

Safe Mobility Strategy 2021–2025

Themes and Draft Key Actions

VISION
ZERO

Edmonton

Community of Safe Communities

We all – from City staff to citizens to groups and organizations – need to go all-in to create and embrace a culture of safe mobility in Edmonton. Moving around our city requires constant decisions – from how fast we drive, to whom we think Edmonton's roads are for, to when and where we cross the street. A community of safe communities is aware of the impact that our choices have on safety, and more importantly, values safety benefits for everyone over personal conveniences like slightly shorter travel time. Together, we can make proactive choices to prioritise safety and livability and build a healthy, vibrant city we are proud of.

2021–2022 Key Actions:

Traffic Safety Community Activation

Programming, tools and support to empower Edmontonians so they can influence and participate in safe and livable streets in their community, including:

- **YEG Safe Mobility Makeovers:** combine Edmontonians' lived experience and City staff technical expertise to collaboratively identify and implement customized, creative and flexible solutions that address traffic safety concerns outside of Neighbourhood Renewal.
- **Safe Speeds Toolkit:** support the implementation of Speed Limit Reductions and address ongoing speeding concerns in neighbourhoods. Enable communities to access tools such as portable driver feedback signs, creative signage and visual awareness options, and location specific data and information to educate and communicate about speeding issues.

Vision Zero Development Initiative

Create a toolkit and certification process for developers and the City to work collaboratively to seek Vision Zero developments.

Positive Enforcement Campaigns

Action new and creative opportunities to use enforcement data and presence to recognize and reward safe driving behaviours.

Speed Limit Reduction

Implement default residential speed limit reduction to 40 km/hr, including on Whyte Ave, Jasper Ave and high pedestrian areas to make our streets calmer, quieter, and safer for people walking, biking, driving and enjoying their neighbourhood.

Safety at Every Step

People of all ages and abilities, for all modes of transportation, and in all seasons must be able to travel safely along Edmonton's streets and pathways. From planning to design to activation to maintenance, we must take action in response to traffic safety issues and proactively reduce exposure to risk and harm. We will explore creative and dynamic solutions to new and existing roads in order to integrate safe infrastructure for walking, rolling, biking, driving, and riding transit. A safe mobility network is our top priority. We must work together – and act quickly – to move from a city of 1 million built for cars to a city of 2 million built for people.

2021–2022 Key Actions:

Safe Crossings

Enable people walking, biking, and rolling to safely cross streets with engineering measures through an enhanced approach to the current Crosswalks program. Will look to implement the right measures in the right locations using a variety of tools, from temporary curb extensions to full signals.

School Safety

Continued progress implementing traffic safety upgrades at 48 schools with elementary students in Edmonton. Program will be completed in 2022.

Project Integration

Partner with areas across the City to provide integrated, consistent safety support to transportation projects and programs, including:

- Add crash and equity analysis data as a criteria for the Bike Plan location prioritization and future arterial renewal projects
- Conduct safety reviews for new and existing transit stop locations on collector and arterial roads
- Leverage crash and equity analysis data to support route and scheduling planning for Snow and Ice Control in creating a safe and livable winter mobility network.

More information about the crash and equity analysis data is available at:
engaged.edmonton.ca/safestreeets

Vision Zero and City Policy

Review and update City of Edmonton transportation policy to ensure alignment to Vision Zero safety principles, standards and applications, including the production of internal toolkits for colleagues across the City who support the transportation network to tangibly live out Vision Zero.

Listen, Learn, Lead

The Safe Mobility Strategy is data driven and evidence based, and yet, we don't have the breadth and depth of information needed to best understand traffic risks on our roads and their impact on people's quality of life. We must collaborate with the public, across the corporation, with community partners, and with other levels of government to collect, understand, and analyze data to inform the Safe Mobility Strategy and achieve Vision Zero. This starts with collecting better safety and health data, listening to people's lived experience, and sharing and collaborating with others.

2021–2022 Key Actions:

Strategic Collaboration with the Edmonton Police Service

- Provide data and analytics and partner on programs to:
 - Support strategic location selection and scheduling of EPS in-person traffic enforcement and City-led mobile automated enforcement
 - Escalate repeat and serious offenses identified through automated enforcement for EPS action
- Be present in and with the community to educate on the importance of traffic safety

Safe Mobility Academic Working Group

Develop a multidisciplinary research program (including academics specializing in urban planning, public health, psychology and human behaviour and engineering) to enable holistic and integrated research and tangible safety and livability outcomes.

Expanded Monitoring Technology

Test and implement new road monitoring equipment that expands and diversifies information needed to better understand what's happening on Edmonton's streets, including near-crashes, when and how people are travelling, and road user actions and behaviours in order to implement the right actions and measures to increase safety and livability.

Data Sharing Partnerships

Partner with organizations and different levels of government to explore new sources of data beyond crash reports. Information, such as crash data when motor vehicles are not involved and in depth injury reporting, is necessary to develop a more accurate understanding of what is happening on Edmonton streets.

Equitable Safety

Based on crash and equity analysis, we know that some parts of our community need extra focus and attention over the next five years. The transportation system is one of the many mechanisms through which society marginalizes certain communities. Working to address systemic inequity and build inclusion forms the basis for all actions of the Safe Mobility Strategy. Removing transportation-related barriers will require confronting uncomfortable topics, learning about experiences others have had that may not align with our own, and acting as allies to those that are disproportionately affected by the way the current system is planned, designed, activated, and maintained.

2021–2022 Key Actions:

Proactive Safety Reviews

Address systemic inequities by conducting proactive safety reviews in the highest crash neighbourhoods that are not accessing traditional channels to initiate change, such as 311. This work will build understanding as to why crashes are happening more frequently in some neighborhoods than others and how it impacts people's lives.

Project Prioritization Criteria

Include equity-seeking neighbourhoods from the High Injury Network and those disproportionately impacted by safety issues as key project prioritization criteria.

Build Focused Relationships To Address Inequity

Strengthen and establish relationships with organizations and people from equity-seeking communities to continually work towards removing barriers and creating solutions to safety issues.



Edmonton wants safer streets and more livable communities. Please give us your feedback on these actions using the survey on engaged.edmonton.ca/safestreeets. Open until September 23.