

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event UW Homecoming Parade

Event Organizer/Sponsor UW Homecoming Committee, Wisconsin Alumni Association

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number 237125279

Address 1050 N. Lake St.

City/State/Zip Madison, WI 53706

Primary Contact Laurel Bruerehoff

FAX (608) 262-3332

Work Phone (608) 357-6791

Phone During Event (608) 357-6791

E-mail parade@uwalumni.com

Website www.uwalumni.com/homecoming

Secondary Contact Ashley Harrop

Work Phone (608) 334-4608

Phone During Event (608) 334-4608

E-mail aharrop@waastaff.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance _____ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours _____ to _____ Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)

Other Parade

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street

30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: Langdon St. (Park-Wisconsin) → Wisconsin Ave. → W. Vilman St. → State St. → Lake St.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10/24/14 Rain Date(s) none

Event Start Date(s)/Time(s) 10/24, 6:00 pm Set-Up Date(s)/Time for Event 10/24, 3:00 pm

Event End Date(s)/Time(s) 10/24, 7:30 pm Take-Down Time 7:30 pm - 10:00 pm (latest)

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____ I/We waive the 21-day decision requirement.

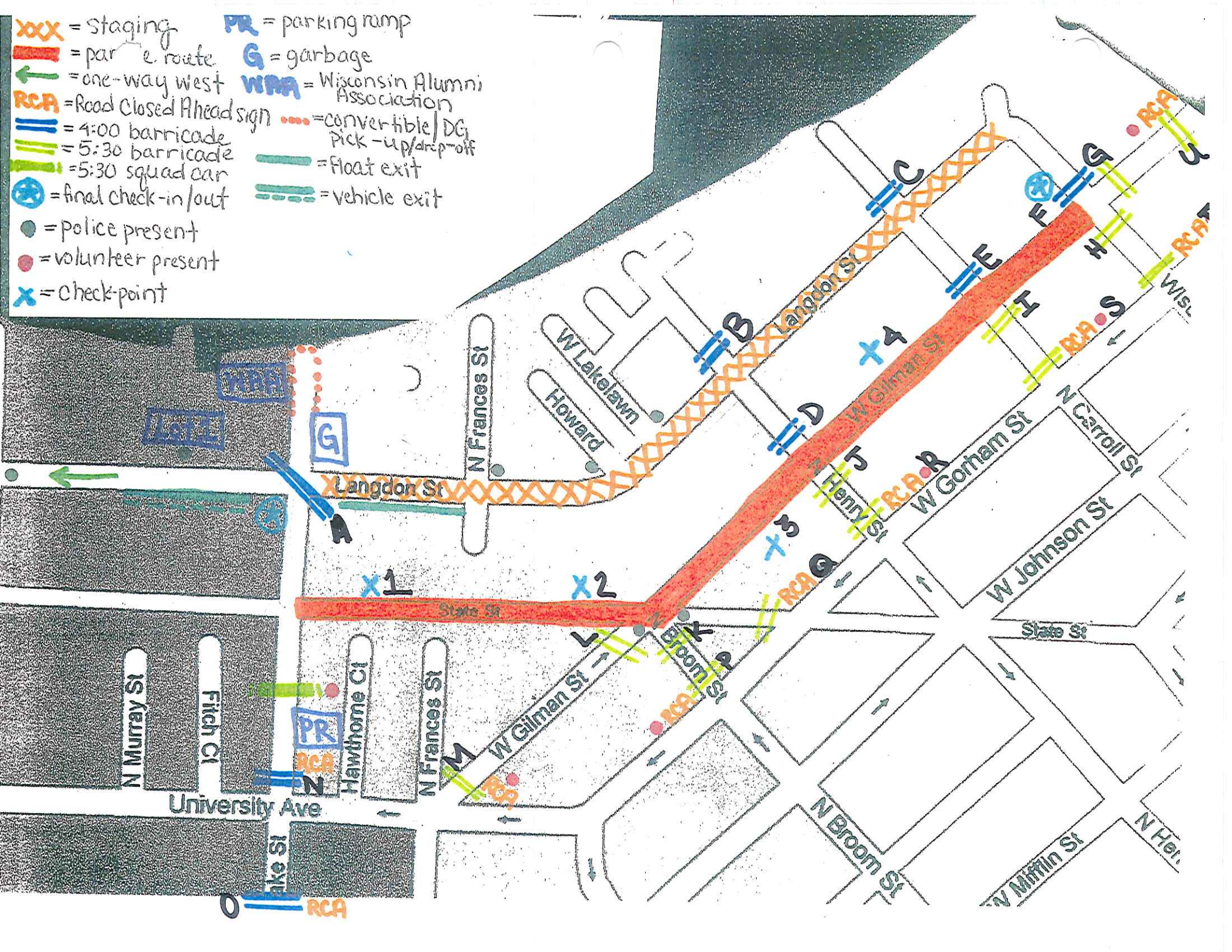
VB (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature [Signature] Date 5/15/14

