

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Her Madison Half Marathon & 5K

Event Organizer/Sponsor Capitol View Events

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 1701 Deming Way #102

City/State/Zip Middleton, WI 53562

Primary Contact Jennifer Anderson

Work Phone 608-609-5379

E-mail cveoperations@gmail.com

Website hermadisonhalf.com

FAX _____

Phone During Event 608-609-5379

Secondary Contact Justin Pernitz

Work Phone 608-852-5291

E-mail jpernitz@endurancehouse.com

Phone During Event 608-852-5291

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: Girls On the Run of Dane County

Estimated Attendance 1500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 6:30AM to 12:00PM 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: Start/Finish at Hilldale Shopping Center, Shorewood Hills Village, Sunset Village Neighborhood

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____

Event Start Date(s)/Time(s) Sunday, June 28

Event End Date(s)/Time(s) Sunday, June 28

Rain Date(s) not applicable

Set-Up Date(s)/Time for Event Saturday, June 27 12:00pm

Take-Down Time Sunday, June 28 12:00pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

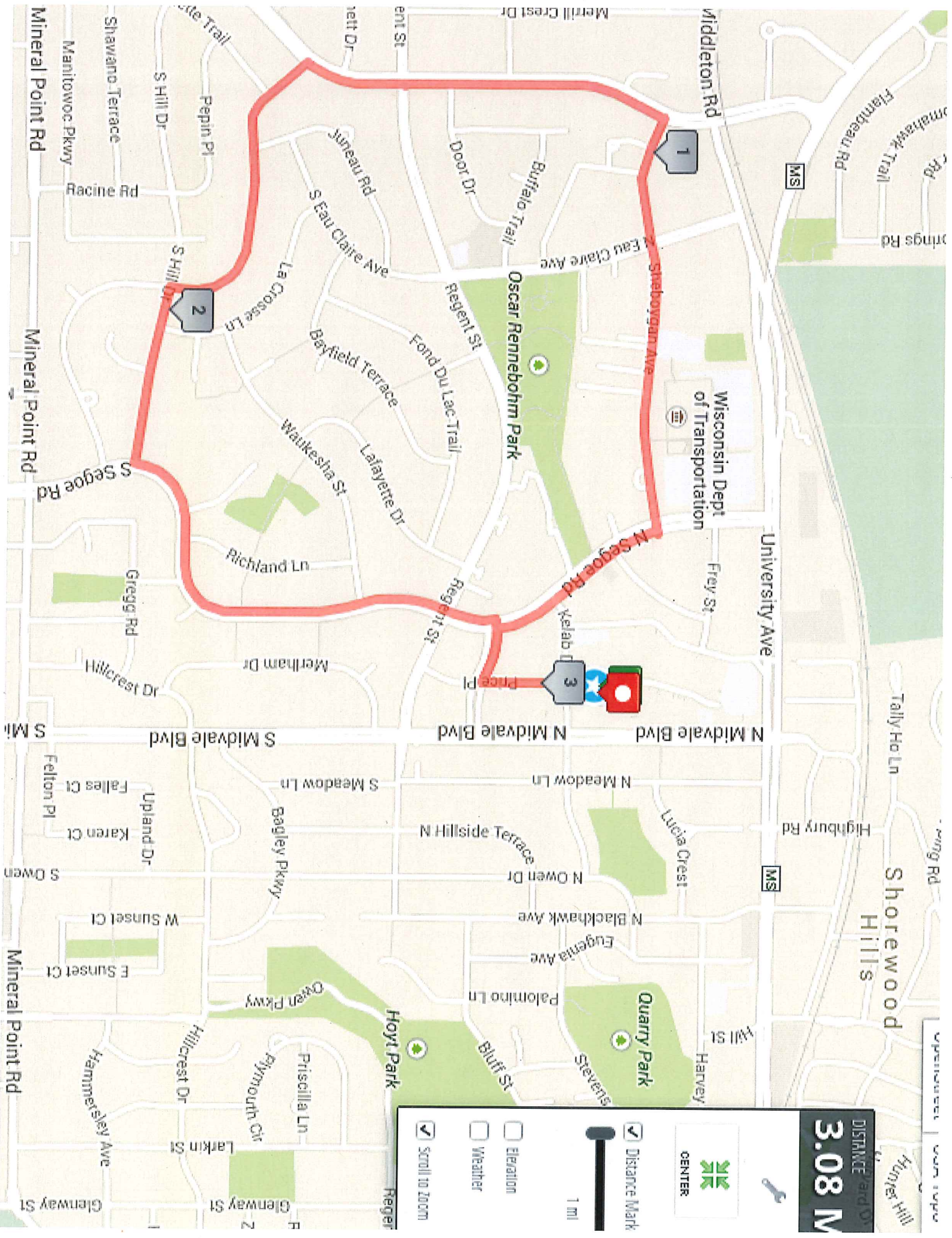
_____/We waive the 21-day decision requirement. _____ (PLEASE INITIAL)

