

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event PurpleStride Madison 2013

Event Organizer/Sponsor Diane Jensen / Cassandra Clark

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

If Yes, provide State of Wisconsin Tax Exempt Number 33-0841281

Address Pancreatic Cancer Action Network 1500 ROSECRANS AVE,

City/State/Zip Suite 200 Manhattan Beach, CA 90266

Primary Contact Diane Jensen

FAX 310.725.0029

Work Phone 608.242.4100

Phone During Event 608.219.1064

E-mail djensen@pancanvolunteer.org

Website www.pancan.org/madison www.purplestride.org

Secondary Contact Cassandra Clark

Work Phone 310.706.3355

Phone During Event 424.254.6030 madison

E-mail CClark@pancan.org

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Pancreatic Cancer Action Network

Estimated Attendance 1750 - 2000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8am to 12pm Yes No

EVENT CATEGORY

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

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: Warner Park Neighborhood

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 4/28/13 Rain Date(s) N/A
Event Start Date(s)/Time(s) 4/28/13 8:00am Set-Up Date(s)/Time for Event 4/27/13 4:00pm
Event End Date(s)/Time(s) 4/28/13 12:00pm Take-Down Time 4/28/13 1:00pm
Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/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 Cassandra Clark Date 11/21/12



PANCREATIC CANCER ACTION NETWORK®

PURPLESTRIDE MADISON 2013

5K RUN 2M WALK
WARNER PARK
APRIL 28, 2013

Benefiting

The Pancreatic Cancer
Action Network

Working to advance research, support
patients and create hope for those affected
by pancreatic cancer.

www.pancan.org/madison
djensen@pancanvolunteer.org
608-219-7064

Detailed Timeline With Traffic Control

Saturday, April 27, 2013

04:00pm - Set-Up Tents at Warner Park

Sunday, April 28, 2013

05:00am - Set-up Start/Finish Line area in Warner Park parking lot

07:00am - Put cones, signage, mile markers and Aid Stations along courses

07:30am - Registration and Participant Check-In

08:15am - Race Announcer begins announcements

08:30am - Opening Ceremonies

08:45am - Race Course Sentries (Course Marshals) arrive at assigned posts along the race courses

08:45am - City Of Madison Traffic Control arrives at the following Locations

Officer 1 - Corner of Woodward Dr and Forster Dr

Officer 2 - Corner of Almo Ave and Fremont Ave

Officer 3 - N. Sherman Ave at the Warner Park entrance

09:00am - Traffic Control starts

09:00am - 5K Run starts

09:10am - 2M Walk starts

09:30am - Begin picking up cones and opening roads along 5K & 2M courses

10:00am - Traffic Control Officers are finished

10:00am - All roads are opened

11:00am - Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

Additional Items

Madison Metro Buses

All Madison Metro Bus Stops will remain open and accessible during the event. Route 22 runs on N. Sherman Ave between 9:50 and 9:55am. Runners should be finished before bus arrives.

St Paul's Lutheran Church Service

Sunday worship service is at 7:45am and 10am. Sunday School is at 9am. The lowest traffic time in and out of the church parking lot on N. Sherman Ave. is between 9am and 9:45am.

State D.O.T. Permit

Starting Line Events will contact Jim Pavelski with the D.O.T. for the permit to cone-off the 1/2 block of Northport Dr. from the Warner Park entrance to Troy Dr.

Neighbors and Businesses

A Courtesy Flyer will be delivered to each home and business along the routes. The flyer will give notification of the event times and will have contact information for Starting Line Events and the Pancreatic Cancer Action Network.

Start & Finish Line	Warner Park
Course Set-Up	4:30 am
Race Course Opens	9:00 am
Race Course Closes	10:00 am
Course Tear-Down	10:15 am
Courses	5K Run, 2M Walk
Run Event Produced By	Starting Line Events, LLC
Main Event Organizer	Pancreatic Cancer Action Network
Permits & Insurance	Pancreatic Cancer Action Network
Race Director	Jerry Kempfer 608-241-7093
Event Coordinator	Diane Jensen
Course Management	Starting Line Events, LLC

Safety Plan

Ambulance and EMT's

Ryan Bros. Ambulance will have one ambulance dedicated to cover the course. This unit will be located in the Warner Park parking lot and will respond if needed. We will also have volunteer Nurses equipped with 2-way radios, at each Aid Station, to monitor the participants. 911 will be used for any life-threatening emergencies.

