



Traffic Management Plan

IN0110
1805 E Main Street
Plainfield, IN 46168

Operator
TBD

Business Coach
TBD

Regional Activation Coach:
TBD

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Speed

Quality

Service

Who We Are

Dutch Bros Inc. (NYSE: BROS) is a high-growth operator and franchisor of drive-thru shops that focus on serving high **QUALITY**, hand-crafted beverages with unparalleled **SPEED** and superior **SERVICE**.

Founded in 1992 by brothers Dane and Travis Boersma, Dutch Bros began with a double-head espresso machine and a pushcart in Grants Pass, Oregon. While espresso-based beverages are still at the core of what we do, Dutch Bros now offers a wide variety of unique, customizable cold and hot beverages that delight a broad array of customers.

We believe Dutch Bros is more than just the products we serve—we are dedicated to making a massive difference in the lives of our employees, customers and communities. This combination of hand-crafted and high-quality beverages, our unique drive-thru experience and our community-driven, people-first culture has allowed us to successfully open new shops and continue to share the “Dutch Luv” at 1,043 locations across 19 states as of June 30, 2025.



Traffic Management Plan Overview

1

The Site & Traffic Plan Administrator creates a custom traffic management plan that is tailored to each unique site.

Each plan identifies paths of travel for customers, points of ingress/egress, crew parking, directional sign placement, and suggested staffing placement.

City ordinances, CC&Rs, easements agreements, etc., are reviewed when a traffic management plan is created to ensure compliance.

2

Once the plan is completed, it is then shared with the field leadership team for the subject shop and market area (i.e. Regional Operator, Business Coach, and Regional Activation Coach).

Field leadership provides feedback on the traffic management plan and can request revisions, if needed.

Once the plan is approved, directional a-frame/cone topper signs are ordered to be sent to the shop.

3

Field leadership and crew setup the traffic management plan by placing temporary signs, cones, and readying staff for placement.

All cones and temporary signs are removed at the end of each business day.

If third party traffic control is needed, the field leadership team will identify dates, times, and number of controllers needed approximately one (1) to two (2) weeks prior to the grand opening date.

Traffic Management Positions

Line Buster

Dutch Bros. Crew Member

This position primarily obtains drink orders from customers that are lined up in the queue behind the ordering window. They are equipped with iPad's, card readers, and some with cash bags for cash transactions. Their objective is to quickly and accurately obtain customer orders down the line to expedite time spent at the window. In some cases, a Line Buster may also run drinks out to cars as orders are completed.

Drink Runner

Dutch Bros. Crew Member

More commonly staffed during the grand opening period; this position's responsibility is to run completed drink orders out to cars in the queue. They may also help customers coordinate exiting the line using the escape lane and allowing customers to pull forward and shorten the queue.

DB Traffic Controller

Dutch Bros. Crew Member

Dutch Bros. crew members may also direct on-site traffic to ensure traffic flow remains unhindered at key points within drive aisles. Traffic Controllers are briefed on the traffic plan to ensure properly coordinated execution. They also will setup and take down cones and a-frame signs as needed.

Third Party Traffic Controller

Third Party Contracted

Described on page 5



Third Party Traffic Control

Hired by Third Party Broker

Dutch Bros. works with a national broker that recruits off-duty police officers from city, county, and state jurisdictions.

Off-Site Traffic Management

Third party traffic controllers work primarily off-site to manage overflow traffic. They provide direction to customers and keep public roadways and primary drive aisles clear.

Order Time-frame

Dutch Bros. HQ and the regional field leadership team determine the need for third party traffic control (dates, times, and number of officers). An order is submitted to our broker one to two weeks prior to the grand opening date. Traffic controllers orders are usually submitted in one to two week blocks.

Alternative

If there are not any available off-duty officers to fill the traffic control roles, our broker then reaches out to national security companies (i.e. Securitas, GardaWorld) to obtain security guards to fill the vacant positions.