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 Jennifer Anderson

Date 2.6.15



3.08 M

DISTANCE



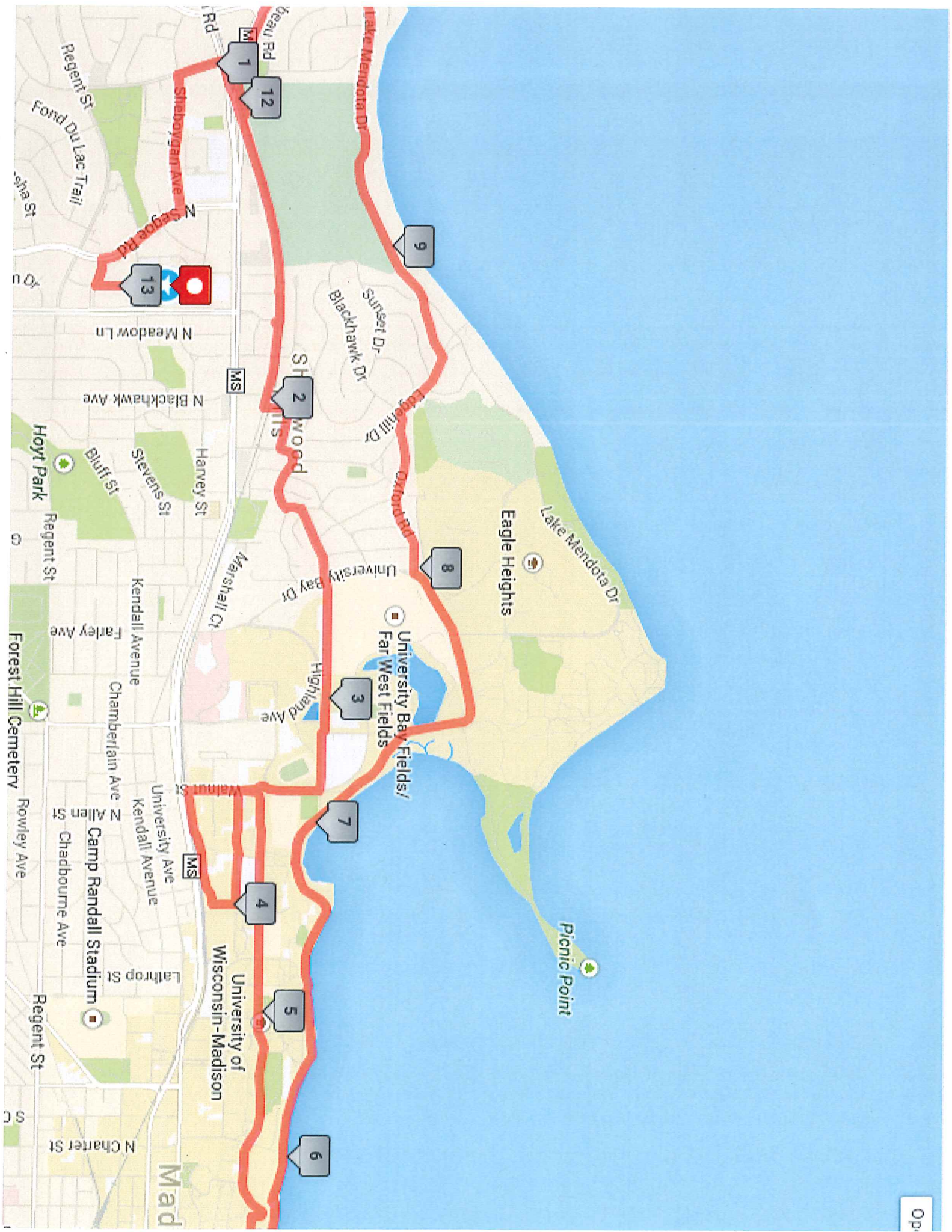
Distance Mark

1 mi

Elevation

Weather

Scroll to Zoom



Her Madison Half Marathon & 5K
City of Madison Special Events

Event Date: Sunday, June 28th, 2015
NO RAIN DATE.

Detailed Event Schedule:

Week of June 8th - notification to all residents along course of event dates, times, and advance notice of temporary parking orders.

Week of June 15th - place "Expect Delays" signs - electronic city signs or have foamcore poster signs made with event dates & times, place at all key intersections

Wednesday, June 24th - Place temporary no parking signs along course routes as determined by Madison Police & Event staff. Place temporary no parking on Hilldale Private Property on Price Pl for Saturday 9pm - Sunday 12pm.

Friday, June 26th, 2015 - place course markings & route arrows (tape) on course roads. Arrival of portable toilets on Hilldale property, in parking lot behind Sundance Cinemas. Trash dumpster arrival on frontage access road, that connects Price Place & Midvale Blvd (right by The North Face).

Saturday, June 27th, 2015 - all equipment will be on-site at Hilldale Shopping mall private property (not city streets) and staged for distribution. This will include traffic barricades, start/finish fencing, medical & timing tents, tables & chairs, bleachers.
12:00PM - place & rise medical tent, timing tent, arrival of bleachers
9:00PM - place traffic barricades at North and South ends of Price Place on Hilldale Property to not allow traffic onto Price Place. Place all start/finish chute barricades. Place barricade fencing along Price Place and Kelab Drive.

Sunday, June 28th, 2015 -

4:00AM - place all course signage including directional arrows, aid stations, cones, barricades

6:30AM - Final course run through & check

6:30AM - Amplified Sound begins at Hilldale via PA system

7:00AM - Half Marathon Walk Wave Start (estimated 4+ hr finish)

8:00AM - Half Marathon Run Start (estimated 1.5 - 3 hr finish)

