

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Ryan R Richards
Ironman Usa Triathlon Of Colorado
5407 Martin Luther King Jr. Blvd
Suite 100
Tampa, FL 33607
Email: Ryan.Richards@ironman.Com
Phone: (608) 209-6958

Contact During Event

Ryan R Richards
Ironman
5976 Executive Dr. Suite B
Fitchburg, WI 53719
Email Ryan.Richards@ironman.Com
Phone: (608) 209-6958

Event Information

Name of Event:

Event Type:

Estimated Attendance:

Is this a new event:

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 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:

Ironman Expo – 200 block MLK, Jr. Blvd.
Ironman 70.3– See attached schedules and route maps
Ironman Triathlon - See attached schedules and route maps
Event Date(s): Ironman Expo – Thur. 9/7/23 – Sun. 9/10/23
Ironman 70.3 – Sat. 9/9/23
Ironman Triathlon – Sun. 9/10/23

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
09/06/2023	2:00 pm	09/09/2023	6:50am	09/09/2023	4:30 pm	09/12/2022	12:00 pm	
09/07/2022	2:00 pm	09/10/2023	6:45 am	09/10/2023	12:30 am	09/11/2023	12:00 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?(\$):

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

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?(\$):

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
09/07/2023	9:00 am	09/07/2023	5:00 pm	
09/08/2023	9:00 am	09/08/2023	5:00 pm	
09/09/2023	5:30 am	09/09/2023	6:30 pm	
09/10/2023	5:30 am	09/10/2023	12:30 am	

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?:

Yes

Event Website: www.ironmanwisconsin.com

Notes: Annual triathlon event with competitors from all 50 states and several countries competing for qualification to the World Championships and personal triumph.

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

By initialing, I/we
waive the 21-day
decision
requirement :

RRR

Signature: Ryan Richards

Date: 07/09/2023

STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if application to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Scott Kleinfeldt, skleinfeldt@cityofmadison.com.

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

- A helpful online resource for route mapping is [Map My Run](#).
- **70.3 Swim** <https://ridewithgps.com/routes/33996903>
- **70.3 Bike** <https://ridewithgps.com/routes/38188021>
 - Turn by Turn Directions
- Exit Monona Terrace onto John Nolen Dr
- John Nolen Dr. to left onto Lakeside St./Olin-Turville Parkway
- Under John Nolen Dr. on Bike Path to Olin Ave
- Follow Olin Ave to entrance of Alliant Energy Center
- Follow perimeter of Alliant Energy Center to Rusk Ave.
- Left on Rusk Ave.
- Right on Rimrock Road
- Left on E. Badger Road
- Left on Nob Hill Road
- Right on Capital City Trail cross South Towne Way
- Stay on Capital City Trail and then merge right onto Moorland Rd
- Moorland Rd becomes Lake Farm Road
- Right on Meadowview Road
- Left on Larsen Road
- Left on Goodland Park Road
- Right on Lalor Road
- Left on County B
- Right on Sand Hill Road
- Right on Rutland Dunn Town Line Road
- Rutland Dunn town Line Road becomes East Netherwood Road
- Left on Peterson Trail
- Left on North Bergamont Blvd.
- Right on Lincoln Road
- Left on Glenway Road
- Right on County A
- Right on Frenchtown Road
- Right on Schaefer Road becomes East Cates Road
- Right on County A
- Left on Observatory Hill Road

- Right on Paoli Road
- Paoli Road becomes Sun Valley Parkway
- Left on Storytown Road becomes Purcell Road
- Right on Borchert Road
- Right on County M
- Left on Fitchburg Road
- Right on Whalen Road
- Left on Caine Road
- Right on Irish Lane
- Left on County MM
- Right on Rimrock Road
- Left on Rusk Road right into Alliant Energy Center
- Left along Olin Ave
- Left onto bike path and under John Nolen
- Left onto Olin Turville Parkway
- Right onto John Nolen back to the Monona Terrace
-
- **70.3 Run** <https://ridewithgps.com/routes/43020151>
 - Turn by Turn Directions
 - 70.3 Run Course
 - Exit Monona Terrace East Ramp
 - Turn right onto bike path
 - Stay on bike path to Lakeside St./Olin Turville Ct.
 - Right on bike path under John Nolen Dr.
 - Right on Sayle St.
 - Left on Van Deusen St
 - Right on Rowell St
 - Left on West Lakeside St.
 - Right on Gilson St
 - Left on South Shore Dr.
 - Turn Around at Brittingham Park
 - Right on Gilson St.
 - Left on West Lakeside St.
 - Right on Rowell St.
 - Left on Van Deusen St.
 - Right on bike path under John Nolen
 - Left onto Olin Turville Ct/Lakeside St.
 - Right onto bike path
 - Continue on bike path to Williamson St.
 - Right on bike path at Williamson St.
 - Right on Jennifer St.
 - Right on Spaight St
 - Right on Ingersoll St.
 - Left on Rutledge St.
 - Right on Baldwin St.
 - Left on Morrison St.
 - Left on Thornton Ave
 - Right on Rutledge St.
 - Right on Riverside Dr.
 - Left on Yahara Place
 - Left on Dunning St.
 - Right on Lakeland Ave
 - Left on Atwood Ave/Bike Lane
 - Veer left onto Eastwood Dr.
 - Left on Thornton Ave
 - Right on Morrison St.
 - Right on Baldwin St.
 - Left on Rutledge St.
 - Right on Ingersoll St.
 - Left on Spaight St.
 - Veer left on Jenifer St.

