

THE KAYLA PROJECT



SAFER CONNECTIONS

A street is only as safe as its connections.

Build a network, not isolated fixes.

Complete, connected sidewalks and crosswalks

Safe routes to schools

Bicycle networks with good connections

Transit access that is safe and convenient

Fill gaps to create a connected, comfortable system



PEOPLE MAKE MISTAKES

Safe streets are designed for human behavior.

Expect mistakes and design to prevent serious injury.

Lower speeds reduce crash severity

Design forgiving edges and clear zones

Use treatments that create cues and guidance

Focus on preventing fatal and serious crashes

Safety is not about blame—it's about design

NOT EVERY STREET NEEDS EVERY TREATMENT

Use the right treatment in the right place.

Context matters.

Match speed, volume, and function

Start with low-cost, high-impact solutions

Use a toolkit—mix and adjust as needed

Let data, community input, and context guide decisions

Right treatment, right place, right time

SAFE STREETS MAKE THE SAFE CHOICE EASIER

Design should guide people toward safer behavior—without relying on willpower.

Make it easy to walk, bike, ride transit, and drive safely.

Design for comfort and convenience

Remove barriers and reduce friction

Nudge toward safe speeds and behaviors

Equity in design means equity in opportunity

When safe is easy, everyone benefits



THE KAYLA PROJECT



We believe every life is worth protecting.
Together, we can build streets that are safer, healthier,
and more just for all—so no more families have to
experience the pain of losing someone they love.

SAFE STREETS SAVE LIVES. Let's build them together.