

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Jill Schmitz

Badger Challenge (Uw-madison)

1111 Highland Ave.

Wimr 3157

Madison, WI 53705

Email: Hello@badgerchallenge.Org

Phone: (608) 263-6359

### Contact During Event

Jill Schmitz

Email Jill.Schmitz@wisc.Edu

Phone: (608) 609-6359

### Event Information

Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

### Event Additional Information

Run/Walk:

☒

Music/Concert:

☐

Festival:

☐

Rally:

☒

Parade:

☒

Posting no parking signs or bagging meters? ☒

Other:

☒

If other, please describe:

### Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

## Location Information

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Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

6000 American Parkway  
4600-5000 Eastpark Blvd  
5100-5200 E Terrace Dr  
S Biltmore Ln  
N Biltmore Ln  
Tanco Dr  
Hoepker Rd

## Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
09/23/2022	7:00 AM	09/25/2022	7:00 AM	09/25/2022	6:00 PM	09/25/2022	10:00 PM	

## Temporary (Picnic/Beer) Licenses

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Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: \* ☒

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☒

If the Temporary (Picnic/Beer) License is denied will the event occur?: Yes

## Street Use Event Vending License

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If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

## Public Amplification Permit

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If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
09/25/2022	6:00 AM	09/25/2022	6:00 PM	

### SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

### RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

### Equipment Rental - Downtown events only.

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Will you need equipment rental from the City of Madison?(\$):

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

### Marketing

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Conditional approval of the event is required before promoting, marketing or advertising the event.

Do you want this included in the Madison Parks calendar of events?:

Yes

Event Website: [badgerchallenge.org](http://badgerchallenge.org)

**Notes:** The Badger Challenge is a 5K run/walk, half marathon and five bike ride courses raising funds for UW Cancer Research.

## Acknowledgement

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If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

## Indemnification

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THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

I have read the Acknowledgement: ☒

## Signature

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By initialing, I/we  
waive the 21-day  
decision  
requirement :

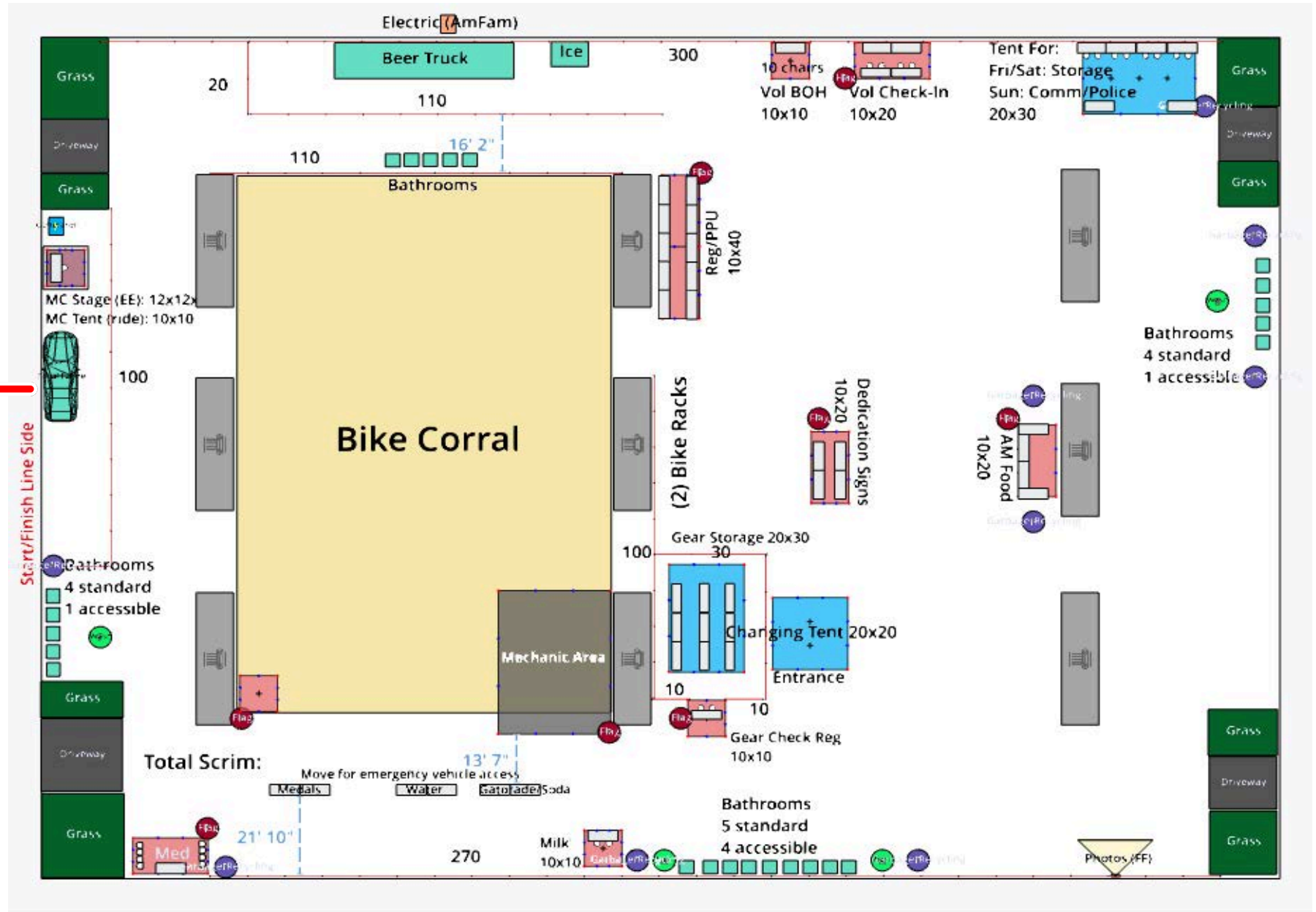
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Signature: Jill Schmitz