- Veer left on Williamson St./Bike Path
- Veer right into Monona Terrace and up the Helix
- Through the parking lot to Carroll St. Exit
- Veer left onto Carroll St.
- Right on Doty
- Right on Martin Luther King Jr. Blvd to Finish

- Full Swim
- Full Bike
- Full Run

Provide Detailed Event Site Map:





PART OF THE
VINFAST 
UNITED STATES SERIES

2023 Safety Operations Overview

Safety Operations Plan

Overview

EMS Operations for IRONMAN are a combination of numerous resources and personnel from a multitude of agencies, both volunteer and career. EMS Operations for the race are part of the overall Ironman Medical Plan and fall under the medical direction of race medical director. Ironman EMS resources; ambulances, personnel, communications/dispatch, and the medical tent, function as their own EMS system with the sole purpose of providing treatment and transportation to the select sub-group of Ironman race participants only. Emergent medical care of spectators and the general public is the responsibility of the existing 9-1-1 system and its established providers, agencies, and medical direction. In the event Ironman EMS personnel should be witness to a medical emergency involving someone other than a race participant, they should notify the 9-1-1 system immediately and provide emergent medical care until 9-1-1 system resources can arrive and assume responsibility for the incident. Ironman EMS resources will not be dispatched to 9-1-1 calls nor will 9-1-1 emergency services be used as a primary response unit for race participants.

Each athlete/patient with medical issues will require some careful triage. If you have not received information on the athlete before your arrival on the scene contact EMS Command and supply the athlete's bib number. EMS Command has access to the Athlete Medical Database and can inform you of any medical conditions that may help you assess and treat the patient. Should that athlete continue the race? Do they need transport or a short time to recover and continue on in the race? If they are transported, are they going to the medical tent or to the ER?

Problems such as cramping, nausea, vomiting, exhaustion, abrasions, visual disturbances, corneal abrasions, dehydration, diarrhea, abdominal cramping, mild cases of bronchospasm, mild allergic reactions, mild trauma, and most cases of dizziness can be handled in the medical tent. Suspected cases of hypothermia or hyperthermia without associated altered mental status are also medical tent scenarios if a transport does occur. Suspected hypothermia or hyperthermia associated with altered mental status need to go to the ER. Think of the medical tent as an immediate care facility, not a place for definitive care.

Hypoglycemia can be treated and released with anything that the athlete can access on the course, such as Perform, Coke, or Power-Gel. Medications such as oral glucose, 050, or Glucagon will disqualify the athlete regardless if they quickly recover or not. Oxygen is considered to be a medication and it is not readily available, so oxygen administration will medically disqualify a contestant.

Any type of significant trauma needs to go to the ER. Injuries such as concussions, broken collarbones, shoulder separations, ankle fractures, etc., are all worthy of a trip to the hospital for definitive care. Situations of compromised mental status need to be evaluated very carefully. If the patient is slow to respond but oriented he/she should be allowed some time to recover and continue the race before transport to the medical tent is warranted. If the patient has experienced syncope or is disoriented on exam, then it's time to head to the ER.

Any condition you suspect is cardiac related or anything you are uncomfortable with should go to the ER. If you have a question regarding transport destination contact EMS command by radio for a consult. The placement of a cardiac monitor on a patient for observation is not grounds for disqualification on its own. Drug administration, IV infusion, or ambulance transport means the race is over for that individual. Helping an athlete bandage/clean road rash, wrap an ankle, treat blisters, etc. are not grounds for disqualification. If in doubt regarding minor injuries: treat, report treatment and bib number and then send athlete on their way. Ironman Staff will handle race disqualification.

Athletes will obviously be reluctant to abandon the race. Most will have a realistic idea of whether or not continuing is medically appropriate. If a situation occurs where you feel that the athlete should not continue the race and you are not successful in convincing the athlete to withdraw for a trip to the medical tent, contact EMS command and an Ironman Staff member will respond. You have the authority to have an athlete removed from the race for medical reasons if necessary.

If the athlete continues out on the course, provide a race bib number and we will intercept him for this evaluation. Make sure you report the race bib number for proper logging.

