



# WELCOME!

## Towards 40 Program: Encouraging Safe Speeds in Your Community

**40 Street** between Hermitage Road  
and south of 131 Avenue

**Hermitage Road** between  
50 Street and Hyndman Crescent

For more information on this project, visit  
**[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects)** or **call 311.**

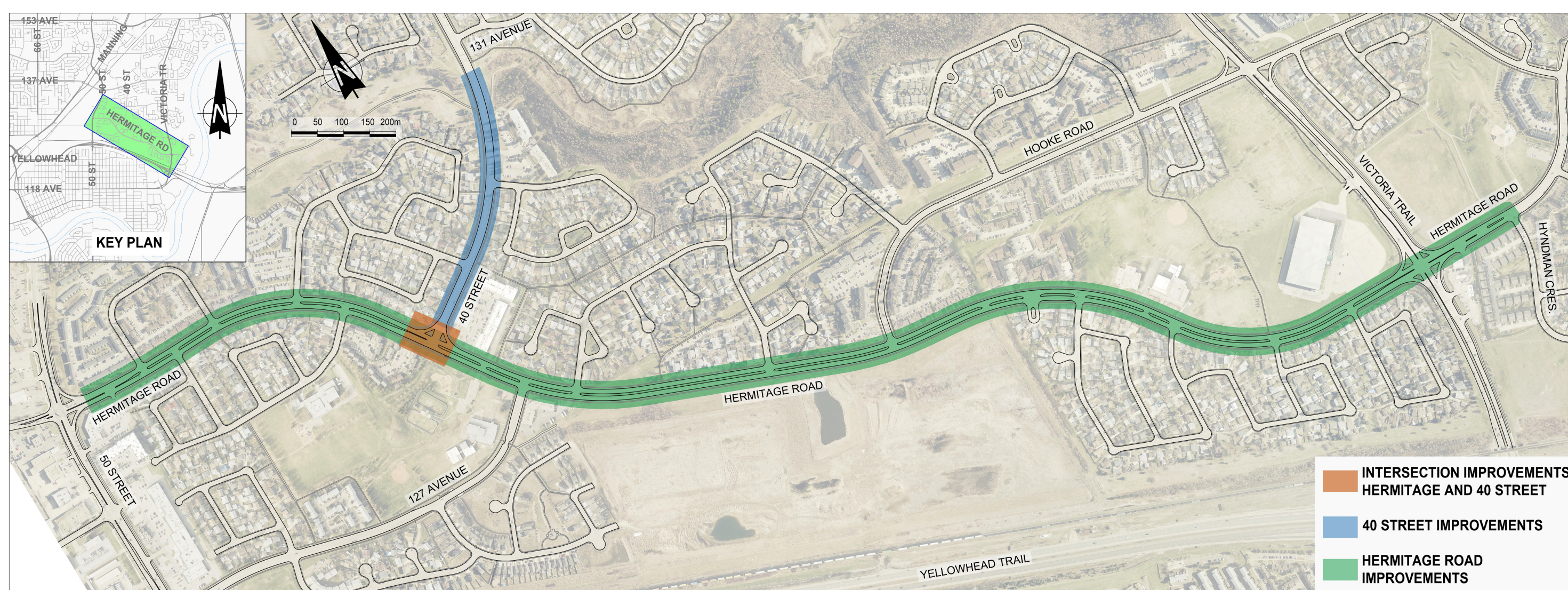
**VISION  
ZERO**

**Edmonton**





# Towards 40 Program: Project Areas



**40 Street** (between Hermitage Road and south of 131 Avenue) is a **low compliance road** where speed limits are regularly violated and where safer driving behaviours can be encouraged.

**Hermitage Road** (between 50 Street and Hyndman Crescent) is an **exception road**. Hermitage Road didn't transition to 40 km/h when default speed limits were reduced in 2021. This road is in need of improvements to lower speeds and prioritize safety and accessibility.

For more information on this project, visit [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311.

