

SAFE MOBILITY STRATEGY

2027–2030

VISION
ZERO

Edmonton

LAND ACKNOWLEDGEMENT

The Safe Mobility Strategy (2027–2030) is our roadmap to achieve Vision Zero through safe and livable streets in amiskwaciy-wâskahikan ($\langle \Delta^{\circ} b^{\dot{r}} \cdot i^{\cdot} a^{\flat} \Delta b^{\flat} \rangle$).

Our mobility system sits on Treaty 6 Territory. We thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory since time immemorial, such as nēhiyaw (Cree), Dené, Anishinaabe (Saulteaux), Nakota Isga (Nakota Sioux) and Niitsitapi (Blackfoot) peoples. We also acknowledge this as the Métis' homeland and the home of one of the largest communities of Inuit south of the 60th parallel. As we advance the Safe Mobility Strategy, we recognize that this work takes place on traditional treaty lands and carries a shared responsibility. Guided by the principles of respect, relationship and responsibility reflected in the City of Edmonton's Indigenous Framework, we are committed to reducing harm, addressing inequities and creating a mobility system where everyone can move safely.



STRATEGY FOUNDATIONS

The Safe Mobility Strategy is Edmonton's roadmap to achieve Vision Zero. This strategy guides how the City plans, designs, operates and renews the mobility system to reduce risk, support safe and welcoming communities and enable responsible growth.

Grounded in a Safe System Approach, the strategy recognizes that people will make mistakes and that the transportation system must be designed so those mistakes do not result in serious harm. Achieving this requires acting early, applying what we learn over time and responding effectively as conditions evolve.

PRINCIPLES

We all deserve to move safely

Safety is fundamental to a healthy, connected city. No loss of life on Edmonton's streets is acceptable. Everyone who uses Edmonton's mobility system, whether walking, rolling, cycling, taking transit or driving, deserves to do so safely.

Creating safer streets supports comfort, confidence and dignity for all road users, particularly children, seniors and people with mobility challenges.

We are connected

Traffic safety is delivered within a complex urban system. Decisions about streets, land use, development, operations and enforcement all influence risk on the mobility system.

The Safe Mobility Strategy recognizes these interconnections and works to align safety improvements throughout, including growth planning, corridor design, signal operations, enforcement and capital renewal. Strengthening the safety of the mobility network supports mode shift, economic resilience and efficient service delivery across the city.

We are informed by evidence

Effective safety decisions are grounded in an understanding of risk.

The Safe Mobility Strategy uses multiple forms of evidence including analytical data, lived experience and technical guidelines, to identify priorities, develop solutions and evaluate outcomes. This combined approach provides a more complete picture of how the mobility system is functioning.

We are successful when we work together

Lasting safety improvements depend on shared responsibility. Creating safer streets requires coordinated action across City departments, other orders of government, partners and everyone who uses Edmonton's streets, pathways and sidewalks.

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INTRODUCTION

Every person who uses Edmonton's streets should be able to reach their destination safely. Whether walking, rolling, cycling, taking transit or driving, the ability to move safely through the city is fundamental to community well-being, economic vitality and quality of life.

Edmonton is growing, evolving and moving in more ways than ever before. Streets are busier and more complex, traffic patterns are changing and the mobility system is expanding to support a rapidly growing region.

In 2025, Edmonton recorded 32 traffic-related fatalities, the highest number since the City adopted Vision Zero. Provincial restrictions to automated enforcement have limited one of the City's most visible traffic safety tools, while rising traffic volumes are increasing pressure on the transportation network.

Edmonton's approach to traffic safety must continue to evolve with these shifts.

Edmonton's response remains anchored in Vision Zero, the long-term goal of zero traffic-related fatalities and serious injuries. Adopted by City Council in 2015, Vision Zero reflects the belief that no loss of life on our streets is acceptable. Achieving this goal requires a Safe System Approach, one that recognizes people will make mistakes and designs streets, policies and operations to prevent those mistakes from resulting in serious harm.

Over the past decade, Edmonton's approach to traffic safety has matured. Programs that once operated in isolation are now increasingly integrated across planning, design, development and operations, allowing the City to influence safety earlier and more consistently across the mobility system.

The Safe Mobility Strategy (2027–2030) builds on this foundation by modernizing how the City prioritizes investment, integrates safety into growth and renewal, and delivers safety improvements across a larger and more complex city.

This strategy:

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|---|---|--|--|---|
| Considers unique areas individually (a place-based approach), recognizing that risk shows up differently in neighbourhoods, around schools and along arterial roads. | Further integrates safety into growth planning, capital renewal and street design. | Uses expanded and more mature evidence, including lived experience and predictive insight, to guide investment. | Clarifies roles by outlining where the City controls outcomes, influences behaviour and advocates for change. | Aligns safety improvements with long-term fiscal sustainability and quality service delivery expectations. |
|---|---|--|--|---|

The Safe Mobility Strategy (2027–2030) builds on what has worked, responds to what has changed and positions Edmonton to continue progressing toward Vision Zero in a rapidly growing urban environment.

SOCIETAL BENEFITS OF SAFE MOBILITY

As Edmonton evolves, the safety of our mobility system directly influences economic development, household affordability, public confidence and quality of life. The Safe Mobility Strategy advances the vision set out in the City Plan and directly supports Council's priorities, actions and principles through Vision Zero.



Public Safety and Community Well-Being

Traffic-related fatalities and serious injuries are among the most severe harms that occur in our public spaces. Creating environments where people can safely walk, cycle, roll and drive supports a healthy city and strengthens trust in City infrastructure and policy.

Reducing serious collisions directly supports Council's priorities to ensure safety in public spaces and on our roadways by:

- Protecting vulnerable road users, including children, seniors and people with mobility challenges.
- Increasing walking and cycling, especially among children, seniors and women¹, which further leads to increased physical and mental health.
- Supporting neighbourhood well-being and confidence in public spaces.
- Reducing the strain on emergency response and health care systems by reducing crashes and contributing to public health through increased access to active transportation options.

Growth and Economic Resilience

Safe streets are essential to a strong economy. As Edmonton grows, building safety into corridor design, development standards and renewal planning helps create places where businesses can invest, employers can locate, and communities can thrive.

Streets that are safe, accessible and welcoming attract people. That supports local businesses, strengthens property values and contributes to more vibrant neighbourhoods.

Improving safety on arterial roads is also key to supporting residential growth. Managing speed, reducing conflicts and making crossings safer helps these corridors function as places for people, not just traffic, enabling long-term transformation.

Collisions, especially serious collisions, result in travel delays which disrupt goods movement and impact business operations, strain emergency services and create long term societal repercussions associated with loss of productivity and income for families impacted by these crashes. The estimated direct quantifiable economic cost of a single fatal collision in the Edmonton region is approximately \$225,558². These estimates capture only the measurable economic impacts and do not reflect the profound human and societal impacts of these tragedies.

Affordability and Livability

Transportation is one of Edmontonian's largest household expenses. The average cost of vehicle ownership in Canada is approximately \$1,373 per month³. Providing safe, reliable options for year-round walking, rolling, cycling and transit supports affordability by expanding mobility choices and reducing reliance on private vehicles. Safer streets also reduce crash-related financial hardship for families while improving access to employment, education and services, reinforcing livability across Edmonton's neighbourhoods.

Climate Resilience

Transportation accounts for approximately 36% of Edmonton's greenhouse gas emissions⁴. Research consistently shows that when more people walk and cycle, individual risk decreases, reinforcing the connection between safety, health and sustainability. Improving safety for vulnerable road users supports mode shift⁵, reduces congestion and contributes to climate resilience.

In addition, people are more likely to choose active travel options like walking and cycling when they feel it is safe⁶. When we create safe and accessible active travel alternatives, the co-benefits extend well beyond improving the physical health of the population. Active modes provide economic benefits including lower healthcare costs, reduced personal travel costs and increased activity for local businesses, and a benefit to the environment by reducing carbon emissions⁷.

Service Excellence and Fiscal Responsibility

Delivering safe mobility requires coordinated leadership, harmonized processes and clearly defined service levels. By aligning safety improvements with capital renewal cycles, long-term budgeting frameworks and defined service expectations, the City can:

- Deliver improvements more efficiently
- Reduce repeated reactive interventions
- Measure performance consistently
- Strengthen transparency and accountability

A maturing, evidence-informed approach ensures that every investment delivers measurable value while supporting long term financial sustainability.

¹Ralph Buehler, John Pucher, "Trends in Walking and Cycling Safety: Recent Evidence From High-Income Countries, With a Focus on the United States and Germany", *American Journal of Public Health* 107, no. 2 (February 1, 2017) : pp. 281-287.

²De Leur P., Thue L., Ladd B. *Collision Cost Study Update Final Report*. Technical Report, 2019.

³Ratehub.ca *The Cost of Owning a Car in Canada* 2024. <https://www.ratehub.ca/blog/what-is-the-total-cost-of-owning-a-car/>

⁴City of Edmonton. *Climate Strategies: 2024 Annual Implementation Update*. Edmonton: City of Edmonton. 2024.

⁵Jacobsen, P. L. (2003). *Safety in numbers: more walkers and bicyclists, safer walking and bicycling*. *Injury Prevention*, 9, 205-209

⁶Public Health Agency of Canada. (2017). *The Chief Public Health Officer's report on the state of public health in Canada 2017: Designing healthy living* (Cat: HP2-10E-PDF).

⁷Ding, D., Luo, M., Infante, M. F. P., Gunn, L., Salvo, D., Zapata-Diomed, B., Smith, B., Bellew, W., Bauman, A., Nau, T., & Nguyen, B. (2024). *The co-benefits of active travel interventions beyond physical activity: a systematic review*. *The Lancet. Planetary health*, 8(10), e790-e803.

PROGRESS AND SYSTEM CHANGES

Over the past decade, the City has taken deliberate and sustained action to improve traffic safety. Each iteration of the City's Safe Mobility Strategy has built on the last, broadening its strategic alignment, strengthening evidence-informed decision making and embedding safety more deeply across the mobility system.



PRIMARY FOCUS

- High collision and high harm locations

APPROACH

- Target intersections and corridors where serious collisions are occurring
- Use data-based evidence to prioritize investment
- Deliver engineering and enforcement countermeasures

KEY ACTIONS

- Adopted the Safe System Approach through the 5 Es of traffic safety: Engineering, Enforcement, Education, Engagement and Evaluation
- Improved approach to road design
- Implemented countermeasures like signalized right turns and protected left-turn signals
- Upgraded 258 crosswalks

RESULTS

- Between 2015–2019, fatalities on Edmonton streets decreased by 50% and serious injuries by 32%
- Established a strong foundation for Vision Zero and the Safe System Approach



PRIMARY FOCUS

- Proactive and system-wide safety

APPROACH

- Shift from reactive approach to embedding safety earlier and more broadly

KEY ACTIONS

- Implemented and evaluated effectiveness of a 40 km/h default speed limit
- Expanded neighbourhood traffic calming through Street Labs, speed tables and humps, Towards 40, Safe Routes to School, Safe Crossings and the expansion of the speed check sign program
- Advanced a playground zone safety plan and launched two innovative school pilots
- Collaborated with developers to embed safer street design in new neighbourhoods and work with internal City partners to integrate safety into renewal projects, including substantive changes to increase road safety through requirements and guidance in the Complete Streets Design and Construction Standards
- Integrated safety in the expansion of Active Transportation Network Expansion projects
- Integrated with Building Great Neighbourhoods to increase traffic calming measures in neighbourhood renewal

RESULTS

- With the launch of the 40 km/h default speed limit in August 2021, University of Alberta research⁸ showed a 25% reduction in the number of crashes and a 31% reduction in overall injuries and fatalities
- Expanded programming resulted in 49% of Edmonton neighbourhoods (140 of 286 residential neighbourhoods) receiving traffic calming upgrades
- Upgraded 409 crosswalks
- Implemented two pilot projects to trial innovative safety measures for schools and playground zones:
 - Highlands School: introduced a 30 km/h speed limit when beacons are flashing along 118 Avenue, a busy arterial roadway. When the beacons were active, average speeds decreased by 14%.
 - St. Thomas Aquinas School: introduced safety measures to prevent illegal parking in no stopping and no parking zones. After the measures were installed, parking enforcement experienced a 67% decrease in tickets issued per visit and a 56% decrease in no stopping violations.

⁸Abohassan, A., Contini, L., Elmasry, H., El-Basyouny, K. (2024). Assessing the effectiveness of speed limit reduction in Edmonton: A case study analysis. Accident Analysis and Prevention, 195.

SAFE SYSTEM APPROACH

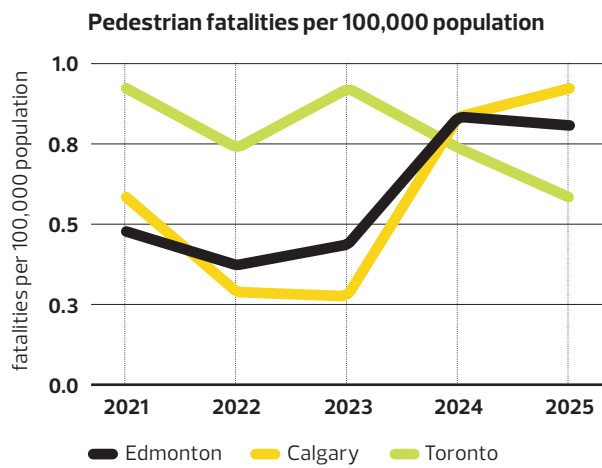
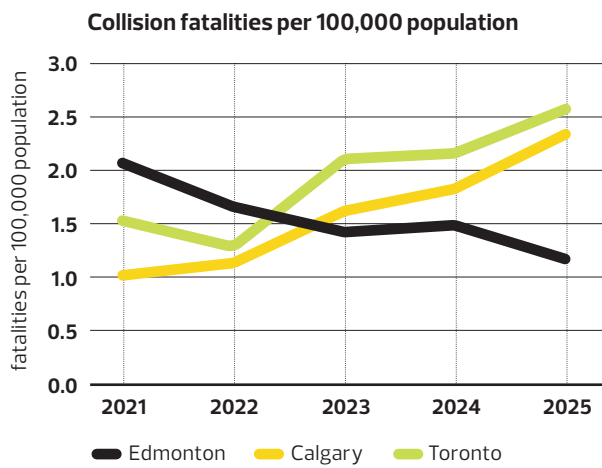
- Safer Roads
- Safer Speeds
- Safer Vehicles
- Safer People
- Post-Crash Care

GLOBAL TRANSPORTATION SAFETY

Edmonton's experience is not unique. A targeted jurisdictional scan of Vision Zero strategies of major cities in Canada and the United States, along with select international jurisdictions, identified consistent challenges including rising crash severity, persistent speeding and disproportionate impacts to vulnerable road users.