Consistent Coverage Evaluation

The regional field leadership team evaluates toward the end of each order period if the need for third party traffic control is still existent or if it can be adjusted or eliminated. Queue times, number of customer visits, and additional data are gathered regularly to determine coverage needs.

Special Occasions

From time-to-time, Dutch Bros. has community giveback days (i.e. Dutch Luv, Drink one for Dane) or other marketing campaigns that cause an influx of customers to visit their local shop. Regional leadership teams plan ahead for these days and can request third party traffic control as needed based on historical, shop specific trends.



A-Frame Directional Sign Example

A-Frame Dimensions:
"Sandwich Board"
24 Inches Wide
36 Inches Tall

Signs shown are only examples. Custom a-frames and cone-toppers can be made upon request.



Traffic Management Plan

Sign Key

E1 ENTRANCE 	E2 ENTRANCE 	E3 ENTRANCE 	E4 USE NEXT ENTRANCE AHEAD 	E5 Dutch Bros 	E6 Dutch Bros 	E7 Dutch Bros ENTRANCE NEXT RIGHT 	E8 Dutch Bros ENTRANCE NEXT LEFT 	B1 Dutch Bros DO NOT BLOCK 	B2 DO NOT BLOCK
L1 LINE FORMS RIGHT 	L2 LINE FORMS LEFT 	L3 Dutch Bros LINE STARTS HERE 	L4 Dutch Bros LINE FULL 	L5 Dutch Bros LINE FULL PLEASE USE WALK-UP 	L6 PICK SHORTEST LINE 	L7 Dutch Bros LANE CLOSED 	L8 Dutch Bros PLEASE WAIT HERE 	L9 Dutch Bros PLEASE CLOSE GAP BETWEEN VEHICLES 	P1 Dutch Bros CUSTOMER PARKING ONLY
P2 Dutch Bros NO DUTCH BROS CUSTOMER PARKING 	EX1 EXIT HERE 	EX2 EXIT HERE 	EX3 EXIT HERE 	EX4 Dutch Bros EXIT ONLY 	M1 MERGE 	M2 MERGE HERE 	M3 MERGE HERE 	M4 MERGE HERE 	CN
CS1 Custom Sign Placeholder	CS2 Custom Sign Placeholder	CS3 Custom Sign Placeholder	CS4 Custom Sign Placeholder	CS5 Custom Sign Placeholder					