**VISION  
ZERO**

**Edmonton**

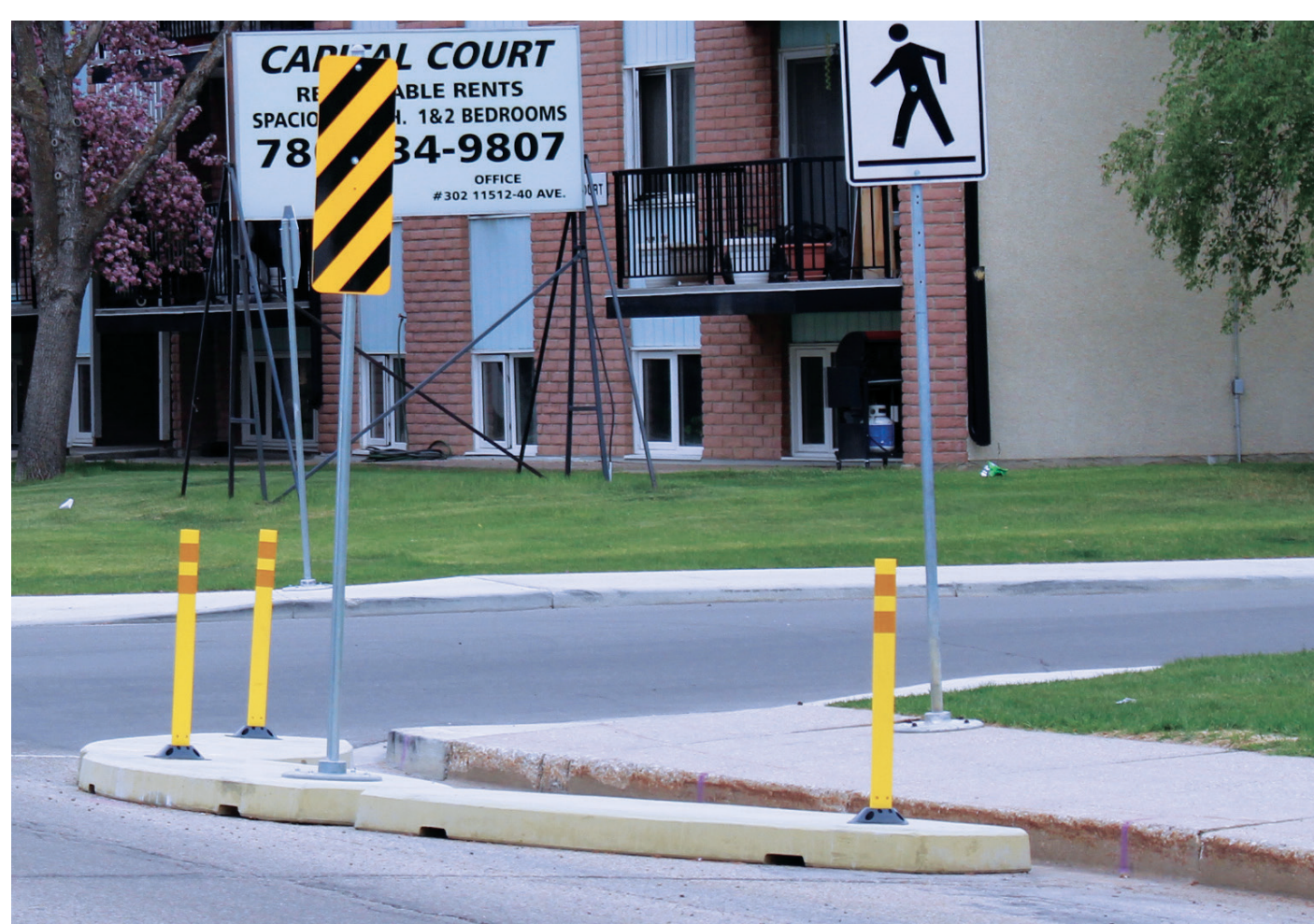




# Towards 40 Program: Adaptable Measures

**The Towards 40 Program** is focused on improving safety in areas where speeding and safety issues have been identified. The program will encourage safe driving habits and increase speed limit compliance using adaptable measures.

