

THE RIDE

Emergency Action & Communication Plan



UPDATED: APRIL 2021

EVENT STAFFING



IN THIS SECTION:

- RIDE team contact information
- Team member roles & responsibilities
- Vendor list

EVENT STAFFING

RIDE STAFF

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- Karen Steiner, Department Administrator
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- Deric Wheeler, Ride Director
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RIDE AUXILIARY STAFF

- Abbey VanValkenburg, Technical/Project Manager
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 - Office: 608-31-5755
- Andrew Rose, Course Communications
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- Todd Busted, Site Communications
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ON-SITE VENDORS

- Event Essentials
- Focal Flame Photography
- RaceDay Events

TRANSPORTATION & TRAFFIC



IN THIS SECTION:

- Parking
- Accessing event site
- Street & Road closures

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 Children's Dental of Madison.

The left lane of the one-way drive will be coned off to act as a walking path in order to access The Ride main site in surface parking lots 3 & 4. Ride 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 or UW Health East Clinic. Run/Walk volunteers may park on-site at UW Health at The American Center but no participants are allowed to park on the grounds.

(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 20: 9:00 am-6:00 pm
Saturday, September 21: 6:00 am-7:00 pm
Sunday, September 22: 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 Ride from 6:00 am - 6:00 pm due to participant and pedestrian traffic. All vendors will park in surface parking lot 3 in 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 The Ride.

HALF MARATHON ROUTE: At least one lane will be closed on highways and city streets, if not the full road. This will be determined by the Dane County Sheriff's Office, City of Madison Police, City of Sun Prairie Police and The Ride Operations Director.

5K RUN/WALK: This route takes place on a four-lane road with a median dividing two lanes of traffic going in each direction. One lane will be coned off for runners and walkers. The other lane will stay open to traffic. These road closures will be approved and managed by City of Madison Police.

WEATHER



WEATHER

IN THIS SECTION:

- Monitoring severe weather prior to and during event
- Announcement flowchart
- Severe weather plan for on-site and on-course

WEATHER

The Ride 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.

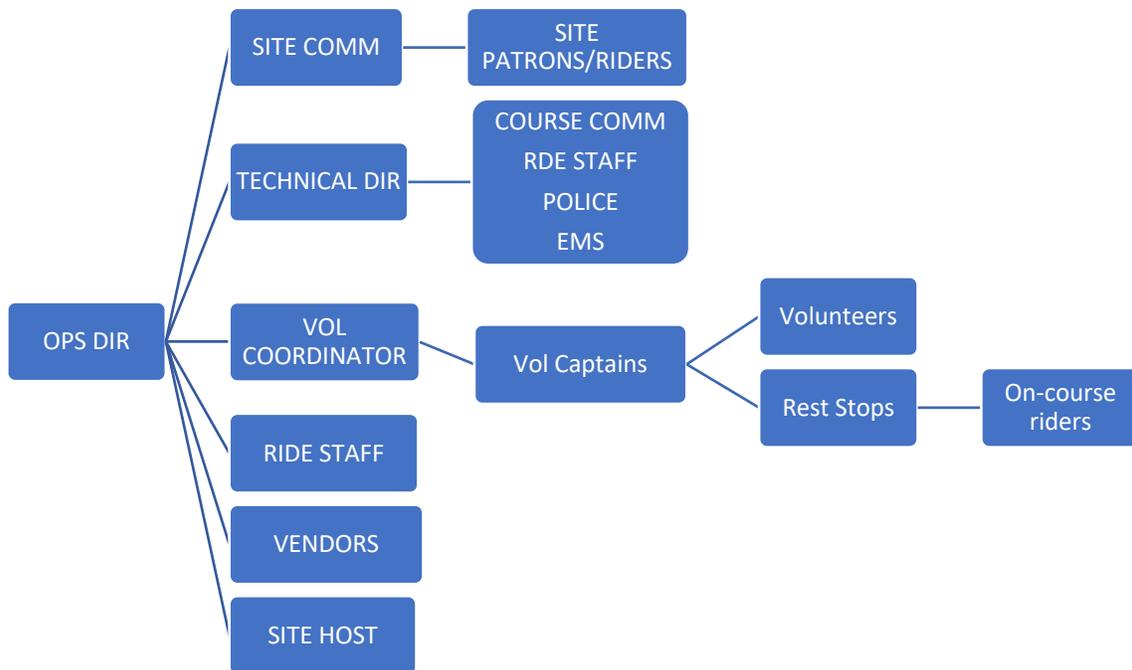
MONITORING

Director of Operations will begin monitoring weather the Wednesday prior to the event to confirm the communication plan and messaging to all riders, volunteers and staff. Prior to the event, Operations Director will work in tandem with the Director of Marketing to communicate with riders 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 lightning/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 pulled from the route and taken to the nearest rest stop for shelter (unless a closer shelter is available).
 - Course Comm will radio all rest stop captains and relay that rest stop volunteers should assist riders in getting to the rest stop shelter.
 - RaceDay Events, SAC and other on-course support will sweep all routes to relay that participants 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 captains know when riders can return to the course.
 - Ops Director will meet with Site Host and on-site buildings will be opened for shelter. All Ride staff and volunteers will assist in getting riders 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 THIS SECTION:

- Evacuation Plan
- Equipment

FIRE

In the case of a fire in the main event site (parking lots 3 & 4), Ops Director will call 911 while Ride staff and volunteers assist in getting all riders 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 THIS SECTION:

- On-site & course medical staff
- On-site & course medical protocol

MEDICAL EMERGENCIES

In the case of any life-threatening emergency, all riders, 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 rider/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.
- (3) licensed medical professionals will act as roaming medical and transport. These volunteers will pick up riders needing medical assistance and take them to a rest stop, back to site or they will 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

- (1) licensed medical professional will be located at mile 6 to provide minor medical issues.
- Each rest stop will have a medical kit to handle minor injuries.
- (2) transport vehicles will be on-course to transport runners back to site who cannot finish.
- Contract EMS will provide support for medical emergencies and transport to the nearest hospital.

COVID-19 PROTOCOLS



IN THIS SECTION:

- COVID-19 Resources
- Event Compliance Strategies

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/>

The Ride 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



IN THIS SECTION:

- Chart of threat levels (1-3)

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 riders returning later and a SAG vehicle being dispatched to re-route riders.	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

Lost Child	Child rider or 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 rider 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