

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Leigh Vierstra
East High School
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Madison, WI 53704
Email: Lkvierstra@madison.K12.Wi.Us
Phone: (608) 204-1681

Contact During Event

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Event Information

Name of Event: East High School 2017
Homecoming Parade

Event Type: One Day

Estimated Attendance: 900

Is this a new event: No

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

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

2100 Block of E. Mifflin to Breese Stevens, 900 Block of E. Mifflin

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 |
|------------|------------|------------------|------------------|----------------|----------------|------------------------|------------------------|-----------|
| 10/13/2017 | 4:30 PM | 10/13/2017 | 5:30pm | 10/13/2017 | 6:45 PM | 10/13/2017 | 7:00 PM | |

Temporary (Picnic/Beer) Licenses

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

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

No

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

No

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?:

No

Street Use Event Vending License

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?(\$):

No

Estimate number of vendors:

Public Amplification Permit

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 |
|------------|------------|----------|----------|-----------|
|------------|------------|----------|----------|-----------|

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.

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

No

Trash Barrels:

0

Recycling Barrels:

0

Dumpsters:

0

Electrical Adaptors:

0

Marketing

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?:

No

Acknowledgement

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

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: ☒

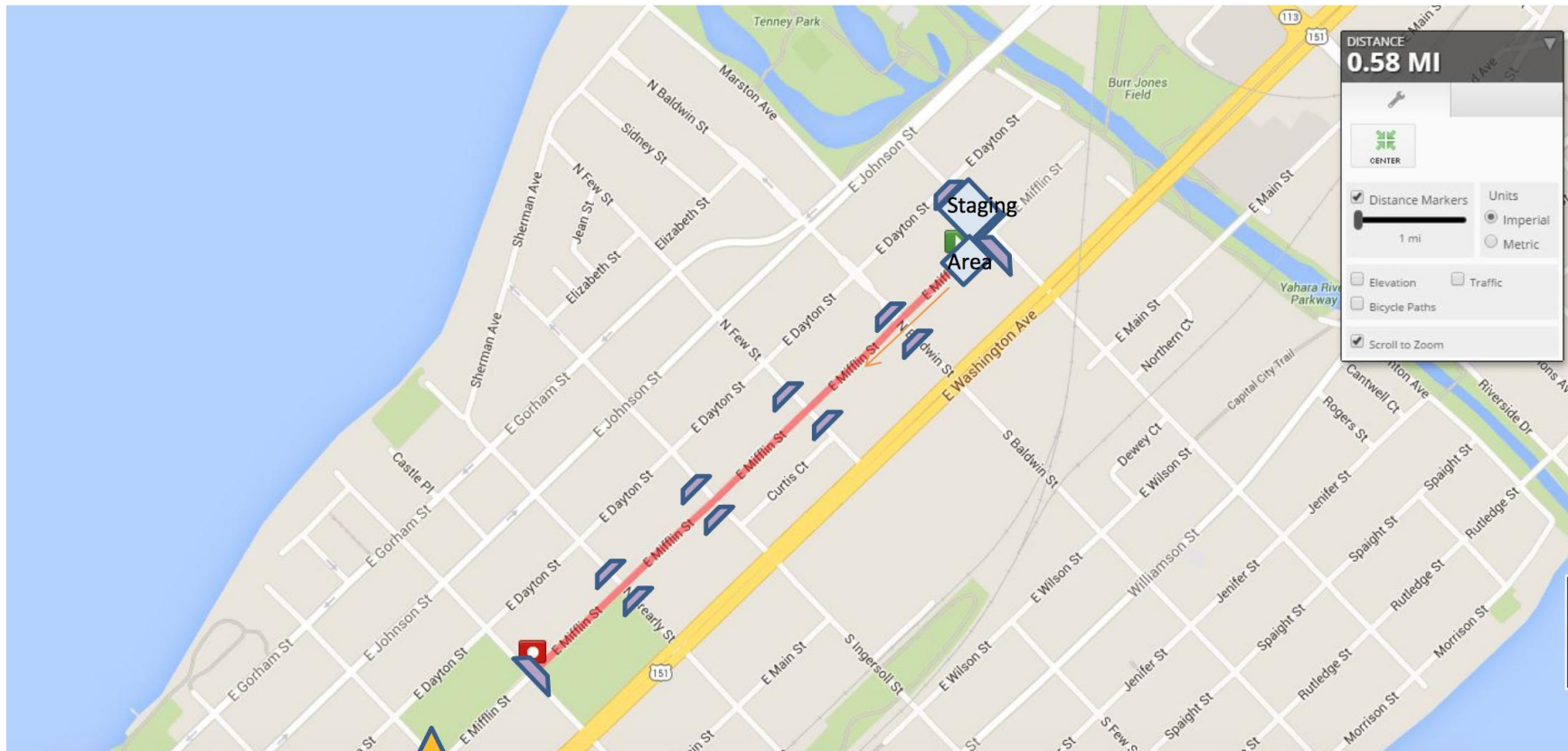
Signature

Signature: Leigh Vierstra

Date: 08/29/2017

Parade Route & Site Plan

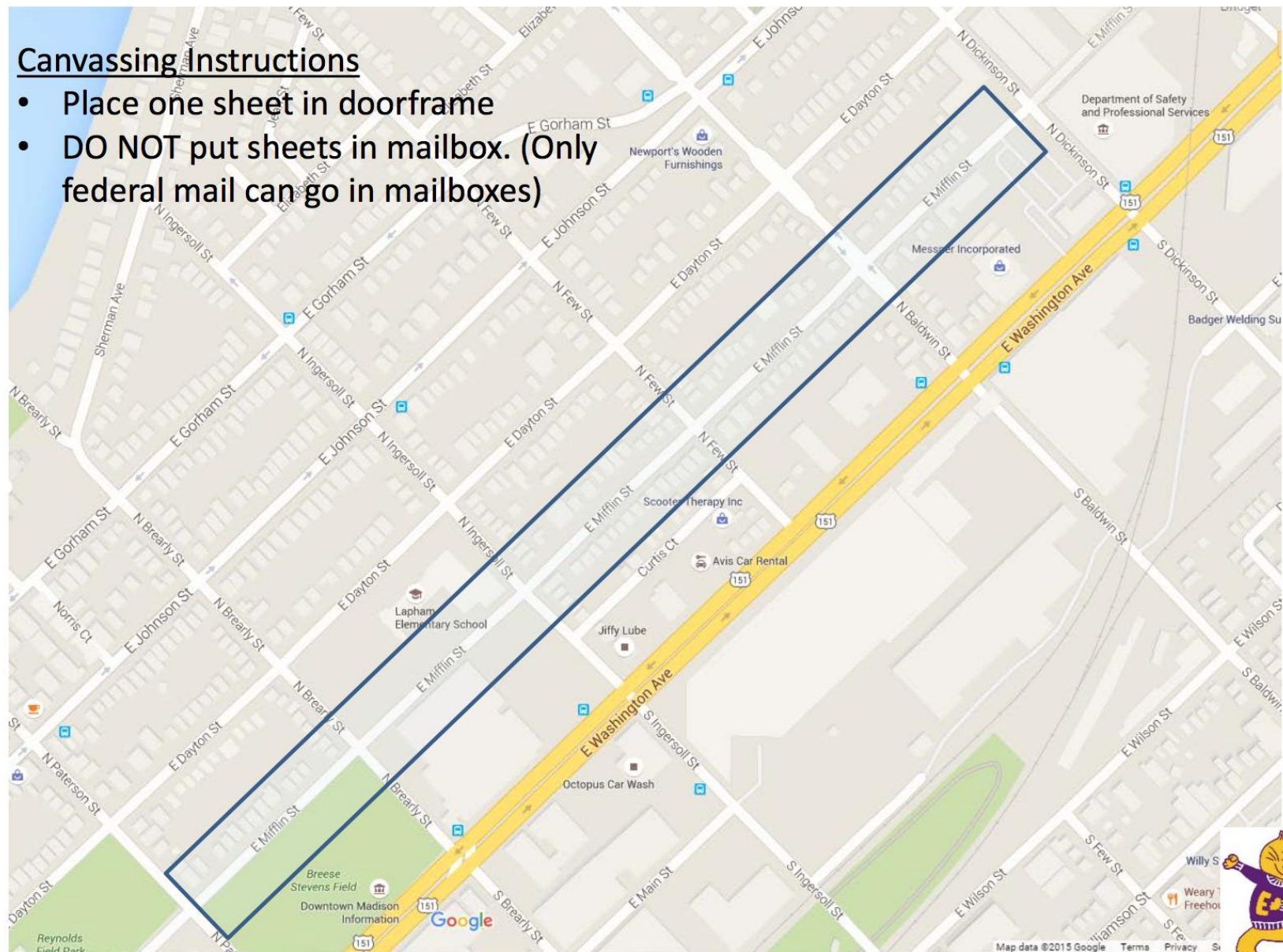
-  Unloading Point
-  Street Barricade



Neighborhood Flyer Distribution Plan

Canvassing Instructions

- Place one sheet in doorframe
- DO NOT put sheets in mailbox. (Only federal mail can go in mailboxes)



