

City of Edmonton
Transportation Services
Speed Limit Reduction Pilot Follow-up Survey



August 15, 2011



Project Purpose

- ◆ Banister Research and Consulting conducted a telephone survey with residents of the six neighbourhoods that participated in the Speed Limit Reduction Pilot Program :
 - Beverly Heights/Rundle Heights
 - King Edward Park
 - Ottewell
 - Twin Brooks
 - Westridge/Wolfwillow/Oleskiw
 - Woodcroft



Methodology

- ◆ Telephone interviews were conducted with Edmonton residents over the age of 18 between July and August, 2011.
- ◆ 2,044 interviews were completed.
- ◆ Neighbourhood-specific results provide a minimum margin of error no greater than $\pm 5.0\%$ at the 95% confidence level, 19 times out of 20, based on the 2009 population counts.

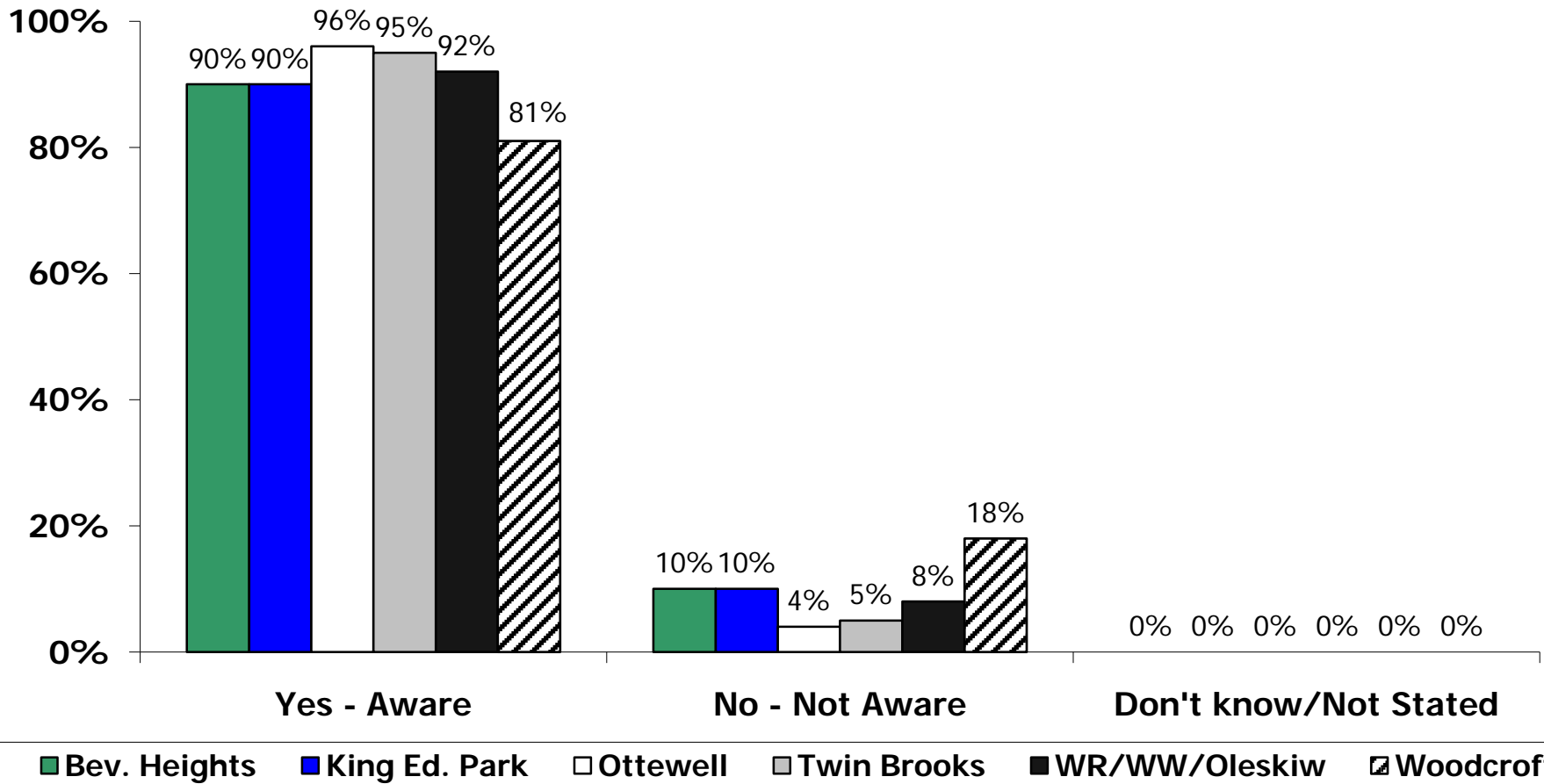


Methodology

Neighbourhood	Number of households (population)	Number of interviews completed* (sample)	Margin of error of results (95% confidence interval)
Beverly Heights/Rundle Heights	2,499	427	+/- 4.3%
King Edward Park	2,058	335	+/- 4.9%
Ottewell	2,612	347	+/- 4.9%
Twin Brooks	2,310	351	+/- 4.8%
Westridge/ WolfWillow/Oleskiw	1,632	322	+/- 4.8%
Woodcroft	1,265	262	+/- 5.3%
TOTAL	12,376	2,044	+/- 2.0%