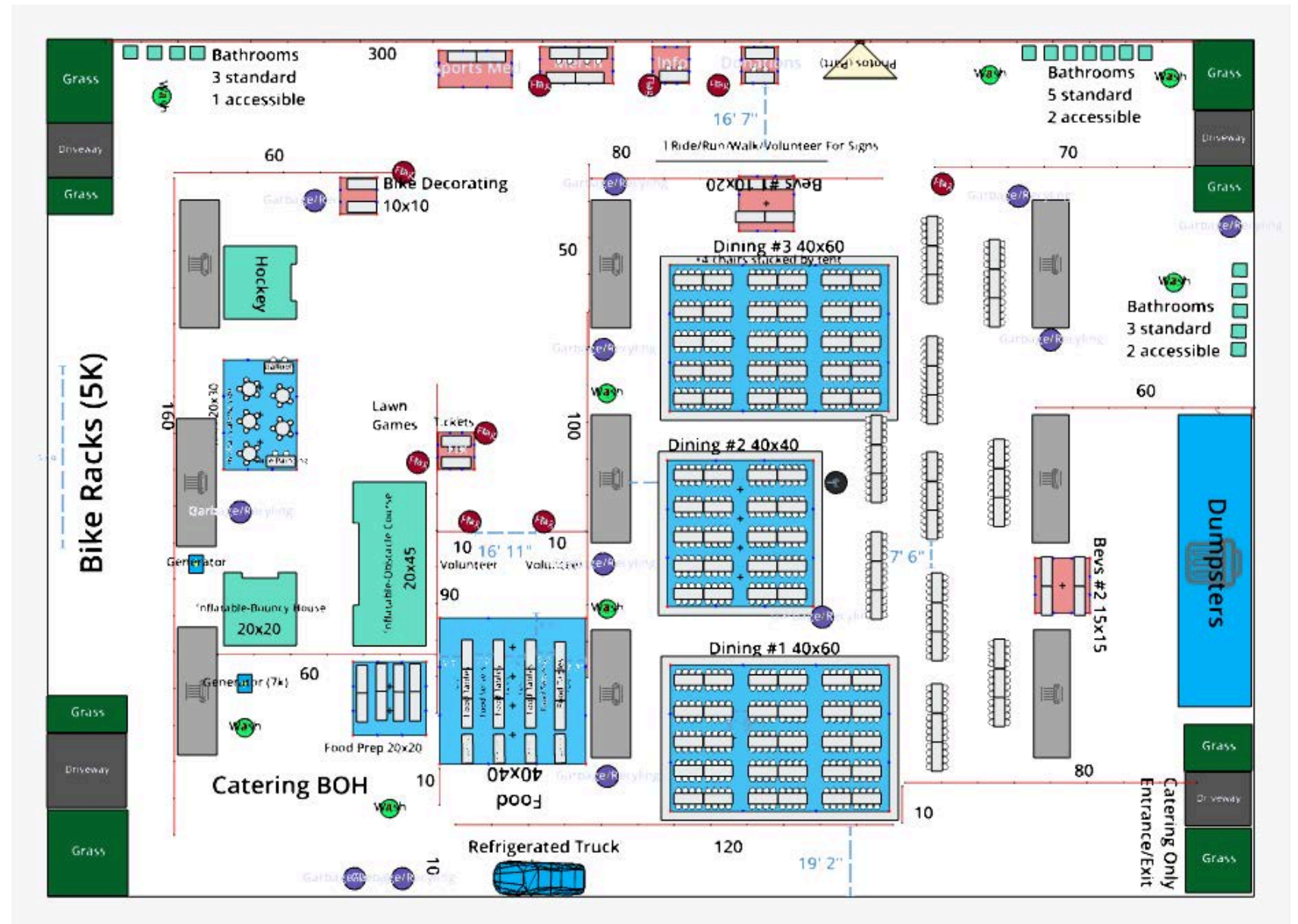
Date: 04/07/2022

Accessible Parking

## P3 / Finish Area



# P4 / Main Site



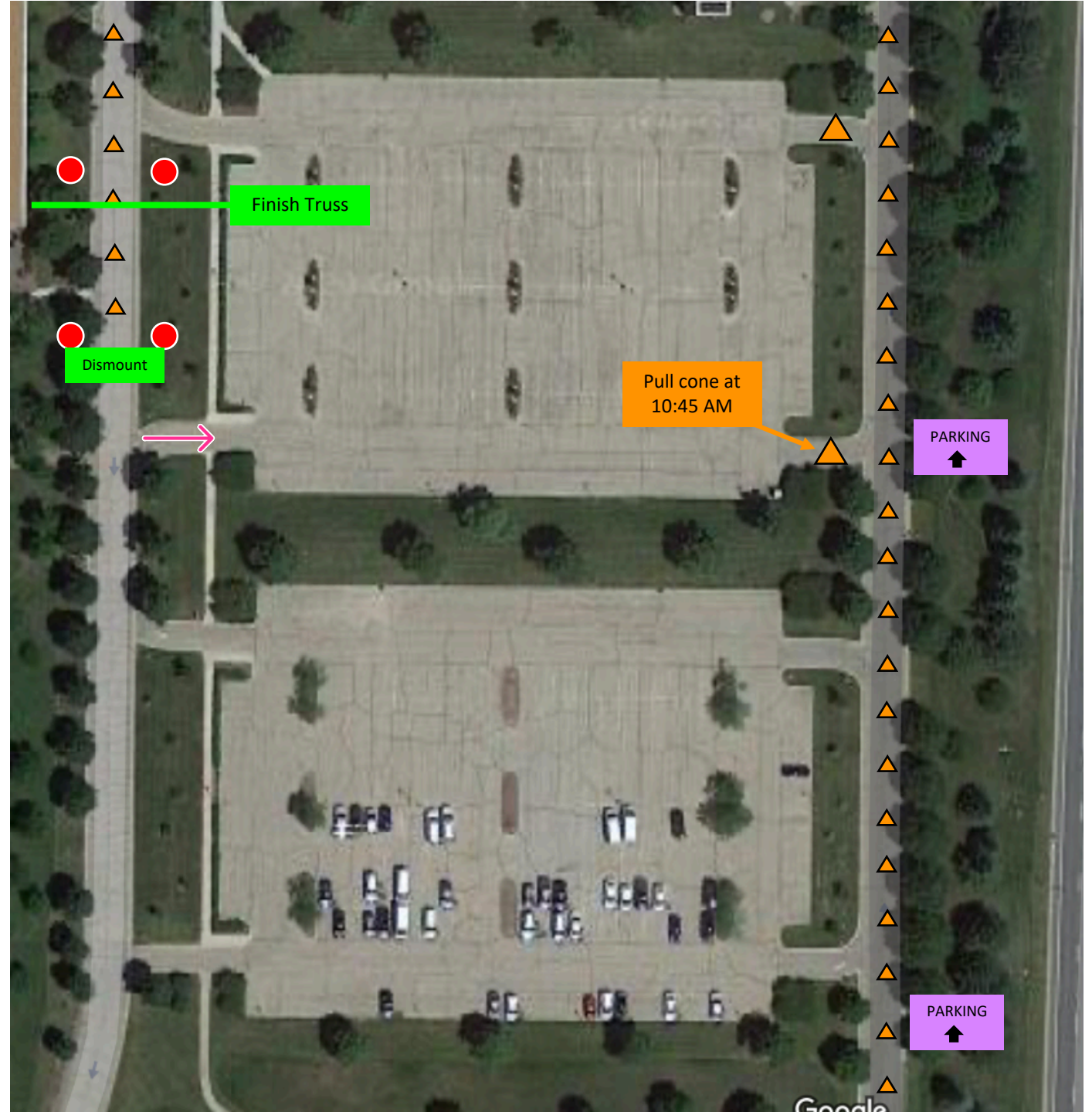