At the same time, cities that have sustained focus on Vision Zero are demonstrating that meaningful progress is achievable through consistent, system-wide action.

FIGURE 1: Collision Rates for Fatalities (Total and Pedestrian) for Various Canadian Cities



How Edmonton Compares

Edmonton is aligned with leading municipalities pursuing Vision Zero around the world. Edmonton was among the early Canadian adopters of Vision Zero in 2015. The City has established a dedicated Safe Mobility section, advanced a citywide speed limit reduction and integrated safety into residential development and renewal processes.

The jurisdictional scan identified several municipalities that are still building the foundational structures that Edmonton has already established, including formal strategy adoption, cross-department alignment and defined performance structures.

For comparison purposes, selected cities are shown in the charts above, using the most recent available comparable data. While Edmonton and Calgary have seen a post-COVID increase in collision fatalities per 100,000 residents, Toronto has experienced a contrasting downward trend. Pedestrian fatality rates per 100,000 show a similar post-COVID trend to overall fatalities in the same period. Notably, Edmonton's rate has remained unchanged for the last two reporting years.

Learning From Other Cities

While contexts vary, the jurisdictional scan identified several emerging tools and practices used by other cities that the City can explore:

- **Leading Pedestrian Intervals (LPIs):** Widespread implementation of LPIs to give pedestrians a head-start at signalized intersections.
- **Right-turn-on-red restrictions:** Expanding right turn restrictions at high risk intersections and at schools and playground zones.
- **New technologies:** Piloting technologies such as "rest in red" which is a traffic signal technology that defaults lights to red in all directions, only turning green when sensors detect approaching traffic or pedestrians.
- **Data modernization:** Improving on predictive analytics and integrating transparent public dashboards to track performance and, in some cases, provide real-time monitoring.

Informing the Safe Mobility Strategy (2027-2030)

The jurisdictional scan shows that while Edmonton is helping lead the way in Vision Zero, continuous improvement is essential to achieve it. Emerging technologies, expanded intersection safety tools and data modernization present opportunities to strengthen impact and have been incorporated into future work.

Will Edmonton Reach Vision Zero by 2032?

The City of Edmonton's Vision Zero commitment is to eliminate traffic-related fatalities and serious injuries.

This goal remains the foundation of the Safe Mobility Strategy.

When Council adopted Vision Zero in 2015, 2032 was identified as a target year to reach zero.

Based on current trends, achieving that outcome by 2032 is unlikely and disappointing.

However, Vision Zero is not about reaching zero for a single year.

The goal is to build a transportation system where deaths and serious injuries are prevented and zero becomes the sustained expectation.

The Safe Mobility Strategy (2027-2030) focuses on rapidly reducing fatalities and serious injuries where municipal actions can have the greatest impact.

This includes designing safer streets, managing speeds, improving intersections and crossings and integrating safety into planning, renewal and operations across Edmonton's mobility network.

While achieving Vision Zero ultimately requires action from many partners and road users, this strategy concentrates City efforts on the conditions within municipal control to accelerate progress toward safer streets for everyone.

UNDERSTANDING TRAFFIC SAFETY IN EDMONTON

As the City advances the Safe Mobility Strategy, a clear understanding of local risk is essential. Edmonton-specific evidence reveals the current state of traffic safety in our city, including where serious harm is occurring, how behaviours are shifting and how safety is experienced across the city.

Our evidence-informed approach draws primarily on the following sources:

- Crash data analysis provides insight into crashes and the current level of safety that Edmonton's mobility network offers. The analysis showed the types of crashes, locations, reasonings and who is involved.
- Due to delays in the collision reporting process, data from 2025 and some data from 2024 is not reflected in the analyses.
- Data analysis from intersection safety devices (ISDs), permanent speed check signs and movement data identifies trends in speeding and signal compliance.
- Lived experience from Edmontonians, including formal public engagement, through programs such as Street Labs and Towards 40, and 311 inquiries to identify emerging risk.
- The 2025 Traffic Safety Culture Study assesses peoples' attitudes, perceptions and behaviours that can contribute to crashes. Previous studies were conducted in 2014, 2016 and 2018.

Increasing Severity

In 2025, Edmonton recorded 32 traffic-related fatalities, the highest number since adopting Vision Zero in 2015. This marks a significant shift from the progress achieved earlier in the decade. Between 2015 and 2021, fatalities declined by 50% and serious injuries by 32%. Since 2023, that trend has reversed, with fatalities rising to 24 in 2023, 26 in 2024 and continuing upward in 2025.

Despite the rising fatalities, total collisions remain lower than 2015 levels, meaning that a higher proportion of crashes are now resulting in fatal or serious injury outcomes.

FIGURE 2: Total reportable crashes per year in Edmonton.

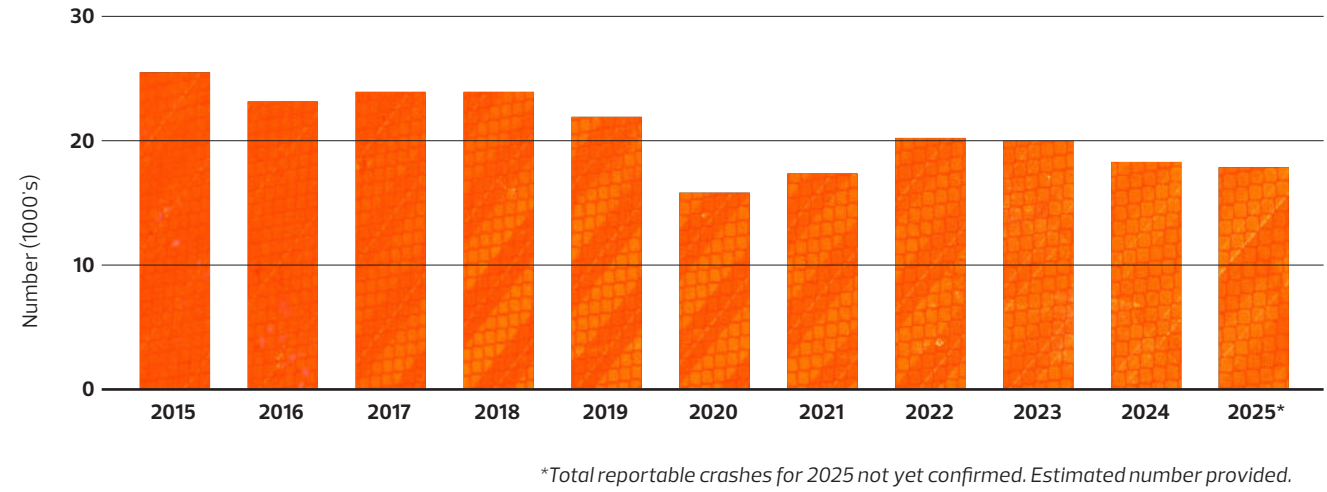
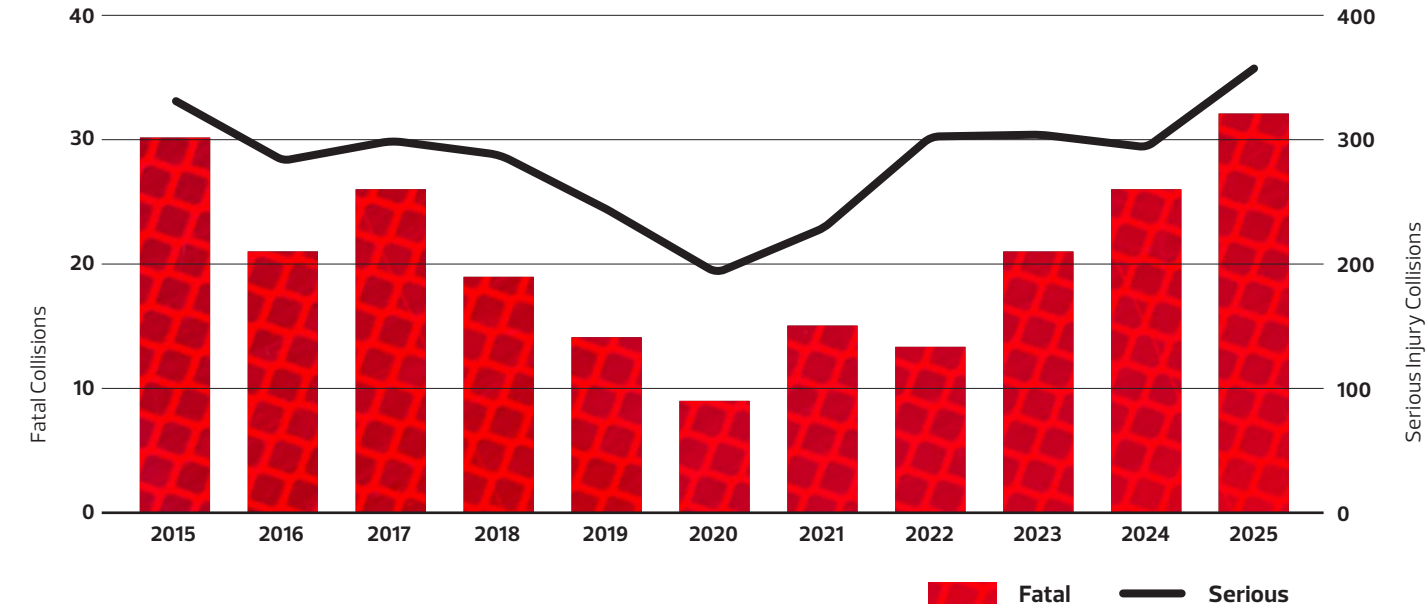


FIGURE 3: Total reportable crashes resulting in fatalities and serious injuries per year in Edmonton.



Why Collisions are Happening

Understanding what behaviours and conditions contribute to collisions helps explain how risk is taking shape across Edmonton's mobility system.

Analysis of recent crash data (2020–2025) shows that the most frequent collision causes on Edmonton's streets remain consistent with patterns identified in previous strategies:

- 1. Following too closely
- 2. Changing lanes improperly
- 3. Hitting a parked vehicle
- 4. Turning left across a path
- 5. Running off the road

Trends show an increase in severity associated with speeding and failure to comply with signals and right-of-way. In addition, behavioural data shows drivers increasingly engaging in risky driver behaviour.

Speeding

Speed plays a role in every crash because higher speeds increase the risk of serious injury or death. Recent trends indicate that speeding remains a significant and growing concern in Edmonton. Data shows increases in speeding following reductions to automated enforcement, while findings from the Traffic Safety Culture Study reinforce that risky driver behaviours are becoming more common.

The Government of Alberta, which regulates and audits the operations of the City's Automated Traffic Enforcement (ATE) program, has significantly limited the program's capacity.

- 2019 – Ban on establishing new sites
 - 2021 – Prohibition of ATE on residential streets less than 50 km/h
 - 2023 – Removal of ATE from Anthony Henday Drive
 - 2025 – Restriction of ATE speed enforcement to playground and construction zones only
- The City's ATE program currently consists of ISDs that enforce red light running only.

The City, in partnership with the University of Alberta, conducted research that focused on understanding the impacts of the removal of ATE in Edmonton. The research shows the following trends:

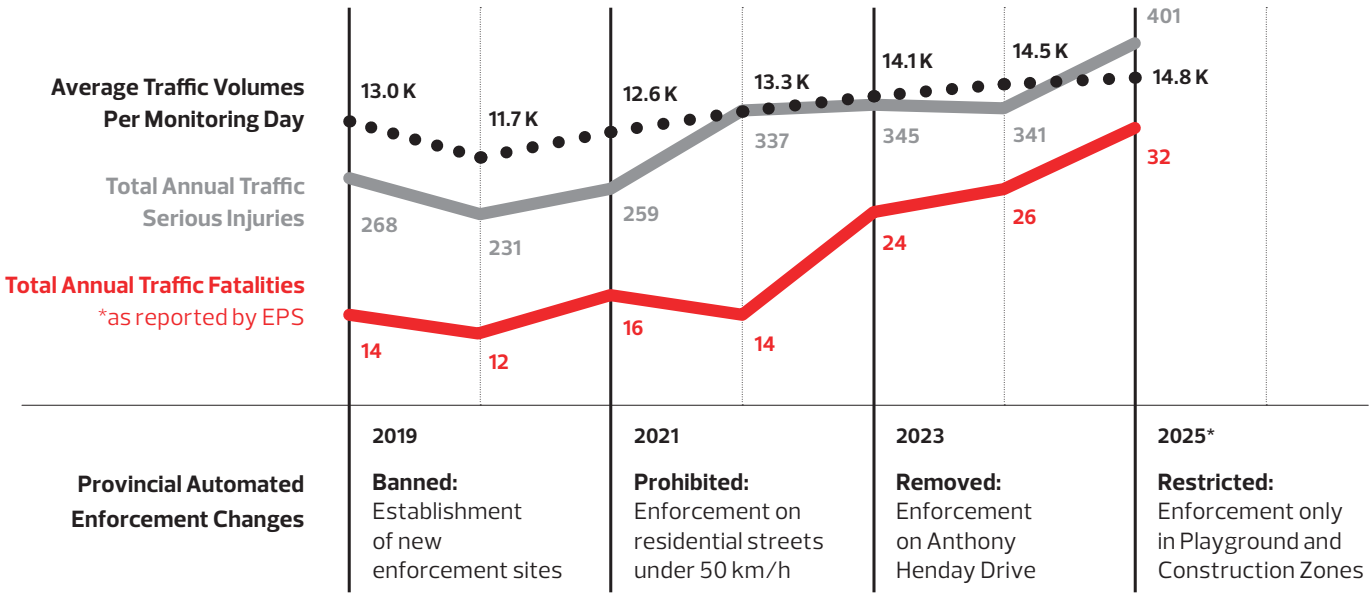
- Increase in violations: After a measurable drop in vehicles travelling over the speed limit at active automated enforcement sites in 2024, vehicles travelling over the speed limit rose again in 2025 by 18%.
- Increase in severity: Compared to 2024, the largest increases in 2025 were related to extreme speeding:
 - + 10 km/h above the limit: 79% increase
 - + 20 km/h above the limit: 134% increase
 - + 30 km/h above the limit: 128% increase
- Pervasive problem: Increased speeding is a citywide trend, with increases captured at 82% of the City's monitored intersections.

According to the 2025 Traffic Safety Culture Study, the top reasons drivers report speeding include:

- Trying to keep up with traffic – 26%
- Not paying attention – 18%
- Feeling the speed limit is too low – 17%

Together, these findings suggest speeding is influenced not only by individual choices but by the broader enforcement environment, social norms, roadway context and attentiveness.

