

## STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

### EVENT INFORMATION

Name of Event Madison East Homecoming Parade

Event Organizer/Sponsor Madison East High School

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

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 2222 E Washington Avenue

City/State/Zip Madison, WI 53704

Primary Contact Leigh Vierstra, Student Congress Advisor

Work Phone 608-204-1681, (cell) 608-469-2946

E-mail lkvierstra@madison.k12.wi.us

Website \_\_\_\_\_

FAX \_\_\_\_\_

Phone During Event (cell) 608-469-2946

Secondary Contact Mike Hernandez, Principal

Work Phone 608-204-1669

E-mail mhernandez3@madison.k12.wi.us

Phone During Event \_\_\_\_\_

Annual Event?

☒ Yes

☐ No

Charitable Event?

☐ Yes

☒ No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 975

(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: Staging 100 Block N Dickinson, Parade 1300 to 900 block of E Mifflin Street

### EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) Oct 9th

Rain Date(s) none

Event Start Date(s)/Time(s) Oct 9, 2015 4:30pm

Set-Up Date(s)/Time for Event Oct 9, 3:30pm

Event End Date(s)/Time(s) Oct 9, 2015 5:30pm

Take-Down Time Oct 9, 5:30pm

Take-Down Time: start to streets reopened

### APPLICATION SIGNATURE

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

LV

(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.

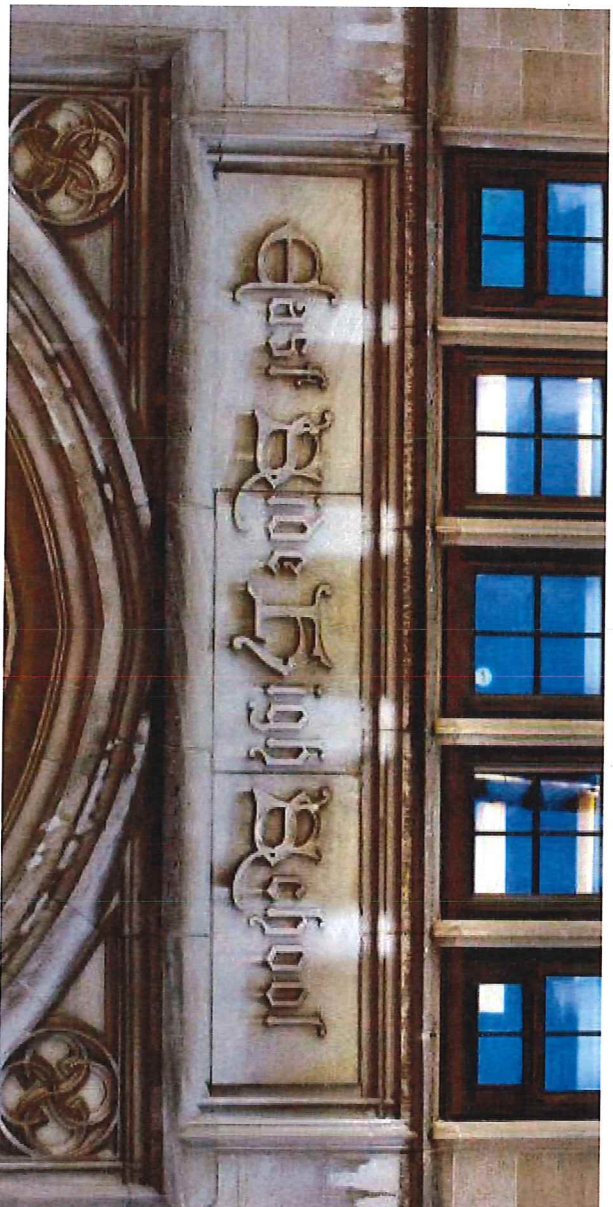
In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature Leigh Vierstra

Date Sept. 11, 2015



## Madison East High School Homecoming Street Use & Parade Application



Prepared for 9/16/15 City of Madison Street Use Staff Team Meeting

## East High Homecoming Parade Schedule 2015

### **OCTOBER 7**

- **Post No Parking Signs: 100 block N Dickinson Street & 900-1300 block E Mifflin Street**
- **Post Flyer Notifications to neighbors.**

### **OCTOBER 9**

**8:30am**

**Pick up 12 barricades**

Location: 1120 Sayles Street. (266-4767)

**3:30-4:30 pm**

**Release from Pep Rally at Madison East High School**

Students and staff will set up for the parade at this time & post barricades along the parade route.

Barricades will close roads for the 100 block of N Dickinson from E Dayton to E Mifflin, and the 900-1300 blocks of E Mifflin Street at the intersections of 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 for office buildings on the 1400 block of E Mifflin will be able to egress and exit to E Washington Avenue on the 0 block of N Dickinson Street. Traffic flow will not be blocked on N Paterson Street.

The staging area includes the 100 block of N Dickinson Street and the 1300 block of E Mifflin Street. 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 9<sup>th</sup>, 2015, all parade entrants will be given a number and a map indicating where they line up. On the day of the event by 3:30pm, 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.