EMS Command Post

The EMS Command Post will be the Fire Department on Dayton St. The room will contain representatives of Ironman – Ken High, Andy Emerton, Allison Goss-Goal, Ryan Brothers Ambulance, City of Madison Police, Dane County Sherriff, UW Police, 911 Dispatch and City of Madison Fire other agencies are invited to participate as they see necessary. Communication will be handled within each department but by being in the same room, communication will flow freely between groups as necessary. Ironman will communicate via radio with repeater network with cell phones as back-up.

Ironman Command Phone #s – 608-261-5555
608-261-5556

Hospital Transports

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries.

Medical Tent

The race medical tent will be located in the city municipal lot located at the corner of Wilson and Pinckney St. This is located near the finish but allows for access for medical transports to local hospitals. Each bed group or "pod" is staffed with 6 nurses, EMT and a non-medical runner. 1 doctor over sees each pod. Each bed is equipped for IV. Oxygen is from the ambulances.

Medical leads

Dr. Mark Anderson – 608-577-8181

Helen Richard – 608-513-6665

Ryan Bros. will have 35-40 staff including medics, EMTs, dispatch, ATV, medical tent and bikes

All ambulances are Paramedics and EMTs – all units single Paramedic – equipped to ALS level

10 units dedicated to the course with 2 on call

4 ATV with EMT or Paramedic – AED and IV

2 bike medics for outlying run course – IV

2 boats with AED provided by Ironman

Ambulances start at every aid station with unit at medical tent as well and then roll from there as necessary.

Saturday 70.3 – Swim Course (1.2 miles)

The swim course is a rectangular, clockwise, 1-loop course. It will be staffed with kayaks, PWCs, paddleboards and powerboats. Lifeguards will be occupying many of these craft. Spotters will also be located on the roof of the Monona Terrace. See swim diagram for representation of location of resources. Any athlete removed from the water requiring ambulance transport is to be immediately taken to the ambulance posted on shore near the Monona Terrace or the boat launch to the northwest. Ryan Bros. will also have an AED equipped utility vehicle capable of transporting roaming the shore.

When a swimmer in trouble is identified, a lifeguard will sound a whistle and aid the troubled swimmer. Should that swimmer be conscious, he/she will be aided to a non-medical boat for recovery. If his/her condition appears urgent a medical boat will rendezvous for transfer. In the event of an unconscious swimmer being pulled from the water, one of the medical boats will be requested for immediate pick-up. Note: Once the swim starts, it is nearly impossible to stop it. In the event of lightning or an event of catastrophic proportions, race officials will attempt to close down the swim course.

DCS boat will patrol the exterior of the course to keep non-event watercraft away. Divers will be used only for search and body recovery, not for rescue efforts.

The swim will not start until all EMS personnel and equipment are on post and ready. It is not sufficient to be “en route” to post. The event will start with a 7:00AM rolling start of the participants. The Participants will enter the water approximately 5 people every 5 seconds.

All EMS personnel assigned to swim will meet at boat Launch Ramp at 6:20. **Must be on post by 6:30.**

Sunday Full - Swim Course (2.4 miles)

The swim course is a rectangular, clockwise, 2-loop course. It will be staffed with kayaks, PWCs, paddleboards and powerboats. Lifeguards will be occupying many of these craft. Spotters will also be located on the roof of the Monona Terrace. See swim diagram for representation of location of resources. Any athlete removed from the water requiring ambulance transport is to be immediately taken to the ambulance posted on shore near the Monona Terrace or the boat launch to the northwest. Ryan Bros. will also have an AED equipped utility vehicle capable of transporting roaming the shore.

When a swimmer in trouble is identified, a lifeguard will sound a whistle and aid the troubled swimmer. Should that swimmer be conscious, he/she will be aided to a non-medical boat for recovery. If his/her condition appears urgent a medical boat will rendezvous for transfer. In the event of an unconscious swimmer being pulled from the water, one of the medical boats will be requested for immediate pick-up. Note: Once the swim starts, it is nearly impossible to stop it. In the event of lightning or an event of catastrophic proportions, race officials will attempt to close down the swim course.

DCS boat will patrol the exterior of the course to keep non-event watercraft away. Divers will be used only for search and body recovery, not for rescue efforts.

The swim will not start until all EMS personnel and equipment are on post and ready. It is not sufficient to be “en route” to post. The event will start at 6:45AM with Pro men and 6:50AM Pro women start following with a 7:00AM rolling start of the rest of the participants. The Participants will enter the water approximately 5 people every 5 seconds.