**Adaptable measures** allow the City to improve safety conditions on roads until permanent infrastructure can be installed.



For more information on this project, visit [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311.

**VISION  
ZERO**

**Edmonton**





# Towards 40 Program: Roadmap

## Gathering Information

The City collects data and public feedback through public engagement opportunities. People can **ADVISE** the project team on their lived experience and suggestions on areas of improvement in the project areas.



### BACKGROUND REPORT

Created by the City to show what we heard from the public and the data collected for the project areas. It serves as a foundation for the next step in the process.

## Creating Draft Designs

Based on the Background Report, the project team develops the draft designs using adaptable measures that will encourage speed compliance and safer driving behaviours.

## Sharing Final Design

The project team creates and shares the final design using adaptable measures that reflect city policies, technical considerations and what we heard during the public engagement process.



### WHAT WE DECIDED REPORT

Created by the City to show how the project team arrived at the final design.

## Updating Design

## Sharing Draft Design

The public provides feedback and can **ADVISE** the project team on the draft designs using adaptable measures.



## Installing Adaptable Measures

The new adaptable measures are installed in the project areas. The public is notified in advance of when installation will occur.

## Evaluating the Changes

The City collects data and public feedback through public engagement opportunities. People can **ADVISE** the project team on their lived experience and level of comfort travelling within the project areas with the new adaptable measures.



### EVALUATION REPORT

Outlines what we heard from the public and shares data collected for the project areas. It shows how speed limit compliance and driving behaviour has changed since installation of the adaptable measures.



For more information on this project, visit [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311.

VISION  
ZERO

Edmonton





# Towards 40 Program: Public Engagement



**ADVISE**

Your feedback along with City policies and technical considerations will provide the overall direction in developing appropriate safety measures to be applied to the project areas.

Learn more about the City's public engagement process at [edmonton.ca/engagement](https://edmonton.ca/engagement)

**SHARE YOUR VOICE**  
**SHAPE OUR CITY**







# Towards 40 Program: Share Your Feedback

**Share your lived experience and suggestions** for improvements travelling on 40 Street, Hermitage Road and the intersection of 40 Street and Hermitage Road while you drive, walk, bike or roll.

