



# City of Cambridge

## Executive Department

**YI-AN HUANG**  
City Manager

CMA 2025 #68  
**IN CITY COUNCIL**  
March 31, 2025

To the Honorable, the City Council:

Please find attached a memorandum regarding assisting companies, institutions, and other organizations in adopting truck safety requirements for their fleets by Cambridge Department of Transportation Commissioner, Brooke McKenna.

Very truly yours,

Yi-An Huang  
City Manager





## CITY OF CAMBRIDGE

# TRAFFIC, PARKING, + TRANSPORTATION

## MEMORANDUM

**To:** Yi-An Huang, City Manager

**From:** Brooke McKenna  
Transportation Commissioner, Traffic, Parking, + Transportation Department

**Date:** March 26, 2025

**Subject:** Awaiting Report Response 24-53

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In response to Awaiting Report 24-57 in which the City Manager was requested to work with appropriate departments to assist companies, institutions, and other organizations in adopting truck safety requirements for their fleets and finding trucking vendors who are able to comply by providing an informational resource and publicizing those that comply, we report the following:

In response to the order, the Department has undertaken steps to advance outreach and education on truck safety sideguards and other safety enhancements. To this end, we have executed a contract with Kleinfelder, Inc., a consultant with extensive experience in communications and engagement within the City of Cambridge. Kleinfelder, Inc. will work with the City (the Team) to develop and execute this campaign to raise awareness about the importance of sideguards and other safety enhancements on trucks traveling through and within the City.

A kickoff meeting for this project was held on Thursday, March 20. During this meeting, a timeline for the campaign was reviewed and finalized. Work spans from April 2025 through September 2025.

The timeline features the following phases:

**Conduct and Compile Research and Surveying** (weeks of April 7–May 5): The Team will gather data and insights to inform the outreach and education campaign. This includes observing traffic patterns, surveying key vendors and decision-makers who deploy trucks in the City, and analyzing findings to shape the campaign strategy.

**Develop List of Target Audiences** (weeks of June 2–June 9): The Team will identify and prioritize specific groups and entities for engagement, such as truck operators and businesses.

**Develop Outreach and Education Campaign** (weeks of May 26–June 9): Using research findings and stakeholder insights, the Team will create the campaign framework, including educational materials and communication strategies.

**Execute Outreach and Education Campaign** (weeks of June 16–September 15): The Team will implement the campaign through printed materials, digital outreach, and other collateral for distribution.

We anticipate that this work will set the stage for an ongoing campaign that will continue in future years to gain additional traction and engage more trucking companies to improve safety on their trucks.

We appreciate the opportunity to present the finalized timeline and scope to the City Council. The Team is fully committed to ensuring the success of this initiative and fostering safer streets for everyone in our community.