

Terrace Heights

# What We Heard Report: Safe Mobility Public Engagement

Vision Zero Street Labs

June 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, Terrace Heights was selected for a Street Lab. The City engaged with community members and organizations in Terrace Heights from March 10 - 31, 2026, 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

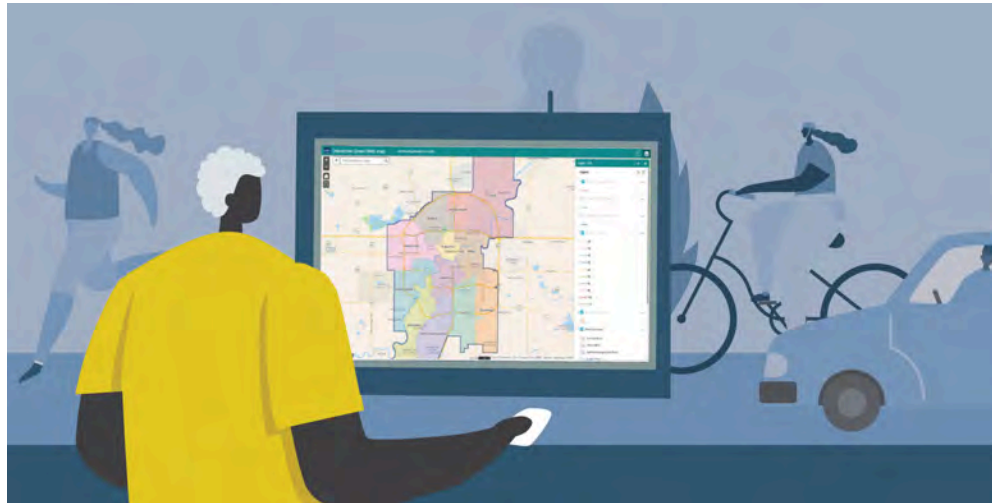


A **Gender-Based Analysis Plus** (GBA+) process was used to better understand the experiences and diverse needs of Edmontonians. The City's Street Lab project team used a variety of engagement and communication opportunities to broaden outreach and make sure as many people as possible had the opportunity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

Public engagement activities included:

- An **interactive map** was available from March 10 - 31, 2026, on [engaged.edmonton.ca](https://engaged.edmonton.ca) that allowed community members to pinpoint

locations of traffic safety concerns. There were a total of **224 contributors** who placed **193 location pins** with comments on the online map, across various locations in Terrace Heights.



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

- **2,110** public notices were mailed to all residents in Terrace Heights via Canada Post.
- An email was sent to **five** 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 Terrace Heights. The Facebook advertisement was seen **74,669** times.
- **35** lawn signs were printed and installed throughout the Terrace Heights neighbourhood during the engagement time frame.
- Shared with the Neighbourhood Resource Coordinator and the City Councillor.

### 3. WHAT WE HEARD

#### Engagement Results

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

This section of the report provides a detailed snapshot of the results captured from the online mapping tool available to the general public.



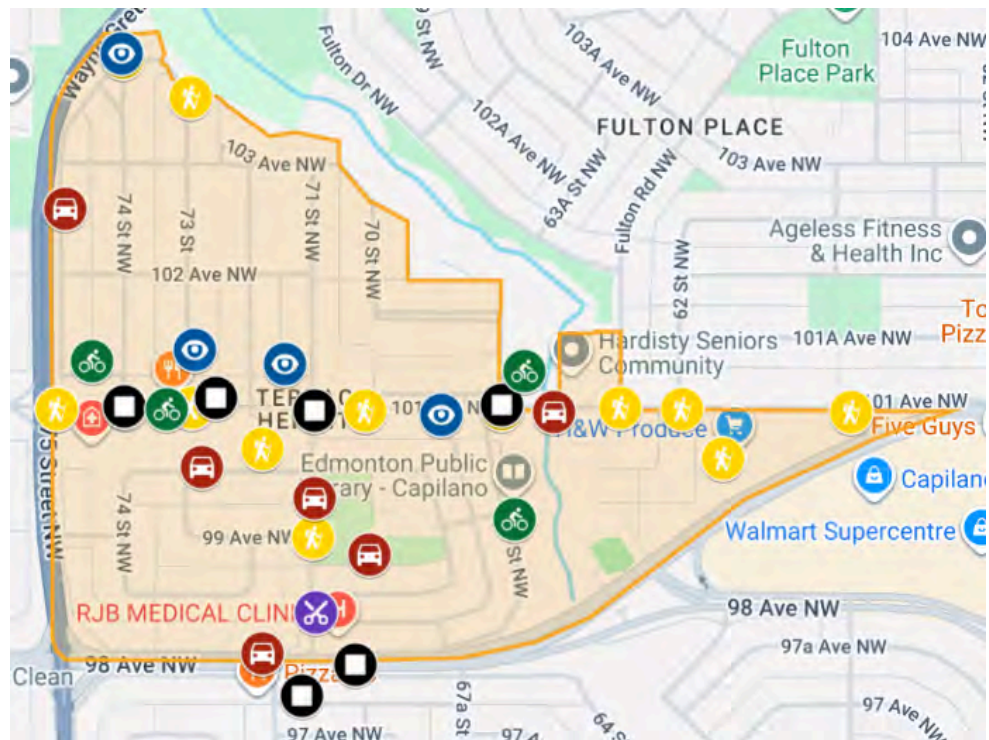
#### Map Data

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 speeding followed by unsafe intersections.

A visual overview of all engagement data can be found in the [2026 Terrace Heights 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
- Speeding
- Unsafe Intersection
- Bike Safety
- Poor Visibility
- Shortcutting



*This map provides a visual summary of the top concerns received during the engagement activities in Terrace Heights.*

*Safe Mobility definitions of the top three safety issues observed in the neighbourhood:*

**Pedestrian safety** refers to concerns related to modes of travel on the sidewalk such as walking, using a wheelchair/mobility aid, stroller or push scooter, and concerns related to crossings for people walking, biking or rolling such as poor visibility at crossings and long crossing distances. General concerns or a feeling of fear due to vehicle speed, volume, driver behaviour or a history of collisions are also considered.

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

**Intersection safety** refer to road junctions or intersections where the safety of all road users is compromised due to speeding, poor visibility, confusing traffic patterns, lack of crosswalks, inadequate signage, high traffic volumes, poor road conditions, failure of driver to follow traffic regulations, or the presence of multiple potential hazards (e.g., poor visibility of pedestrians or sharp turns).

## 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. 71 Street NW

- a. Speeding
- b. Pedestrian safety
- c. Shortcutting

### 2. 101 Avenue NW

- a. Pedestrian safety
- b. Unsafe Intersections at 74 Street NW, 73 Street NW, 72 Street NW, 71 Street NW and 70 Street NW
- c. Poor visibility at the intersection of 71 Street NW
- d. Bike safety
  - i. Participants requested bike lanes separated from vehicles and continued cycling infrastructure

## 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](https://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](https://311.edmonton.ca)

- Concerns on roads outside of the neighbourhood boundaries include 75 Street NW, 98 Avenue NW, Terrace Road NW and Wayne Gretzky Drive NW. Concerns shared about these roads include pedestrian safety, bike safety, speeding, poor visibility, 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](https://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 Terrace Heights neighbourhood.**