9:00AM - 5K Run Start

9:15AM - 5K Walk Wave Start

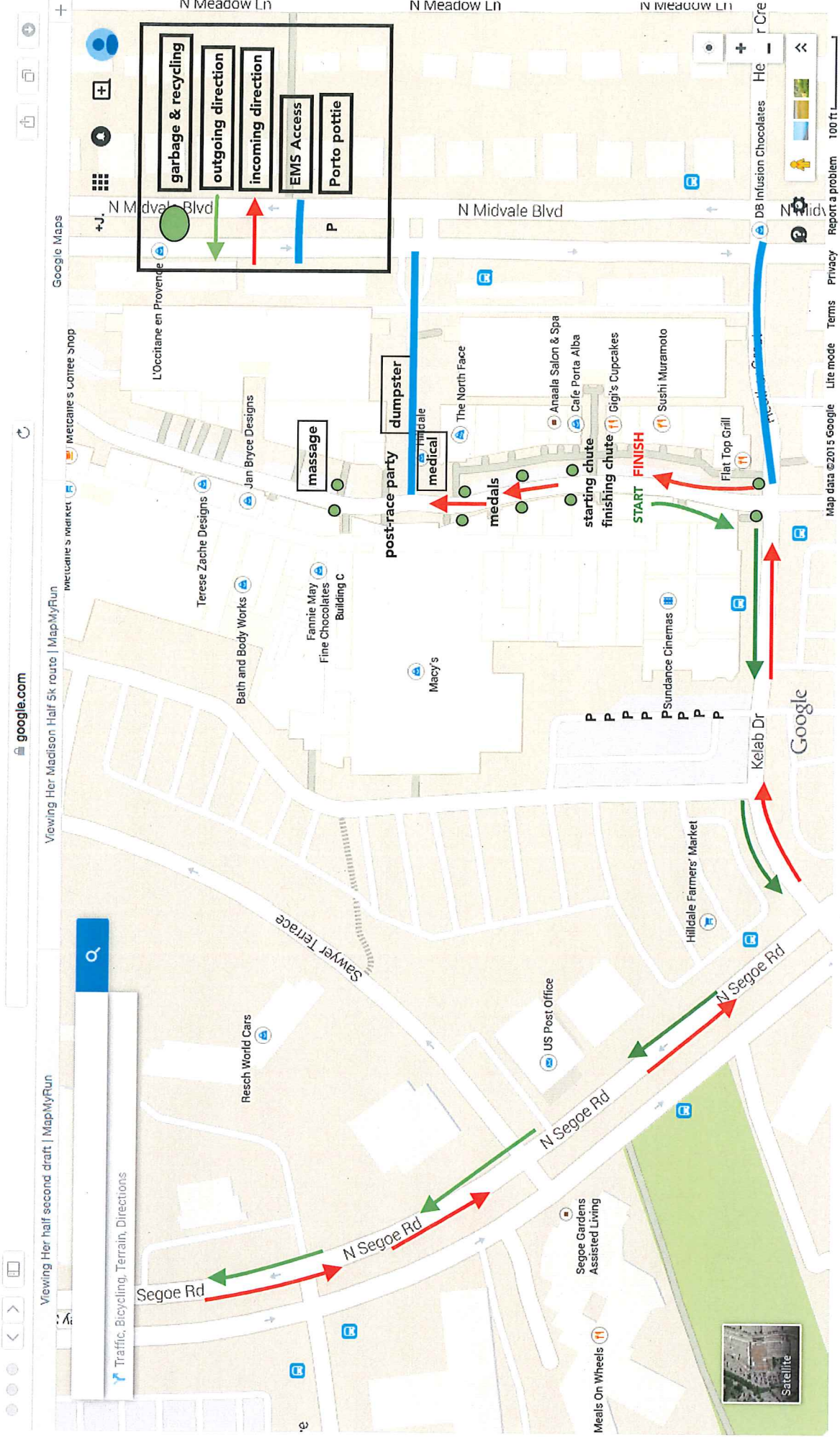
9:00AM - 1PM - Post Race Activities: music, food, beverage, photo-booth, shopping at Hilldale

Course will close at 12:00PM. Course crew will be cleaning up course after the last runner. Mile 1 is used as Mile 13, and therefore will be the last part of course to be picked up. Miles 1.1 - 12 will be cleaned up as all runners pass through.

Estimates: Miles 1.1 - 3.5 cleaned up by 10AM. Miles 3.5 - 6 cleaned up by 11AM.

Miles 6 - 12 cleaned up by 12PM.

All equipment will be off city streets by 1PM. All equipment will be off Hilldale property by 5pm.



garbage & recycling
outgoing direction
incoming direction
EMS Access
Porto pottie

post-race party
dumpster
medical

START FINISH

starting chute
finishing chute

medals

massage

Viewing Her Madison Half Sk route | MapMyRun

google.com

Viewing Her half second draft | MapMyRun

Traffic, Bicycling, Terrain, Directions

Map data ©2015 Google
Lite mode
Terms
Privacy
Report a problem
100 ft

EMERGENCY ACTION PLAN (EAP) HER MADISON HALF MARATHON & 5K

I. GENERAL

The Her Madison Half Marathon & 5K will be held Sunday, June 28, 2015 at Hilldale Shopping Center, 702 N. Midvale Blvd, Madison, WI 53705.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Her Madison Half Marathon & 5K (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: Jennifer Anderson.