# SITE SIGNAGE

## KEY

RIDE FLAG ●

PARKING YARD SIGNS ■

CONE ▲

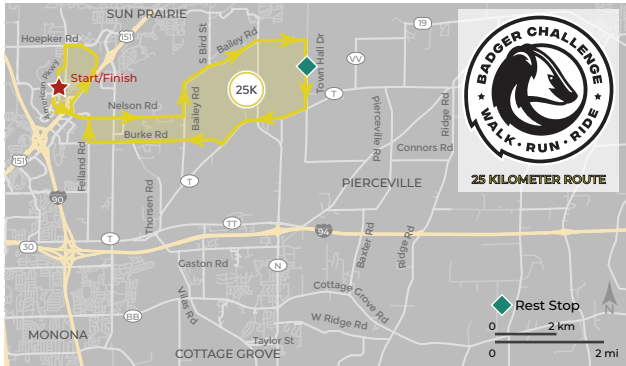


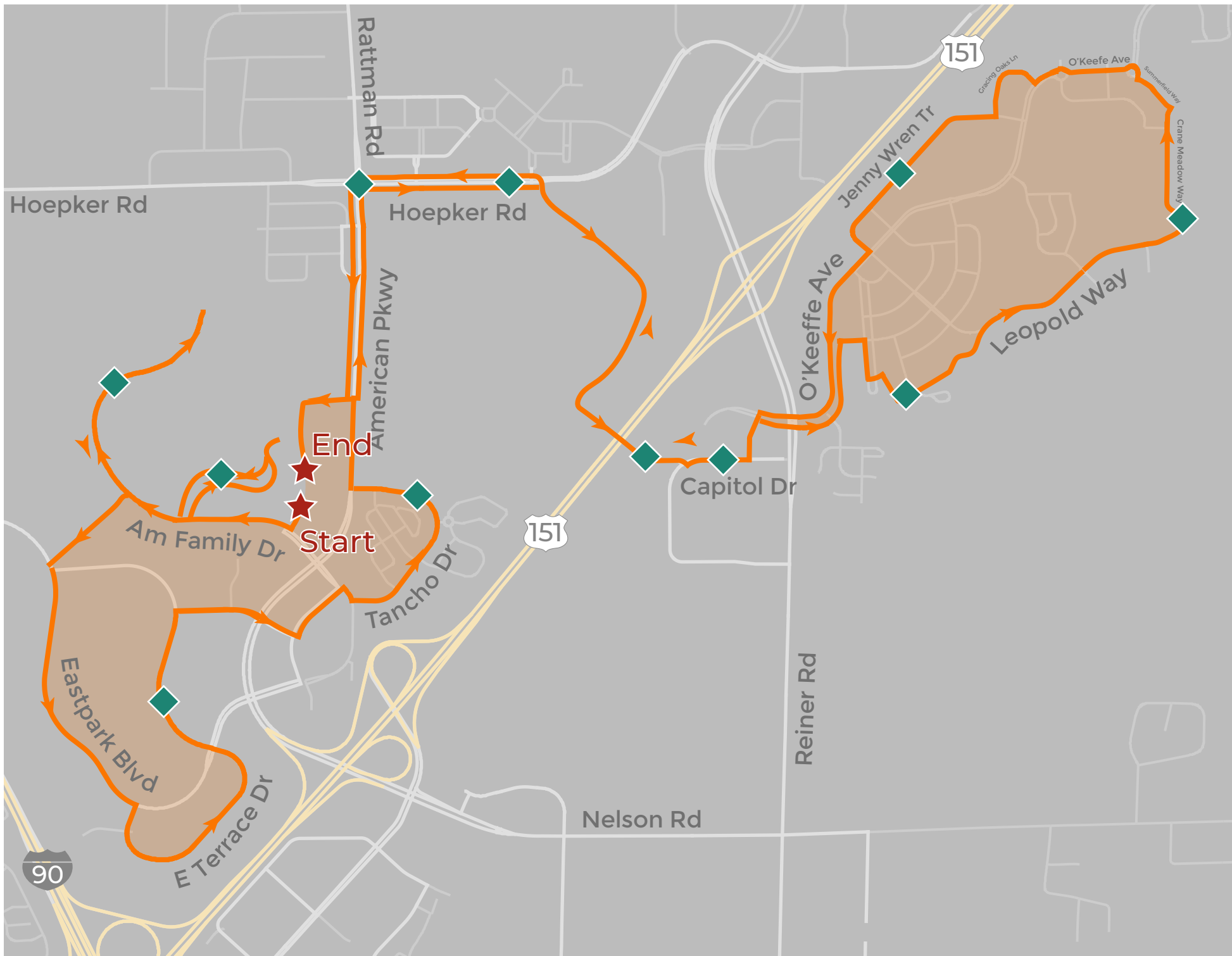


5K RUN/WALK ROUTE