All EMS personnel assigned to swim will meet at boat Launch Ramp at 6:20. **Must be on post by 6:30.**

IRONMAN
WISCONSIN MADISON

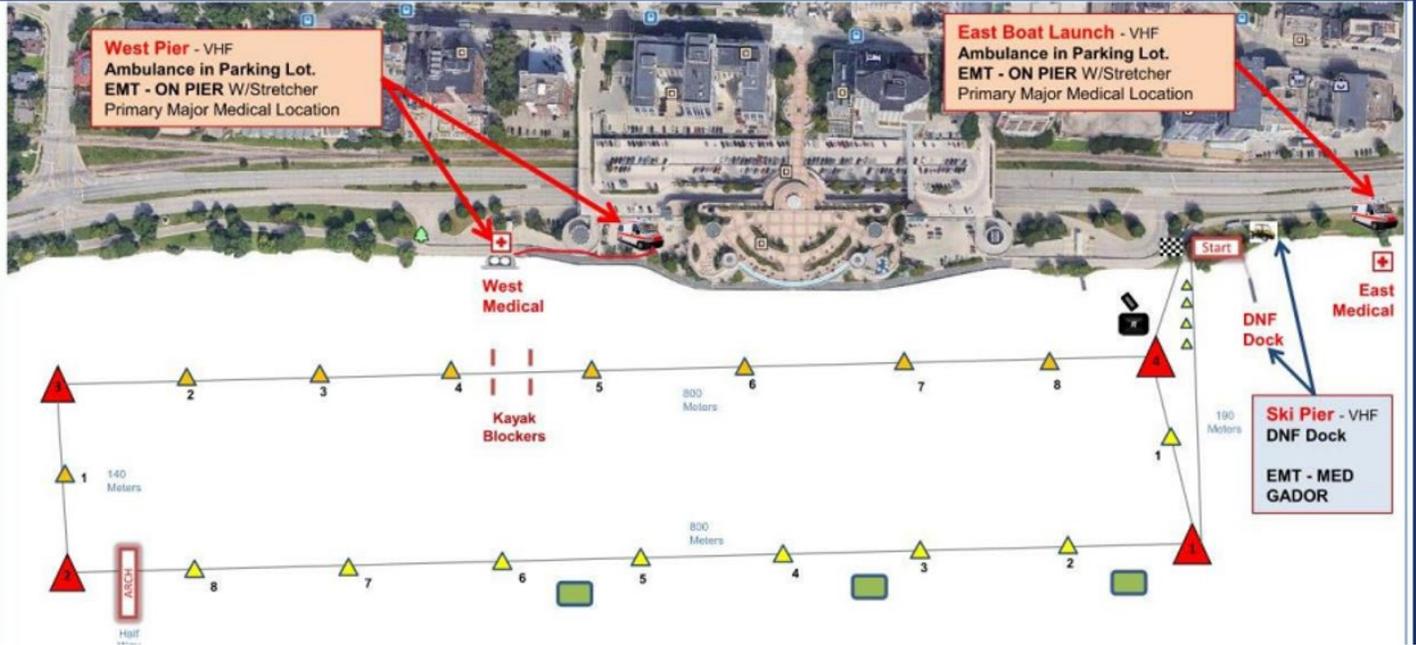
Saturday - One Loop Sunday - Two Loops

The diagram shows a rectangular swim course with four corners marked by red triangles. The top horizontal leg is 800 Meters long, with buoys numbered 1 to 8 from right to left. The bottom horizontal leg is also 800 Meters long, with buoys numbered 8 to 1 from left to right. The left vertical leg is 140 Meters long, with buoys numbered 1 at the top and 8 at the bottom. The right vertical leg is 140 Meters long, with buoys numbered 1 at the top and 8 at the bottom. A 'KAYAK BLOCKERS' area is indicated by two vertical red lines between buoys 4 and 5 on the top leg. A 'START' line is marked with a checkered flag and a black car icon at the top right corner. A 'HALF WAY' marker is shown on the left vertical leg. Yellow arrows indicate a clockwise direction of travel. The total distance is calculated as 140 x 800 x 140 x 800 = 1931.21 Meters.

140 x 800 x 140 x 800 = 1931.21 Meters

Clockwise

Medical Extraction Locations



Saturday 70.3 – Bike Course (56.0 miles)

The bike course consists of 1 lap 56 miles loop. After leaving transition, the athletes will leave the Monona Terrace heading out John Nolen Dr. continuing South and to the east of Madison. There is an intermediate cut-off time of 12:40 pm at mile 45.6 (Aid Station 3). All bikes must be back at the Monona Terrace 5 hours and 30 min after the last athlete enters the water.

Bike related trauma can occur anywhere, units need to be especially careful to operate safely at all times and to not impede the cyclists if at all possible.

Ambulances for the bike course report directly to their assigned aid station/course locations. Aid Stations are represented by water drop symbol on map. As ambulances respond to athletes with medical problems, some of those athletes will require transport to the medical tent or possibly the hospital, once they deliver a patient to the medical tent they will be reassigned to an open aid station or dispatched directly to an incident on the course. It is possible they may never return to their originally assigned aid station during the remainder of the race. Ryan Bros. will handle all dispatch of their ambulance from the EOC.