- XXX = staging
- PR = parking ramp
- = parade route
- G = garbage
- ← = one-way west
- WAA = Wisconsin Alumni Association
- RCA = Road Closed Ahead sign
- ... = convertible/DG
- == = 4:00 barricade
- === = 5:30 barricade
- ==> = 5:30 squad car
- ⊙ = float exit
- ⊖ = vehicle exit
- ⊙ = police present
- = volunteer present
- X = check-point



UW HOMECOMING PARADE
ATTN: NO PARKING
FRIDAY, OCTOBER 24th
3:00PM TO 8:00PM

((INSERT HOMECOMING 2014 LOGO))

**NO VEHICLES WILL BE ALLOWED TO
PARK OR DRIVE ON THE FOLLOWING
STREETS:**

LANGDON ST.

WISCONSIN AVE. (between Langdon and Gilman)

GILMAN ST. (between Wisconsin and State)

LAKE ST. (between State and Mendota Court)

Please make plans to take an alternate route.

**ALL VIOLATORS WILL BE
TICKETED AND TOWED**

Contact: <http://www.cityofmadison.com/parks/specEvents.html>
Homecoming Committee; 650 N. Lake St; Madison, WI 53706

UW HOMECOMING PARADE
ATTN: NO PARKING
FRIDAY, OCTOBER 24th
3:00PM TO 8:00PM

((INSERT HOMECOMING 2014 LOGO))

**NO VEHICLES WILL BE ALLOWED TO
PARK OR DRIVE ON THE FOLLOWING
STREETS:**

LANGDON ST.

WISCONSIN AVE. (between Langdon and Gilman)

GILMAN ST. (between Wisconsin and State)

LAKE ST. (between State and Mendota Court)

Please make plans to take an alternate route.

**ALL VIOLATORS WILL BE
TICKETED AND TOWED**

Contact: <http://www.cityofmadison.com/parks/specEvents.html>
Homecoming Committee; 650 N. Lake St; Madison, WI 53706

**UNIVERSITY OF WISCONSIN HOMECOMING PARADE
EMERGENCY ACTION PLAN (EAP)**

October 24, 2014

Table of Contents

I. GENERAL	3
II. PURPOSE	3
III. ASSUMPTIONS	3
IV. BASIC PLAN	4
Emergency Action Plan (EAP) Event Representative.....	4
Emergency Notification.....	4
Communication Plan.....	4
Medical Emergencies.....	5
Fire.....	5
Severe Weather.....	6
Law Enforcement.....	7
Emergency Vehicle Access.....	7
Crowd Control.....	8
Alcohol Containment.....	8
Vehicles.....	8
Suspicious Package or Person.....	8
Lost/Missing Person.....	9
V. Contact Information	9

I. GENERAL

The University of Wisconsin – Madison Homecoming Parade will be held on Friday, October 24, 2014 on Langdon Street (Park – Wisconsin), Wisconsin Avenue, West Gilman Street, State Street and Lake Street.

II. PURPOSE

- A.** This emergency action plan predetermines actions to take before and during the University of Wisconsin – Madison Homecoming Parade (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.
- C.** Special Risk Considerations which may affect the required fire/medical resources needed include but are not limited to:
 - 1. Night vs. Daytime
 - 2. Location/Geography/Multiple Locations
 - 3. Alcohol availability/use
 - 4. Weather/Time of Year
 - 5. Problems encountered w/ Event in past
 - 6. Type of Event
 - 7. Audience demographics

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

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 Laurel Bruesehoff.

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 the emergency, location, and contact person with callback number.
2. We will have a group of First Responders present in case of an emergency. Details are being finalized with Mark Silbernagel, 608-265-3189.
3. We will have on-site Police or Security present at the event. The UW Homecoming parade will use law enforcement from the UW Police Department (Mark Silbernagel, 608-265-3189) and the Madison Police Department (Lieutenant David McCaw, 608-261-9694)

Communication Plan

1. UW-Alumni student volunteers, including approximately 40 UW-Homecoming Committee members and 50 Wisconsin Alumni Student Board members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event.
2. Each UW-Alumni student volunteer will be assigned a designated "coordinator," in their respective area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to Kate Bradley (Homecoming President) or John Christianson (Homecoming Director) if they need additional assistance. Laurel Bruesehoff, the EAP event representative, will be the primary contact for Kate and John. The aforementioned will communicate throughout the event with radios.
3. Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee meeting and Wisconsin Alumni Student Board meeting. Each member will receive a packet of information with the parade route and street closures, as well as their duties for parade day and whom they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the

Wisconsin Alumni Association and receive any additional information from Laurel.

