



June 4, 2026

Urban Planning Committee  
City of Edmonton  
1 Sir Winston Churchill Square  
Edmonton AB T5J 2R7

RE: Urban Planning Committee | Item 7.1 Safe Mobility Strategy 2027-2030

Dear Mayor Knack and members of Urban Planning Committee:

BILD Edmonton Metro is a non-profit organization representing over 500 companies in the building and development industry. Our members are committed to shaping our region to ensure more people and businesses choose to live, invest, and thrive here.

The Safe Mobility Strategy 2027–2030 reflects the City’s continued work to advance Vision Zero and improve traffic safety outcomes. That work is valued as it forms the basis of livable communities and progress made to date is recognized. At the same time, after several years of engagement on this file, a number of key implementation and policy questions remain unresolved. As presented, the Safe Mobility Strategy raises a number of critical gaps that should be addressed before advancing significant new investment and implementation commitments.

Prior to committing to this full strategy, we recommend that Administration prepare a fully costed implementation strategy with a Return on Investment and implications for public and private sector investments for future Council review and public discussion.

**What’s Actually Driving the Trend? (Cause vs. Correlation Gap)**

The strategy highlights increases in fatalities and severe collisions, but continues to rely heavily on absolute figures and qualitative interpretation of contributing factors. Understanding causation is critical before scaling major investment decisions because it determines which interventions will be of most utility. Perceptions of declining safety are important context, but they do not on their own explain underlying system performance.

Edmonton has experienced significant population and travel growth since Vision Zero was introduced. Without considering safety outcomes in the context of population or trip growth, it is



difficult to determine whether risk is increasing in relative or absolute terms, or where intervention is most effective.

### **Are We Measuring What Works? (Return on Investment Unclear)**

Before expanding funding, it is important to understand which interventions have delivered measurable results and where marginal returns may be diminishing. This is especially the case as revenue sources for these programs and projects becomes more constrained.

The strategy contemplates approximately \$74 million to \$150 million in additional investment, yet there remains limited evaluation of the effectiveness of previous safety interventions. While the Culture Study identifies public support for enforcement, signage, and traffic calming, it does not quantify the safety impact of these tools or their relative effectiveness.

### **The Real Cost Equation (Capital, Operations, and Winter Exposure)**

Implementation decisions must reflect full lifecycle costs, not just upfront capital investment. This includes long-term operations, maintenance, and performance under Edmonton's seasonal conditions.

Proposed capital investment, combined with expanded operating requirements for enforcement, programming, and maintenance, will materially impact municipal budgets and development costs. Winter conditions further affect the durability and ongoing maintenance requirements of surface-level interventions, making lifecycle cost clarity particularly important.

### **Growth Areas Are Not Fully Aligned (Timing vs. Responsibility Gap)**

Growth delivery depends on coordinated infrastructure timing between public approvals, developer contributions, and City capital programming. Misalignment in timing can affect both efficiency and predictability.

Developers already fund and deliver significant transportation infrastructure, including intersections and signals but implementation timing remains under City control. Infrastructure needs are often identified early but deferred due to warrant thresholds or prioritization frameworks. While the strategy identifies where additional safety investment may be needed, it provides limited clarity on how those investments will be coordinated with growth-area planning, applied warrant criteria, and capital delivery processes.

In closing, support remains for the shared objective of safer, more walkable communities. These outcomes are central to good city-building and already shape how communities are designed today. Delivering them sustainably requires a framework that is clear, consistent, evidence-based,



and financially responsible, particularly given housing affordability pressures and the need to maintain viable conditions for continued growth.

Continued collaboration is appreciated to ensure safety improvements are practical, predictable, and aligned with Edmonton's long-term growth and infrastructure delivery objectives.

Sincerely,

A handwritten signature in black ink, appearing to read "Kalen Anderson".

Kalen Anderson, RPP, MCIP  
CEO, BILD Edmonton Metro

Copy:   Office of the City Clerk  
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