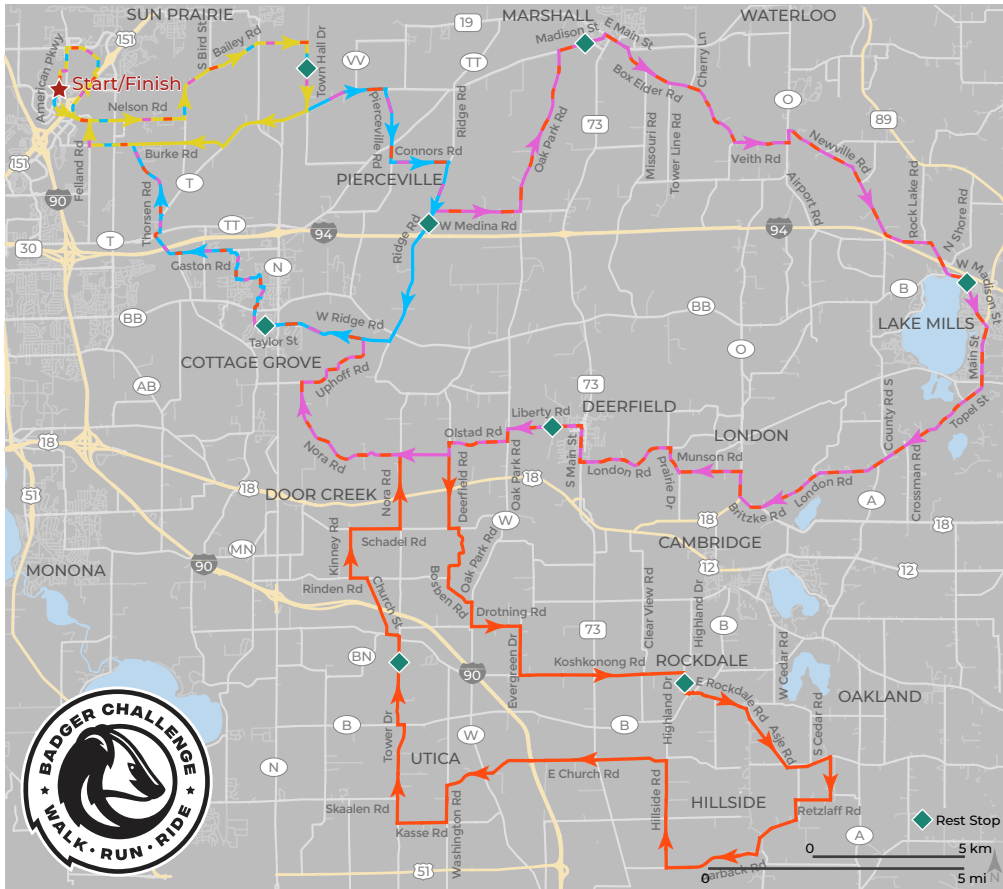


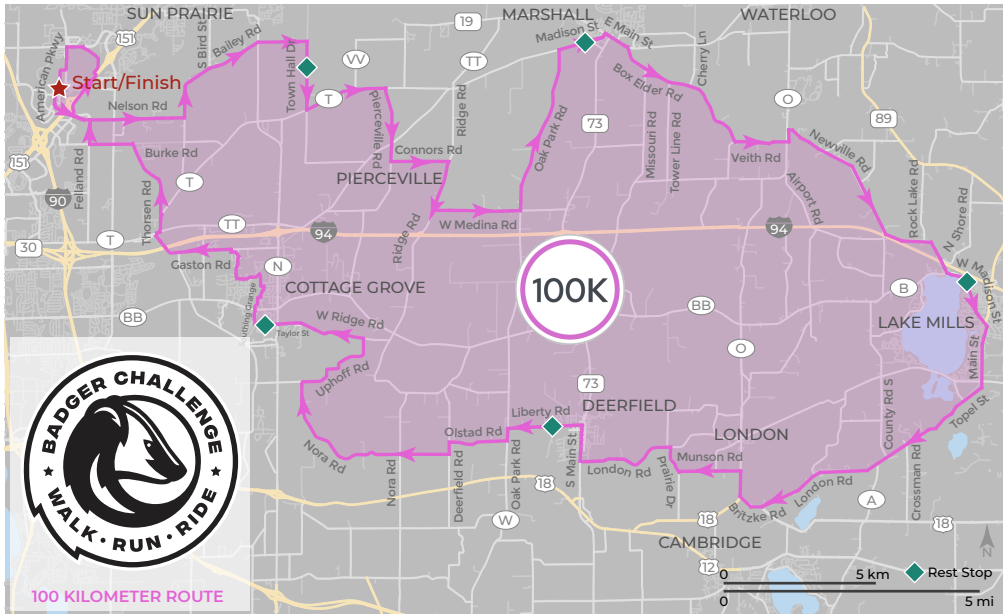
5 KILOMETER ROUTE

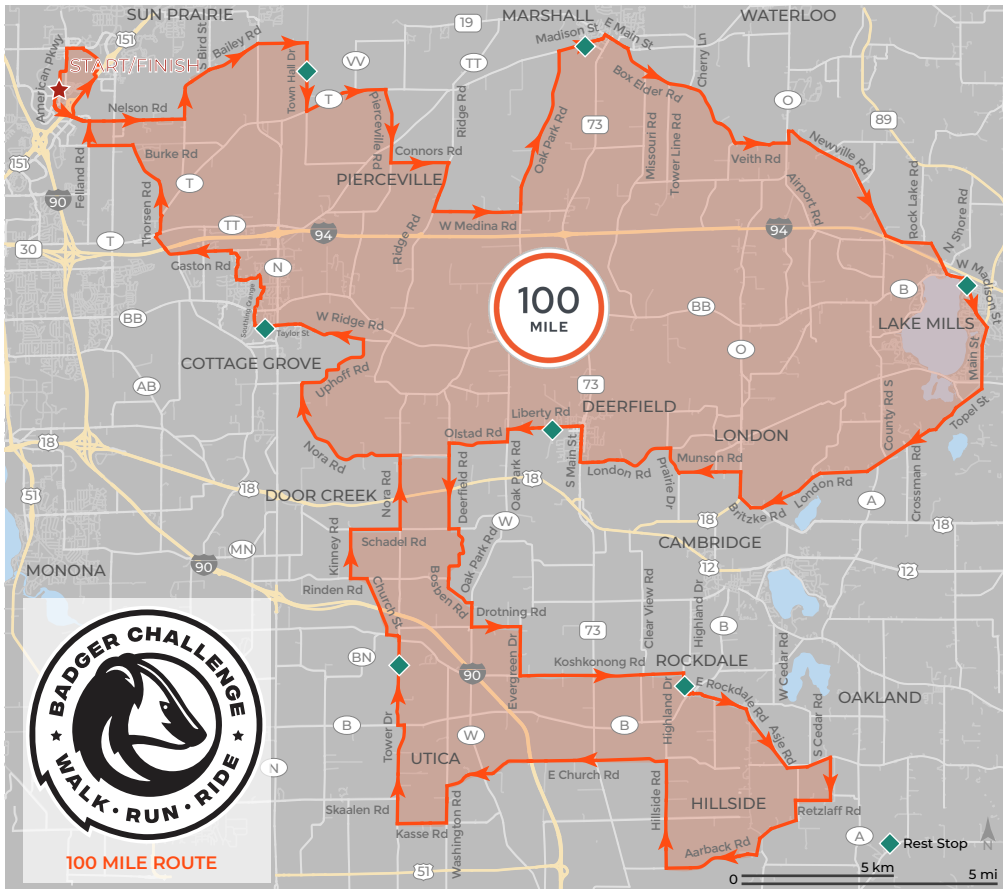












# EMERGENCY ACTION PLAN (EAP)

## I. GENERAL

The "BADGER CHALLENGE" will be held SUNDAY, SEPTEMBER 25, 2022 at THE AMERICAN FAMILY INSURANCE NATIONAL HEADQUARTERS (6000 AMERICAN PARKWAY).