EAST HIGH SCHOOL

HOMECOMING PARADE

October 13, 2017

Likely Parade Participants

East High Clubs & sports teams: 20

Homecoming Court: 14 individuals

Community Stakeholder Outreach to-date

Marsha Rummel –District 6 Alderperson

Ledell Zellers –District 2 Alderperson

Lindsay Lee- Greater Williamson Area Business Association (GWABA)

Meghan Blake-Horst- Atwood Winnebago Business Association

Mark Giestlinger, Chairs, Madison East Booster Club

Thomas Rogness, East HS Athletic Director



East High Homecoming Parade Schedule 2016

OCTOBER 11

- **Post No Parking Signs: 100 block N Dickinson Street & 900-1600 block E Mifflin Street**
- **Post Flyer Notifications to neighbors.**

OCTOBER 13

8:30am

Pick up 12 barricades

Location: 1120 Sayles Street. (266-4767)

3:30-5:45 pm

Release from Pep Rally at Madison East High School

Students and staff will set up for the parade at this time & representatives from Traffic Engineering will post barricades and traffic directional signs along the parade route.

Barricades will close roads for the 900-2100 blocks of E Mifflin Street at the intersections of E Mifflin & 3rd, E Mifflin & 2nd, E Mifflin & 1st, E Mifflin & N Dickinson, E Mifflin & N Baldwin, E Mifflin & N Few, E Mifflin & N Ingersoll, E Mifflin & N Brearly, and E Mifflin at N Paterson. Traffic flow will not be blocked on N Paterson Street or N Dickinson Street.

The staging area includes 4th Street & E Mifflin. All floats, vehicles, and participants must line up at this time. Our parade will not be allowed to begin without a very high percentage of participants present and prepared.

The week prior to October 13th, 2017, all parade entrants will be given a number and a map indicating where they line up. On the day of the event by 4:30pm, there will be numbered spots on the terrace marking off "slots" for groups to line up. Match your group's number with the numbered slot.

If you are participating in the parade, please accompany or meet your respective club/team/organization in the staffing area. After you are lined up in your assigned slot, please have an adult remain by your float, decorated vehicle or student group in the staging area.

5:45pm

Parade

The parade will begin on the 2100 block of E Mifflin Street & 4th street and will end at Breese Stevens Field (917 E Mifflin Street) at the intersection of E Mifflin Street and N Paterson Street. The parade viewing area will be on both sides of Mifflin Street along this route. At Breese Stevens Field, all pedestrians will exit the road way and proceed to the exterior stadium entrance/common area. Vehicles will continue straight and turn the corner at N Livingston Street to unload participants riding in vehicles or floats.



6:45pm

Street opens

Barricades and parking signs are removed along parade route.

7:00 pm

Homecoming Game at Breese Stevens Field

Madison East Homecoming Parade

-Parade Rules & Regulations-

1. All parade units must be pre-registered.
2. Parade units must stay in assigned order.
3. All motorized vehicles must be driven by an adult driver with a valid Wisconsin Driver's License. At no time should a student be driving a parade vehicle.
4. At no time may participants stand in the back of a pick up or stand in any manner on a vehicle. Floats and flatbeds need to have appropriate railings or participants riding must remain seated at all times.
5. No person shall ride on the hood, trunk, roof, or doorframes of vehicles. Couples riding in convertibles will sit on the frame of the vehicle directly above the back seat, with their feet in the back seat.
6. Vehicles must follow the course in a cautious and safe manner. There shall be no quick starts, stops, or peeling of rubber. No swerving back and forth and no reckless driving of any kind.
7. Persons who are walking should hand off or toss underhand items approved for distribution to spectators. Persons distributing such materials must walk alongside their own unit and not intrude upon other unit's activities or presentation space.
8. There shall be no throwing of any type of item from vehicles to spectators. Candy can be tossed underhand in a manner whereas it slides along the street and reaches the spectators sitting curbside. This can only be done by walking parade participants.
9. No jumping off of vehicles. Once you are on, you are on.
10. If a unit has music, play at a reasonable level.
11. Spacing between groups participating should be no closer than 2 cars length, and no further than 3 cars length.
12. Parade units must proceed to the end of the parade route before stopping and unloading. (See map: N Livingston Street at the corner of E Mifflin is the official unloading point.)
13. 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.
14. At the recommendation of the Madison East Officials, all drivers will be asked to carry a portable fire extinguisher. This, however, is not required to participate in the parade, merely a suggestion.
15. Madison East Officials reserve the right to deny approval of or immediately remove parade units or vehicles that have violated these regulations or present other safety concerns.



