

Traffic Management Plan & Site Summary

IL1101 | Naperville
1230 S Naper Blvd.

Operator: TBD

Coach: TBD

Regional Activation Coach: TBD

Construction Manager: Bill Crawford

Construction Coordinator: Anna Rodriguez

Created By:

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Speed, Quality, Service



Timing Standards

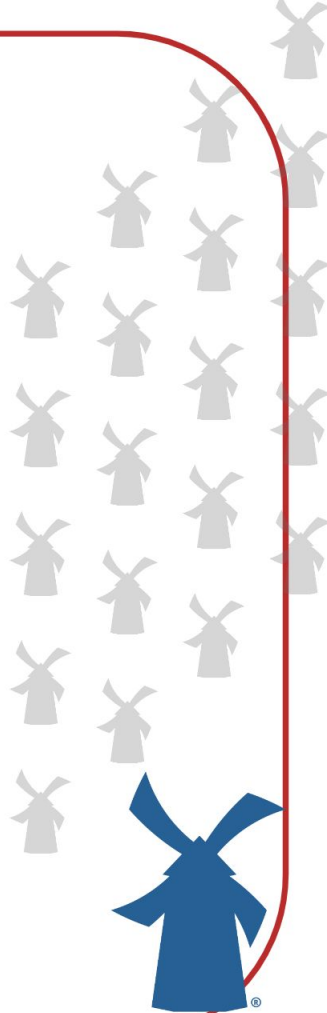
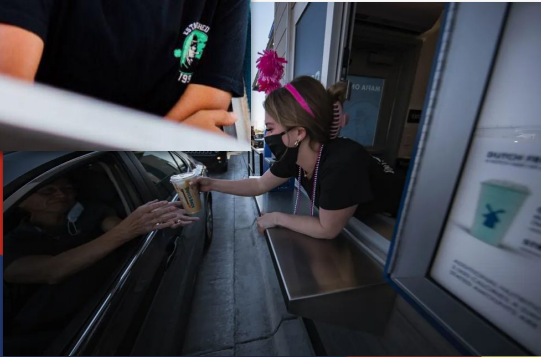
45 seconds per car (at window). Speed timings conducted weekly in addition to a quarterly company wide evaluation.

Escape Lane

An escape lane permits customers to leave the line as soon as their drinks are delivered by a drink runner.

Peak Hours

DB will staff an additional traffic controller during peak hours as needed.



Speed, Quality, Service



Off-Site Operations

DB always evaluates the need of off-duty police officer support during our grand opening period.

Off duty police officers provide off-site support during business hours as determined necessary by DB leadership. Their job is to safely direct customer vehicles to and from a location. Prevent vehicles from blocking critical drives or otherwise restricting traffic flow (off-site).

Staffing Model

Schedules are written a minimum of 1-2 weeks in advance (in accordance with state and local guidelines) based on gross sales, trends, local events, and weather.



Outside Traffic Management

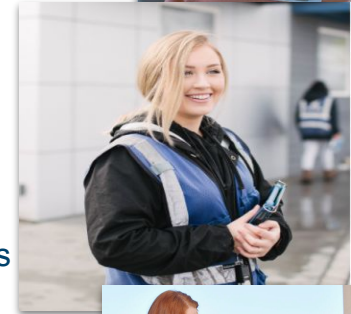
Line Buster (LB)

Job Duty: Increase speed of the customers experience by taking orders while ensuring 2' gap between cars. Ensuring when the line pulls forward the customers moves forward.



Drink Runner (DR)

Job Duty: Deliver completed drinks to the customer in line before reaching the window. Ensuring escape lane is used to minimize service time.



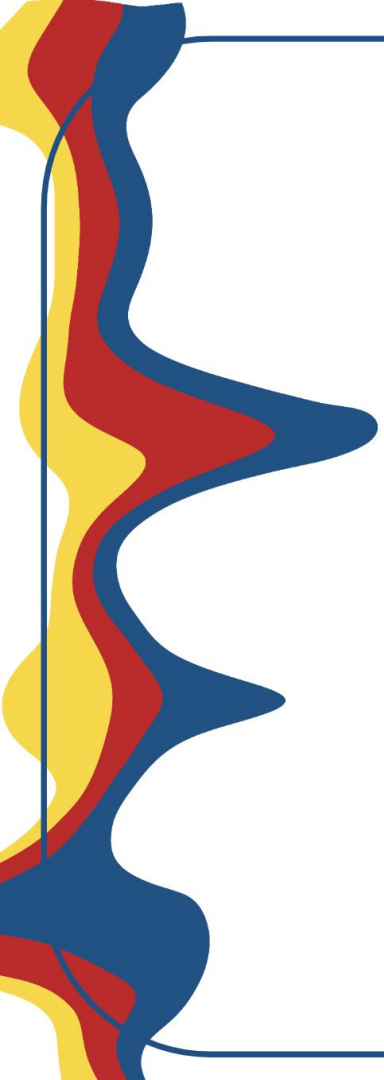
Dutch Bros. Traffic Controller (DBTC)

Job Duty: Direct traffic in and out of location. Preventing vehicles from blocking critical drives or otherwise restricting traffic flow (on-site).

Third Party Traffic Controller or Off Duty Police Officer (TC)

Job Duty: Direct traffic in and out of location. Preventing vehicles from blocking critical drives or otherwise restricting traffic flow (off-site).





Additional Information



Full Shop Meetings:

- Monthly meetings in which all shop personnel are required to attend. Discuss traffic plans and new commitments in detail.

Pre-Shift Huddles:

- Before each shift (morning, noon, night) the crew goes over updates, important communication, issues, and ensures strategy is set for the shift

Promotional Days / Major Holidays / Sticker Days:

- Dutch will determine if needed and hire a Third-Party Traffic Control Company to come in when the Stacking could possibly be an issue.

Evolving Traffic Plan:

- The Grand Opening plan will be utilized whenever necessary to mitigate traffic congestion that may occur from our new shop opening. We reserve the right to adjust the plan as conditions dictate, and expect that after the initial community response, our traffic patterns will settle to a predictable level within the first 90 days of operation.

Directional Signage Examples



Grand Opening Staffing Plan



Traffic Plan Legend

- LB ----- Line Buster
- DR ----- Drink Runner
- DBTC --- Dutch Bros Traffic Controller
- TC ----- Off Duty Police Officer

- No Stacking
- Ingress
- Egress

Not every position will be shown on Grand Opening Staffing Plan. Subject to site by site staffing needs.

Grand Opening Signage Plan

