

Mallards Annual Neighborhood Impact Plan – 2021

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 2021 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 2021 and work with the Police Department to react to any additional input they may have.
- c. For the last several years the Mallards have worked with the city of Madison Police Department to help educate and eliminate car break-ins and will continue to do so in 2021.
 - 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. Since 2013 any fireworks shows have been launched from within the footprint of the ballpark to avoid any adverse impact on wildlife in the park. This move requires evacuation of the Backyard seating area 20 minutes prior to each show. This will be the plan for 2021 as well.

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. Neighborhood Engagement

- a. The Mallards have become active participants in conversations facilitated by the Northside Planning Council in recent months in an effort to more closely connect with the Northside of Madison & identify potential opportunities to partner the Mallards with the initiatives of multiple northside based community organizations. Plans are in motion to host a Northside Business & Community Organization Night at the ballpark in 2021 to highlight the many interesting things happening on the Northside.
- b. The Mallards have shared our Neighborhood Impact Plan & Fan Access Plan with the organizations referred to us by the Alders representing the areas surrounding the ballpark. Their feedback will be reflected as these plans are finalized.