FIGURE 4: Changes in citywide fatalities and traffic volumes (captured at ISDs) corresponding to recent changes in the Government of Alberta's Automated Traffic Enforcement guidelines.



Rapid population growth and the role in increasing fatalities and collisions

Edmonton is one of the fastest growing cities in Canada.

- Edmonton's population increased by more than 260,000 residents, a growth rate of approximately 27%, between 2017–2025.
- The number of licensed drivers increased by approximately 17% between 2021–2025 from 716,860 to 838,814.
- Daily monitored traffic volumes at ISDs increased by 14% between 2019 and 2025.

Edmonton also serves as the economic and service hub for the Edmonton Census Metropolitan Area, which has a population of approximately 1.61 million, increasing regional travel demand across the mobility network.

As our city grows, the rate of overall collisions per person is decreasing. However, the rate of crashes causing serious injury or death is increasing, even after accounting for more people, vehicles and traffic on our roads.

This indicates that population growth and increased travel activity alone do not account for the rise in serious harm.

Signal Compliance and Intersection Conflict

Failure to observe traffic signals and right-of-way are contributing factors in collisions with severe outcomes.

Monthly red light violation data captured at monitored intersections indicates sustained levels of non-compliance and shows a marked increase from 2023 to 2025. Left-turn conflicts, failure to yield and improper turning movements continue to appear among the most common contributing causes of crashes.

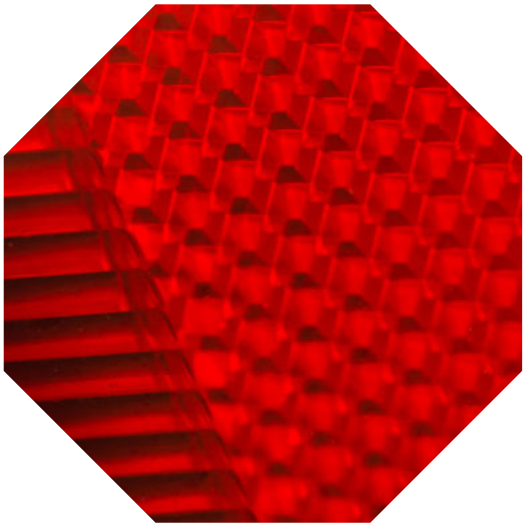
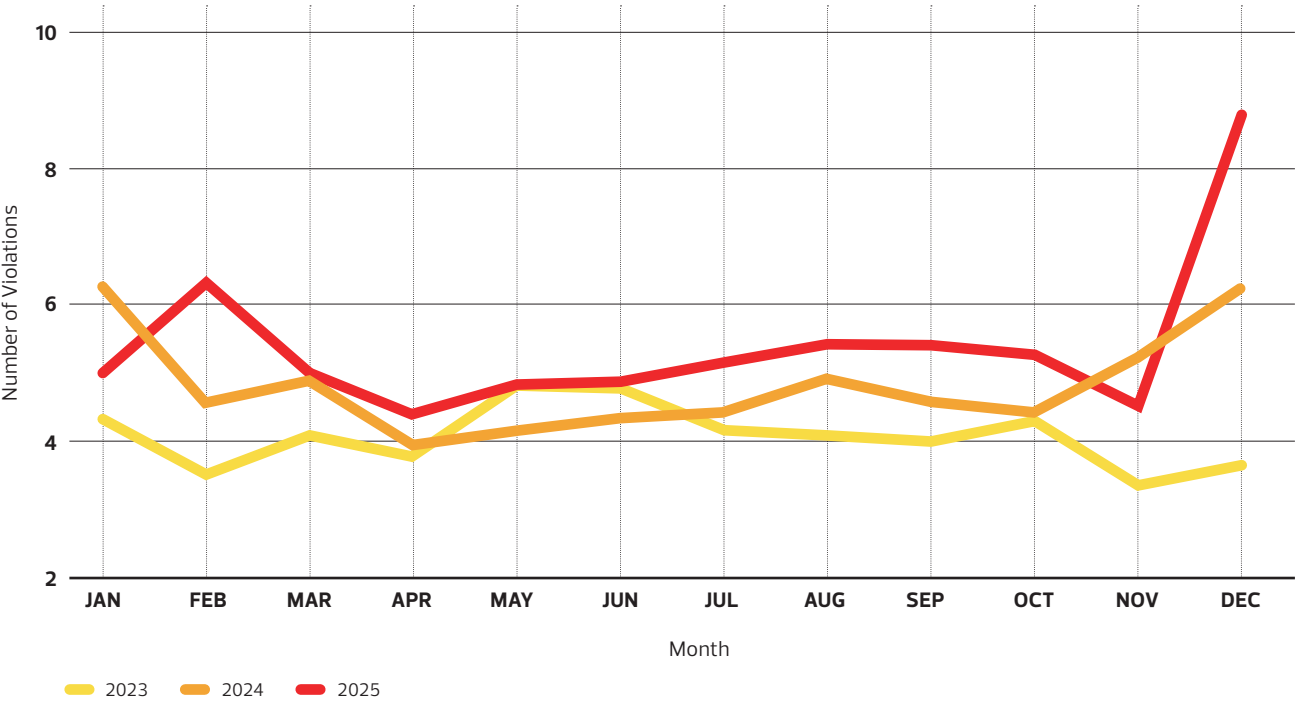


FIGURE 5: Number of red light violations, captured on a monthly basis.



Risky Driver Behaviour

Collision data continues to show that driver behaviour is the primary contributor to collisions.

The 2025 Traffic Safety Culture Study provides self-reported behavioural data that shows that drivers are engaging in risky behaviours⁹ including:

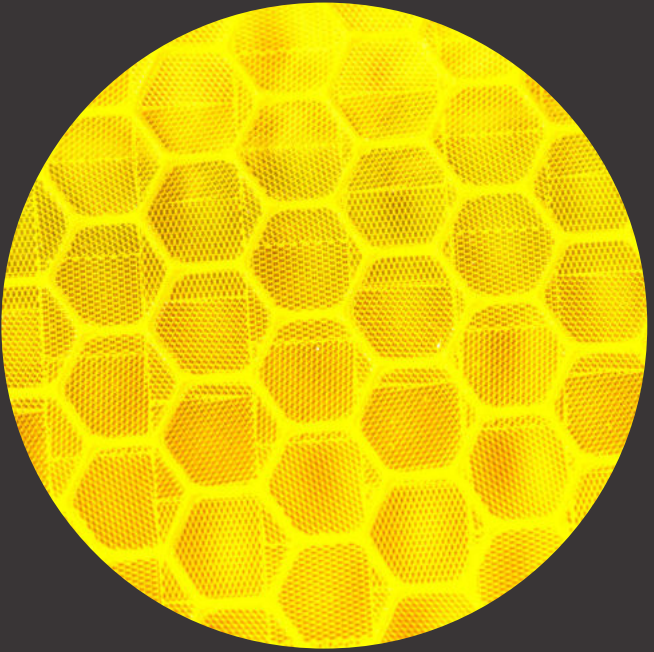
47% of vehicle drivers and 36% of motorcyclists have driven above the posted speed limit on a freeway.

17% of vehicle drivers turned right at a stop sign or red light (14%) without coming to a full stop.

15% of motorcyclists did not fully stop at a red light before turning right.

21% of drivers acted on feelings of road rage in the past year. 35% were a target of road rage.

8% of drivers used handheld electronic devices while the vehicle was in motion. 22% did so while stopped in traffic.



⁹Self-reported behaviours undertaken by survey respondents at least some of the time within the past 30 days of taking the survey. Weighted averages.

Where Risk is Concentrated

Collision risk in Edmonton is not evenly distributed across the mobility system. Different environments experience different patterns of risk. The City maintains a High Injury Network map and conducts spatial analyses as needed to understand where clusters of collisions are occurring and what factors may be contributing.



The High Injury Network and Hotspot Analysis

Edmonton's High Injury Network (HIN) identifies road segments where injury collisions have occurred within the past five years by road user groups: pedestrians, cyclists, drivers and motorcyclists.

The HIN, visible in the Safe Streets Map, identifies areas where injury collisions are concentrated, so investment can be prioritized where it will have the greatest impact. While it reflects historical data, past collision patterns are often a strong indicator of future risk. Collisions do not occur at random and tend to cluster where underlying risk factors exist.

Near-Misses

For every collision that occurs, there are often multiple near misses at or near the same location.

Near misses signal elevated risk. They often reveal unsafe speeds, driver non-compliance or design conditions that increase conflict.

The Traffic Safety Culture Study reinforces this:

- 11% of respondents reported being involved in collisions in the past two years.
- Of those, 85% also indicated that they had experienced a near-miss in the past 12 months. 41% indicated that they experienced two or more near misses.
- Of reported near misses:
 - 79% were as drivers
 - 9% were as pedestrians
 - 9% were as motorcyclists
 - 4% were as cyclists

This tells us that collision data alone underrepresents how often serious risk is occurring on our roads.

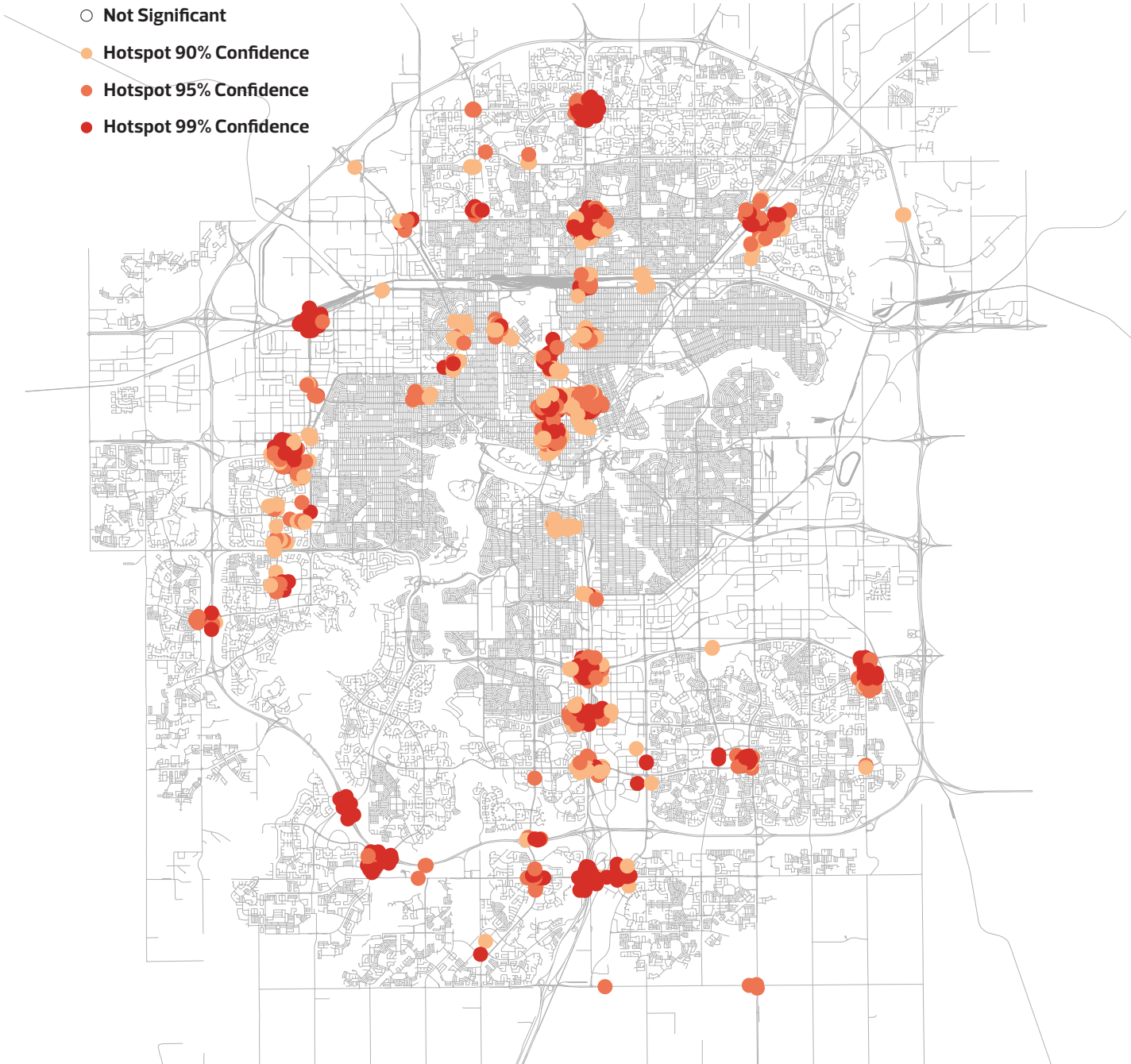
The City conducted spatial analysis and modelling of pre-COVID (2015–2017) and post-COVID (2022–2024) crashes and collision types that result in fatal and serious injury outcomes.

Crash risk (2022–2024) is influenced more by the presence of factors that are location-specific (e.g., within 500 square metres) than universal factors.

Intersections are locations with higher risk. There is a high probability of having crashes with severe outcomes in locations where red light violations are present.

Infrastructure is a contributing factor to risk. Road maintenance reports from 311 were associated with changes in risk across 83% of the city. Construction staging, pavement condition, signal operations and traffic pattern changes can elevate risk before collisions occur.

FIGURE 6: Citywide map of crash risk clusters or hotspots (2022–2024). Shown areas of heightened collision probability are expected to result in fatalities and serious injuries. Hotspots with higher statistical significance are represented by darker colours.



Where Risk is Most Severe

Collision data reveals clear patterns about the types of environments where severe outcomes occur.

- 1) Arterial Roads and Intersections: High volume roads and those with complex turning movements, particularly left turns, are where the most severe harm is occurring.
- 81% of fatal and serious injury collisions occur on arterial roads.
 - 73% of all collisions occur on arterial roads.
 - 37% of fatal and serious injury crashes occurred at signalized intersections.
 - 44% were caused by left turning vehicles
 - 37% were caused by drivers proceeding straight through the intersection, rather than turning.
- 2) High Speed Roads (70+ km/h): High speeds increase the likelihood that a collision will result in severe injury or death.
- Over 50% of fatalities occurred on high-speed roads.
 - 2.3% of collisions on Anthony Henday Drive are fatal or serious injury collisions, compared to 1.8% citywide.
 - Since the removal of automated enforcement, fatal and serious injury collisions on Anthony Henday Drive have increased by 40%, compared to a 0.3% increase citywide.

