

# Traffic Management Plan

The Winnebago Arts Café

2262 Winnebago Street

Madison, WI 53704

Our proposition to raise our capacity stems from several needs within the community for a room of this nature. Large public spaces that are run by local operators in developing and growing neighborhoods are vital to conserving our culture in Madison. Entertainment spaces not only offer something unique for the surrounding community to participate in, it offers a place for local artists to make a respectable living. Our building at 2262 Winnebago Street has the infrastructure to accommodate 225 people comfortably, leaving our parking lot as the main discussion. Below we outline our plan to help ease the parking strain on our neighborhood as we grow into a denser node of town.

## **INITIATE A PROGRAM TO SELL MADISON METRO BUS PASSES AS A CONSIGNMENT RETAILER SITE:**

We recently developed a relationship as the first bar in Madison to be an official consignment retailer of Madison Metro Bus Passes. We would be promoted as an official outlet of bus passes on Madison Metro's website and ride guide. We would have the capability to sell bus passes as an addition on someone's bill and would be able to take all forms of payment. As a business that invites patrons to consume alcohol if they choose, we feel like this is a far safer alternative than incentivizing more patrons driving their own vehicle. This program would be a pioneering program in Madison and could be a beacon for how we evolve as one of the most progressive Midwestern urban communities.

## **DEVELOP A RELATIONSHIP WITH COMMERCIAL NEIGHBORS TO SHARE PARKING:**

A close 500 feet away we are fortunate to be neighbors with the Union Corners development. We have inquired about the potential of leasing a few parking stalls from their lot during their off hours (5:00 PM – 8:00 AM). With project of their size, we expect several months of negotiating to come to a solution. None-the-less, we are optimistic and see that as our only option in proximity.

## **PATRONS FREQUENTING RIDE-SHARING OPTIONS:**

Similar to any downtown entertainment venue, we see a heavy turnout of patrons arriving from either cab or ridesharing options like Uber and Lyft. To encourage our patrons to use a local cab company, we recently established a relationship with Green Cab to have an evolving incentivizing program (subject to change per the season/holidays) on site for our patrons to choose a safe ride home.

**CONCLUSION:**

There are many ways to navigate an urban environment, as density continues to crawl out from the city-center we will have to start relying on public transportation, cab and ride sharing options more and more. If we embrace promoting the alternative transportation options as a business, it will excite our customer base to frequent them more often reducing all vehicular needs on the isthmus.