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 have on-site EMS (Ryan Brothers, 608-257-9591)
- 3. We will have on-site Police or Security (City of Madison Police Department, Village of Shorewood Hills Police Department, JBM Patrol)

C. 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 Jennifer Anderson 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 Justin Pernitz will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
- 4. There are limited, but available provisions for sheltering participants in the event of severe weather. Start/Finish shelters include the inside of Hilldale Shopping Center or the use of the Hilldale Parking Ramp in case of extreme 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.
- 6. This event may be subject to extreme heat. The Medical Director and Event Director will follow the American College of Sports Medicine guidelines determined upon wet bulb globe temperatures. WBGT > 82°F - Black Flag (recommended cancel), WBGT 73°F - 82°F - Red Flag (recommend participant withdraw or extremely slow pace), WBGT 65°F - 72°F - Yellow Flag (recommend slow pace), WBGT <65° - Green Flag (event proceeds without caution, but heat

exhaustion can still occur), WBGT <50* - White Flag (increased risk of hypothermic collapse). Each aid station will have color flags to communicate with participants.

D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC
 - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
 - c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.
 - d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. 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
5. All tents/canopies used for cooking shall have a FLAME 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 (SEE VOLUNTEER, DIRECTOR, AND COURSE CAPTAIN INSTRUCTIONS BELOW)

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. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event. The event will work with City of Madison Police Department to staff key traffic intersections and oversee course participants.
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. The EMS team will be stationed at the Start/Finish line, adjacent to the Medical Tent. This is located at the frontage road that connects Price Place and Midvale Blvd, near The North Face Store.
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: JBM Patrol.
6. Parking for vendor and staff vehicles will be: BMO bank parking lot, Hilldale Shopping Center Parking Ramp.
7. Parking for attendee vehicles will be: Hilldale Shopping Center Parking Ramp.

V. CONTACT INFORMATION

Primary Contact	Jennifer Anderson	608-609-5379
Secondary Contact	Justin Pernitz	608-852-5291
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 261-9694

VI. VOLUNTEER INSTRUCTIONS

A. Medical Emergency

1. Initial contact made by volunteer
2. Volunteer calls 911 to activate EMS
3. EMS will need: Volunteer name, location of incident including nearest cross streets, brief description of injury or medical emergency, condition of athlete, phone number calling from, and any additional information.
4. Volunteer calls Course Captain (of course section medical emergency occurs)
5. Volunteer stays with athlete until additional help arrives - only provide care within training scope

B. Non-Emergency Medical

1. Call Course Captain (of course section medical attention is needed)
2. Relay the following information: Volunteer name, location of incident including nearest cross streets, brief description of injury or medical emergency, condition of athlete, phone number calling from, and any additional information.
3. Volunteer stays with athlete until additional help arrives - only provide care within training scope

VII. COURSE CAPTAIN INSTRUCTIONS

A. Medical Emergency

1. Receive call made by volunteer
2. Travel to site of emergency
3. If EMS has not yet arrived (call to 911 done by volunteer immediately) function as first responder
 - a) CPR, First Aid, AED if available
 - b) Only provide care within training
 - c) Delegate bystanders to direct EMS to location
 - d) Relegate care to EMS when they arrive
4. If EMS has arrived, assist as directed
 - a) Observe & Document
5. Call Event Director and provide status, treatment information, & location information

B. Non-Emergency Medical

1. Receive call made by volunteer
2. Travel to site of emergency
3. Resolve incident
4. Document and update Event Director

