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Dear Alderman Bauman,

Thank you for your openness to work with us as we seek to quickly address community concerns related to the parking situation on the block of Milwaukee Street where our business is located. Following is a summary of actions taken, next steps, and our proposed Plan of Operations for all future applications:

Actions Completed

- **Signage** - we have added a large sidewalk sign that clearly communicates double parking is not allowed by our business. Additionally, we have added a digital sign in our lobby prominently placed next to our check-in station and food lockers that reinforces the same message that double parking is not allowed
- **Staff intervention** - our staff has been actively engaging with drivers who they know to be double parking by asking them to move their car to an appropriate spot before being offered service

Immediate Next Steps

- **Proactive Traffic Monitoring** - during peak hours, currently between 5PM and 10PM, a traffic monitor (wearing a high-visibility vest) will engage with any double parkers to inform them if they remain parked illegally they may be subject to ticketing or towing. If a double-parker refuses to move their vehicle, the monitor will promptly report the vehicle to City of Milwaukee Traffic Enforcement. The monitor will also distribute an informational flyer and attempt to tabulate data regarding all interventions
- **Traffic Camera** - We will install a camera to assist our staff in identifying double-parkers in front of our facility during all operating hours. The traffic camera will assist our staff in knowing when there are traffic issues during non-peak hours needing prompt attention

Short Term Next Steps

- **Engage Neighbors** - we do not believe the traffic problem is exclusively caused by our business; therefore we would like to engage and work with our neighboring businesses to solve the issue from a community perspective; what resources can be shared to better manage the flow of traffic and what structural changes are needed?
- **Develop Long-Term Plan** - we need time to work with the neighboring businesses and other interested parties to develop a plan that is a real solution to the issue; possible recommendations might include, but are not limited to:
 - Additional loading zones
 - Consolidating valet companies to a single side of the street
 - Shared parking enforcement resources
 - Consistent signage and messaging to customers and drivers

Plan of Operations - Summary of what shall be included in future License Applications

- **Signage** - Exterior and interior signage prohibiting double-parking
- **Traffic Monitoring** - staff to engage with double-parkers during peak hours (between 5PM and 10PM) and alert authorities as necessary
- **Traffic Camera** - ongoing review of external traffic camera to trigger intervention

We appreciate the opportunity to collaborate on an effective long-term solution; we are committed to addressing this issue and being a positive part of the community.

