

Mallards 2011 Fan Access Plan

With continued excitement surrounding Mallards baseball & limited parking, it is imperative for Mallards fans to understand options regarding safe & accessible ways to get to the games. Here is a quick listing of what the City, in partnership with the Mallards provide fans every year:

1. Vehicle parking in the main parking area. Approximately 1,000 parking spots are currently available.
2. Mallards staff patrol the entrance to the parking area by the Warner Park Community Center & make sure that spaces are saved for people planning on going to the Community Center.
3. The Mallards enter into an agreement every year to provide 200 overflow parking spots at the Northside TownCenter parking lot, which is across Sherman Ave. from the ballpark. The agreement will be attached to this submittal.
4. The Mallards provide a free, secure valet bike parking area immediately outside the main entrance to the ballpark (best spot to park in the ballpark!) & even provide a complimentary bike wash or tire inflation during the game!
5. In 2010 the Mallards & the City of Madison agreed to reduce capacity for baseball games from 7,500 to 6,750. The Mallards will continue to operate with that capacity in 2011, which will reduce the impact on the surrounding area.
6. Madison Metro has a stop near the Sherman Ave entrance to the ballpark & this info is posted on Mallardsbaseball.com.

Mallards Annual Neighborhood Impact Plan – 2011

For years the Mallards have been working with the neighborhoods to address any concerns regarding the Mallards impact on the area surrounding the ballpark. This document is an effort to formalize plans for 2011 & open a dialogue for future concerns that we can address 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 & crossing Sherman Ave post-game had been somewhat hectic & dangerous. Since officers started controlling this intersection the situation has become completely safe & provided better traffic flow for fans & normal vehicle traffic on Sherman Ave.
- b. Each year the Mallards meet with the North District Police Captain & get recommendations for security both in & out of the ballpark. We have already had this meeting for 2011 & plan to meet the staffing recommendations from the captain for all games in 2011.
- c. The Mallards have been working with the North District Police to attempt to eliminate car break-ins during games & will continue to do so in 2011. Efforts have included officers walking the lot giving “report cards” to cars parked in the lot informing them of whether or not they had left valuables exposed in their vehicle, thus making them more likely targets & Mallards PA announcements to the crowd during games.

2. Noise & 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 & dramatically cut down on “sound bleeding” into the surrounding neighborhood. The number of complaints from neighbors in 2010 was literally zero. This same system will be in use in 2011.
- b. In 2010 the Mallards hosted four fireworks shows & neither the city, or the Mallards received any complaints about them. In 2011 the Mallards will host four shows again, so we do not anticipate any concerns from neighbors.

3. Litter.

- a. The Mallards clean out the stadium every night after games & touch up in the morning, keeping the stadium in top notch shape all the time.
- b. The Mallards also walk the parking lot areas the day after every game & clean up any debris from fans, or fireworks from the festivities the night before.

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 & will do so in 2011. This provides the neighborhood associations an opportunity to keep informed as to what the Mallards are up to every year & 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