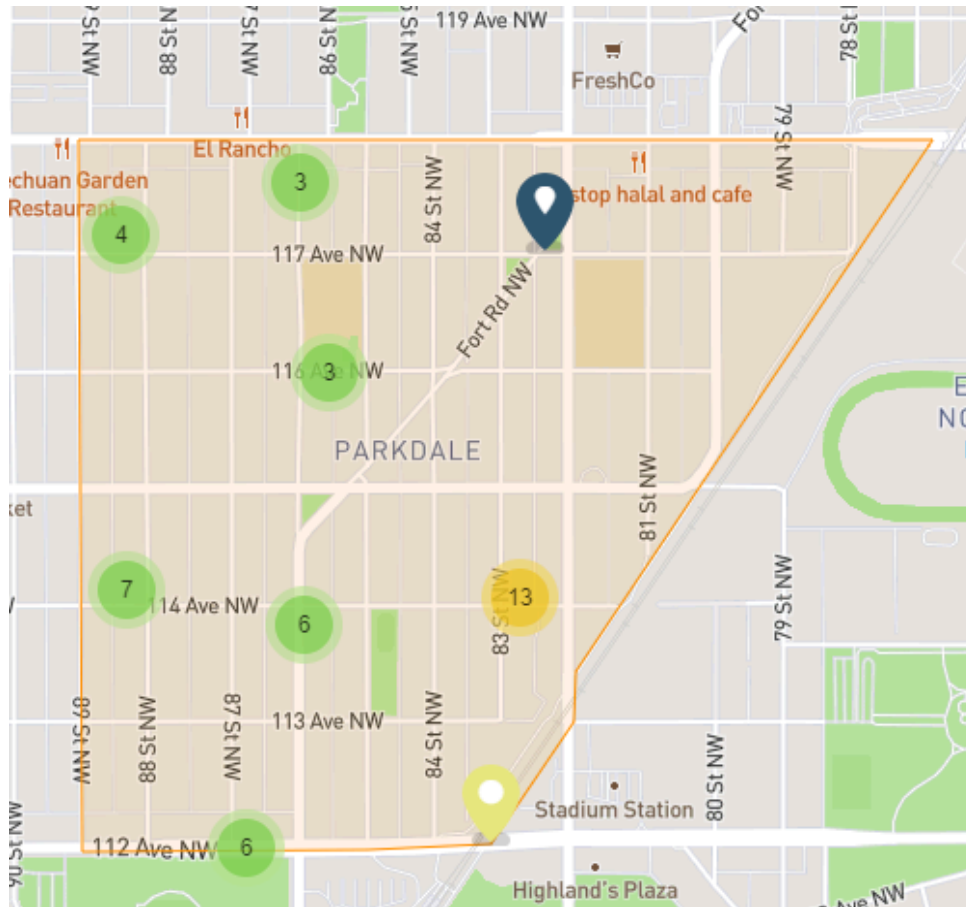
Question 10: Do you live, work or visit the neighbourhood? Select all that apply.

If respondents live in the neighbourhood, they were asked which street they live on. If respondents stated they visit or work in the neighbourhood, they were asked how often they work in/visit the neighbourhood.

The majority of respondents (95%) live in the neighbourhood. A smaller number of respondents visit the area, with the majority visiting daily.

Interactive Mapping Tool Feedback

An [interactive mapping tool](#) was available on Engaged Edmonton from September 26 to October 17, 2023. This provided residents with the opportunity to identify locations of interest and pinpoint traffic safety concerns. A total of 14 contributors placed 45 pins. The results are summarized below:



The top traffic safety concerns for respondents:

- Speeding
- Poor crosswalk safety
- Shortcutting
- Drivers not yielding to pedestrians
- Drivers not coming to a full stop

The intersections of concern:

- 83 Street and 114 Avenue
- 88 Street and 115 Avenue
- 82 Street and 114 Avenue

The following streets and avenues were also noted by respondents in relation to their traffic safety concerns:

- 114 Avenue
- 117 Avenue

- 82 Street
- 84 Street
- Fort Road

Walk and Roll Audit Feedback

A Walk and Roll Audit was conducted on October 12, 2023 at Parkdale Cromdale Community Hall. This was an opportunity for residents to move around the community with City staff to discuss access, mobility and street safety. Thirteen community members attended the event, with the key findings summarized below.