MAP IS NOT COMPLETE YET

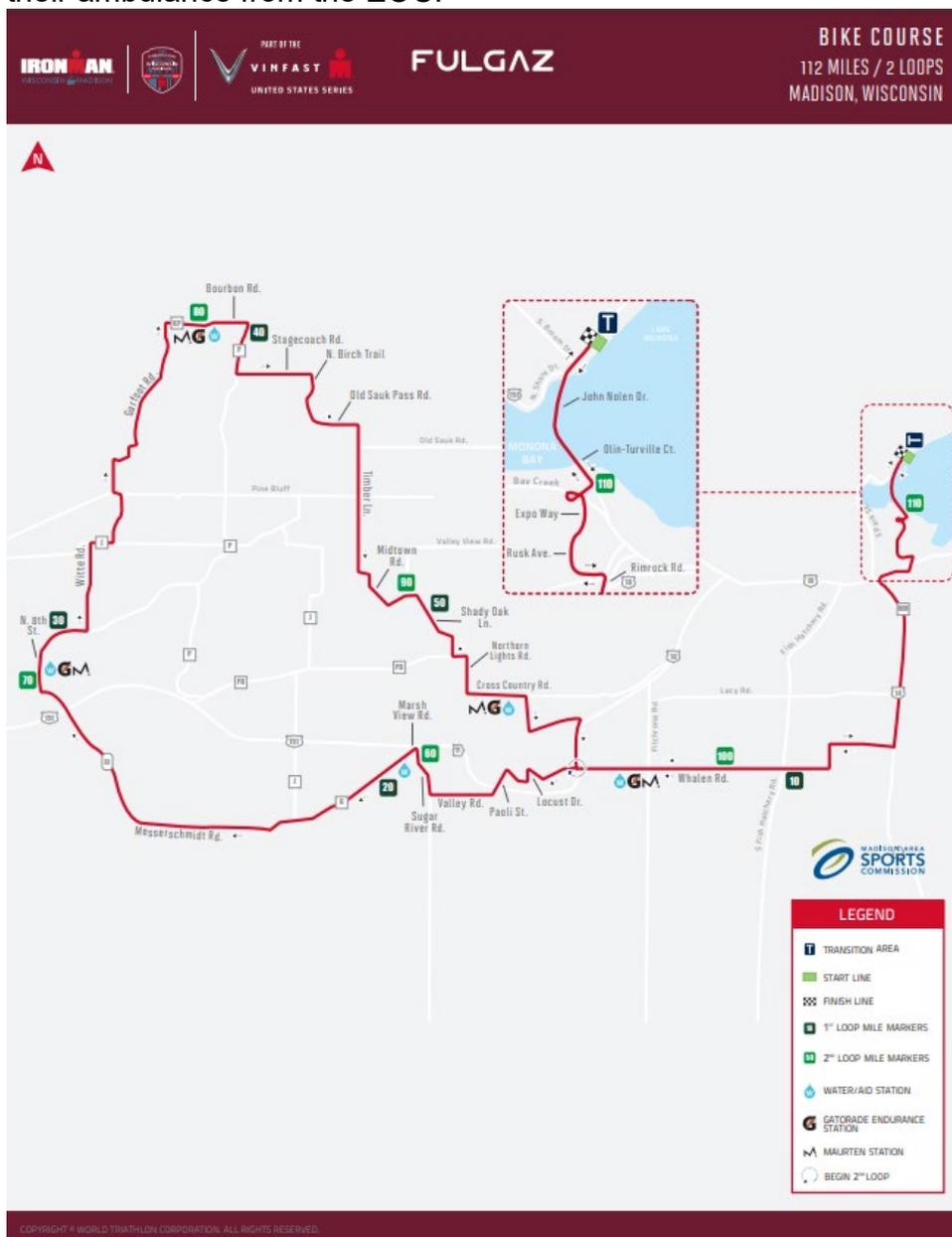
Link to route <https://ridewithgps.com/routes/38188021>

Sunday Full - Bike Course (112 miles)

The bike course consists of 2 laps on an approximately 40 mile loop with an approximate 16 mile out and back. After leaving transition, the athletes will leave the Monona Terrace heading out John Nolen Dr. continuing through Town of Madison, Fitchburg, Verona, Mt. Horeb, and Cross Plains before entering Verona again to begin second loop. There is a cut-off time of 1:35 pm to begin the second loop. All bikes must be back at the Monona Terrace by 5:30 pm in order to continue the event.

Bike related trauma can occur anywhere, units need to be especially careful to operate safely at all times and to not impede the cyclists if at all possible.

Ambulances for the bike course report directly to their assigned aid station/course locations. Aid Stations are represented by water drop symbol on map. As ambulances respond to athletes with medical problems, some of those athletes will require transport to the medical tent or possibly the hospital, once they deliver a patient to the medical tent they will be reassigned to an open aid station or dispatched directly to an incident on the course. It is possible they may never return to their originally assigned aid station during the remainder of the race. Ryan Bros. will handle all dispatch of their ambulance from the EOC.