Medical Emergencies

1. As with any outdoor event, there is potential for injury to participants and spectators. The types of injuries vary and include those that are heat related as well traumatic injuries.
2. In case of an emergency, UW-Alumni student volunteers are instructed to follow the communication plan organized by the parade committee. Immediate contacts and cell phone numbers will be given to all parade volunteers prior to the event. The person contacted, either Kate Bradley (Homecoming President), John Christianson (Homecoming President), or Laurel Bruesehoff (Parade Chairperson) will then contact the appropriate parties.
3. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact EAP event representative, Laurel Bruesehoff.
4. 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
5. A first aid kit will be located at the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate location.
6. A group of First Responders will be present in case of an emergency. Details are being finalized with UW police officer Mark Silbernagel, 608-265-3189.
7. All medical personnel working at the event must be reminded of HIPPA requirements and the event manager should have a plan in place to deal with the dissemination of incident information.

Fire

1. As with any event using motor vehicles and trailers there is an increased risk of fire. In case of a fire, either prior to or during the parade, parade volunteers will immediately call 911 and clear the area. Volunteers will then report the incident to the EAP event representative.
2. No use of fire, fireworks or pyrotechnics will be permitted during the parade. Any UW Student Organization or parade participant found using such material would be removed from the parade immediately.

3. At the recommendation of the UW Homecoming Committee, all drivers will be asked to carry a portable fire extinguisher. This, however, is not required to participate in the parade, merely a suggestion.
4. Fire Inspectors and/or police officers will inspect parade floats during the designated staging time, 4:00 p.m. to 6:00 p.m. The Fire Department will be contacted for guidelines.

Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
2. Before the event - The EAP event representative or her designee Ashley Harrop will be responsible for monitoring weather conditions before and during 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. Prior to the event any cancellation notifications will be posted on the UW Homecoming homepage (<http://www.uwalumni.com/homecoming>) and the Wisconsin Alumni Association homepage (<http://www.uwalumni.com>). In addition, this information will be posted on the UW Homecoming Facebook page and Twitter feed. If severe weather occurs immediately before the event, the EAP event representative or her designee will determine whether the parade will be delayed or canceled. Regardless, the EAP event representative, Laurel Bruesehoff, will contact Kate Bradley (Homecoming President) and John Christianson (Homecoming Director) via radio. In turn, John and Kate will advise Parade "coordinators" and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the either Wisconsin Alumni Association or the Lake Street Parking Ramp. Laurel Bruesehoff will coordinate efforts with other UW Homecoming Committee members to notify parade spectators. Using bullhorns, these members will walk down State Street urging people to seek shelter. The Homecoming Committee recommends the Lake Street Parking Ramp or the Fluno Center Parking Garage.
3. During the event - If severe weather occurs during the event, the EAP event representative or her designee Ashley Harrop will make notification to those attending the event that a

hazardous weather condition exists and direct them to shelter. Laurel Bruesehoff will coordinate efforts with other UW Homecoming Committee members to notify parade attendees. These members will walk down State Street with bullhorns urging people to seek shelter at either the Lake Street Parking Ramp or the Fluno Center Parking Garage. In addition, Laurel will contact Kate Bradley and John Christianson. John and Kate will advise the parade “coordinators” and ensure the safety of event volunteers and participants. UW-Alumni student volunteers will be encouraged to return to the Wisconsin Alumni Association at 650 North Lake Street. Those participating in the parade will be encouraged to seek shelter at the Wisconsin Alumni Association or the Lake Street Parking Ramp.

4. 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.

Law Enforcement

1. The need for constant Law Enforcement presence at this event has been identified.
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
3. Police Officers from the UW Police Department and the Madison Police Department will be stationed throughout the parade route and staging area. Details regarding number of officers and positions are being finalized with Lt. David McCaw and Mark Silbernagel.

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 Laurel Bruesehoff and all volunteers.
6. Parking for vendor and staff vehicles will be located at the State Street Campus Parking Ramp.

7. Parking for attendee vehicles will be the State Street Campus Ramp (415 N. Lake Street) until 4:00 p.m. After 4:00 p.m., this ramp will be closed and the UW Homecoming Committee urges people use the Fluno Center Parking Garage or the Frances Street entrance to the State Street Campus Parking Ramp.

Crowd Control

1. People barricades manned by UW-alumni student volunteers will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 3:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants.

Alcohol Containment

1. UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade would be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization's behavior and they will not be allowed to participate in any future Homecoming parades.