## II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the "BADGER CHALLENGE" (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

## III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

## IV. BASIC PLAN

### A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as PRIMARY CONTACT: JILL SCHMITZ.

### B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
- 2. We ☐ will / ☒ will not have on-site EMS (City of Madison EMS and Sun Prairie EMS will roam half marathon course; on-site medical personnel from UW Heath for non-emergencies)
- 3. We ☒ will / ☐ will not have on-site Police or Security (American Family Insurance Security; 608-243-4944)

### C. Severe Weather

- 1. Weather forecasts and current conditions can be monitored through the [National Weather Service's Madison Weather Forecast website](#).
- 2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such Jill Schmitz and will be responsible to monitor the weather conditions before and during the event.
- 3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee Jill Schmitz will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are very limited provisions for sheltering participants in the event of severe weather.
- 5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

### D. Fire

- 1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
- 2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.

3. If cooking is intended, you must contact the fire department and -
  - a) Must have a valid fire extinguisher, 2A10BC
  - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
  - c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
  - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
5. All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
6. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

#### **E. Medical Emergencies**

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **F. Law Enforcement**

1. The need for constant Law Enforcement presence at this event  
☐ has / ☒ has not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
  - a) nature of emergency
  - b) precise location
  - c) contact person with callback number

#### **G. Emergency Vehicle Access**

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: American Family Insurance Security.
6. Parking for vendor and staff vehicles will be: American Family Insurance Headquarters (6000 American Parkway).
7. Parking for attendee vehicles will be: American Family Insurance Headquarters (6000 American Parkway); Alliant Energy (4902 Biltmore Lane); UW Health East Clinic (5249 Terrace Dr.).

#### **V. CONTACT INFORMATION**

Primary Contact	Jill Schmitz	608-609-2726
Secondary Contact	Brian Hamilton	608-235-1222
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

## EVENT STAFFING

### BADGER CHALLENGE STAFF

- Jill Schmitz, Director of Operations (Main Contact)
  - Cell: 608-609-2726
  - Office: 608-263-6359
  - Email: jill.schmitz@wisc.edu
- Victoria Rouse, Director of Marketing and Community Engagement
  - Cell: 608-807-6662
- Tammy Yambor, Volunteer Coordinator
  - Cell: 262-844-1251
- Karen Steiner, Department Administrator
  - Cell: 608-395-8021
- Deric Wheeler, Ride Director
  - Cell: 608-216-6368

### BADGER CHALLENGE AUXILIARY STAFF

- Brian Hamilton, Technical/Project Manager
  - Cell: 608-235-1222
  - Office: 608-316-5755
- Andrew Rose, Course Communications
  - Cell: 608-512-5361
- Todd Busteed, Site Communications
  - Cell: 630-514-1310

### ON-SITE VENDORS

- Antsy Pants Paints Face Painting
- Cherry Blossom Events
- Celebrations Entertainment
- Event Essentials
- Focal Flame Photography
- Pop Art Entertainment
- RaceDay Events
- Wisconsin Union

## TRANSPORTATION & TRAFFIC

### **PARKING**

All cycling participants, volunteers and staff will have access to park on the event grounds in the two (2) multi-level parking garages. To access parking, all vehicles will enter from American Family Drive and travel a one-way road to enter either parking structure. No vehicle parking on American Family Drive or the private drive within the American Family Insurance grounds. Overflow parking is located at Alliant Energy (4902 N. Biltmore Ln).

The left lane of the one-way drive will be coned off to act as a walking path in order to access the main event site in surface parking lots 3 & 4. Badger Challenge volunteers will direct vehicle traffic to use the right lane only beginning at parking lot 4.

All run/walk participants will park at Alliant Energy and either walk to the main event site or take the looping shuttle.

(See site map for parking structure locations)

### **ACCESSING EVENT SITE**

#### Patrons

From either of the two multi-level parking garages, riders will access the main event site (parking lots 3 & 4) from the sidewalk on the west side of the ramps or the coned off driving lane on the east side of the parking ramps. All riders must walk their bikes while on the main event site and sidewalks.

#### Vendors

Load-in and accessing the main event site will take place between the hours of:

Friday, September 23: 9:00 am-6:00 pm

Saturday, September 24: 6:00 am-7:00 pm

Sunday, September 25: Before 5:45 am and after 6:00 pm

Vendors will not be allowed to access the main event site (parking lots 3 & 4) during the event from 6:00 am – 6:00 pm due to participant and pedestrian traffic. All vendors will park in one of the main reserved vendor parking spots. Vendors will receive a parking pass the week prior.

#### Emergency Service vehicles

Police, Fire and EMS will have two access points to the main event site (parking lots 3 & 4) at all times prior to, during and after the event. Vehicles can access the site from American Family Drive and using the one-way vehicle entrance.