Trained Personnel

Every Staff Member of Starting Line Events, LLC is certified in Adult & Infant First Aid/CPR/AED through the American Red Cross. There will be a minimum of 4 certified Staff Members throughout the course at all times.

Bike teams

We will have a bicycle team dedicated to covering the 5K course. This unit will be equipped with a 2-way radio and will be roaming and responding as needed.

Aid Stations

Each of the Stations will be supplied with water and/or sports drinks. A licensed Nurse will also be equipped with a complete first aid kit and a 2-way radio to contact the Race Director or 911 for further assistance if needed.

Aid Station Locations

- Start/Finish Line in Warner Park
- Sheridan Dr (Mile 1.25 for Walkers, Mile 1.5 for Runners)

Start/Finish Line Medical Help

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. A Ryan Bros. Ambulance will be stationed near the finish line for any potential transports. 911 will be used for any life-threatening emergencies.

Emergency Procedures

Our Emergency Procedure Document is distributed to all necessary personnel. The document has a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers have access to the Emergency Procedure Document .

Weather Emergencies

We have a detailed Weather and Emergency Policy/Plan on our website in case of inclement weather before the start of the race. We continue monitoring the weather via iPads and cell phones during the race. We use social media to warn participants of any conditions that may affect the event prior to their arrival. We use a Colored Flag Warning System for all course dangers, including weather. There will be a flag system at each Aid Station along the course and at the Start/Finish Line. The Race Director will contact the Aid Station Personnel if the color changes. The following describes each flag color.

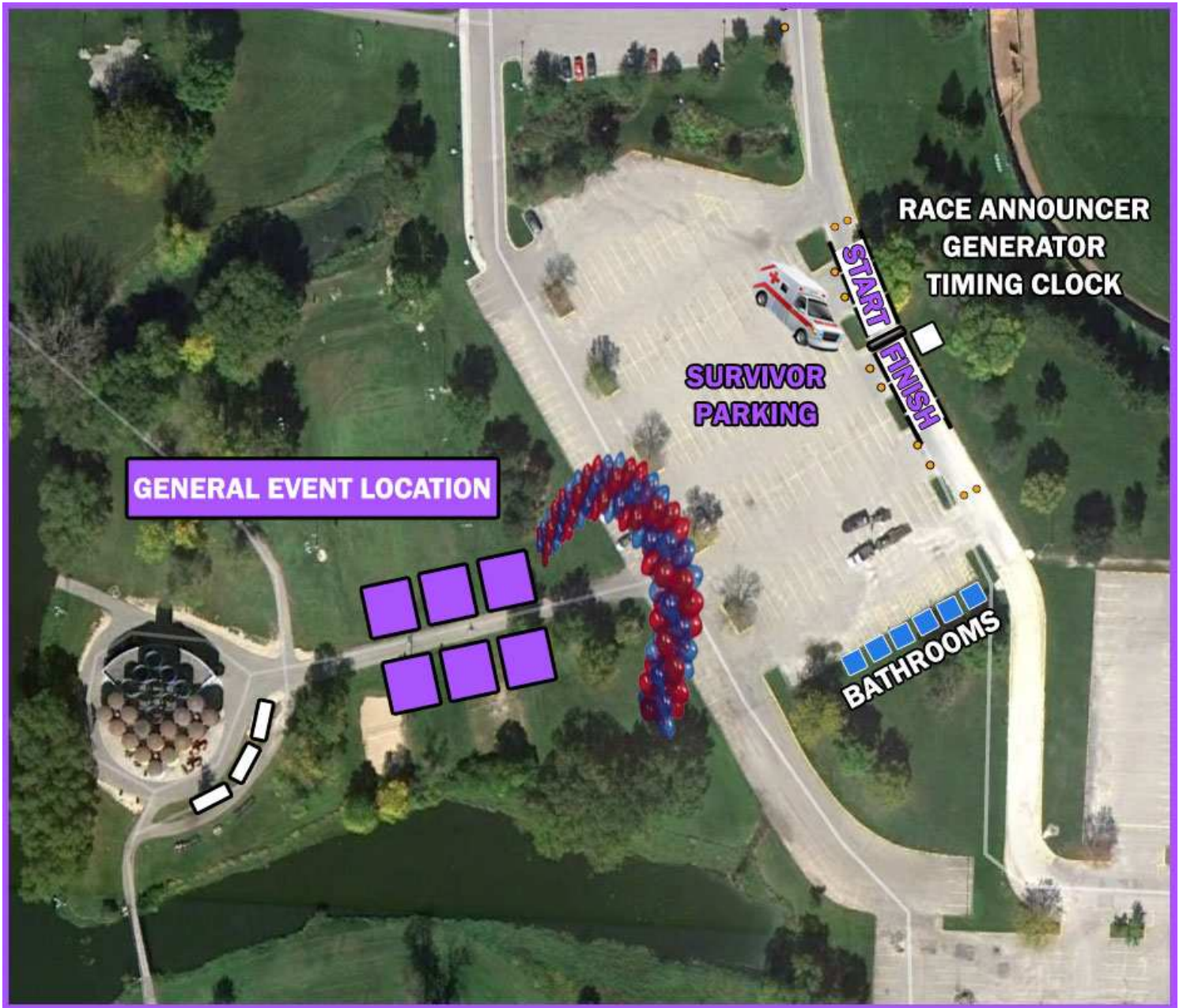
Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - Caution. Increased Risk of Heat Related Problems. Runners Should Hydrate Accordingly.