Examples as Portrayed on Plan

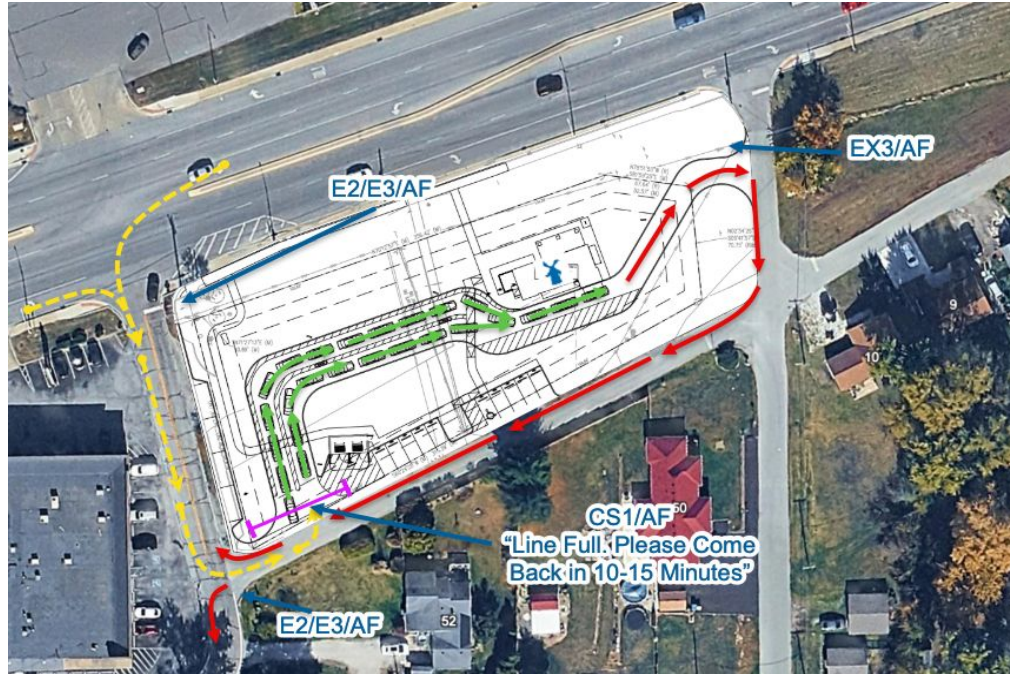
E2/AF

1. **Letter(s)/Number** identifies specific sign placed (i.e. **E2** would be an entrance sign with a left arrow).
2. **AF** stands for **A-Frame**.
3. **CT** stands for **Cone-Topper**.
4. **Custom Signs** will be marked as **CS** (i.e. **CS1/AF**) and will have specific verbiage notated directly on the plan.



Traffic Management Plan

Sign Placement




Ingress/Queue
Stopped Cars


Egress

Map Key


Overflow Queue
Stopped Cars


Path of Travel
No Stopped Cars



Traffic Management Plan

Staffing Placement

Staffing Key

LB

Line Buster

DR

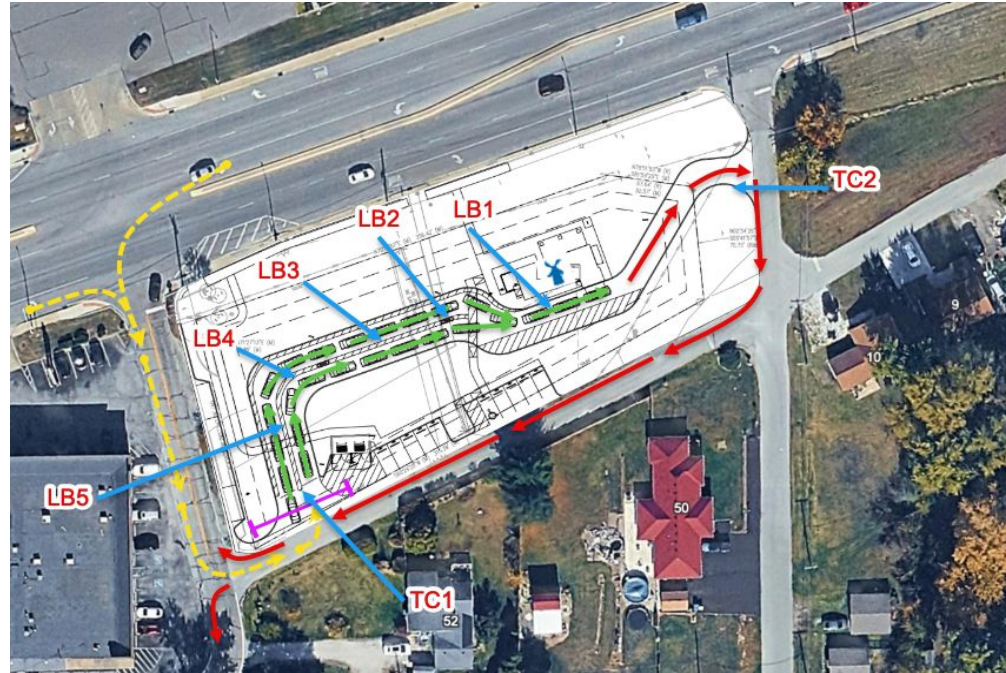
Drink Runner

DBTC

Dutch Bros. Traffic Controller

TC

Third Party Traffic Controller
(Off-Duty Officer/Security Guard)



 Ingress/Queue
Stopped Cars

 Egress

Map Key

 Overflow Queue
Stopped Cars

 Path of Travel
No Stopped Cars