Serious crash risk is also influenced by time of day, season and traffic conditions

- In 2023:
- **80% of fatalities occurred on weekends when traffic volumes are typically lower.**
 - **Two thirds of fatalities occurred in periods of darkness.**
 - **56% of pedestrian injuries and fatalities occurred in winter.**



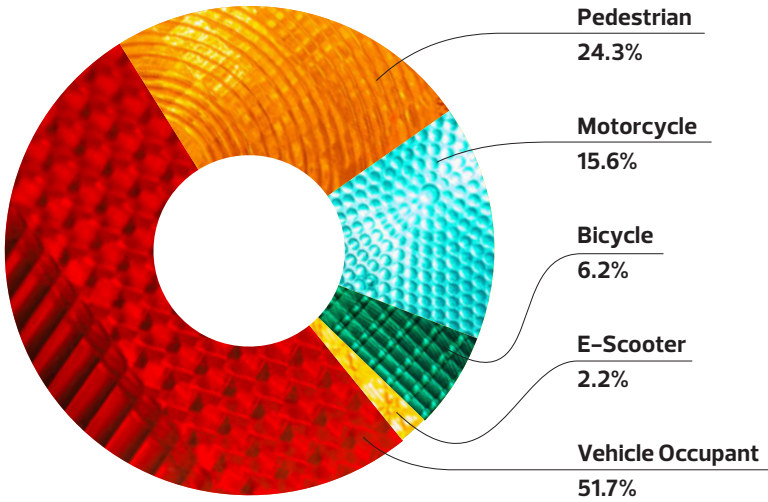
Who is Most Impacted

While collision risk affects all road users, severe outcomes are not experienced equally.

Vulnerable road users, including pedestrians, cyclists, motorcyclists and shared e-scooter users, account for approximately one half of collisions resulting in fatalities and serious injuries.

Although total collisions involving pedestrians and cyclists have decreased compared to 2015, serious injuries among these groups have increased in recent years, particularly during the post-pandemic period.

FIGURE 7: Percentages of road user groups involved in fatal and serious injury crashes in 2024



Pedestrians remain the largest single vulnerable group involved in severe crashes. Key patterns include:

- 67% of pedestrian fatalities and serious injuries occur at intersections
 - 61% of those occurred at signalized intersections and involved left-turning vehicles
- 56% of pedestrian fatalities and serious injuries were caused by drivers failing to yield
- 44% involved pedestrian error

Cyclists represent approximately 6–7% of road users involved in severe collisions. Between 2017 and 2023, fatality and serious injury collisions involving cyclists trended upward, peaking in 2023 before stabilizing.

- 81% of cyclist fatalities and serious injuries occurred between April and September
- 33% occurred at non-signalized intersections
- 36% occurred at signalized intersections
- 31% occurred at midblock locations
- 66% occurred in areas more than 50 metres away from bike or e-scooter infrastructure, such as shared use paths

Motorcyclists account for approximately 9–16% of fatality and serious injury crashes. From 2020–2024:

- Registered motorcycles increased by 16%
- Total motorcycle collisions increased by 18%
- Motorcycle fatalities and serious injuries increased by 27%

This indicates that increases in motorcycle registrations alone does not fully explain the rise in severe outcomes.

Shared e-scooter collisions and fatalities and serious injuries have increased as use has expanded. The first e-scooter fatality occurred in 2023.

At-Fault Patterns

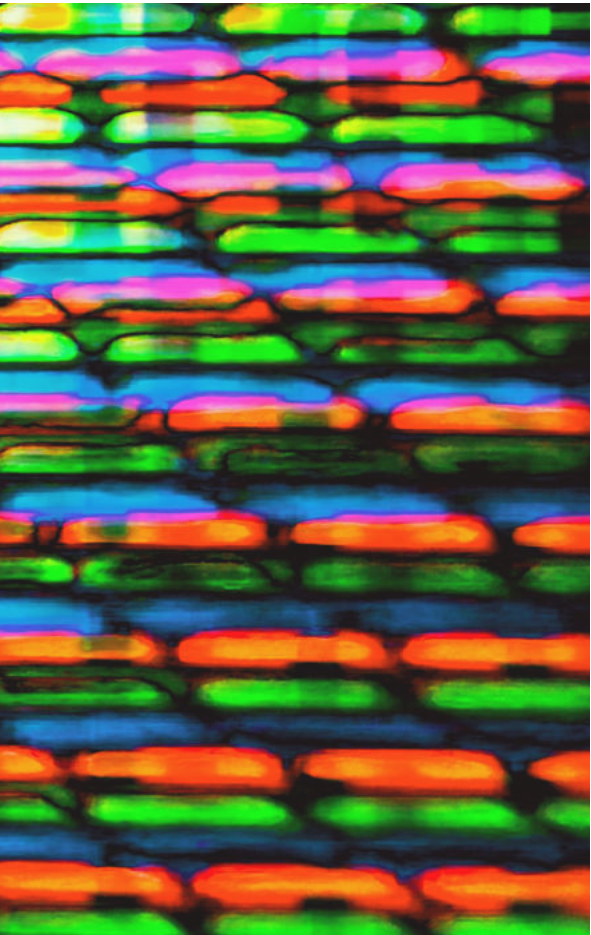
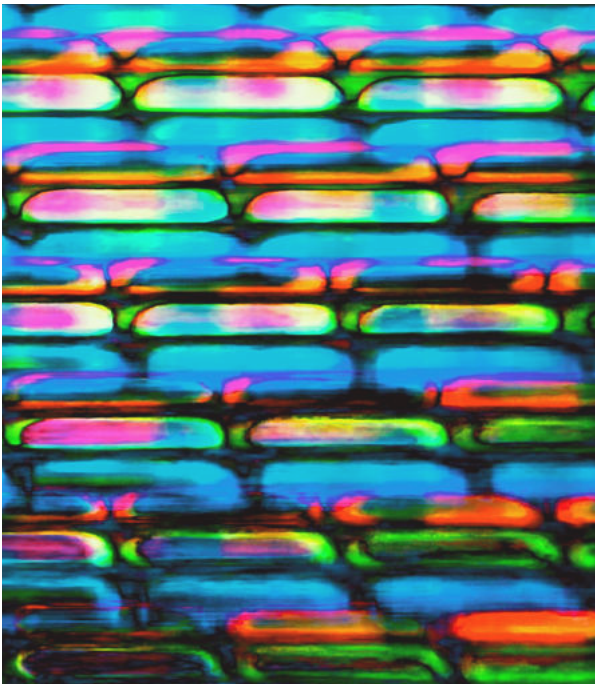
Across all collision types, approximately **86% of persons at fault are vehicle drivers**. This proportion has remained stable since Vision Zero was adopted.

Within that group:

- Men account for approximately 75% of drivers at fault in fatal crashes.
- Drivers aged 25–39 account for 38% of fatal crashes, despite representing roughly 19% of the population.
- Seniors represent 10% of at-fault drivers but 21% of those impacted by fatalities.
- For both male and female drivers, the highest number of at-fault collisions occurs within the 25–34 age group.

These patterns suggest that age, gender and driving experience influence risk distribution.

While all road users are part of the mobility system, the consequences of collisions are not experienced equally. Understanding who is most impacted helps clarify how risk interacts with behaviour, environment and exposure.



Lived Experience

Traffic safety inquiries submitted through 311 have increased 158% between 2023 and 2025.

Recent spatial modelling, which combines data and mapping to show where risks are higher across the city, indicates that 311 traffic safety inquiries and road maintenance reports are linked to changes where serious crashes occur. Rather than just reflecting complaints, 311 data can act as an early warning signal of emerging safety risks.

The City's approach has evolved from responding to isolated concerns to systematically integrating lived experience into evidence-based analysis. Collision history shows where harm has occurred. Predictive modelling identifies where risk is concentrated. Community inquiries help identify where conditions may be changing.

FIGURE 8: Number of 311 Inquiries per year for Safe Mobility

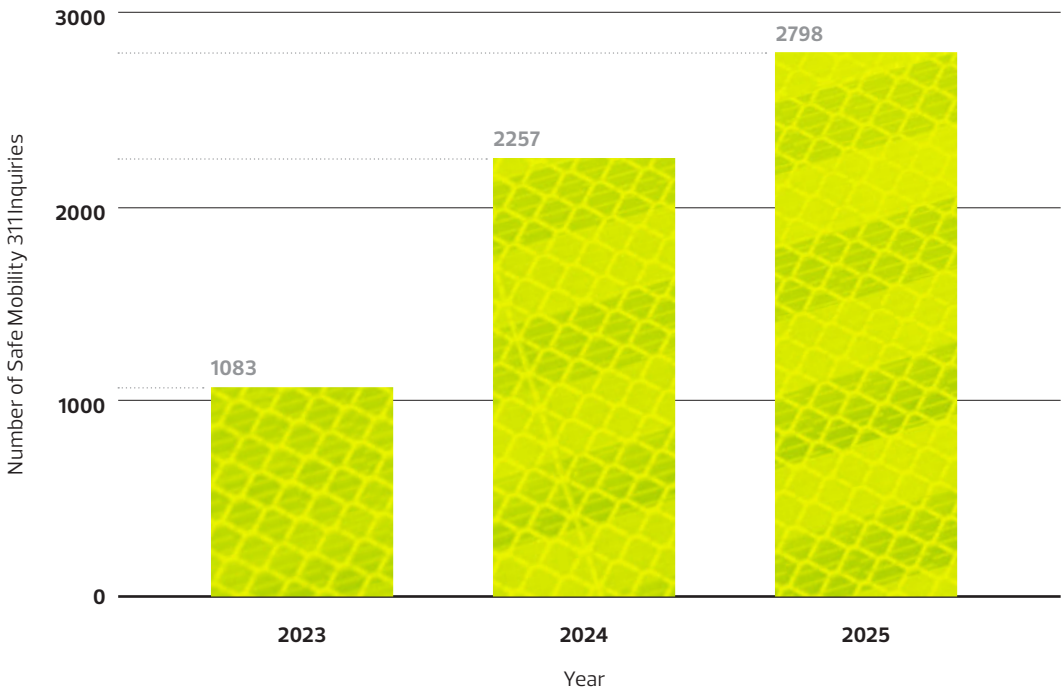


FIGURE 9: Map of traffic safety inquiries from 2015–2019, by neighbourhood. Neighbourhoods without colour have no tracked inquiries.

OF INQUIRIES 1 679

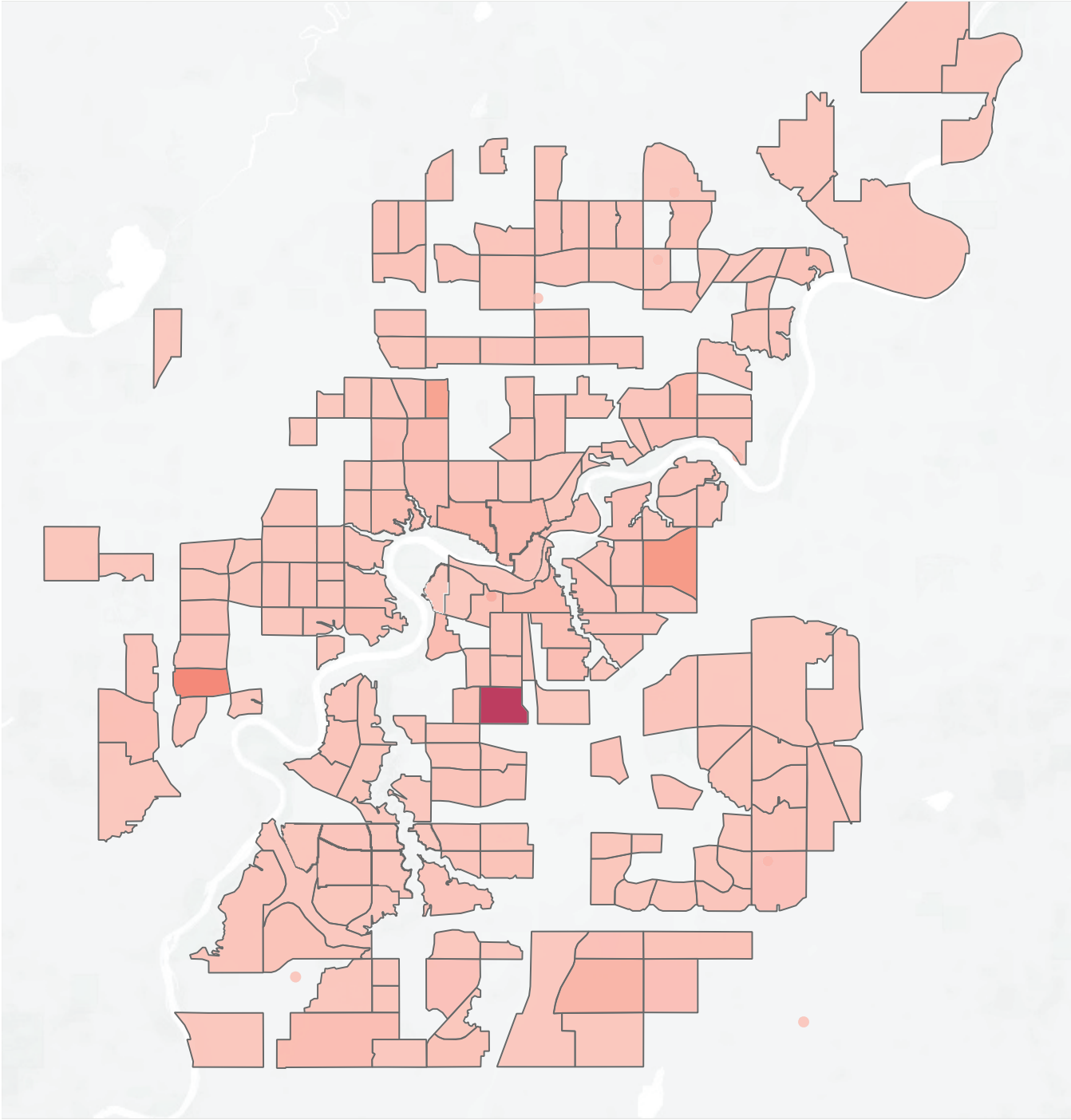
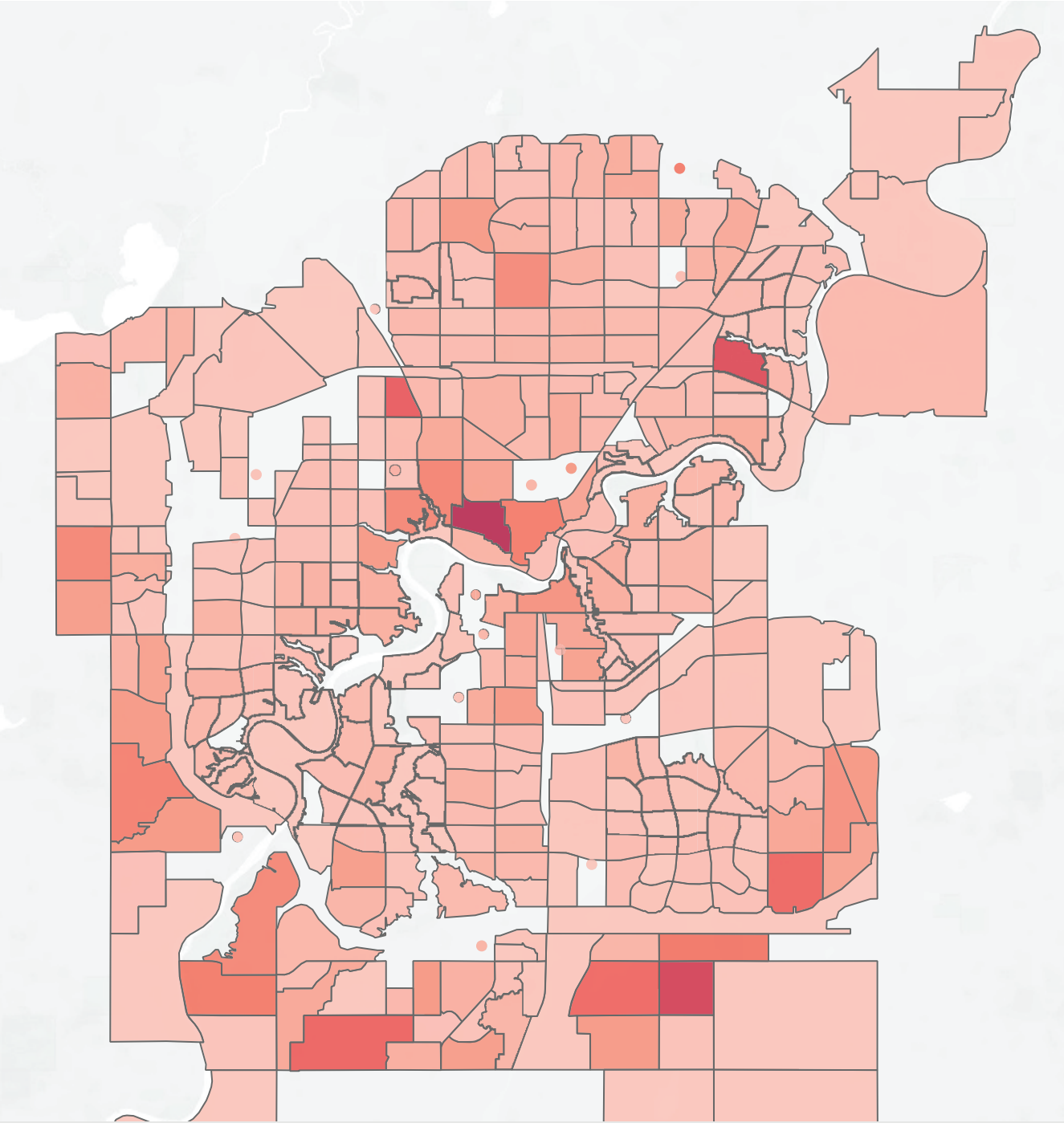