Vehicles

1. Prior to the start of the parade, all vehicles will be inspected. The cars must meet standards set by the UW Homecoming Committee, the Fire Department and the Police Department. If a vehicle appears to be in bad shape it will not be permitted to participate in the parade.
2. Should a car break down during the event, UW Homecoming Committee members and parade participants in the entry will come to the float/vehicle's assistance. The car will be placed into neutral and pushed until the nearest intersection, where it can be moved out of the parade.

Suspicious Package or Person

1. If a suspicious package or person is found along the parade route or in the staging area parade volunteers will be instructed to call 911. Event staff will wait for further instruction from law enforcement and follow their direction.

Lost/Missing Person

1. If a child is lost, a Homecoming Committee member is to stay with the lost child and call the Wisconsin Alumni Association. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be to the Wisconsin Alumni Association, 650 N. Lake Street for further action.
2. Police will be notified.

V. Contact Information

Primary Contact	Laurel Bruesehoff	(651) 357-6791
Secondary Contact	Ashley Harrop	(608) 334-4608
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Inspector	Jerry McMullen	(608) 266-4420
Division Chief	Ron Schwenn	(608) 266-4420

Madison Police Department

Non-Emergency

Lieutenant	Carl Strasburg	(608) 261-9686
Lieutenant	David McCaw	(608) 266-4482

UW Campus Police Department

Non-Emergency

Lieutenant	Mark Silbernagel	(608) 265-3189
------------	------------------	----------------

Safety and Security Plan for the UW Homecoming Parade

First Aid and Emergency Response Procedures

Approximately 40 UW-Homecoming Committee members and 50 Wisconsin Alumni Student Board members will be located at street closure areas and along the parade route to help with crowd control before, during and immediately following the event. These members will also monitor cars entering and leaving the closed streets. If an emergency occurs, members are to follow the communication plan organized by the parade committee that they have been informed of. Immediate contacts and cell phone numbers will be given to all members before the event. The person contacted, either **John Christenson** (Homecoming Director), **Kate Bradley** (Homecoming President), or **Laurel Bruesehoff** (Parade Chairperson) will then contact the appropriate parties. If the emergency is life threatening, Homecoming Committee members will be instructed to first call 911 and then contact Laurel. A first aid kit will be located in the Wisconsin Alumni Association, 650 N. Lake Street. If needed, a Homecoming Committee member located in the building will drive the kit in a vehicle to the appropriate member. A group of First Responders will also be present to be contacted in case of emergency (these details are still in the process of being worked out). In the case of an emergency dealing with the WAA VIP Viewing Area, **Kate Prehn** will be the primary contact (608) 263-4508, kprehn@waastaff.com.

Communication Plan

Each UW-Alumni student volunteer will be assigned a designated “coordinator” in their area on the parade route to contact if they need assistance. Coordinators will be UW Homecoming Committee Members who hold leadership positions. Each coordinator will either report to **Kate Bradley** or **John Christianson** if they need additional assistance. **Laurel Bruesehoff** will be the primary contact for **Kate** and **John** and the three will be communicating throughout the event about the happenings.

Designated “Lost Child” Area

If a child is lost, a Homecoming Committee member is to stay with the lost child and call. Five UW-Alumni student volunteers will be stationed in the Wisconsin Alumni Association with a golf cart accessible to pick the child up in. The child will then be to the Wisconsin Alumni Association, 650 N. Lake Street for further action.

Plan to Communicate Information to Staff and Volunteers

Safety and security plans for the parade will be communicated during a mandatory UW-Homecoming Committee and Wisconsin Alumni Student Board meeting. Members will receive a packet of information at this meeting with the parade route and street closures, as well as their duties for parade day and who they are to contact in case of emergency. On the day of the parade, Homecoming Committee members will check-in at the Wisconsin Alumni Association and receive any additional information they may from **Laurel**.

Plans for Crowd Control

People barricades manned by Homecoming Committee members will be used in the major sections of State Street to keep people on the sidewalks and out of the streets. Traffic barricades will be set-up at intersections to block traffic beginning at 3:00PM for staging. These barricades will remain in effect until the end of the parade. This ensures the safety of the crowd and the parade participants.

Alcohol Containment

UW-Police Officers will be available during the parade for any alcohol related incidences. Any UW Student Organization or parade participant found using alcohol before or during the parade will be disqualified from judging and removed from the parade. The Center for Leadership and Involvement will also be notified of the organization's behavior and they will not be allowed to participate in any future Homecoming parades.

Clean-up and Recycling Plan

Participants are responsible for disposing of their floats properly and must have their floats dismantled by 9:30pm. Trash containers will be located on the corner of Langdon Street and Lake Street for participant use.

UW Homecoming Committee members will clean up any signs placed for parade use (including meter hoods and No Parking signs), as well as barricades and Road Closed Ahead signs.