East High School Homecoming Parade EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The “Homecoming Parade” will be held Friday, October 13th and its route will begin on the 2100 block of E Mifflin & 4th Street and proceed down to Breese Stevens Field at 917 E Mifflin Street. The parade is anticipated to begin at 5:45pm.

II. PURPOSE

A. This emergency action plan predetermines actions to take before and during the “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.

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: Principal Michael Hernandez, SECONDARY CONTACT: Leigh Vierstra, student congress advisor.

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 not have on-site EMS.

3. We will have on-site Police and Security. Coordination of security between the Madison Police Department and East High School is being led by Madison East’s



Education Resource Officer Zulma Franco through the Madison Police Department.
(phone: 204-1611)

C. Communication Plan

1. Each Madison East High volunteer will be assigned a designated “coordinator” in their area of the parade route to contact if they need assistance. Coordinators will be Madison East teachers, including Student Congress Advisors Sarah Motl, David Kruchten, Leigh Vierstra and Sarah Elmore. Madison East Principal Michael Hernandez will be the primary contact for the parade coordinators and they will be communicating throughout the event by cell phone and/or short-wave walkie-talkies. The ERO that currently works at EHS will have a radio that she will be able to communicate with her fellow officers if needed. The staff will all have each of their volunteers phone number programed in their phone.

D. 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 Madison East Principal Michael Hernandez 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 Michael Hernandez 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.

E. Fire

1. No use of fire, fireworks or pyrotechnics will be permitted during the parade.
2. 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.



3. 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.

F. 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

G. 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 Madison Police Department will be stationed throughout the parade route and staging area. (Details regarding number of officers and positions are included with the route map)

H. 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, East HS staff members and parade participants 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 parade.



I. Crowd Control

1. People barricades manned by Madison Police Department representatives and/or Madison East High staff. Traffic barricades will be set-up at intersections to block traffic beginning at 4:30PM for staging by City of Madison Traffic Engineering staff. These barricades will remain in effect until the end of the parade. This ensures the

J. 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.

K. Lost/Missing Person

1. If a child is lost, a Homecoming Committee member is to stay with the lost child and call the Madison Police Department.

L. 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: Volunteers from the East High Student Congress and the Madison East Boosters Club.
6. Parking for vendor and staff vehicles will be: 100 Block N Dickinson Street & 1300 Block of E Mifflin Street.
7. Parking for attendee vehicles will be: 100 Block N Dickinson Street & 1300 Block of E Mifflin Street.



M. Clean-up and Recycling Plan

1. Participants are responsible for disposing of their floats properly and must have their floats dismantled by 7:00pm. Trash containers will be located on the corner of N Livingston Street for participant use.

2. East High Homecoming Committee members will clean up any signs placed for parade use.

V. CONTACT INFORMATION

Primary Contact: Principal Mike Hernandez (cell) (608) 206-9026

Secondary Contact: Leigh Vierstra (cell) 608-469-2946 East ERO Officer: Zulma Franco, Madison Police Department (school phone) 608- 204-1611

Emergency Dane County 911 Center 911

Non-Emergency Madison Fire Department (608) 266-4420

Non-Emergency Madison Police Department (608) 261-9694



There will be a total of 3 MPD officers that will be on duty to supervisor and support this parade. After speaking with both the North PD as well as Central PD, it was decided that the officers would report to the school at 5:00 on October 13. We will have approximately 20 staff members supporting in supervision as well.

The intersection closures will begin at 5:30pm and will be removed as the last parade entrant passes, no later than 6:45pm. Barricades will be moved to the terrace and City of Madison Traffic Engineering staff will collect the provided barricades and signage the following day.

Parade Route

