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FOR INFORMATION CALL

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April 6, 2006

Ald. Michael D'Amato  
286-2221

## The Big Sweep: East Side Commuters Urged To Avoid Tickets, Tow Trucks

*City Street Sweeping Program Gets Underway in Targeted Area Friday*

City street sweepers will be buzzing through the streets near UW-Milwaukee tomorrow, cleaning residential streets that are normally packed with parked cars belonging to students and neighborhood residents.

Tomorrow -- April 7 -- is the first Friday of the month and street **sweeping will take place from 8 a.m. to 2 p.m.** in the area bounded by Maryland Ave., Edgewood Ave., Park Pl., and the Milwaukee River. **Residents are urged to look for the sign on their block to learn whether their side of the street is swept the first Friday or the third Friday of the month.**

Unfortunately, many parkers may not be paying attention to the street sweeping program signs, Ald. Michael S. D'Amato said. "This is the program's third year, and we hope people are now aware of the program and are being mindful that they'll need to move their cars," he said. "I wish we could have sweeping without towing a single car. I urge everyone to sign up for an E-Notify email reminder about the sweeping from my office. They can find a link on my website ([www.milwaukee.gov/district3](http://www.milwaukee.gov/district3))."

Ald. D'Amato has also mailed each residence on the sweeping route a calendar highlighting sweeping dates.

-More-

## **Sweeping Program Starts Tomorrow/ADD ONE**

The citation for a violation of the program's parking rules is \$30 and a tow is \$95 plus \$20 per day for storage. Because the program is on a Friday and the city tow lot is only open until noon on Saturday, a towed vehicle would have to be retrieved by then or the owner would have to pay another day's storage fee and go the weekend without that vehicle.

In each designated street sweeping program area, parking or stopping on the designated streets is prohibited between the hours of 8 a.m. and 2 p.m. on the day sweeping is scheduled. The street sweeping schedule varies, but the signs indicate that streets will be swept on either the first Friday or the third Friday of each month. Parking is prohibited on one side of the street to allow sweepers to fully clean one side of the street, and the prohibited side is then alternated on the next cleaning day to allow full cleaning of the other side of the street.

Ald. D'Amato said the sweeping program allows the city to clean streets in a more efficient and effective manner in an area where there is heavy demand for commuter parking. "The positive feedback on the program from residents has been overwhelming," he said. "The streets are noticeably cleaner and that makes the entire neighborhood look that much cleaner."

To find out more about the program and other parking matters, residents can go to **parking.mpw.net** or call the city's Parking Information Desk at **286-8350**.