FIGURE 10: Map of traffic safety inquiries from 2023–2025, by neighbourhood.

OF INQUIRIES 1 90



Perception of Safety

How people experience and perceive safety on Edmonton's streets is an important factor.

The 2025 Traffic Safety Culture Study shows that feelings of safety vary significantly by mode of travel. When asked how how safe they feel travelling around Edmonton:

Drivers:
71% feel safe or somewhat safe

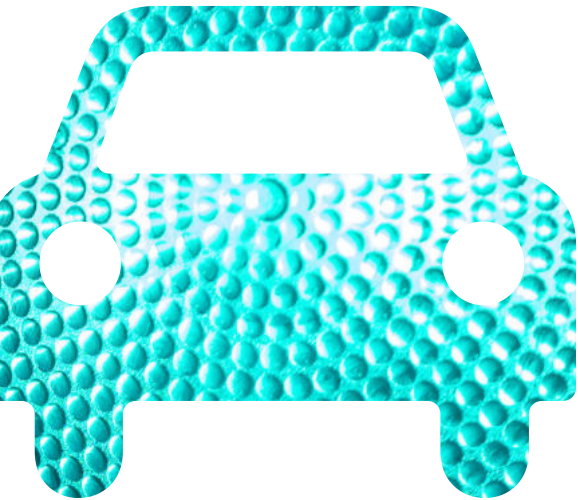
Motorcyclists:
61% feel safe or somewhat safe

E-Scooter Riders¹⁰:
55% feel safe or somewhat safe

Cyclists:
54% feel safe or somewhat safe

Pedestrians¹¹:
44% feel safe or somewhat safe

Those outside of vehicles consistently report feeling less safe, mirroring what collision data shows: vulnerable road users experience more severe outcomes when collisions occur.



¹⁰Small sample size of respondents (N=48)

¹¹Respondents may have misunderstood the question as it asked about walking with and without mobility aids (28% of respondents replied 'not applicable')

Perception of Vision Zero and Traffic Calming

While the awareness of Vision Zero has stayed consistent since 2018 at 35%, public opinion toward safety interventions has shifted. During the outgoing Safe Mobility Strategy (2021–2025), traffic calming, crossing upgrades and signal enhancements expanded significantly. In the 2025 Culture Study:

63% of drivers agreed traffic calming has a positive impact on driving behaviour

61% agreed traffic calming makes roads safer for everyone



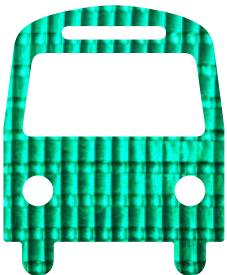
Equity

Equity in traffic safety is not about treating every location the same. It is about understanding where risk is greatest, who is most exposed, and responding accordingly.

In delivering the Safe Mobility Strategy, equity is embedded in how evidence is gathered and applied to support Vision Zero programming. Reported lived experience alone does not fully represent safety conditions across the city, as not everyone has the time, capacity or access to formally report concerns. To address this, targeted engagement is undertaken as part of project planning to intentionally reach equity-seeking communities and understand barriers they may face in moving safely.

At a system level, a Gender Based Analysis Plus (GBA+) lens is applied and multiple data sources are incorporated when prioritizing investments to ensure underrepresented populations are not overlooked. This includes reviewing proximity to transit stops, schools, seniors' facilities, hospitals and other community destinations where vulnerable road users are more likely to travel outside of vehicles, as well as considering current and future population growth to support safety as Edmonton grows.

By integrating lived experience, demographic and land use data and growth projections into the City's prioritization processes, inequities embedded in the transportation system can be reduced and equitable safety outcomes advanced so that everyone, regardless of age, ability, income or background, can move safely throughout Edmonton.



What is GBA+?

GBA+ is a process to examine how policies, programs and services impact individuals and groups.

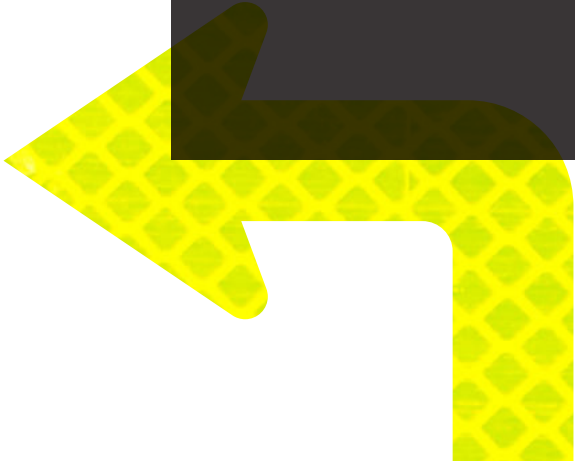
The plus (+) prompts us to consider multiple identity factors such as age, race, gender, sexual orientation, geography, income and ability/disability.

The goal of GBA+ is to ensure that the needs and experiences of people with diverse identities are properly considered in all government programs, policies and partnerships.

This includes everything from how the City conducts consultations, to neighbourhood design, to procurement and contracts, to the way it delivers services.

GBA+ is about equity.

The City uses a GBA+ lens as its equity analysis tool to identify the groups and modes for which Edmonton's transportation network is less safe, and actions will be identified and implemented to address underlying inequities and enable everyone to thrive.





SAFE MOBILITY STRATEGY 2027–2030

A PLACE–BASED APPROACH TO SAFETY

Over the past decade, the City has made meaningful progress. Edmonton's Safe Mobility Strategy (2027–2030) reflects both continuity and a more mature, targeted approach to traffic safety. It strengthens evidence-informed decision making, sharpens the City's focus on areas of greatest risk and advances a precise, place-based approach to safety investment.

Edmonton's mobility system serves many functions across a large and growing city. Streets in residential neighbourhoods, major arterial corridors and areas around schools each support different travel patterns, user needs and risk conditions. A one-size-fits-all approach cannot address the complexity.

The place-based program approach allows safety improvements to be:

- Tailored to the type of risk present
- Informed by evidence
- Delivered using the most impactful tools

The Safe Mobility Strategy introduces three programs that together address safety across the mobility system.

Neighborhood Safety

Neighbourhood Safety focuses on the streets where people live, walk and spend time. This program considers the unique context of each neighbourhood, including standalone playgrounds, and delivers solutions that improve safety where people feel most connected to their surroundings while reducing the need for repeated fixes through a mix of adaptable and permanent measures.

Arterial Road and Intersection Safety

Arterial Road and Intersection Safety targets the busy corridors and major crossings where the most severe crashes occur by managing speed, reducing turning conflicts and improving visibility and control. This program makes the routes people rely on every day safer and more predictable as traffic volumes and land development increase.

School Safety

School Safety addresses places where students, families and vehicles converge at predictable times of day, creating both high risk and daily frustration. It applies area-based solutions that manage circulation, parking and stopping behaviour, crossings, speed and visibility together rather than relying on isolated fixes or enforcement alone. This program reduces risk for children while also easing the burden on school staff, caregivers and neighbours who currently manage traffic challenges as part of their daily routines.

How Risk Shows Up By Place

The Safe Mobility Strategy considers both high crash and high conflict conditions when identifying and prioritizing safety improvements.

- High crash locations show where serious harm has already occurred
- High conflict locations show where people are routinely in conflict, increasing the likelihood of future crashes

Both signals are important. Focusing only on past collisions can miss emerging risks, while focusing only on perceived conditions can overlook locations with demonstrated history of severe harm. By distinguishing between these patterns, the City can act earlier in neighbourhood and school environments, target severe risk more precisely on arterial corridors and apply the most appropriate safety tools in each context.

How Evidence is Used by Place

A place-based approach requires weighting evidence differently depending on context rather than consistently prioritizing a single source.

Three distinct types of evidence are crucial:

- Lived experience: 311 inquiries, public engagement and on-site assessments (including observed behavior and near miss patterns)
- Analytical data: collision history (frequency and severity), speed, turning and conflict analysis, traffic volumes, time-of-day and time-of-week risk patterns and roadway context
- Technical guidelines: engineering requirements such as the Complete Streets Design and Construction Standards, Manual of Uniform Traffic Control Devices (MUTCD), Access Management Guidelines and engineering best practices

Together, these sources of evidence support continuous learning, allowing the City to monitor results, incorporate ongoing feedback and refine approaches to improve safety outcomes over time.

Evidence by Place

All three types of evidence are important and they are leveraged differently depending on the place.

Evidence	Neighbourhoods	Arterials	Playground Zones
Lived experience			
Analytical data			
Technical guidelines			

Neighbourhoods are **high conflict** places, and lived experience is relied upon heavily to identify emerging concerns. Analytical data, such as collision history, speed and context studies, is still considered, but lived experience often provides the earliest signal of risk.

Conversely, the **high crash** nature of arterial corridors results in emphasis on analytical data, including collision history. Lived experience is then considered to provide additional context, while technical guidelines play a significant role in shaping corridor and intersection solutions.



The Role of Engineering Assessments

Engineering assessments are a core tool used to understand and respond to traffic safety concerns.

The need for an engineering assessment can come from reported traffic safety concerns (most often received through 311), fatal crashes or in advance of planned capital work. Because safety conditions can vary by time of day, traffic levels and weather, some assessments require observations across different seasons or operating conditions.

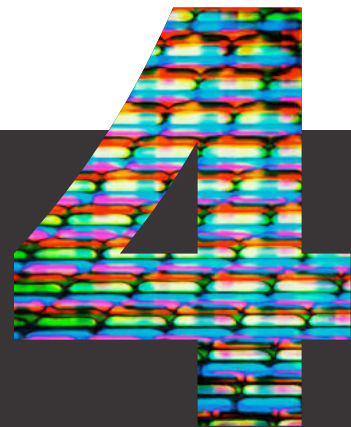
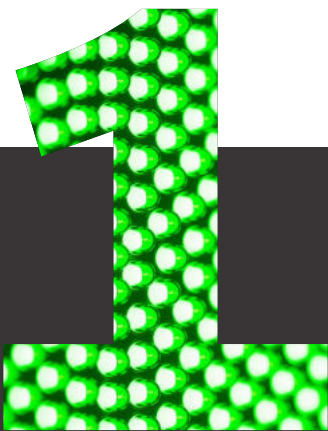
An engineering assessment typically includes:

- On-site observations to assess infrastructure (e.g., signage, parking, pavement) and environmental factors (e.g., lighting, weather)
- Data collection and analysis, including collision history, vehicle speeds, traffic volumes and observed road user behaviour
- Identifying both short- and long-term improvements

Thorough engineering assessments allow the City to move beyond isolated incidents to identify the underlying conditions contributing to risk and develop holistic solutions.

A LIFECYCLE APPROACH TO SAFETY

Risk evolves as communities grow, infrastructure ages and travel patterns change. To respond effectively, the Safe Mobility Strategy applies a lifecycle approach that integrates safety from early planning through renewal and targeted retrofit. This approach allows the City to anticipate risk in developing areas, modernize infrastructure during planned work and address emerging concerns before they result in serious harm.



Developing Areas Preventative and future-proof

In developing areas, the City focuses on building safety into the system from the start. Using growth forecasts, planned network design and technical standards, the City works with planning and development partners to anticipate future risk and embed Safe Systems principles early.

This preventative approach reduces the need for costly future retrofits and supports fiscally responsible growth.

Renewal Integrated and modernized

The renewal phase presents a significant opportunity to improve safety where infrastructure is already scheduled for rehabilitation or upgrade.

By integrating Safe Mobility principles into planned capital work, the City can modernize streets, raise the baseline level of safety and apply updated design practices in a coordinated and cost effective manner.

These lifecycle stages are complementary and often operate simultaneously across the mobility system.

Together, with the place-based programs, they allow the City to act earlier, respond more precisely and improve safety outcomes over time.