Red Flag - Extreme Heat Risk. Clock Has Stopped. Hydrate and Walk To The Finish Line.

Black Flag - Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately!

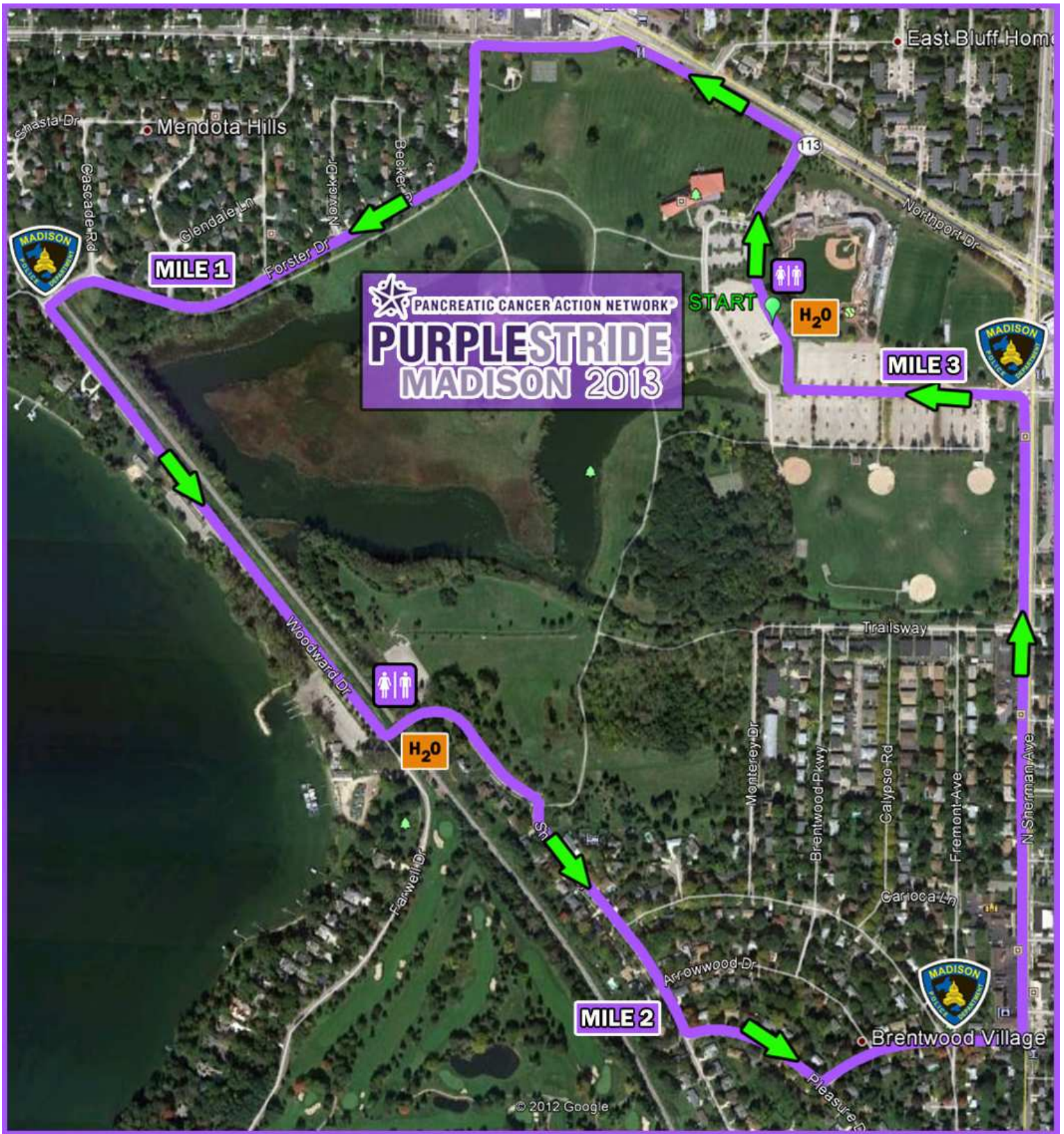
Staging Area With Trash & Recycle Map



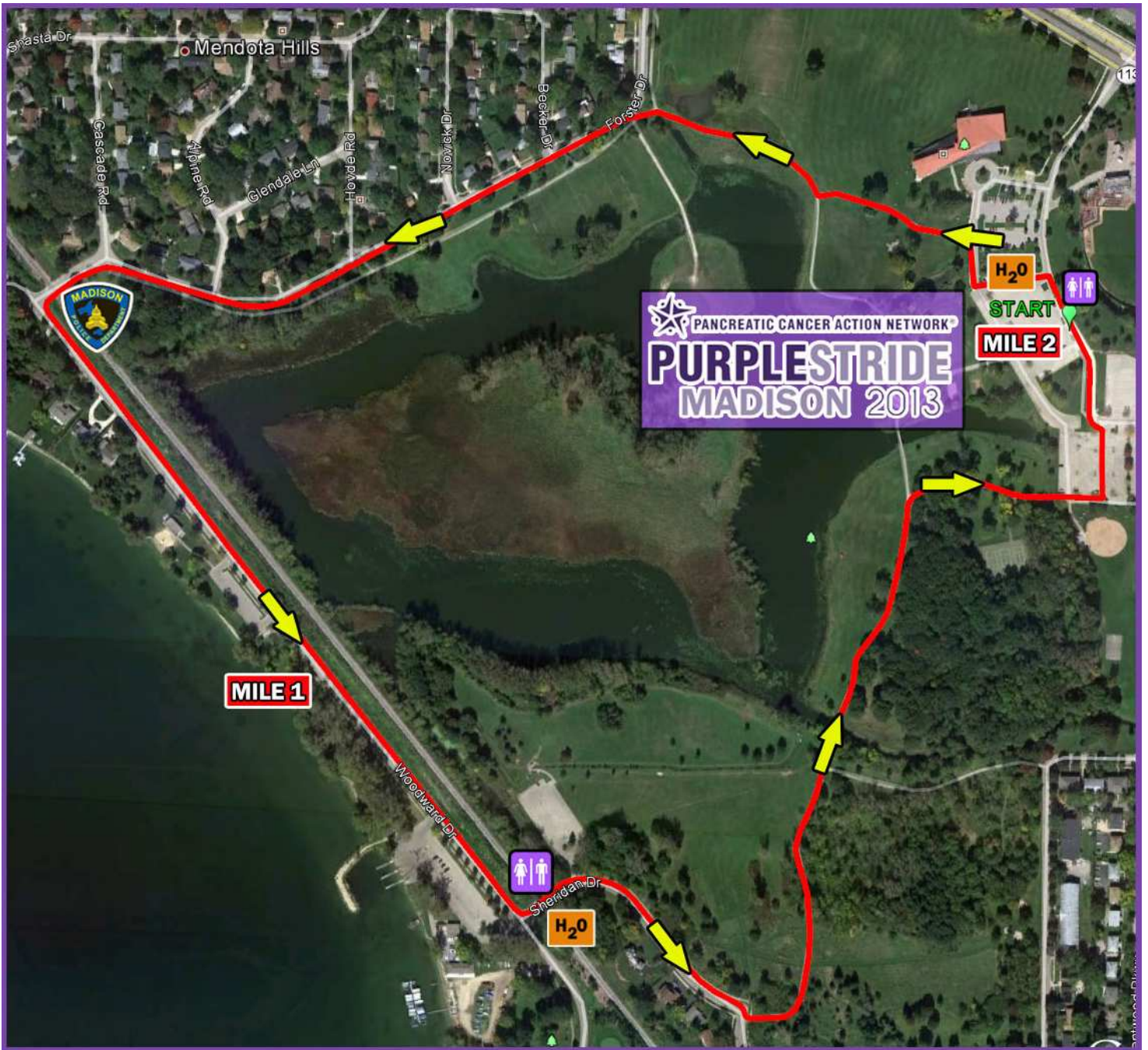
Recycle Plan

Trash around the Start/Finish area and all Water/Aid Stations, will be swept, picked up and disposed of in the proper containers. The Water/Aid Stations will have trash cans that will be brought back to the Start/Finish area and then hauled away from the park.

