Mallards Annual Neighborhood Impact Plan – 2014

For years the Mallards have been working with surrounding neighborhoods to address any concerns regarding the Mallards impact on the area surrounding the ballpark. This document is an effort to formalize plans for 2014 and open a dialogue for future concerns that can be addressed on an annual basis.

1. Pedestrian Safety
   a. In 2008 the Mallards started hiring (at Mallards cost) off-duty police officers to direct traffic at the exit from the ballpark at Sherman Avenue. Some Mallards fans park in the adjacent Northside TownCenter parking lot and crossing Sherman Ave post-game had been somewhat dangerous. Since officers started controlling this intersection the situation has become completely safe and provided better traffic flow for fans and normal vehicle traffic on Sherman Ave.
   b. Each year the Mallards meet with the North District Police Captain and get recommendations for security both in and out of the ballpark. We plan to meet the staffing recommendations from the Captain for all games in 2014 and work with the Police Department to react to any additional input they may have.
   c. The Mallards have been working with the North District Police to attempt to eliminate car break-ins during games and will continue to do so in 2014. Efforts have included officers walking the lot giving "report cards" to cards parked in the lot informing them of whether or not they had left valuables exposed in their vehicle, thus making them more likely targets and Mallards PA announcements to the crowd during games.
      i. These efforts have been coupled with the Mallards providing usher staff working in the parking lot during each game. This staff is on hand to help reduce any theft, answer fans questions and to provide courtesy rides to fans who ask. This has resulted in literally no reported break-ins and has been a very positive addition for the fans.

2. Noise and Fireworks.
   a. In 2010 the Mallards installed a new, state of the art, sound system that kept stadium PA sound almost completely within the stadium and dramatically cut down on "sound bleeding" into the surrounding neighborhood. The number of complaints from neighbors in 2010 and subsequent years was literally zero. This same system will be in use for all future years and any changes to the system would need to be approved by the Parks Superintendent.
   b. In 2010, 2011 and 2012 the Mallards hosted four fireworks shows each year and neither the city, or the Mallards received any noise complaints about them. In 2012, due to substantial changes in the ballpark (specifically the addition of seating areas beyond the OF wall) the location of the fireworks shows was shifted to near the tennis courts at Warner Park to provide an appropriate fall zone. In 2013 the fireworks shows were moved back within the footprint of the ballpark, to the identical location that had been used previously. This move required evacuation of the Backyard seating area 20 minutes prior to each show.

3. Litter.
   a. The Mallards clean out the stadium every night after games and touch up in the morning, keeping the stadium, and surrounding areas, in top-notch shape all the time.
   b. The Mallards also walk the parking lot areas the day after every game and clean up any debris from fans from the festivities the night before.
   c. Every morning after a fireworks show is hosted at the ballpark staff pick up all debris from the show. This is typically done by 10am the day after each show.

4. Northside Planning Council
   a. The Mallards plan on presenting at the spring Northside Planning Council meeting prior to the start of every Mallards season and will do so in 2014. This provides the neighborhood associations an opportunity to keep informed as to what the Mallards are up to every year and for the Mallards to hear any feedback or concerns that should be considered prior to or during the season.
   b. Additionally the Mallards sit on the Northside Economic Planning Development Council that is focused on growing and improving the Northside of Madison.