## How to Participate

**In Person:** Share your feedback with our team at this public engagement event

**Phone:** Call 311

**Online:**

Use the QR code to take the survey



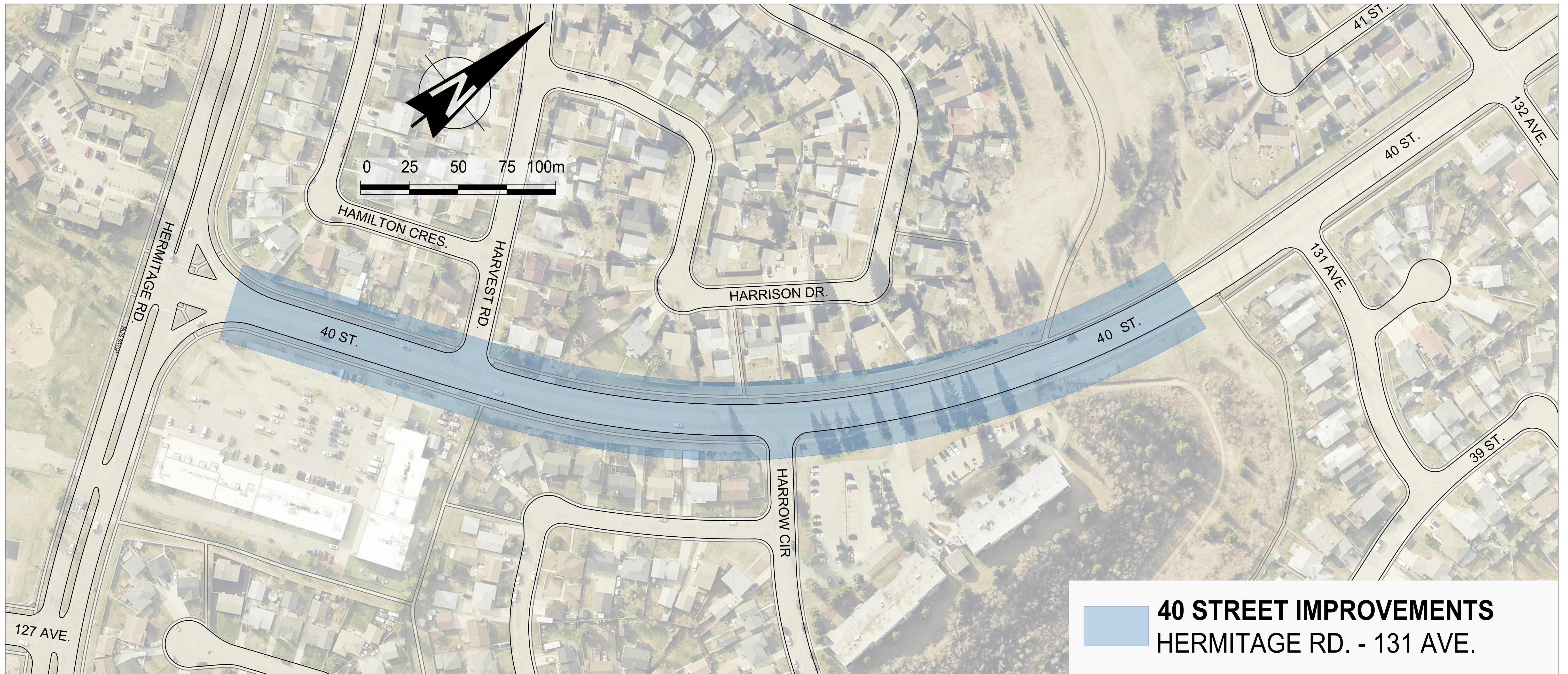
Your feedback along with the data collected by