

Bridgeman Foods Wendy's 4601 West North Action Plan

The following is Bridgeman Foods II, Inc.'s Action Plan to improve the safety and cleanliness of the Wendy's located at 4601 West North Avenue.

Operations Summary

- Bridgeman Foods II, Inc. has operated at this location for twenty years and looks forward to continuing to partner with the City of Milwaukee and the 15th District. The company was founded in 1988 with 5 stores in the City of Milwaukee.
- Annually, we have over 120,000 customer transactions at the Wendy's on 4601 West North Avenue.
- A new General Manager and District Manager has been put in charge of the restaurant to bring an elevated level of leadership and expertise to the store.
 - Compared to the previous year, the store has increased customer counts by 5 percent.
 - On a recent Guest Satisfaction report card from last period, the store increased their accuracy, speed, and friendliness scores by 15%. In addition, these metrics outperformed the Wendy's system.

Operation Action Items

- Customer service will continue to be a major focus of our operations and we will push for continuous improvement in this area. Two of our founders' beliefs were "Just Be Nice" and "Treat Others with Respect" each day. These beliefs will be championed at our 4601 West North Avenue location.
- Reinvigorated focus on speed of service to provide a fast visit through our drive through or in the dining room. "Speed the Wendy's Way" initiative will be leveraged to improve Speed of Service. Additional steps taken to improve guest service include:
 - New state of the art grill installed this past year that cooks burgers in half the time, and will support providing a faster experience for guests. (Completed July 2023 – Invoices total \$38,746.68)
 - Closed off the first drive through window to speed up the line and reduce complexity in the payment process. (Completed June 2023 – Invoice total \$2,702.98)
- We strive to get customers' orders correct the first time as well as resolve issues quickly should we fall short of their expectations. To ensure this happens we will:
 - Utilize B.L.A.S.T. to resolve any guest complaints or concerns (See attached document). This procedure will help deescalate any guest issues that arise in the restaurant.
 - We should not run out of any signature products but should there be an instance we will do everything in our power to find a suitable replacement as well as provide a coupon to come back and receive that item at a later visit.
- Enhanced application screening and interviewing process. We want to focus on hiring great talent for our restaurant and providing them with the proper training. The new "Crew Core" training program will be leveraged to ensure we are educating all new team members on procedures and policies.

Security and Safety Action Items

- We will continue to leverage our new Envysion camera system that provides great visibility of multiple angles and can be accessed remotely for increased monitoring by our organization. Additionally, we are exploring possibly utilizing Envysion's 3rd Party monitoring service to help us further promote a safe and secure environment for employees and customers.
- A new security and burglary alarm system was installed in September of 2023 by Milwaukee Alarm Company.
- No Firearms posted on the doors. "No Weapons Policy" communicated and signed by every employee.
- The following attached policies and procedures will be leveraged to increase Safety and Security at the restaurant:
 - General Safety and Firearms
 - Workplace Investigation Team and Process for Investigation
 - Late Night Security
- In the case of workplace violence, we have implemented an Internal Team and procedure to ensure that we are gathering all the information and handling the situation appropriately. This includes multiple departments reviewing the situation as well as partnering with the local police department, if necessary. (See attached)
- In case of a workplace injury, we do have a comprehensive procedure to ensure our employees get the necessary medical care. (See attached workflow)
- We encourage all employees to keep their personal belongings either in their car, on themselves, or in the back of the restaurant in a coat or bag. We did have an issue this past year where an employee's cell phone was stolen when they forgot it on a dining room table. We will continue to reiterate to our employees this policy and will fully cooperate with the Police should there ever be an issue of a stolen item at the restaurant.
- We will explore getting additional lighting installed around the property to increase visibility and safety around the premises at night.

Facilities-Cleanliness-Community Involvement Action Items

- Moving forward, our lot will be picked up at a minimum of three times per day. A checklist will be used to ensure this is completed.
- We have purchased four additional exterior garbage cans to spread around the property to help reduce trash in the parking lot. (Ordered April 2024 – Invoice total \$2,702.68)
- Improvements and repairs were made to the parking lot and drive through lane this past summer (June 2023 – Invoice total \$38,312). A fresh seal and stripe was conducted on the lot too (June 2023 – Invoice total \$5,828).
- In addition to the regular Total Restaurant Cleaning program conducted by our employees, we will have this property professionally power washed two times per month by Goodland Landscaping.
- Windows will be professionally cleaned inside and out two times per month by Clear-Vu Window Cleaning.
- We are currently acquiring proposals to build a garbage corral to hide the large garbage dumpsters that sit in the corner of our lot today. This should help reduce trash and hide the dumpsters from the community when driving by our location.
- At Bridgeman Foods, we strive to be strong partners in the communities that we serve. Due to past success, we are looking to join neighborhood associations surrounding our

restaurant. If there are any groups or organizations that you would recommend us partnering with, please let us know.

2023 Police Report for Wendy's for Wendy's 4601 West North Avenue Response

- We believe the first two incidents were discussed at our License Hearing on May 16, 2023. We will address them here again as well as the third incident below:
 - **March 24, 2023** – This was an incident where an employee's cell phone was unfortunately stolen from the restaurant. Police were called that day by our employee. The employee left it on the table, and it was taken by someone. We will continue to coach our employees to keep personal belongings on themselves, in their car, or in a coat or bag in the back of the restaurant.
 - **April 3, 2023** - There was a customer that was upset that we were out of chili at the drive through window. The customer threatened our manager and broke the drive-through window causing damage to the property. Police were called by our manager. We will continue to coach our employees on using B.L.A.S.T. to try to deescalate situations where a customer may be upset or unsatisfied. Additionally, we will reiterate to our teams that we should not run out of key menu items. In a situation where we run out of a signature item, the District Manager must be contacted to assist in resolving the out-of-product situation. Lastly, we will offer a coupon to guests to get the item for free on a future visit.
 - **October 22, 2023** – Police were dispatched by the restaurant because one of our employees was having a medical issue. The employee had a seizure in the kitchen area and an ambulance was called to the restaurant to assist the employee. In the case of any employee getting hurt or injured at work, we have a detailed policy and procedure to ensure that the employee gets proper medical attention. Also, all instances of an employee injury are reported to our internal Risk Management team within 24 hours to monitor the recovering and return to work.

In conclusion, Bridgeman Foods II, Inc.'s Action Plan outlined here represents a comprehensive approach to ensuring the cleanliness of our restaurant and safety of the community in which we serve. By implementing the strategies and measures detailed in this Action Plan, we are taking proactive steps to mitigate risks, ensure the well-being of all individuals, and protect the community. However, safety, security, and cleanliness are ongoing concerns that require constant vigilance and adaptation. Therefore, regular review, evaluation, and updates to this Action Plan will occur when necessary to address emerging threats and maintain a safe and clean environment for everyone. We are committed to serve the community, and will do all that is necessary to navigate any challenges that may arise and continue to prioritize the safety, security and cleanliness of the restaurant.