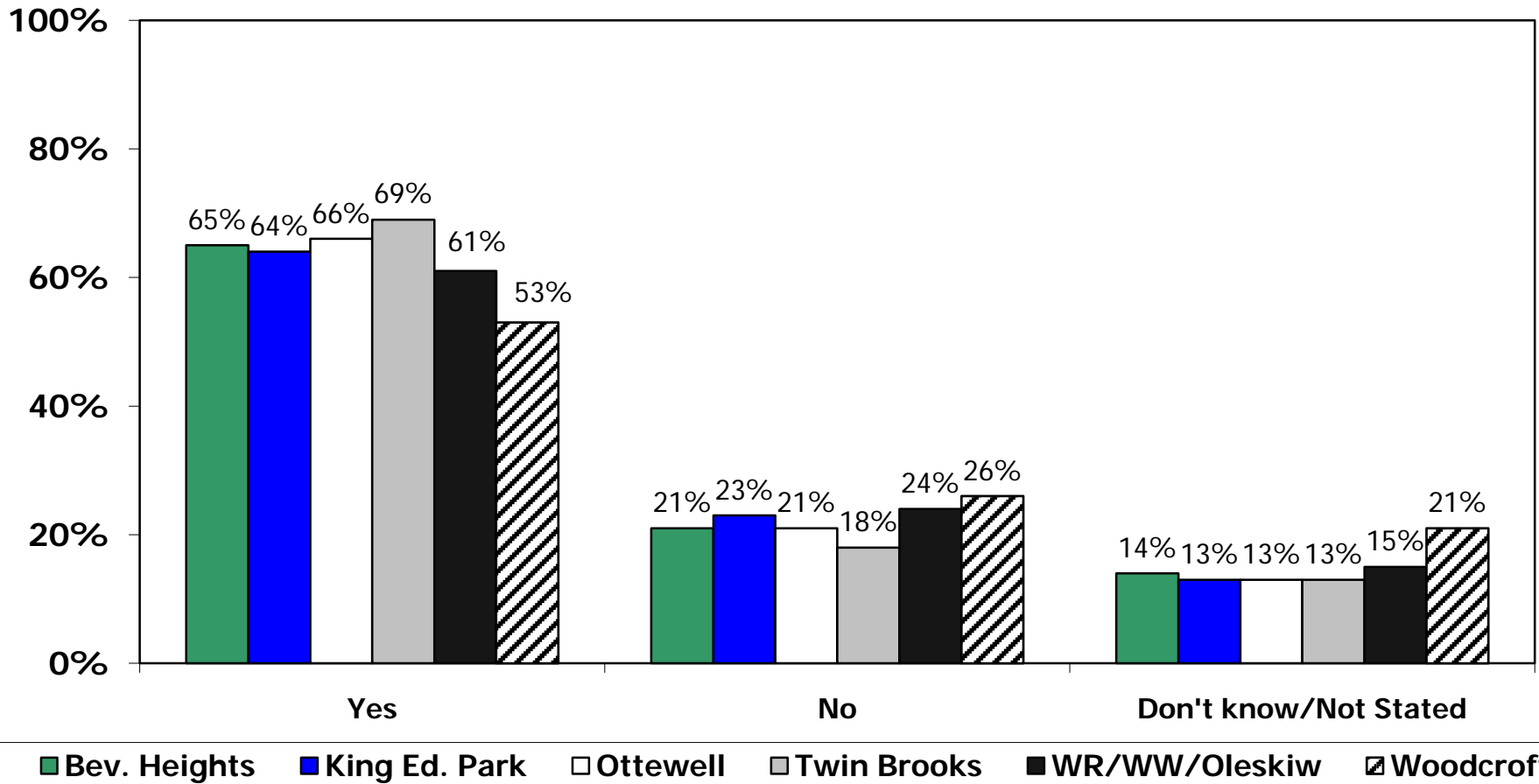


Awareness of Speed Reduction Pilot Program





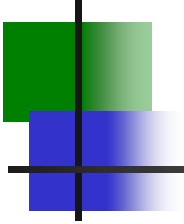
Received Mailout Regarding Speed Reduction Pilot Program Results and Findings





Preference for Future

Neighbourhood	Remain at 40km/hr	Return to 50km/hr	Undecided
Beverly Heights/Rundle Heights	50%	44%	6%
King Edward Park	74%	21%	5%
Ottewell	59%	38%	3%
Twin Brooks	51%	45%	4%
Westridge/ WolfWillow/Oleskiw	44%	53%	3%
Woodcroft	78%	14%	8%



Questions?