<i>Location</i>	<i>Traffic Concerns</i>
School zones	<ul style="list-style-type: none"> • Drivers speeding above the 30 km/hr speed limit. • Concerns about vulnerable road users. • Support for speed humps and further reducing speed limit. • Unmarked crossing by the school at 116 Avenue.
82 Street and 113 Avenue	<ul style="list-style-type: none"> • Pedestrian and cyclist safety concerns. • Rapid flashing beacons are hidden. • No elephant's feet¹; cyclists are forced to dismount. • Drivers not yielding to pedestrians and cyclists.
82 Street and 114 Avenue	<ul style="list-style-type: none"> • Poor sightlines for pedestrians and cyclists on the shared-use path.
82 Street and 118 Avenue	<ul style="list-style-type: none"> • Rapid flashing beacons are hidden. • Drivers not stopping for pedestrians. • Concern for vulnerable road users. • Drivers speeding at all times of the day.
84 Street and 112 Avenue	<ul style="list-style-type: none"> • Two-stage crossing is helpful but drivers do not always comply. Often observed that one direction of traffic will stop while the other side keeps going.
85 Street and 112 Avenue	<ul style="list-style-type: none"> • Drivers are speeding through this intersection, especially at night time.

¹ Dots that are parallel to crosswalk markings that tell cyclists they do not need to dismount as they would at a regular crosswalk

85 Street between 113/114 Avenue	<ul style="list-style-type: none"> Obscured sightlines and no crossing for pedestrians midblock to get to the Community League Hall.
85/86 Street and 114 Avenue	<ul style="list-style-type: none"> Drivers not yielding due to obstructed sight lines. No signage indicating that 114 Avenue is a two-way street. No signage letting motorists know that they cannot turn eastbound.
84 Street and 116 Avenue and 85 Street and 115 Avenue (Fort Road intersections)	<ul style="list-style-type: none"> Confusing intersections, direction of travel can be unclear. Pedestrian safety concerns, as they often need to cross in stages.
89 Street and 114 Avenue	<ul style="list-style-type: none"> Inconsistent bike lanes. Protected bike lanes are preferred.
82 Street and 116 Avenue	<ul style="list-style-type: none"> Speeding
112 Avenue	
Intersection 87 Street and 115 Avenue	
82/89 Street and 118 Avenue	<ul style="list-style-type: none"> When the road transitions to one lane, many drivers speed up to get in front of the queue of cars. Drivers do not slow down for pedestrian lights. Speeding increases when drivers travel east past 89 Street into Parkdale.
115 Avenue	<ul style="list-style-type: none"> Shortcutting Speeding concerns, often noticed after stadium events, late at night. Wide roads encourage speeding.
118 Avenue	<ul style="list-style-type: none"> Speeding Drivers not yielding to pedestrians or slowing for pedestrian lights. Pedestrian controlled lights take too long.
Other Concerns	
Out of scope feedback for areas outside of the neighbourhood, that is unrelated to mobility and/or may not be addressed as part of the Vision Zero Street Lab program	<ul style="list-style-type: none"> During events, non-residents are illegally parked in private residences' parking spaces, including near garages. Support for enforcement resulting in ticketing and towing vehicles.

	<ul style="list-style-type: none">● Concerns about vehicles with tinted windows, especially on the front windshield.● Excessive vehicle noise from people revving their engines. EPS is unable to enforce at all times of day and so residents are unsure what the response should be.● Bike infrastructure changes between neighbourhoods is fragmented. The situation is worse in the winter months because of limited snow and ice clearing. It is difficult for cyclists to create a network or route.● Support for more bike routes as it is difficult to cycle with children.
--	--

Next Steps

The feedback shared in this What We Heard Report was used in conjunction with the City's engineering expertise and technical data, to decide if a Street Lab is the best solution to address the street safety issues the neighbourhood is facing, or if another Safe Mobility program would be more appropriate.

The City has determined that it will pursue a Street Lab based on feedback received from the neighbourhood.

The feedback shared by residents will be used in conjunction with the City's engineering expertise and technical data to develop a Street Lab plan consisting of measures to help address the street safety concerns in this neighbourhood.

Subscribe to project updates at edmonton.ca/StreetLabs.

CONTACT: Please email saferoads@edmonton.ca and City staff will follow up with you within three business days.