Planned Retrofit Proactive and systematic

Planned retrofit focuses on locations where evidence indicates elevated risk but where full neighbourhood or corridor renewal is not yet scheduled.

In these areas, the City applies targeted, evidence-informed improvements to reduce risk and improve safety conditions. This proactive work helps address known issues before more serious outcomes occur.

Responsive Retrofit Targeted and agile

Responsive retrofit addresses emerging or localized safety concerns in places that have not been prioritized for programmed improvements and that require timely intervention.

Using lived experience and engineering assessments, the City can deploy focused measures to stabilize risk, reinforce safety behaviour and maintain public confidence in the mobility network.

Traffic Safety and Accessibility

Historically, many accessibility improvements have been delivered through new development and renewal.

While this work continues, the Safe Mobility Strategy also enables targeted retrofits to improve accessibility across the existing network, including:

- Expanding accessible crossing features such as curb ramps, audible signals, signage and pavement markings
- Shortening crossing distances through curb extensions and islands
- Installing tactile walking surface indicators and braille on crossing push buttons
- Exploring new technologies such as pedestrian detection technology, allowing people to activate crossings without pushing a button

The City continues to apply a GBA+ lens by working with accessibility focused organizations, including the Accessibility Advisory Committee and the Canadian National Institute for the Blind, to better understand how different people experience Edmonton's streets and ways to improve safety for all users.

NEIGHBOURHOOD SAFETY

Neighbourhoods, including standalone playgrounds, are typically characterized by lower traffic volumes and higher levels of everyday interaction between road users. In many cases, risk appears first through recurring conflicts, speeding concerns and lived experience rather than through severe collision history.

The City applies a proactive approach to neighbourhood safety that emphasizes early intervention, speed management and people-centred street design.

Retrofit focuses on the "missing middle" of neighborhood streets, areas that were built prior to modern Complete Streets standards or renewed under earlier approaches. Planned retrofit work helps close those gaps by systematically improving conditions in both newer and more mature neighbourhoods where safety expectations have evolved.

What this looks like

Neighbourhood Safety improvements are tailored to the specific neighbourhood context and may include the following solutions:

Improving visibility and safety at crossings

- + Enhancing crosswalk safety using measures such as rapid flashing beacons, upgraded signage and pavement markings, parking restrictions and other design treatments.
- + Using targeted parking changes to improve sightlines, reduce conflicts at intersections and crossings and support safer traffic flow.

Using physical design to slow traffic and reduce risk

- + Installing tools such as speed humps, speed tables, curb extensions and centre medians using a mix of adaptable and permanent materials to slow traffic and improve safety.

Managing traffic flow within neighbourhoods

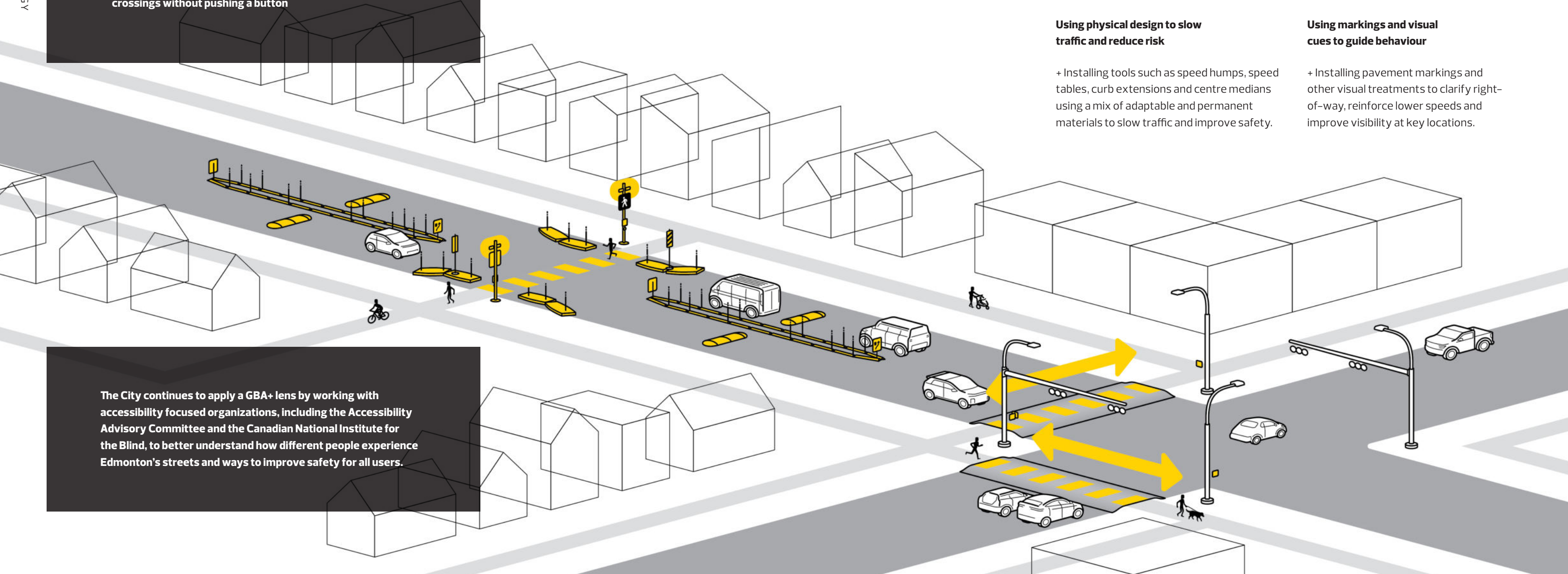
- + Adjusting traffic patterns, including two-way to one-way conversions, to reduce shortcutting, calm traffic and improve neighbourhood safety.

Strengthening intersection safety and control

- + Conducting systematic reviews of neighbourhood intersections, particularly collector-to-collector intersections, to determine where all-way stops or other control changes can improve safety and reduce speeding.

Using markings and visual cues to guide behaviour

- + Installing pavement markings and other visual treatments to clarify right-of-way, reinforce lower speeds and improve visibility at key locations.



Traffic Safety and Capital Project Construction

Major construction can be disruptive for people who live, work and travel in Edmonton.

It can change traffic patterns, create safety challenges and leave people uncertain about what to expect.

To reduce these impacts and make construction easier to navigate, the City is adopting a more proactive and coordinated approach to planning for safety during major capital construction projects. This includes:

- Planning and implementing proactive traffic calming in neighbourhoods adjacent to significant or long term projects to reduce shortcutting, speeding and unsafe driver behaviour.
- Strengthening safety design and construction accommodations to better protect vulnerable road users navigating active work zones.
- Identifying and implementing signal timing and control adjustments on adjacent and connected corridors to support traffic flow as travel patterns shift.

ARTERIAL AND INTERSECTION SAFETY

Arterial and Intersection Safety focuses on major corridors and intersections that carry higher traffic volumes at higher speeds, with more complex turning movements and longer travel distances across the city. These environments play a critical role in how people and goods move through Edmonton and are where the most severe traffic-related harm is most likely to occur.

To address this risk, the City applies a system-level approach that combines analytical evidence and technical guidelines.

Signal operations and intersection performance are an important part of this work. By aligning signal timing, protected movements and intersection design with Safe Systems principles, the City can reduce conflict points, manage speeds and support more predictable travel behaviour along busy corridors.

What this looks like

Arterial and Intersection Safety actions may include systematic improvements guided by collision data, traffic volumes and conflict patterns, including:

Improving signal placement and operations

- + Installing new traffic signals in growing areas based on safety risk, walking and cycling needs and neighbourhood access, rather than waiting for delay or collision thresholds to be met.
- + Installing detection technology to better manage signal timing in real time, helping reduce congestion, driver frustration and unsafe decision-making at busy intersections.

Upgrading intersections to modern safety standards

- + Upgrading older or simpler crossing treatments as traffic patterns evolve.

Addressing high-risk driving behaviours at intersections

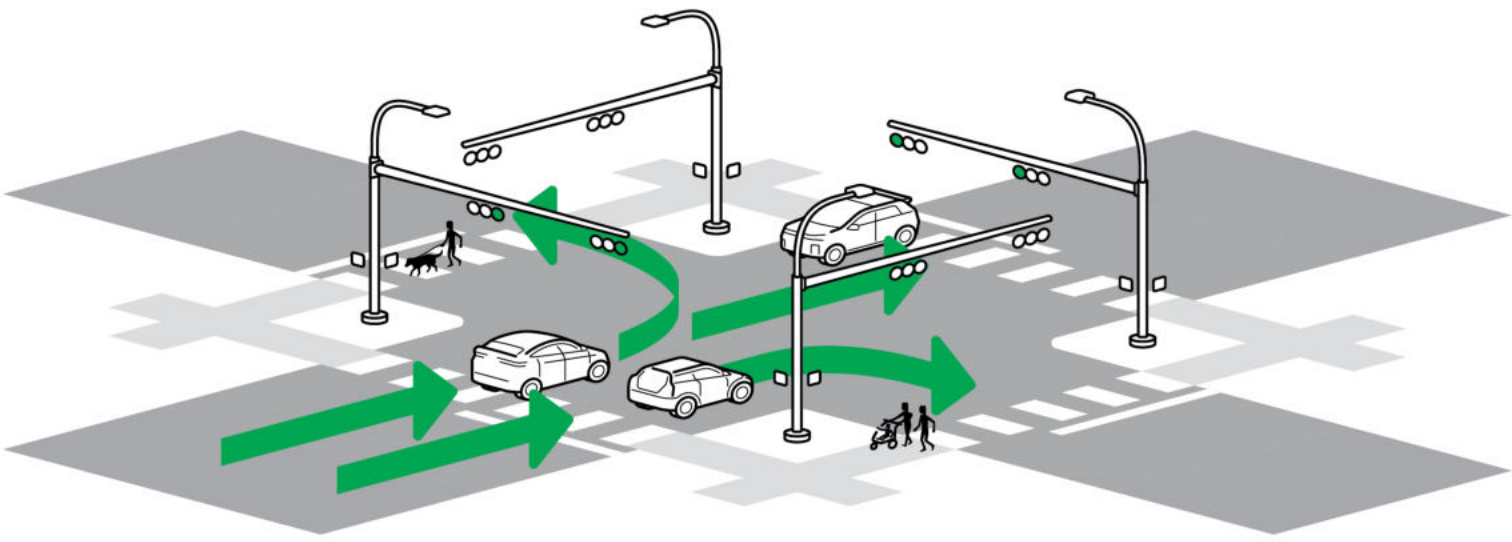
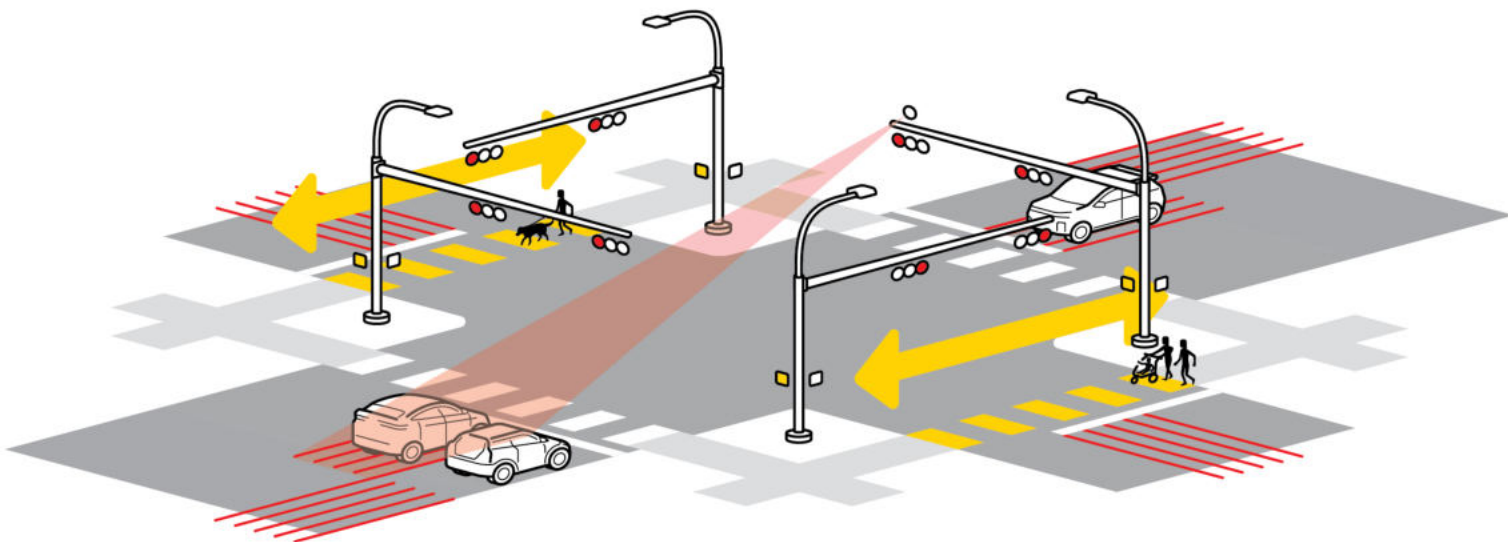
- + Expanding advance warning flashers at locations with red light running or rear-end collision concerns.
- + Adding or upgrading left-turn arrow signals at intersections where higher speeds, multiple lanes or limited sightlines create risk. This may include shifting to protected-only left turns, where drivers can turn only on a green arrow, or adjusting signal timing to reduce conflicts with people crossing.

Designing arterial roads to support safer speeds

- + Adjusting lane width on high-crash arterial corridors using pavement markings, centreline flex posts and other treatments that visually narrow lanes and discourage speeding.

Reducing conflicts between vehicles and people crossing

- + Incorporating Leading Pedestrian Intervals (LPIs) to give people crossing the street a three to seven second head start before vehicles receive a green light, improving visibility and reinforcing pedestrian right-of-way.
- + Restricting right turns on red at locations with high pedestrian volumes to reduce conflicts between turning vehicles and people crossing.
- + Expanding Accessible Pedestrian Signals (APS) to improve access for people with vision loss.



Traffic Safety and Snow and Ice Control

Winter conditions create unique safety challenges on Edmonton's streets.

The City is working to further integrate Vision Zero principles into the policies and operational practices that guide snow and ice control.

This work brings together safety data, engineering expertise and operational knowledge to help ensure winter maintenance supports safer travel for everyone.

Areas being explored include:

- Increasing traction material at locations identified through collision data
- Assessing opportunities to expand windrow-free zones near schools to improve safety and accessibility
- Supporting prioritization for snow clearing with safety data
- Enhancing winter maintenance around adaptable traffic calming measures
- Continuing collaboration with front line staff to ensure traffic safety measures are installed so they improve safety without significant operational impacts

SCHOOL SAFETY

School Safety focuses on areas where students and families are most active and where vulnerability on the mobility network is the highest. These environments bring together high levels of pedestrian activity, peak-period congestion and road users with developing awareness and limited ability to judge speed and distance.