Saturday 70.3 – Run Course (13.1 miles)

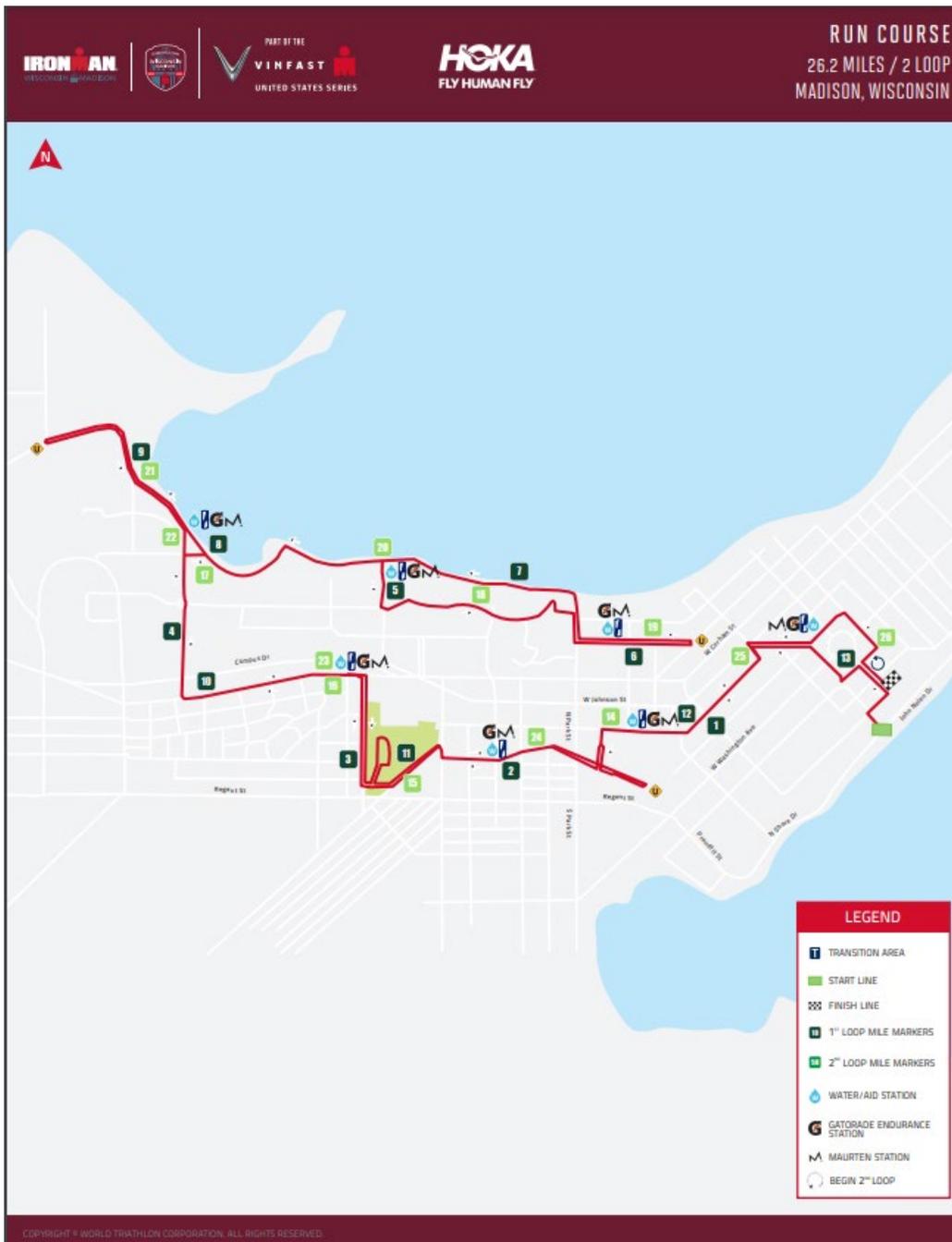
The Run Course is a 2 lap out and back course which leaves T-2 at the Monona Terrace and utilizes streets in Downtown Madison as well as the Capitol Trail. There is one intermediate cut off at mile 7 at 3:15 pm. As the last cyclist makes their way around the bike course, ambulances and aid stations will progressively be shut down. Ambulances will report to Ryan Bros. command for their next assignment to a post on the run course. Some ambulances will probably be released at this point depending on the weather and casualty rate for the day but should report to EMS command to clarify their status and to return any equipment or radios before withdrawing.