**4:30pm**

**Parade**

The parade will begin on the 1300 block of E Mifflin Street and 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.

**5:30pm**

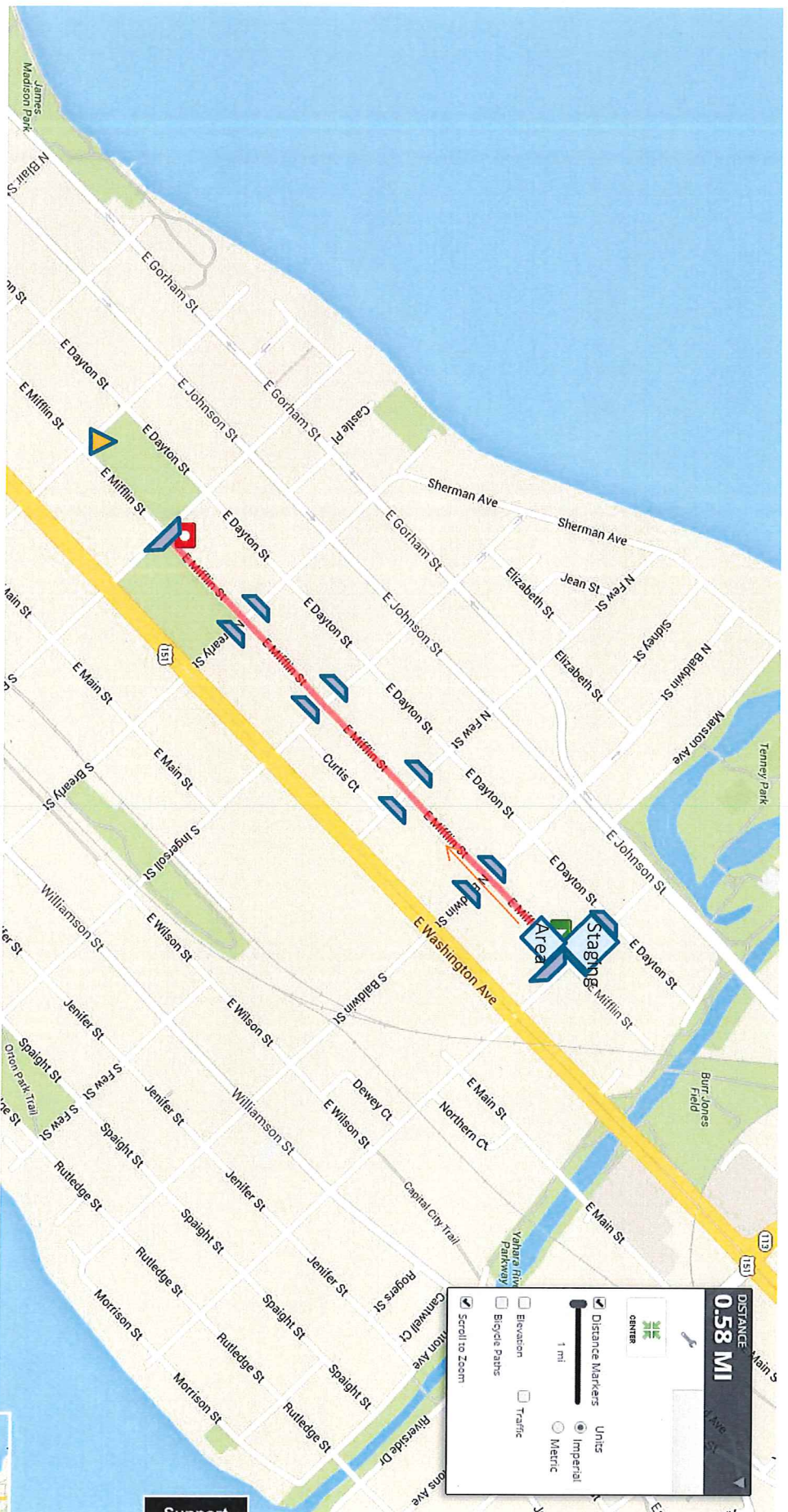
**Street opens and Barricades and parking signs are removed along parade route.**