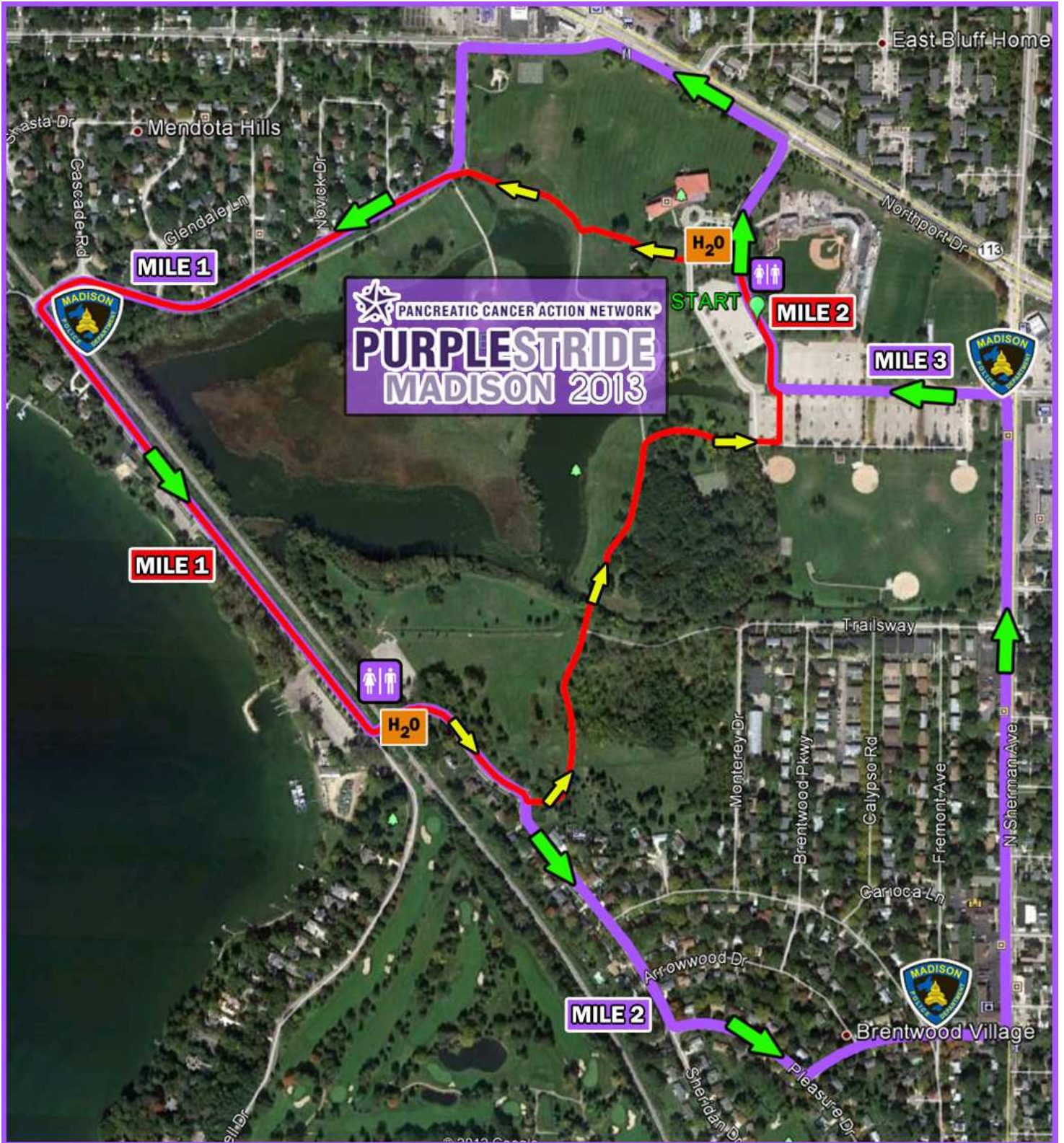
5K Run Course Map



2M Walk Course Map



Combined Course Maps



5K Run Course Turn-By-Turn Directions

WHEN FIRST RUNNER SHOULD PASS (based on a 5/minute mile time)

09:00am - Start in Warner Park Parking Lot near the Community Center
09:00am - Turn Left on Northport Dr (8' section of the right turn lane only)
09:02am - Turn Left on Troy Dr
09:03am - Turn Left on Forester Dr
09:05am - Turn Left on Woodward Dr
09:07am - Turn Left on Sheridan Dr
09:10am - Turn Left on Pleasure Dr
09:11am - Turn Left on Almo Ave
09:11am - Turn Left on Sherman Ave
09:14am - Turn Left into Warner Park
09:16am - Finish

WHEN LAST RUNNER SHOULD PASS (based on a 15/minute mile time)

09:00am - Start in Warner Park Parking Lot near the Community Center
09:02am - Turn Left on Northport Dr (8' section of the right turn lane only)
09:08am - Turn Left on Troy Dr
09:11am - Turn Left on Forester Dr
09:15am - Turn Left on Woodward Dr
09:20am - Turn Left on Sheridan Dr
09:30am - Turn Left on Pleasure Dr
09:32am - Turn Left on Almo Ave
09:34am - Turn Left on Sherman Ave
09:45am - Turn Left into Warner Park
09:47am - Finish

2M Walk Course Turn-By-Turn Directions

WHEN FIRST WALKER SHOULD PASS (based on a 12/minute mile time)

