

Callingwood South

What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

April 2026



ADVISE

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Edmonton



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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, Callingwood South was selected for a Street Lab. The City engaged with community members and organizations in Callingwood South from November 4 to December 2, 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

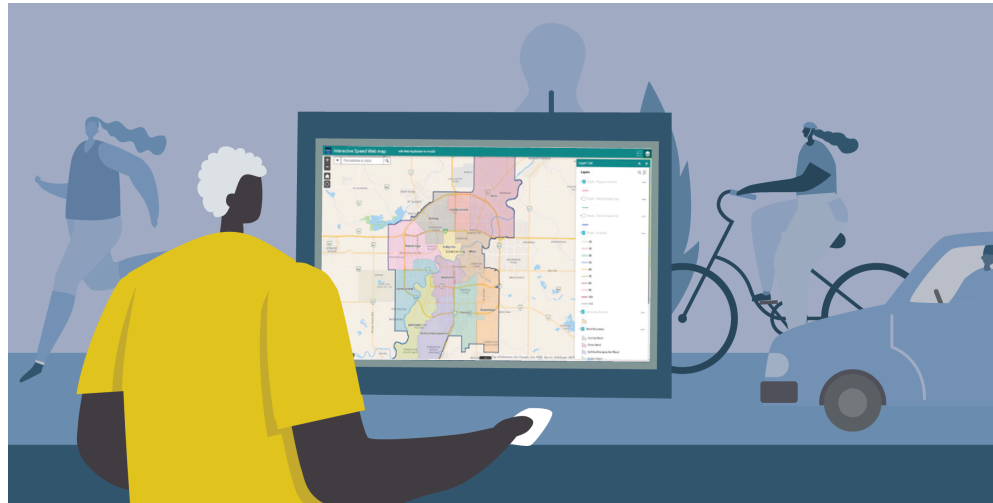
A **Gender-Based Analysis Plus** (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The City's Street Lab project team used a variety of engagement and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity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

Public engagement activities included:

- An **interactive map** was available from November 4 to December 2, 2025 on engaged.edmonton.ca that allowed community members to



pinpoint locations of traffic safety concerns. There were a total of **42 contributors** who placed **111 location pins** with comments on the online map, across various locations in Callingwood South.

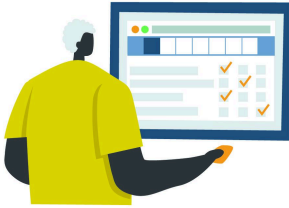


The City communicated the above engagement activity with the residents of Callingwood South and beyond in the following ways to boost and support inclusive participation:

- **4,543** public notices were mailed to all residents in Callingwood South via Canada Post.
- An email was sent to **four** neighbourhood organizations asking to share the engagement opportunity.
- 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 Callingwood South. The Facebook ad was seen **73,537** times.
- **29** lawn signs were printed and installed throughout the Callingwood South 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.

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 unsafe intersections followed by bike safety.

A visual overview of all engagement data can be found in the [2025 Callingwood South 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

- Pedestrian Safety
- Poor Visibility
- Speeding
- Unsafe Intersection
- Bicycle Safety
- Illegal Maneuver

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



This map provides a visual summary of the top concerns received during the engagement activities in Callingwood South.

feeling of fear due to vehicle speed or volume.

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).

Bike Safety refers to situations where cyclists' safety is compromised due to inadequate infrastructure, unsafe traffic conditions, or conflicts with vehicles.

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. 172 Street NW

- a. Poor visibility at 67 and 64 Avenue NW
- b. Pedestrian safety

2. 177 Street NW

- a. Unsafe intersection at West Edmonton Village NW and 64 Avenue NW
- b. Pedestrian safety

Other Concerns

Street Labs address traffic safety concerns on **local and collector** roads using traffic calming measures. However, the project team has heard the following concerns and shared them with the appropriate internal teams and programs as applicable.

- Request for traffic signal addition, removal or other changes
 - Concerns with traffic signals have been shared with the relevant city teams. Any further concerns related to traffic signals can be reported to 311 or through this link: edmonton.ca/transportation/report_requests/signs-signals
- Speeding and shortcutting in alleys
 - The City can provide additional "20 km Alley Max" signs, should they be desired. Please request these through 311 or 311.edmonton.ca
- Concerns on roads outside of the neighbourhood boundaries include 178 Street NW, Callingwood Road NW, 69 Avenue NW and 170 Street NW. Concerns shared about these roads include pedestrian safety,

bike safety, speeding, poor visibility, parking issues, illegal maneuvers, signage or signal issues, shortcutting and unsafe intersections.

- Concerns along arterial roads have been shared with the relevant city teams.
- For any further concerns, please report to 311 or 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 Callingwood South 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.