# Parade Route & Site Plan

-  Unloading Point
-  Street Barricade

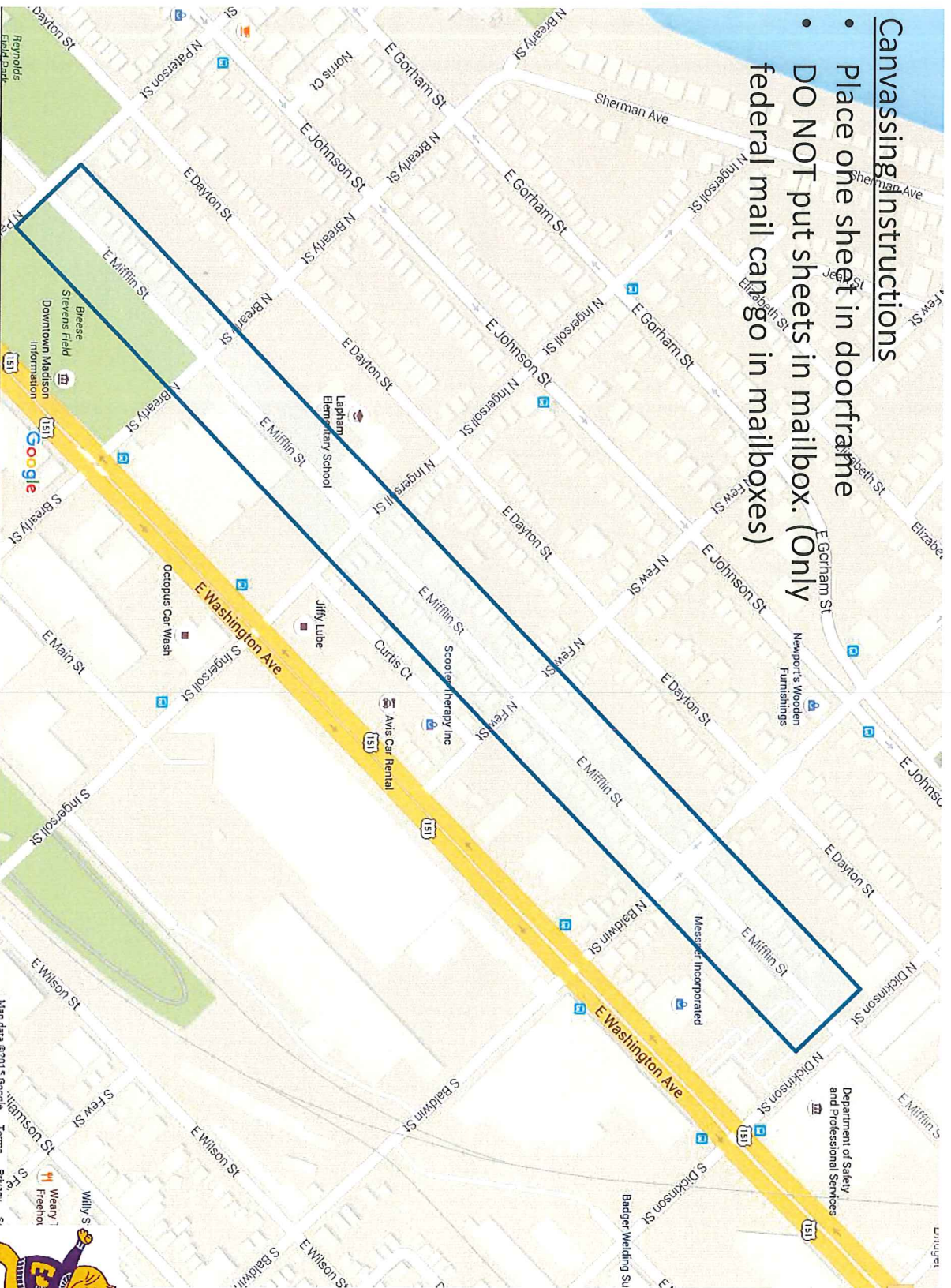




## Neighborhood Flyer Distribution Plan

### 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 EMERGENCY ACTION PLAN (EAP)**

### **I. GENERAL**

The "Homecoming Parade" will be held Friday, October 9, 2015 and its route will begin on the 1300 block of E Mifflin Street and proceed down to Breese Stevens Field at 917 E Mifflin Street. The parade is anticipated to begin at 4:30pm.

### **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: Leigh Vierstra. SECONDARY CONTACT: Principal Michael Hernandez

#### **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 not have on-site Police or 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)

- 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 not been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event.
2. Should an incident occur that requires Law Enforcement, to be called 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: 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.

#### V. CONTACT INFORMATION

Primary Contact: Leigh Vierstra (cell) 608-469-2946  
Secondary Contact: Principal Mike Hernandez (office) (608) 204-1600  
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

### **Likely Parade Participants**

East High Clubs: 36

Sports teams: 23 + Poms & Cheer

Homecoming Court: 8 couples

Student Congress: 4 Classes

### **Community Stakeholder Outreach to-date**

Marsha Rummel –District 6 Alderperson

Ledell Zellers –District 2 Alderperson

Tenney-Lapham Neighborhood Association –Attended Sept. 10<sup>th</sup>  
association meeting to discuss plans.

Lindsay Lee- Greater Williamson Area Business Association (GWABA)

Meghan Blake-Horst- Atwood Winnebago Business Association

Sue & Tony Arneson, Co-Chairs, Madison East Booster Club

John Baggot, Membership, Madison East Booster Club

David Kapp, East HS Athletic Director

Tammy Thompson Kapp –Lapham Elementary Principal





## **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 door frames 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. Madison East Officials reserve the right to deny approval of or immediately remove parade units or vehicles which have violated these regulations or present other safety concerns.

**-Thank You For Celebrating our Homecoming!-**