



A rainbow-coloured success

The public has spoken! There's been so much support for the temporary rainbow crosswalks installed this summer that the City of Edmonton is now considering a permanent installation.

"We are proud to see how much support these rainbow crosswalks have garnered not just from Edmontonians, but from people across the country," said Marco Melfi, planner with [CITYlab](#). "They accomplished exactly what they were supposed to - reimagine public space and support awareness for Pride."

Following the Pride Festival, a survey of the [Edmonton Insight Community](#) and general public gathered feedback on how people heard about the crosswalks, interacted with them and their general thoughts on the initiative. In addition, vehicle and pedestrian behaviour was monitored and analysed. The analysis revealed that the crosswalks did not decrease pedestrian safety and the survey showed much public support for the crosswalks, including a push to make the crosswalks permanent.

Transportation is currently considering a permanent location for rainbow crosswalks. More information, including public engagement to decide the location, will come.

The City of Edmonton's Transportation Operations, Transportation Planning and CITYlab collaborated to paint six crosswalks in rainbow colours at three different intersections in Old Strathcona. They were installed in June 2015 to support the Old Strathcona Business Association and the Pride Festival. Since Edmonton's installation, Victoria, Brockville and Ottawa have all initiated the crosswalks and referenced Edmonton as a model.

For more information or to view the summary report:

visit: www.edmonton.ca/citylab

Media contact:

[Maya Filipovic](#)
Communications Advisor
780-496-8196

Share:     

[Subscribe](#) | [Unsubscribe](#) | [Printer Friendly Version](#)

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca

This email was created and delivered through [Industry Mailout](#)