

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Ride the Drive - Downtown

Event Organizer/Sponsor City of Madison Parks Division

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address Madison Parks Division, 210 MLK Jr. Blvd, Rm 104

City/State/Zip Madison, WI 53701

Primary Contact Anne Whisner

FAX 608-267-1162

Work Phone 608-267-4919

Phone During Event 608-209-7980

E-mail awhisner@cityofmadison.com

Website www.cityofmadison.com/ridethedrive

Secondary Contact Pawn Grosdidier

Work Phone 608-266-6517

Phone During Event _____

E-mail dgrosdidier@cityofmadison.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 10am to 3p Yes No

EVENT CATEGORY

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

Other 5 mile route open to bicyclists, pedestrians, and other non-motorized transportation

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: John Nolen to Dr. Lakota to Blair to E. Wash to Pinckney to Mifflin to state to

Gilman to Frances to Dayton to Bedford to N. Shore Dr to John Nolen

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 6/1/2014 Rain Date(s) NA

Event Start Date(s)/Time(s) 6/1/2014 10:00am Set-Up Date(s)/Time for Event 8:30am 6/1/14

Event End Date(s)/Time(s) 6/1/2014 3:00p Take-Down Time 3pm 6/1/14

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____ I/We waive the 21-day decision requirement. _____ (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 Anne Whisner Date 3/4/14

Ride the Drive

Sunday, June 1st, 2014

10:00am to 3:00pm

Route Length: 5.0 miles

Bikes on outbound lanes
Traffic on inbound lanes



Lake
Monona

Ride the Drive - Downtown

June 1, 2014

Street Use Permit

Event details

Overview

Ride the Drive is a car-free, care-free City event that turns a five-mile loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square among others) into a public promenade that is closed to cars and opened to bicyclists, walkers, rollerbladers, and those out to share in the experience and fun atmosphere. The free event draws thousands of people to ride, walk and skate on the route, enjoy live music, food, and participate in this community event

History

In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009. This event has grown in popularity and averages 20,000 people per event. Ride the Drive-Downtown will be the 8th Ride the Drive event in Madison.

Ride the Drive is coordinated by the Parks Division along with Traffic Engineering and Madison Police Department.

Goals

Ride the Drive has four goals:

- Encourage cycling, walking, and alternative transportation
- Increase health and wellness of the participants
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Expanding the opportunities to connect individuals to neighborhoods, neighborhoods to commerce and commerce to the entire Madison community

Route

The route will feature a five mile loop downtown that will include a beautiful view of capitol on John Nolen Drive, the bustling State Street, and other highlights. There is no beginning or ending point of the route; participants enter at any point along the five miles. The route features "villages" with activities, vendors, and stopping points along the way.

Schedule of Events

8:30am	Roads close-barricades go up Set up begins
10:00am	Event begins
2:00pm	Activities within the event stop Equipment, vendors materials, etc are cleaned up and moved off the streets
2:30pm	Volunteers along the route inform participants that the route will be open to traffic in 30 minutes
3:00pm	Work with TE and Police to make sure streets are clear and the streets reopen to traffic. Volunteers and TE will remove barricades.

Trash and Recycling plan

Ride the Drive will utilize Parks trash and recycling bins put out for the event. There will be extra trash and recycling bins at the event activity villages/stopping points including the Capitol Square, John Nolen Drive, Brittingham Park, and Olin Park. Parks staff will place these before the event and remove them after the event.

www.cityofmadison.com/ridethedrive

Ride the Drive 2014 EMERGENCY ACTION PLAN (EAP)

I. GENERAL

Ride the Drive will be held June 1, 2014 at Downtown Madison around the Capitol Square, Brittingham Park and on John Nolen Drive.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Ride the Drive (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 Anne Whisner, Event Coordinator

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 may have on-site EMS.
3. We will have on-site Police (Dave McCaw, MPD, 608-261-9694)

C. Severe Weather

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** 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

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 Anne Whisner
6. Parking for vendor and staff vehicles will be at the Capitol Square, Brittingham Park, John Nolen Drive, and Olin Park