VIII. EVENT DIRECTOR INSTRUCTIONS

A. Medical Emergency

1. Receive call made by Course Captain
2. Confirm EMS has been called
3. If EMS has not yet called (call to 911 should be done by volunteer immediately)
 - a) Start documentation
 - b) Time
 - c) Name of caller
 - d) Location of injured athlete, nearest mile marker
 - e) Bib number of athlete
 - f) Description of injury
 - g) Phone number of caller
4. If EMS has been called
 - a) Start Documentation
 - b) Notify timing company of athlete's bib number & name for additional medical information
 - c) Initiate Emergency Contact Information
5. Call Course Captain to relay additional medical information & further instructions
6. EMS Arrives & provides care
7. EMS transports to ER or medical tent
 - a) Event Director will call emergency contact
 - b) Notify timing company of athlete's bib number & name for additional medical information
 - c) Initiate Emergency Contact Information
8. EMS treats as needed
9. Document all events

B. Non-Emergency Medical

1. Receive call made by Course Captain
2. Confirm Course Captain has contacted SAG or medical services needed
3. Document all events

IX. RACER INSTRUCTIONS

A. Medical Emergency / Voluntary Abandonment Procedures

1. If racer is having a medical problem or cannot continue with the race, they should adhere to the following guidelines:
 - a) Serious medical problem: alert other runners, take whatever steps necessary to ensure immediate safety
 - i) Continue to alert passing runners
 - ii) Await for staff/medical to arrive
 - b) Minor medical problem or wish to voluntarily abandon race: attempt to make it to the nearest aid station where assistance can be provided
 - i) Await for staff/medical to arrive
 - c) Await for staff/medical to arrive
2. If racer encounters a medical emergency or abandonment situation
 - a) Gather as much information as possible about situation
 - i) Location
 - ii) Bib Number of injured racer
 - iii) Gender / approximate age
 - iv) Description of problem
 - v) What the injured racer is wearing
 - b) Ensure staff at the nearest aid station are thoroughly informed as soon as possible
3. Cancellation
 - a) Flag system will be utilized at aid stations indicating the status of the race
 - i) Green - race is on
 - ii) Yellow - proceed with caution
 - iii) Red - unsafe conditions, continue at risk
 - iv) Black - extremely unsafe conditions, seek shelter immediately

X. EQUIPMENT

A. First Aid / CPR Kits

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. Police Vehicle
6. EMS Ambulance (Start/Finish Line)

B. AED

1. Start / Finish Line (Medical Tent)
2. SAG Vehicle
3. Police Vehicle
4. EMS Ambulance (Start/Finish Line)

C. Towels / Blankets

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. EMS Ambulance (Start/Finish Line)

D. Ice

1. Start / Finish Line (Medical Tent)
2. Each Aid Station
3. Course Captain Vehicles
4. SAG Vehicle
5. EMS Ambulance (Start/Finish Line)

E. Advanced Emergency Equipment

1. EMS Ambulance (Start/Finish Line)

XI. RACE CANCELLATION

Tools for Medical Director

Wet Bulb Globe Temperature (WBGT) Chart

A. Cancellation Policies

1. Extreme High Temperature
 - a) Dew Points
 - 60s - Moderate risk
 - 70s - High risk
 - 80s - Extreme risk
2. Severe Weather
 - a) Lightening
 - i) High risk: flash to bang less than 15 seconds
 - ii) Moderate risk: flash to bang between 15-30 seconds
 - iii) Low risk: flash to bang greater than 30 seconds
3. Hypothermia / Frostbite
 - i) High risk at -10°F (red flag)
4. Terrorist Attack / Attack on Runner's Safety / International Incident