The City combines safe design, speed management and behaviour-focused measures to respond effectively. Because conditions around schools shift drastically during school drop-off and pick-up times, this work places strong emphasis on visibility, predictability and reinforcing safe driver behaviour in addition to physical design.

What this looks like

This program delivers comprehensive safety improvements around schools with elementary aged students. It draws on all tools available through the Neighbourhood Safety program, with additional measures tailored to the unique operating conditions of school communities.

Planning around how each school actually operates

- + Developing site-specific retrofit plans in collaboration with school administration and key partners. Plans are based on real drop-off and pick-up patterns, bus loading locations and observed driver behaviour to address operational challenges before conflicts occur.
- + Proactively reviewing new school sites and surrounding streets to identify potential safety risks and implement traffic calming measures where needed, helping establish safe operating conditions before traffic patterns and conflicts are entrenched.

Improving crossings and visibility for students

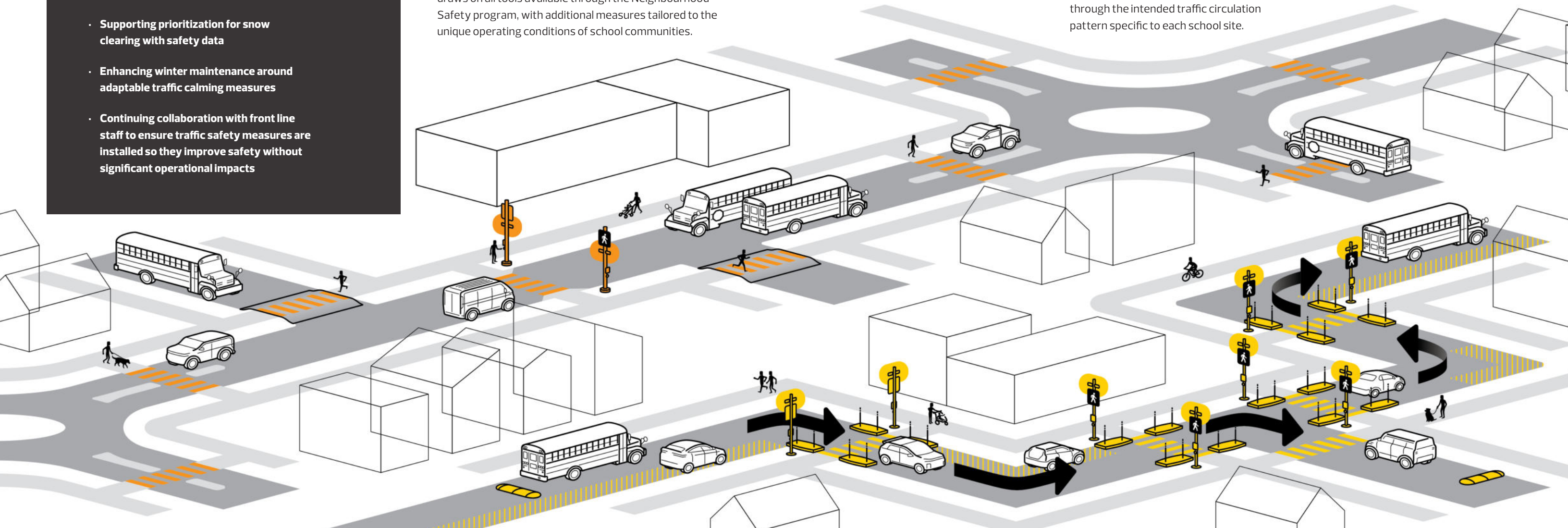
- + Upgrading crossings along natural routes between destinations, including routes connecting school sites, playgrounds, bus stops and adjacent neighbourhoods.
- + Organizing traffic to reduce conflict and confusion
- + Adjusting traffic patterns, including one-way conversions where appropriate, to better organize drop-off and pick-up movements, reduce unsafe turning and prevent congestion that can lead to mid-block stopping or risky manoeuvres.
- + Using highly visible markings to define no-stopping areas, mark crossing locations and guide drivers through the intended traffic circulation pattern specific to each school site.

Managing parking and loading safely

- + Implementing targeted parking restrictions, designated loading zones and curbside management strategies to prevent illegal stopping, improve sightlines at crossings and separate bus loading from student pick-up areas.
- + Installing curb extensions, flex posts and other delineators to physically prevent stopping in no-stopping zones, protecting corners and crossings and maintaining clear pedestrian sightlines during peak school times.

Slowing traffic in school areas

- + Installing permanent speed humps or speed tables to slow vehicles during peak school hours and reinforce lower speed limits where children are present.



SAFER SYSTEM

Delivering safer streets at scale requires more than physical design changes alone. The Safe Mobility Strategy is supported by a set of system enablers that strengthen how safety improvements are prioritized, delivered and sustained across the mobility network.

These enablers work in coordination with place-based programs to reinforce safe behaviour, improve decision making and ensure the City can respond effectively as conditions evolve.

Enforcement

Enforcement is a critical component of Edmonton's Safe Systems approach. While engineering and design shape the physical environment, enforcement reinforces safe behaviour, particularly where speeding, aggressive driving and unsafe movements contribute to serious harm.

The Safe Mobility Strategy advances a coordinated and evidence-informed enforcement model that prioritizes the behaviours and locations most strongly associated with fatalities and serious injuries.

Expanded In-Person Enforcement

In December 2025, City Council approved increased hours for City of Edmonton Peace Officers dedicated to traffic safety enforcement. This represents a significant expansion to the City's in-person enforcement capacity and builds on longstanding collaboration with the Edmonton Police Service (EPS).

Traffic safety enforcement will be informed by data to support:

- A focus on high collision corridors, unsafe intersections and areas of persistent community concern identified through analytical data and lived experience.
- Concentration on the most harmful driving behaviours, including speeding, aggressive driving and unsafe movements at intersections and near schools and playground zones.
- Adjustment of deployment to support seasonal trends, emerging risk patterns and lived experience to ensure resources remain aligned with current conditions.
- Alignment with automated enforcement deployments and coordinated to complement engineering and operational improvements.

Continuing Automated Enforcement

While provincial restrictions implemented in 2025 resulted in a significantly reduced Automated Traffic Enforcement Program, the City continues to pursue opportunities to modernize and strengthen automated enforcement tools within the provincial regulatory framework.

- The City continues to pursue exemptions to reinstate speed-on-green enforcement through the framework the Government of Alberta has established. These locations are primarily on arterial corridors where managing speed is critical to reducing severe injury risk and crashes.
- The City, subject to Government of Alberta approval, is exploring new automated enforcement technologies including stop sign violation enforcement in playground zones, unstaffed speed enforcement in playground and construction zones and the expansion of red light running automated enforcement.

Public Communication and Engagement

People need to understand why changes are being made, how decisions were informed and what is expected of them. Clear, consistent communication supports smoother implementation and creates public confidence.

Across all place-based traffic safety programs, the City's communications approach focuses on three core objectives:

- Connect safety improvements to evidence, specifically lived experience and analytical data, highlighting crash patterns and high-risk locations and public perception.
- Demonstrate how community concerns raised through public engagement, 311 inquiries or community conversations translate into concrete design or operational changes.
- Clarify how new street layouts, signal timing changes and traffic management measures work and how people should move through them.

What this looks like



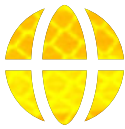
Traffic Safety Ward Events:

Ward-based events that invite residents and community partners to share lived experience and discuss concerns directly with City staff. These sessions help identify emerging risks and validate 311 trends, explain proposed safety measures and strengthen trust between the City and Edmontonians.



edmonton.ca:

The City's website serves as the central source of information on programs, project updates and data dashboards. Online resources help residents understand ongoing initiatives as well as connect to Vision Zero, including history and progress.



Social Media:

Social media channels are used to communicate timely updates, highlight safety initiatives and reinforce key safety messages while supporting ongoing dialogue with Edmontonians.



Evidence-Informed Campaigns:

Public awareness campaigns use local evidence to reinforce safe behaviour. Rather than relying on generic safety messaging, campaigns highlight relevant statistics or risk patterns.

For example, messaging may reference when serious collisions are most likely to occur or highlight behaviours associated with severe outcomes.



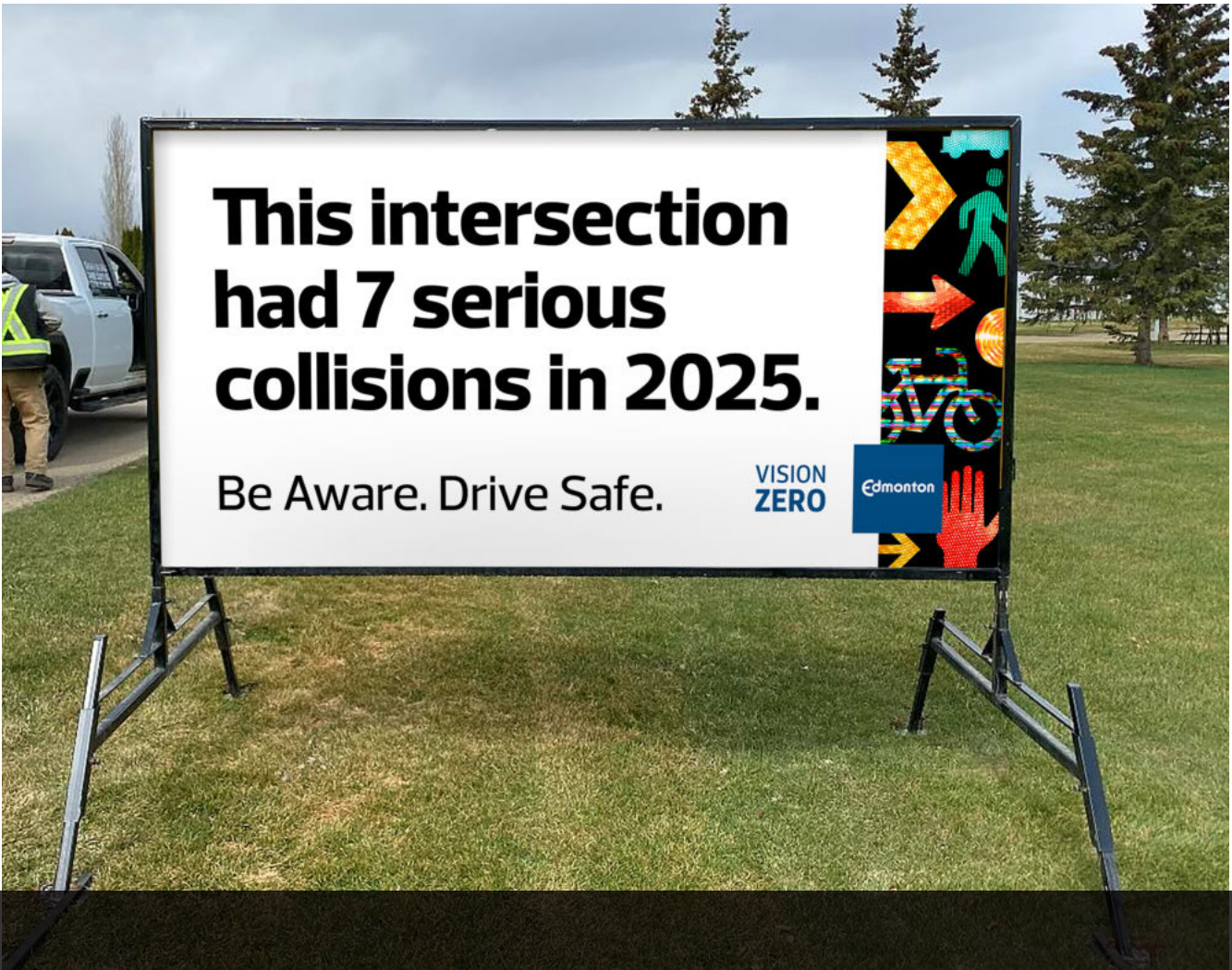
Public Notices:

Public notices provide notice and context related to upcoming projects, system changes or operational adjustments. Notices may include mailouts, digital notifications or community updates that provide context about why a change is occurring and what can be expected before, during and after.



On-Site Signage:

Permanent or temporary signage provides immediate guidance to users when changes occur on the street. Signage can help alert users to a change and explain new traffic movements, signal operations or safety features so everyone can navigate the space safely and predictably.



Communications is applied differently depending on the place and the audience:

In neighbourhoods, communications provide detailed information for residents who experience traffic conditions daily. Messaging may highlight neighbourhood-specific analytical data (e.g., collision history) or lived experience to explain why safety improvements are being introduced.

On arterials and at major intersections, communications are more succinct and on-site signage is the most effective tool given the high volume of traffic in the area. Messaging focuses on alerting drivers to changes so they are prepared.

In school areas, communications emphasize education and partnership with school communities. Materials may be tailored for students, caregivers and school staff to reinforce safe travel behaviours.

By adapting the messaging to the audience and the environment, the City helps ensure that safety information is clear, relevant and actionable.

Evidence and Analytics
Modernization

The Safe Mobility Strategy improves how evidence is collected, integrated and applied across the mobility network by advancing towards a more integrated and forward-looking analytical model



Strengthening Early
Risk Identification

The City is enhancing its ability to identify emerging risk earlier by integrating past collision data with indicators such as:

- Speed and volume surveys
- Traffic volumes and turning movements
- Signal performance and time-of-day risk patterns
- Trends in 311 safety concerns

The City is also exploring the purchase of external datasets to complement existing information, including data that would help to understand vulnerable road user activity and support more predictive identification of high-risk locations. By combining multiple data sources, the City is moving beyond reactive hotspot identification to better anticipate where risk may be increasing.

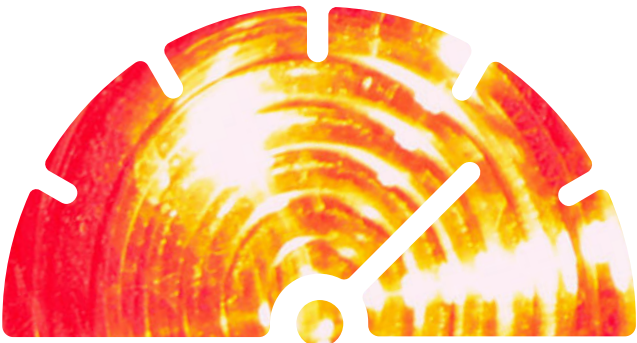


Evolving from High
Injury to High Risk

The City's High Injury Network remains an important public-facing planning and communications tool. As analytical capability matures, approaches that layer additional risk indicators are being explored including speed, exposure and road geometry to better identify locations with elevated future risk.