## **STREET & ROAD CLOSURES**

BIKE ROUTE: All routes will take place on open roads and riders must obey traffic signs and laws. Road closures will only take place if deemed necessary by city and/or county police. Any expenses incurred for street/road closure staffing will be the responsibility of Badger Challenge.

HALF MARATHON ROUTE: Center coning will allow for runners to use the full right lane with road staying open to traffic. Police support at specific intersections determined by City of Madison PD, City of Sun Prairie PD and Badger Challenge Operations Director.

5K RUN/WALK: This route takes place within American Family Insurance on American Family Drive. Run/Walkers will have full access to both lanes as this route will be closed off to vehicle traffic.

## WEATHER

Badger Challenge will take place in rain or shine but may be delayed or canceled in the event of severe weather. Every effort will be made to conduct the event including shortening routes to finish within the allotted event time.

In the case that the cycling portion cannot take place, bikers can join the run/walk.

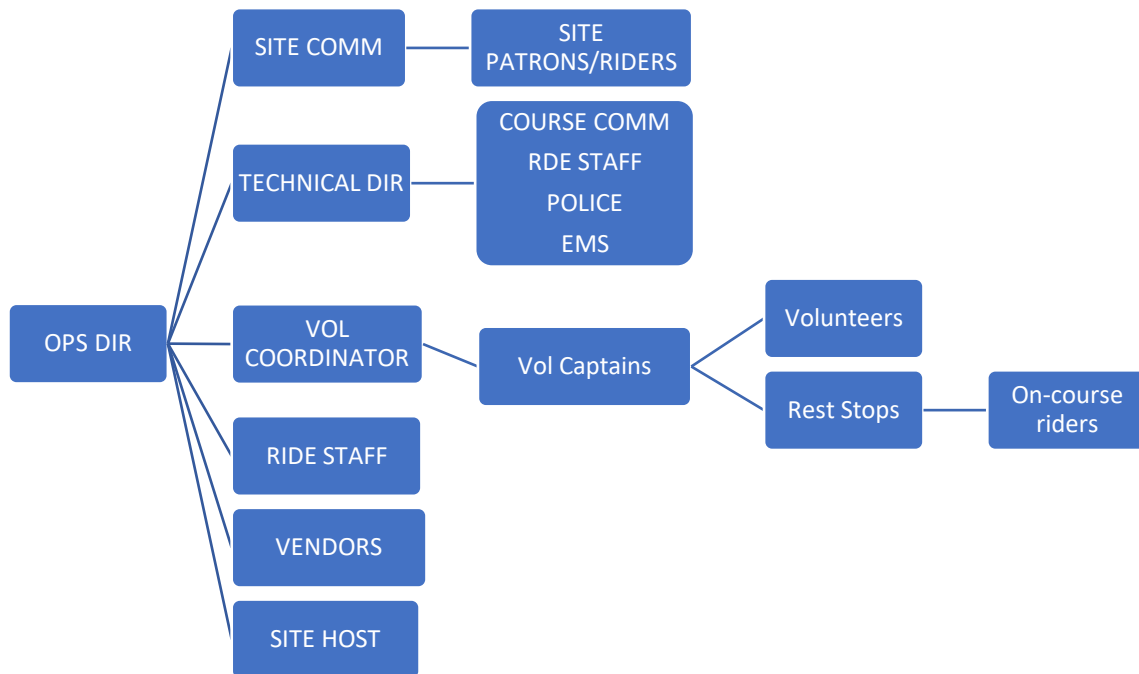
### **MONITORING**

Director of Operations will begin monitoring weather the Wednesday prior to the event to confirm the communication plan and messaging to all participants, volunteers and staff. Prior to the event, Operations Director will work in tandem with the Director of Marketing and Community Engagement to communicate with participants and volunteers via email and social media. During the event, the communication plan will be as follows:

Operations Director will meet Technical Director and Site Communications at 4:00 am on the day of the event for a weather call.

### **COMMUNICATION**

During the event all communication regarding delays, cancellations or changes will be communicated via email, social media and on-site announcement. The Ops Director, Technical Director, Course Comm, Site Comm and Volunteer Coordinator will meet in the Communications Tent in parking lot 3 to confirm communication plan and messaging. The following communication chart will be used to disseminate information.



## PROCEDURE

- In the case of rain, event will go on as scheduled. Participants will be cautioned that roads may be slippery and to use their judgment if they feel comfortable to bike, run or walk. Participants may change routes.
- In the case of lighting/severe weather
  - Route start time(s) will be delayed to at least 30 minutes after the last lightning strike in the area. Course Comm will monitor this via radar.
  - Any participants on course will be rerouted to the nearest shelter, regardless if shelter is on the bike route.
    - Course Comm will radio all bike rest stop captains and relay that rest stop volunteers should assist riders in getting to the nearest shelter. Course Comm will radio all run/walk aid stations that shuttle buses will be picking up participants on the route to take them to the nearest shelter.
    - RaceDay Events, SAG and other on-course support will sweep all routes to relay to participants the need to take shelter and can also assist in getting participants to the nearest shelter or back to site. In the event that runners/walkers need to get back to site, the parking shuttle buses will be used.
    - Course Comm and the Volunteer Coordinator will let rest stop and aid station captains know when participants have returned to the course.
  - Ops Director will meet with Site Host and on-site buildings will be opened for shelter. All Badger Challenge staff and volunteers will assist in getting participants and spectators to this location (Building A).