WBGT Range	Flag	Risk	Recommendations for Race	Recommendations for Participant
> 82°F (28°C)	Black	Extreme	Cancel race	Do not run
> 73 - 82°F (> 23 - 28°C)	Red	High	Consider shortening race or altering course	Slow pace; heat sensitive should not run
> 65 - 73°F (> 18 - 23°C)	Yellow	Moderate	Ensure adequate fluids & cooling	Slow pace as heat increases
> 50 - 65°F (> 10 - 18°C)	Green	Low	None	None
< 50°F (< 10°C)	White	Variable	Warming stations; Shorten race in wet & windy conditions. Consider cancellation if conditions are severe	Slow runners beware; stay dry; protect head and hands

B. Decision Process

1. Event Director will monitor weather conditions 1 week prior to event, communicate via race website, social media if out of the normal weather pattern
2. Event Director will communicate with Medical Director to monitor condition
3. Medical Director will have final say on race cancellation due to weather conditions
4. Event Director calls all Course Captains
 - a) Course Captains call all aid station captains
 - b) Course Captains physically notify all course volunteers
5. Event Director calls all Police on course

C. Communication Process

1. Announcement on-site at race over PA system
 - a) Yellow Flag "The course is now under yellow flag status. Runners should proceed with caution and be alert for changing weather conditions"
 - b) Red Flag "The course is now under red flag status. The course is considered closed to all runners. Proceeding along the course is considered unsafe at this time. Runners who proceed do so at their own risk. Please follow the directions of the course volunteers." "If the severe weather subsides and we are able to continue the event, it will be completed as an untimed "fun run".
 - c) Black Flag "The course is now under black flag status. Runners are advised to seek shelter. Proceeding along the course is considered unsafe at this time. Runners who proceed do so at their own risk and will be unsupported since race volunteers are being sent to safety. All timing will stop and no results will be recorded for any runners." "If the severe weather subsides and we are able to continue the event, it will be completed as an untimed "fun run".
2. Announcement on race social media pages
3. Announcement on race website (if possible)
4. Flag System
 - a) Flags are located at start/finish line and each aid station
 - i) Event Director will call or walkie to Course Captains
 - ii) Course Captains will make sure aid stations have correct flag displayed
 - b) Green Flag - race is on
 - i) Fair weather through light/moderate precipitation
 - ii) Example: forecast or observed thunderstorm or lightening greater than 30 miles from course
 - iii) Light to moderate rain or drizzle
 - iv) Temperatures above 32*
 - v) Sleet or snow not forecasted to create slippery conditions
 - c) Yellow Flag - participants may continue, but should be aware of potential for deteriorating weather conditions and check the alert condition at the next aid station

- i) Severe cold or excessive heat, strong winds, heavy precipitation
 - ii) Potential for making significant portions of course hazardous
 - iii) Forecast or observed thunderstorms, lightning or hail within 12 to 30 miles of course or forecast to move within 12 miles within 45 minutes
 - iv) Forecast or observed winds from 35-45 mph
 - v) Fog or reduced visibility below 1/4 mile
 - vi) Temperatures below 32°F or wind chill below 10°F
 - vii) Sleet or snow forecast to create slippery conditions over a significant portion of the course
 - viii) Heat index at or above 90°F
 - d) Red Flag - dangerous conditions, participants should not continue
 - i) Forecast or observed thunderstorms, lightening or hail within 12 miles of course or forecast to move within 12 miles within 30 minutes
 - ii) Forecast or observed winds greater than 45 mph
 - iii) Wind chill below -10°F
 - iv) Heat index at or above 105°F
 - v) All non-elite runners should stop running and follow the instructions of the race volunteers on seeking shelter or how to be transported to the finish line. Timing of the event will not continue and no awards given.
 - e) Black Flag - extremely dangerous conditions, all runners must stop & seek shelter
 - i) Severe weather warnings issued by the National Weather Service including imminent thunderstorm, flooding, and tornados. In general any life-threatening condition will initiate a BLACK FLAG alert.
 - ii) All runners must stop at closest aid station, seek shelter or wait at aid station for transportation back to shelter
 - iii) No timing, no results, no awards
5. Event Director to call or walkie to all course operations team