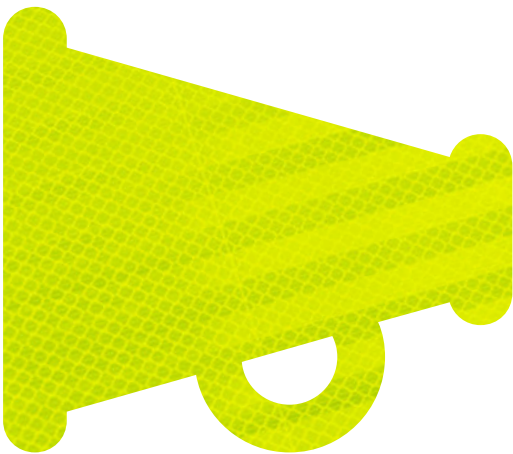
Research and Cross-
Departmental Partnerships

Partnerships expand the City's analytical capacity and bring new perspectives to complex safety challenges. The City continues to collaborate with the University of Alberta on applied research initiatives, including school and playground zone safety modelling and studies examining the impacts of automated enforcement changes. These partnerships expand analytical capacity, while contributing to research that helps inform traffic safety practice and policy beyond Edmonton alone.



Advocacy and
Intergovernmental Relations

Many of the legislative tools, regulatory frameworks and enforcement authorities that shape traffic safety are established at the provincial level. The Safe Mobility Strategy includes a focused and constructive relationship approach to ensure alignment between municipal safety priorities and provincial policy frameworks.



Legislative
Alignment

Traffic safety is influenced by provincial legislation, including the Traffic Safety Act, speed regulations and enforcement authorities.

The City will continue to:

- Provide evidence and data to inform provincial policy discussions
- Advocate for regulatory tools that support Safe System principles
- Share municipal experience to help shape future safety frameworks

A collaborative approach ensures that legislative environments evolve alongside emerging safety challenges.

Advancing Safe Systems
through Partnership

Beyond enforcement authorities, the City continues to collaborate with:

- Provincial ministries
- Law enforcement partners
- Academic institutions
- Community and nonprofit groups
- Other municipalities

Sharing lessons learned, analytical insights and best practices supports regional alignment and broad adoption of the Safe System Approach across jurisdictions.

By combining local innovation with thoughtful advocacy and intergovernmental collaboration, the City enhances its ability to reduce serious harm and progress toward Vision Zero.



WHO CONTROLS WHAT IN TRAFFIC SAFETY

Traffic safety is shaped by decisions made at multiple orders of government. While the City of Edmonton leads local planning, design and operational delivery, key legislative and regulatory authorities are provincial and federal jurisdiction.

Understanding these roles clarifies where the City has direct control, where it influences outcomes and where collaboration is required to advance Vision Zero.

MUNICIPAL City of Edmonton	PROVINCIAL Government of Alberta	FEDERAL Government of Canada
Street design and geometry	Traffic Safety Act and regulations	Vehicle safety standards
Street operations (signals, signage and pavement markings)	Automated enforcement regulations	Vehicle manufacturing standards
Speed limits (where permitted)	Enforcement authorities and penalty structure, including fines and demerits	National transportation policy
Local enforcement deployment (via EPS and Peace Officers)	Driver licensing framework	
	Provincial road classifications and speed rules	
	Provincial road example: Anthony Henday Drive	

Service Quality

Traffic safety is experienced at the local level. How residents report concerns, receive responses and see follow through shapes public trust in the City's commitment to Vision Zero. The Safe Mobility Strategy enhances people-centred service delivery by enhancing inquiry management. This ensures that lived experience meaningfully informs decision making while maintaining consistency, transparency and fairness across the city.

Strengthening Inquiry Management

311 requests, traffic safety ward events and formal public engagement provide valuable insight into emerging risk and community perception. The City is enhancing how these inputs are:

- Categorized and prioritized
- Integrated into review processes
- Assessed alongside analytical data
- Tracked for response and follow-up

By formalizing how listening connects to analysis and action, the City reinforces the first step of the evidence cycle and ensures that concerns are evaluated within a consistent system-wide framework.

Enabling Public Tools

Speed check signs, the permanent and portable electronic signs that display a driver's speed in real time, are one of the most visible and responsive tools to address speeding concerns. They remind drivers of the posted speed limit and are proven to reduce speeds and encourage safer driving behaviour.

Permanent speed check signs are installed based on analytical data and lived experience. In addition to serving as a speeding deterrent, they also collect data and inform the prioritization of planned and responsive retrofit measures. Portable speed check signs are deployed in response to public inquiries or requests. They rotate on a two week basis and are one of the quickest ways the City can respond to public concerns.

Transparent Communication

Listening must be paired with visible accountability.

The City will launch a Vision Zero Dashboard that provides a broad, accessible overview of its progress toward Vision Zero and answer two key questions:

- How safe are Edmonton's roads?
- What is the City doing to improve safety?

The dashboard will apply the Safe Mobility Strategy's place-based approach and will include fatality and serious injury trends, high-level progress indicators, key safety initiatives underway, City-controlled factors and broader system influences.

This increased transparency reinforces accountability and ensures that Edmontonians can see how evidence, investment and outcomes connect in the pursuit of Vision Zero.

Continuous Learning and Adaptation

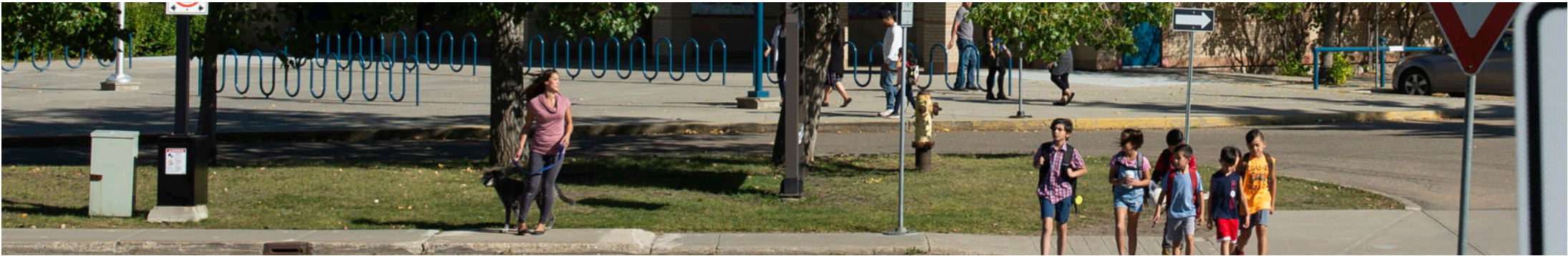
Service delivery is not static. Trends in concerns, behaviour and travel patterns change over time. By monitoring inquiry trends, progress indicators and safety outcomes, the City can refine processes, adjust prioritization and improve responsiveness while remaining aligned with Vision Zero principles. This continuous improvement approach ensures that listening, analysis and reporting operate as an integrated system in the pursuit of a safer mobility network.

MEASURING PROGRESS

The Safe Mobility Strategy measures progress by tracking crash, violation and speed trends alongside indicators that reflect how safety investments are being delivered across programs. This approach recognizes that while some factors influencing road safety sit beyond municipal control, the City remains accountable for the decisions, investments and actions within its authority.

Progress will be communicated through the Vision Zero Dashboard and updated quarterly to provide an accessible overview of:

- **Safety outcome trends**
- **Place-based performance and key initiatives underway**
- **Factors within municipal control and broader system influences**



1) Safety Outcomes

The ultimate measure of progress is the reduction of traffic-related fatalities and serious injuries.

Key outcomes include:

- Annual number of traffic-related fatalities
- Annual number of traffic-related serious injuries
- Proportion of fatal crashes with conditions and causes the City has ability to control
- Trends in collision severity over time
- Fatalities and serious injuries involving vulnerable road users
- ISD speed data trends
- Red light violation trends

2) Program Trends

In alignment with the Safe Mobility Strategy, progress will be monitored across:

Neighbourhoods

- Collision and speed trends in residential areas
- Number of neighbourhoods benefiting from renewal integration or planned retrofit work
 - + Effectiveness of installed traffic countermeasures for their intended purpose
- Trends in high conflict locations identified through inquiry data and safety reviews

Arterials and Intersections

- Collision and speed trends on arterial corridors and at intersections
- Proportion of severe collisions occurring on arterial roads and intersections
- Signage, signal and intersection safety improvements delivered
 - + Corresponding average traffic safety impacts
- Trends in high conflict locations identified through inquiry data and through safety reviews

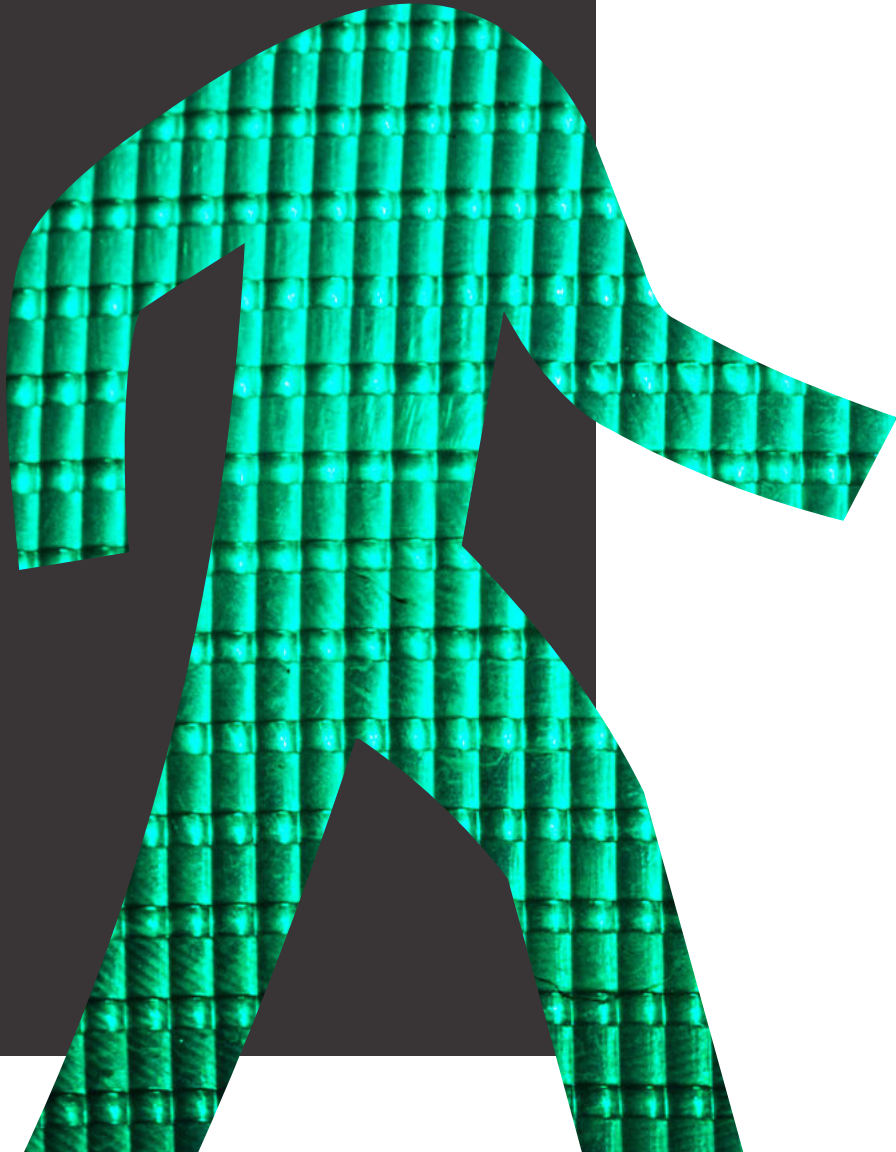
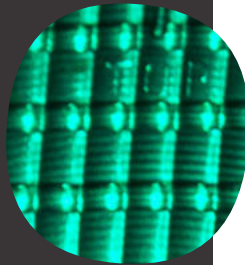
Schools Areas

- Collision and speed trends near schools
- Number of schools receiving integrated safety upgrades
 - + Effectiveness of installed traffic countermeasures

3) System Performance

Beyond outcomes, the City tracks indicators that reflect delivery and system performance including:

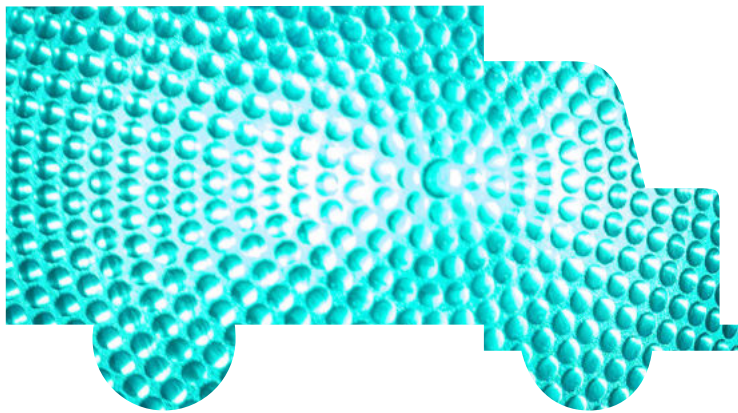
- Number of active intersection safety devices
- Public engagement and ward events completed
- Number of 311 inquiries responded to within established service level
- Speed check sign program updates
 - + Effectiveness of existing permanent signs
 - + Number of requests for portable speed check signs fulfilled within established service level



MOVING FORWARD

Edmonton's Safe Mobility Strategy builds on a strong foundation while responding to a changing traffic safety landscape.

The City has made meaningful progress in reducing collisions and strengthening how safety is advanced across the mobility network lifecycle through preventative action in developing areas, proactive integration during renewal and targeted retrofit where risk is present. At the same time, rising severity trends, population growth and evolving conditions require a continued and adaptive response.



This strategy reflects a maturing approach to traffic safety by:

- **Applying a place-based framework to match solutions to risk**
- **Integrating safety across the mobility network lifecycle**
- **Using evidence and lived experience to inform decisions**
- **Coordinating engineering, enforcement and communications**
- **Modernizing analytics and public reporting**
- **Engaging partners across jurisdictions and institutions**

Achieving Vision Zero requires persistence, partnership and continuous learning. Through coordinated delivery, transparent reporting and sustained collaboration, Edmonton will continue advancing toward a mobility network where serious injuries and fatalities are never accepted as inevitable.

Every action in this strategy moves the City closer to that goal.



**SAFE MOBILITY
STRATEGY
2027–2030**

REVISED MAY 2026

**VISION
ZERO**

Edmonton