- In the case of prolonged severe weather, the Ops Director, Technical Director and Course Comm will determine if any routes need to be adjusted or shortened to get all participants back on-site no later than 6:00 pm. Routes will be shortened to one of the pre-marked courses of lesser distance. In the case that the cycling portion cannot take place, bikers will be encouraged to join one of the run/walk courses.
- Courses may also be shortened in the case of extreme heat or cold.

## FIRE

In the case of a fire in the main event site (parking lots 3 & 4), Ops Director will call 911 while Badger Challenge staff and volunteers assist in getting all participants and patrons to a safe location.

In the case of fire in one of the host buildings, Ops Director will call 911 and then the Site Host.

The food tent, dining tents, gear check tent and kids' activity area tent will all have fire extinguishers (5lb ABC). No on-site grills or open flames will be used.

## MEDICAL EMERGENCIES

In the case of any life-threatening emergency, all participants, staff, volunteers, spectators and vendors should call **911**.

All medical issues will be relayed to Course Comm to log. In the case of a serious accident, Director of Operations will relay information to the Public Relations representative in case of media inquiries. No participant/patient information should be given to the media and only the PR representative will issue any statements either written or verbal.

### SITE

- (2) licensed medical professionals will be on-site throughout event to handle minor medical issues.
- American Family Security will assist in routing EMS/Ambulance to the designated location.

### BIKE COURSE

- (1) licensed medical professional will be located at each rest stop to provide minor medical issues.
- (5) roaming support and gear volunteers will assist riders in getting to the nearest rest stop, back to site or call 911 for EMS.
- (3) contracted EMS will be in zones to respond to medical emergencies and transport riders to the nearest hospital.

### RUN/WALK COURSE

- Each rest stop will have a medical kit to handle minor injuries.
- Contract EMS will provide support for medical emergencies and transport to the nearest hospital.

## COVID-19 PROTOCOLS AND MITIGATION STRATEGIES

Due to the changing nature of the pandemic and subsequent policies, we will follow all University, County and State guidelines at minimum.

We will continue updating participants and volunteers about the necessary protocols to participate in the event and will use the current protocols set from the below organizations and their resource materials. Participants will be informed via email and social media until event day.

- Wisconsin Department of Health Services:  
<https://www.dhs.wisconsin.gov/covid-19/index.htm>
- Madison and Dane County Public Health:  
<https://publichealthmdc.com/coronavirus>
- University of Wisconsin-Madison  
<https://covidresponse.wisc.edu/campus-operations/>

Badger Challenge may also enact further mitigation strategies to be in compliance with event protocols

- Cap the number of total participants
- Participants assigned to staggered starting groups
- Wave starts for all routes
- Pre-packaged, individualized food and drink
- Mask requirements

## CRISIS/EMERGENCY DESIGNATIONS

Crisis and emergency situations will fall under one of three categories, each of which classifies the level and urgency of a crisis and how the team will respond to each event.

LEVEL 1: Minor incident or issue with little to no impact on the event

LEVEL 2: Developing event that could cause more serious event impacts

LEVEL 3: High priority that requires immediate action and may have serious event impact

SITUATION	DESCRIPTION	EVENT IMPACT	DESIGNATION
Weather (non-severe)	Rain, thunder, high winds, cold and/or heat.	May cause temporary event delay and/or change in route(s).	Level 1
Road conditions	Dangerous or unsuitable road conditions due to weather, construction or other damage	May cause temporary event delay and/or change in route(s).	Level 1
Power Loss	On-site generators and/or power source loses power.	May cause temporary event delay or suspension of some services.	Level 1
SAG vehicle problem	Accident or operation issue with SAG vehicle which causes delay in participants being transferred back to site or a rest stop.	May cause switching of remaining SAG vehicles and/or delay in transportation times.	Level 1
Course signage/routing inconsistency/mistake	Participants are routed incorrectly due to misplaced signage or route arrows or signage was moved resulting in misdirection.	RDE to fix signage. May result in participants returning later and a SAG vehicle being dispatched to re-route participants.	Level 2
Participant Injury	Participants is injured on-course	Transport/rest stop staff may be asked to prioritize participant over previously assigned duty. This could cause a delay in service.	Level 2

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Lost Child	Child participant lost or not in contact with their guardian	May cause event delay if halting event would aid in locating the child. May cause SAG or Comm to have delay in responding to other participant needs of less severe nature.	Level 2
Weather (severe)	Lightning, hail, strong winds, tornado watch or warning	Event will be delayed until given the 30 min clear. Potential for changes to routes, start times or event cancellation.	Level 3
Participant Fatality	Participant dies due to accident, natural causes or illness.	May cause event delay or cancellation depending on location and effects of fatality. UW Health PR to be contacted immediately.	Level 3
Threat to event/participants	Phone, verbal or written threat against event or any participant that would impact safety including, but not exclusive to bomb threats, gun threats, etc.	May cause event delay and/or cancellation depending on the type of threat and severity. Will work with Madison police to make final decision.	Level 3