MAP ART IS NOT COMPLETE YET

Link to route <https://ridewithgps.com/routes/43020151>

Sunday Full - Run Course (26.2 miles)

The Run Course is a 2 lap out and back course which leaves T-2 at the Monona Terrace and utilizes streets in Downtown Madison and the UW Campus. There are two intermediate cut off on the run at the turn-around on Martin Luther King Jr Blvd (Mile 12.9) at 9:35 PM and at the turn-around on State St at Gilman (Mile 18.9) at 10:35 PM. As the last cyclist makes their way around the bike course, ambulances and aid stations will progressively be shut down. Ambulances will report to Ryan Bros. command for their next assignment to a post on the run course. Some ambulances will probably be released at this point depending on the weather and casualty rate for the day but should report to EMS command to clarify their status and to return any equipment or radios before withdrawing.



Weather related issues

The Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the swim start and continuously throughout the day. Weather updates will be broadcast on the primary race operations radio channel at a minimum of every 30 minutes prior to the swim. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

Incllement Weather

- If the potential exists for hazardous weather the Race Director will inform all swim staff and the race announcer. Athletes will congregate in the Monona Terrace so we can remain in contact with them.
- The Race Director and Swim Director will decide on the start of the swim by 6:30 am. If conditions prohibit the start of the race, a start delayed to 7:30 am will result in a full swim with the cut off time 2 hours and 20 minutes after the start however, all cut off times on the bike and run courses will remain in effect. A start delay until after 7:30 am will require shortening the swim to a 1.2 mile loop with all cut off times intact. If by 8:00 am, conditions prohibit the start of the swim but allow for continuation of the race, the swim will be cancelled and a duathlon will start at 8 am. Athletes will be sent off in a time trial format from the Monona Terrace.
- Should hazardous weather arise during the swim, the Race Director will cancel or shorten the swim portion of the event if possible. The Swim Director will then inform all swim captains and boats that the swim has been cancelled. All volunteers will advise the athletes to return to shore.
- If inclement weather occurs after the bike or run portion have started, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below telling people what to do. Potential shelters are schools and churches along the route, park shelters, bridge over passes, parking structures in the city of Madison and on the UW Campus.

Communication plan for broadcasting weather issues

Ken High, Andy Emberton, and Allison Goal -Goss will be in the race command center. Ken will be monitoring weather radar and reports via internet weather websites. Ken will also be in direct communication with 911 dispatch regarding anything they are hearing regarding dangerous weather.

Should inclement weather be forecasted/threatening the race, Ken will be in contact with Ryan Richards, Race Director and Eric Atnip, IRONMAN Regional Director to inform of situation. Based on information received, threat of weather, location of weather, and direction of travel for weather, a decision regarding the race will be made. If race needs to be stopped or shortened or changed, Ryan Richards, Race Director will make that decision. Communications to Dane County Sheriff, Madison Police, and other parties will be made through Dane County Communications. Communications regarding Ryan Bros., will be made through Ryan Bros. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the race radios. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

IRONMAN Race Command all people in direct radio communications

Ken High – IRONMAN Communications

Andy Emerton – IRONMAN Communication

Ryan Richards – Race Director

Eric Atnip – IRONMAN Regional Director

Jason Beren – IRONMAN Swim Course Lead

4 Ironman Staff Swim Course

Swim communication to boats, kayaks on course and spotters on shore via marine band radios

Patrick Latella – Saturday 70.3 Bike Course Lead

2 IRONMAN Staff Bike Course

3 bike aid stations

Hawkinson Road

Tipperary Road

Whalen Road

4 Bike Mechanics

4 Spotters/Officials on bike course

3 Bicycle sag vehicles

Bryan Mayes – Sunday Full Bike Course Lead

4 IRONMAN Staff Bike Course

5 bike aid stations

Verona – Whalen Rd

Sugar River Rd.

Mt. Horeb – Mt Horeb High School

Cross Plains – N. Birch Trail (Payne and Dolan Quarry)

Verona – Verona High School

4 Bike Mechanics

4 Spotters/Officials on bike course

5 Bicycle sag vehicles

Butch Cassidy– Saturday 70.3 Run Course Lead

2 Ironman Staff Run Course

3 run aid stations (hit 4 times each)

Morrison Park

Olbrich Park

BB Clark Beach

2 Run Sag vehicles

2 Ice supply vehicles

2-5 staff on-site near finish and Monona Terrace

Julie Coleman – Sunday Run Course Lead

3 Ironman Staff Run Course

7 run aid stations

Capitol Square

Kohl Center

Spring St.

Walnut St.

Lot 60 Boat Launch

Porter Boathouse

State St and Gilman

4 Run Sag vehicles

2 Ice supply vehicles

2-5 staff on-site near finish and Monona Terrace

Communications to spectators will be made via loudspeaker announcements located at Swim Start, Verona Main St. and at the Finish Line 200 Block MLK.

Lost Child Plan

Any child that is separated from their parents, near the race site, will be brought to the announcer stand. There will be an announcer stand at the swim start, on the bike course in Verona and at the finish line on Martin Luther King Jr. Blvd. The announcer will announce the lost child and ask parents to come to announcer stand. It will also be announced over race radio. Staff member will stay with child until reunited with parents. If parents approach regarding their child missing, an all call will go out over radio with description of child. This will also be communicated through Ironman command so MPD and/or DCS are aware of situation. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as MPD or DCS are approached regarding missing child, it should be communicated to race command so it can be broadcast to Ironman Staff.