the project team will be included in a Background Report that will be shared in early 2024 at **[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects)**

ADVISE

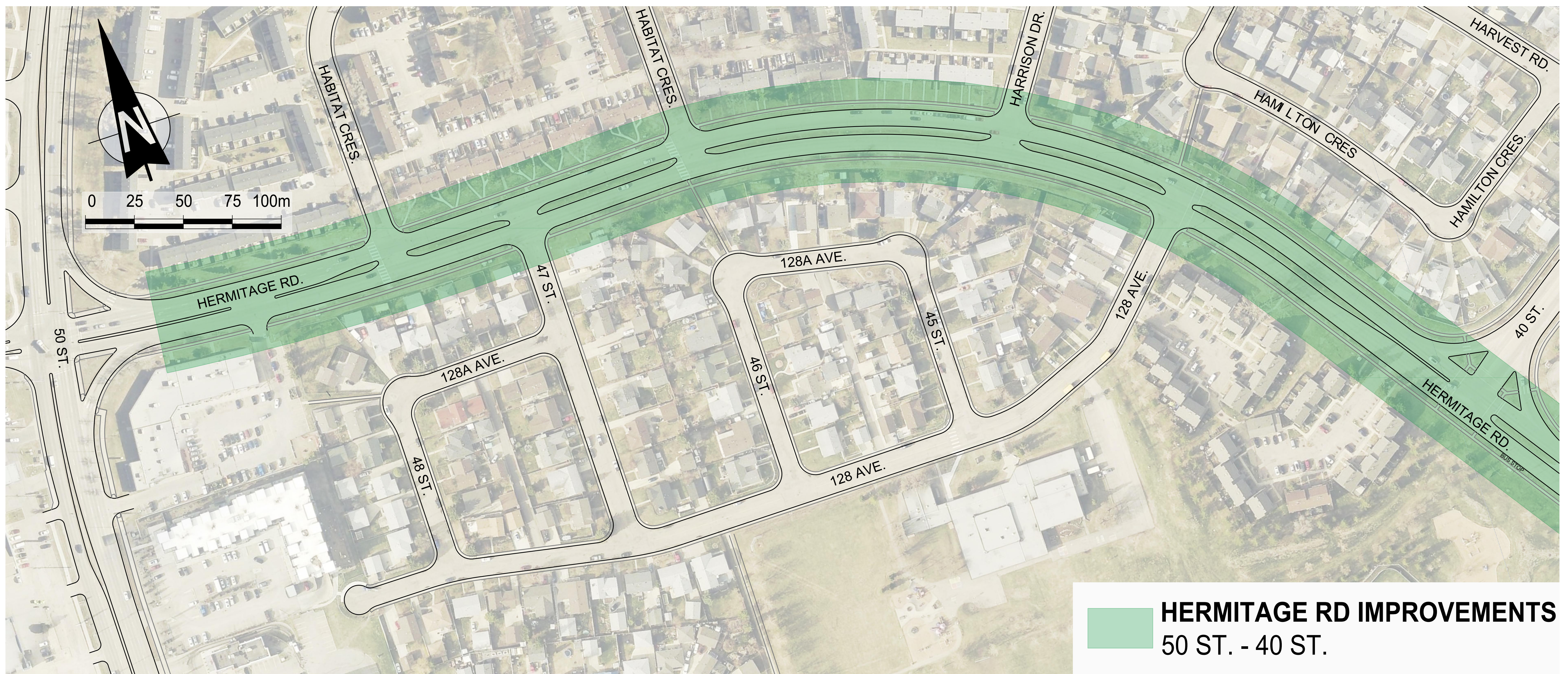
| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