- 09:10am - Start in Warner Park Parking Lot near the Community Center
- 09:10am - Walk Towards Northport Dr
- 09:12am - Turn Left onto the Bike Path
- 09:14am - Follow Bike Path to Forster Dr
- 09:19am - Continue on Bike Path along Forster Dr
- 09:19am - Turn Left on Woodward Dr
- 09:22am - Turn Left on Sheridan Dr
- 09:24am - Turn Left onto Bike Path
- 09:25am - Follow Bike Path towards Finish Line
- 09:31am - Turn Right on Bike Path towards Parking Lot
- 09:34am - Follow safety cones to Finish Line

WHEN LAST WALKER SHOULD PASS (based on a 20/minute mile time)

- 09:10am - Start in Warner Park Parking Lot near the Community Center
- 09:10am - Walk Towards Northport Dr
- 09:17am - Turn Left onto the Bike Path
- 09:19am - Follow Bike Path to Forster Dr
- 09:24am - Continue on Bike Path along Forster Dr
- 09:24am - Turn Left on Woodward Dr
- 09:30am - Turn Left on Sheridan Dr
- 09:33am - Turn Left onto Bike Path
- 09:37am - Follow Bike Path towards Finish Line
- 09:44am - Turn Right on Bike Path towards Parking Lot
- 09:50am - Follow safety cones to Finish Line

Please email info@startinglineevents.com to request a full-color version of this plan and one will be emailed to you immediately.