

STREET USE PERMIT APPLICATION

LFD 23597

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Ride the Drive

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 Martin Luther King Jr Blvd, Room 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 qwhisner@cityofmadison.com

Website www.cityofmadison.com/ridethedrive

Secondary Contact _____

Work Phone _____ Phone During Event _____

E-mail _____

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 5 mile course open to bicycles, pedestrians, skaters, and other forms of 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-W.Lakeside to Blair; Blair to E. Wash; E. Wash-Blair to the Square

Capitol Square, 100-600 State St; Gilman to Frances, W. Dayton to S. Bedford, S Bedford to N. Shore Dr. N. Shore Drive to John Nolen

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 9/25/11 Rain Date(s) none

Event Start Date(s)/Time(s) 9/25/11 8:30am Set-Up Date(s)/Time for Event see attached schedule

Event End Date(s)/Time(s) 9/25/11 3:00pm Take-Down Time see attached scheduled

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, statutes and laws.

Signature Anne Whisner Date 8/11/11

Ride the Drive
September 25, 2011
Street Use Permit

Event details:

Overview

Ride the Drive is a community event that turns a 5-mile loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square) into a public promenade that is closed to cars and opened to bikers, 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 various public art projects.

History

Ride the Drive was inspired by the Ciclovía in Bogotá, Colombia, where city streets are closed to car traffic to allow people to participate in all kinds of free health and community-oriented events. 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 each time – averaging 20,000 participants each event.

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 5 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 |
| 11:00am | Activities within the event begin |
| 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 20 minutes |
| 3:00pm | Work with TE and Police to make sure streets are clear and the streets reopen to traffic. Volunteers remove barricades. |