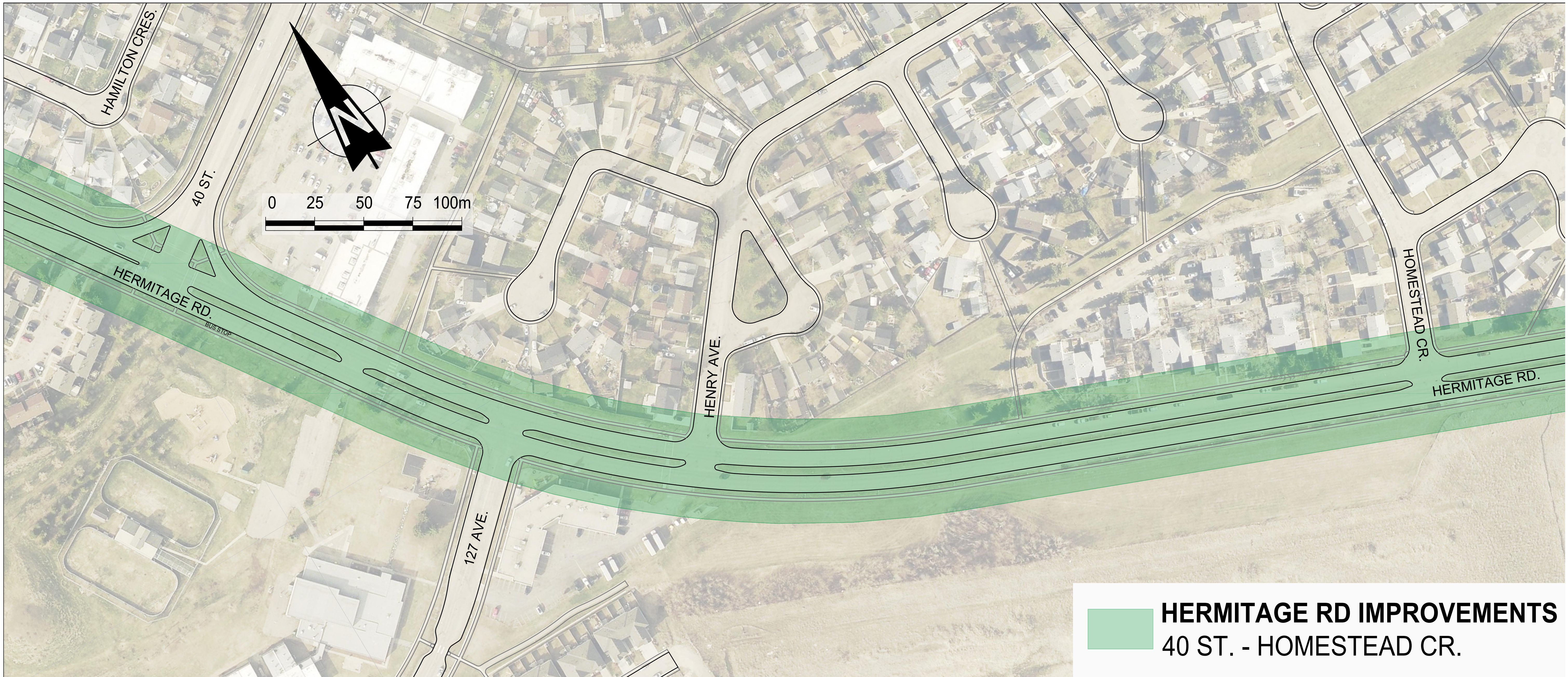




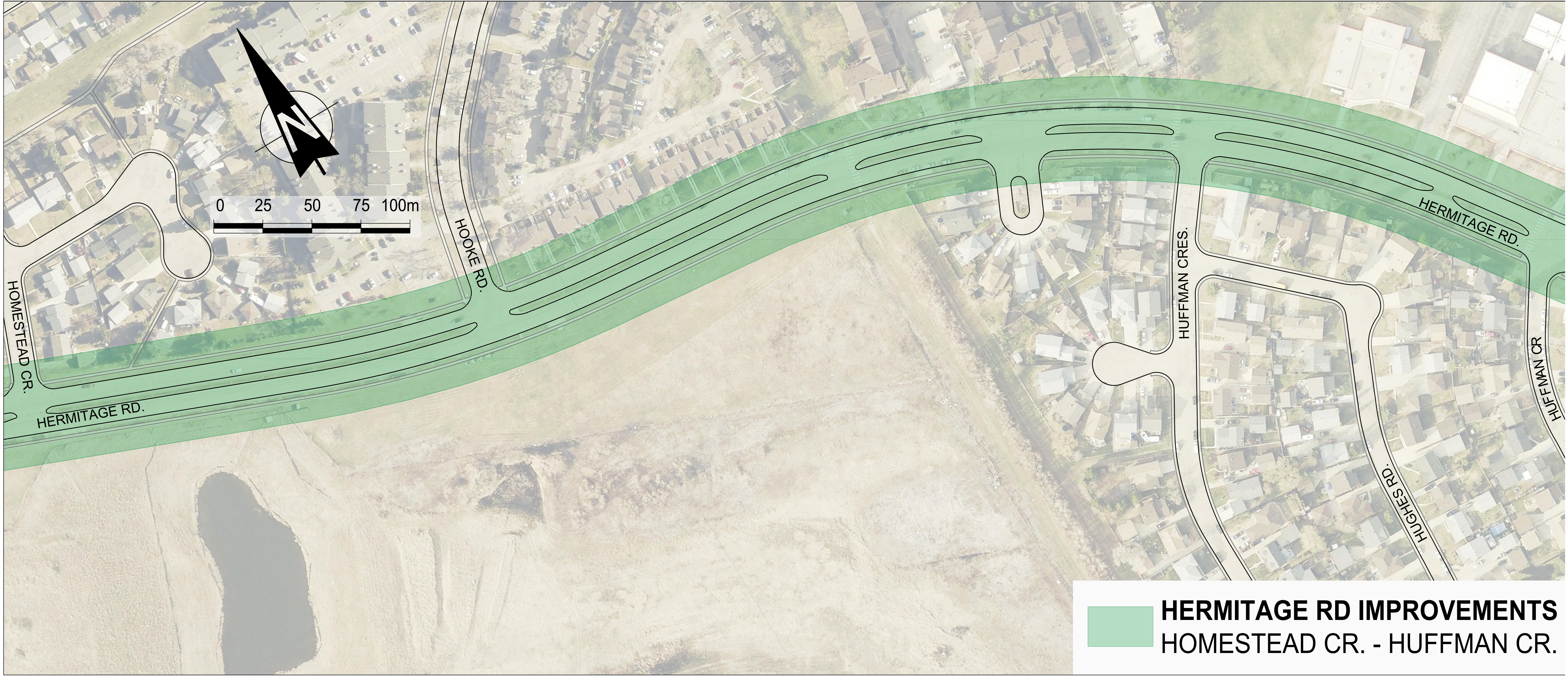






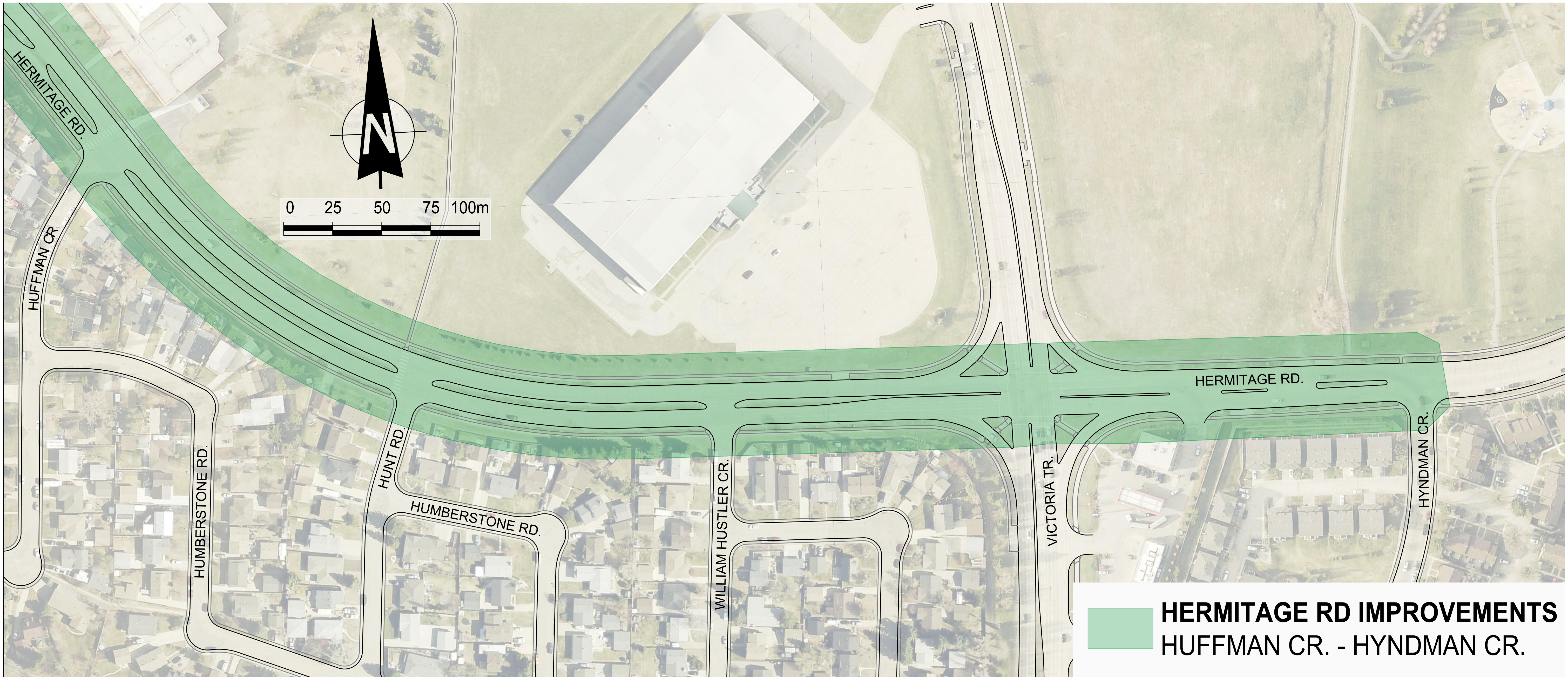




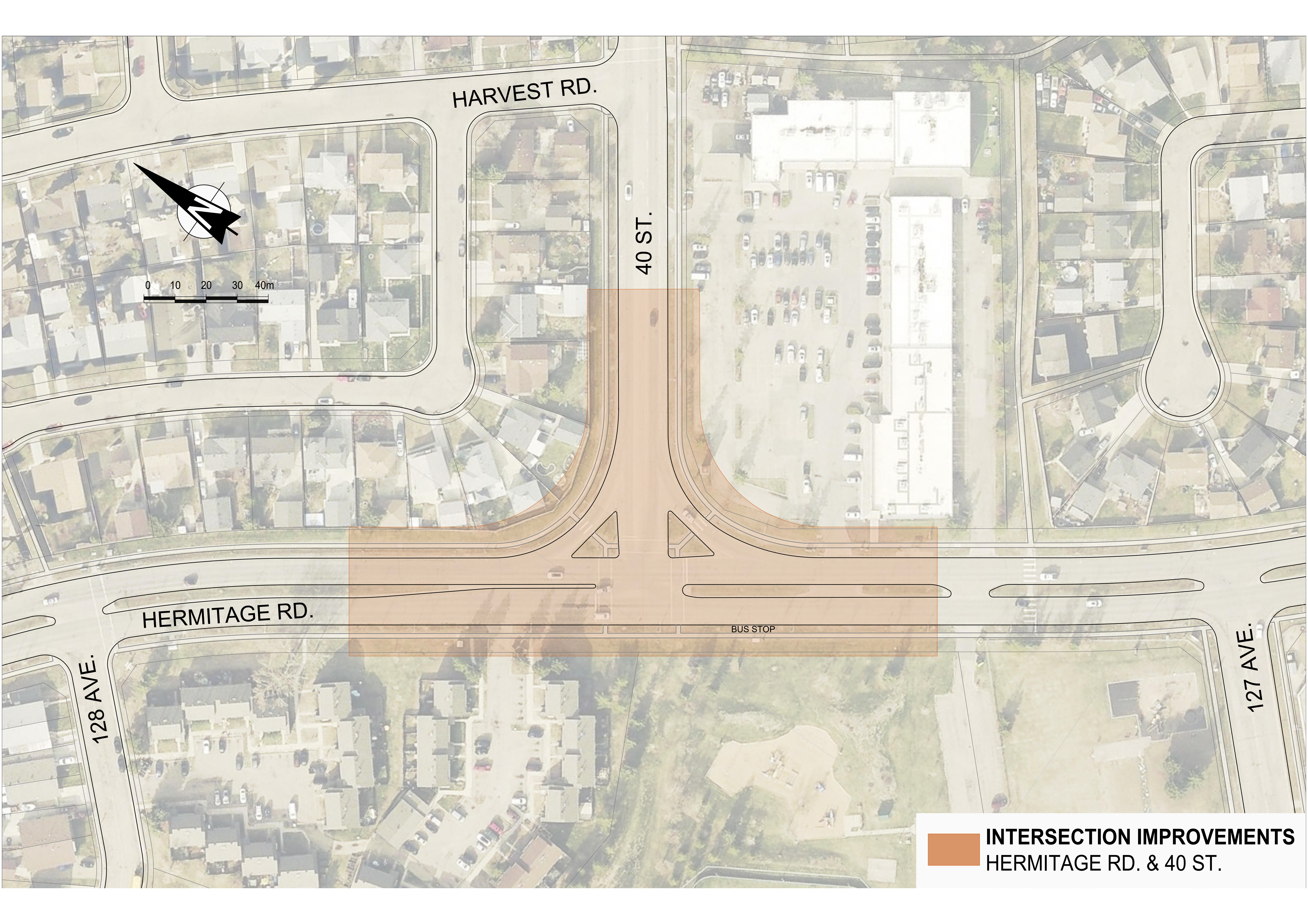


**HERMITAGE RD IMPROVEMENTS**  
HOMESTEAD CR. - HUFFMAN CR.









HARVEST RD.

40 ST.

HERMITAGE RD.

128 AVE.

127 AVE.

BUS STOP

 **INTERSECTION IMPROVEMENTS**  
HERMITAGE RD. & 40 ST.





# Thank You for sharing your feedback!

For more information on this project, visit  
**[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects)** or call **311**.

**VISION  
ZERO**

**Edmonton**