ASSEMBLY AREAS:

1. Outdoor Terrace Expo:
 - a. Monona Terrace (Indoor Expo)
2. Swim Start:
 - a. Monona Terrace Parking Garage
 - b. Monona Terrace indoor areas
3. Finish line:
 - a. MLK Block Businesses
 - b. Monona Terrace indoor areas
 - c. Monona Terrace Parking Garage
4. Bike Course (both courses):
 - a. Aid Station Trucks
 - b. Businesses along course
5. Run Course (both courses):
 - a. Aid Station Trucks
 - b. Businesses along course
 - c. Monona Terrace (70.3 course)

- d. Wisconsin University Field house area (full course)

SEVERE WEATHER AND NATURAL DISASTERS

Area Coordinator or supervisors must:

- Coordinate an orderly evacuation of personnel.
- Perform an accurate head count of personnel reported to the designated area.
- Determine a rescue method to locate missing personnel.
- Provide the Fire Department personnel with the necessary information about the facility.

Tornado:

- When a warning is issued by sirens or other means, seek inside shelter. Consider the following:
 - Small interior rooms on the lowest floor and without windows,
 - Hallways on the lowest floor away from doors and windows, and
 - Rooms constructed with reinforced concrete, brick, or block with no windows.
- Stay away from outside walls and windows.
- Use arms to protect head and neck.
- Remain sheltered until the tornado threat is announced to be over.

Flood:

If indoors:

- Be ready to evacuate as directed by the Emergency Coordinator, Command Center and/or the designated official.
- Follow the recommended primary or secondary evacuation routes.

If outdoors:

- Climb to high ground and stay there.
- Avoid walking or driving through flood water.
- If car stalls, abandon it immediately and climb to a higher ground.

BOMB THREAT

Most bomb threats are received by phone. Bomb threats are serious until proven otherwise. Act quickly, but remain calm and obtain information with the checklist in this section.

If a bomb threat is received by phone:

1. Remain calm. Keep the caller on the line for as long as possible. DO NOT HANG UP, even if the caller does.
2. Listen carefully. Be polite and show interest.
3. Try to keep the caller talking to learn more information.
4. If possible, write a note to a colleague to call the authorities or, as soon as the caller hangs up, immediately notify them yourself.
5. If your phone has a display, copy the number and/or letters on the window display.
6. Complete the Bomb Threat Checklist immediately. Write down as much detail as you can remember. Try to get exact words.
7. Immediately upon termination of the call, do not hang up, but from a different phone, contact law enforcement immediately with information and await instructions.

If a bomb threat is received by handwritten note:

Handle note as minimally as possible.

If a bomb threat is received by email:

Do not delete the message.

Signs of a suspicious package:

- | | |
|-----------------------|----------------------|
| x No return address | • Poorly handwritten |
| x Excessive postage | • Misspelled words |
| x Stains | • Incorrect titles |
| x Strange odor | • Foreign postage |
| x Strange sounds | • Restrictive notes |
| x Unexpected delivery | |

DO NOT:

- x Use two-way radios or cellular phone; radio signals have the potential to detonate a bomb.
- x Evacuate the building or area until police arrive and evaluate the threat.
- x Activate the fire alarm.
- x Touch or move a suspicious package.

BOMB THREAT CHECKLIST

Date:

Time:

Time Caller Hung Up:

Number Where Call Received:

Where is the bomb? (Building, floor, room, tent)

When will it detonate?

What does it look like?

What will make it go explode?

Did you place the bomb? Yes or No

Why?

What is your name?

Exact Words of Threat:

Where is the caller located? (Background and level of noise)

Estimated Age:

Is voice familiar/who does it sound like:

Other points:

What if rescue workers are not available to transport me or other injured persons?

9-1-1 services (police, fire, EMS and ambulance) might be delayed indefinitely following a terrorist event, therefore:

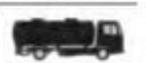
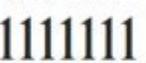
- x Always have a back-up plan for transportation.
- x Follow advice from your local public safety offices (local health department, local emergency management offices, fire and police departments and reliable news sources).

If you are nearby, but not at the immediate site of an attack:

- x Assess the environment around you before taking any action.
- x Watch for Secondary devices.
- x Proceed to your designated Assembly Area or the Secondary Assembly Area if the primary area is in the danger zone.
- x Avoid being lured closer to see what is happening because the risks from secondary attacks or hazardous materials could be extremely high.
- x When you have reached your assembly area notify the Command Center that you are there and await any instructions.
- x Listen for, and follow, instructions from local authorities and building personnel. If no information is immediately available from local officials, stay away from windows and doors and move to an inner area of a building until directed differently by authorities.

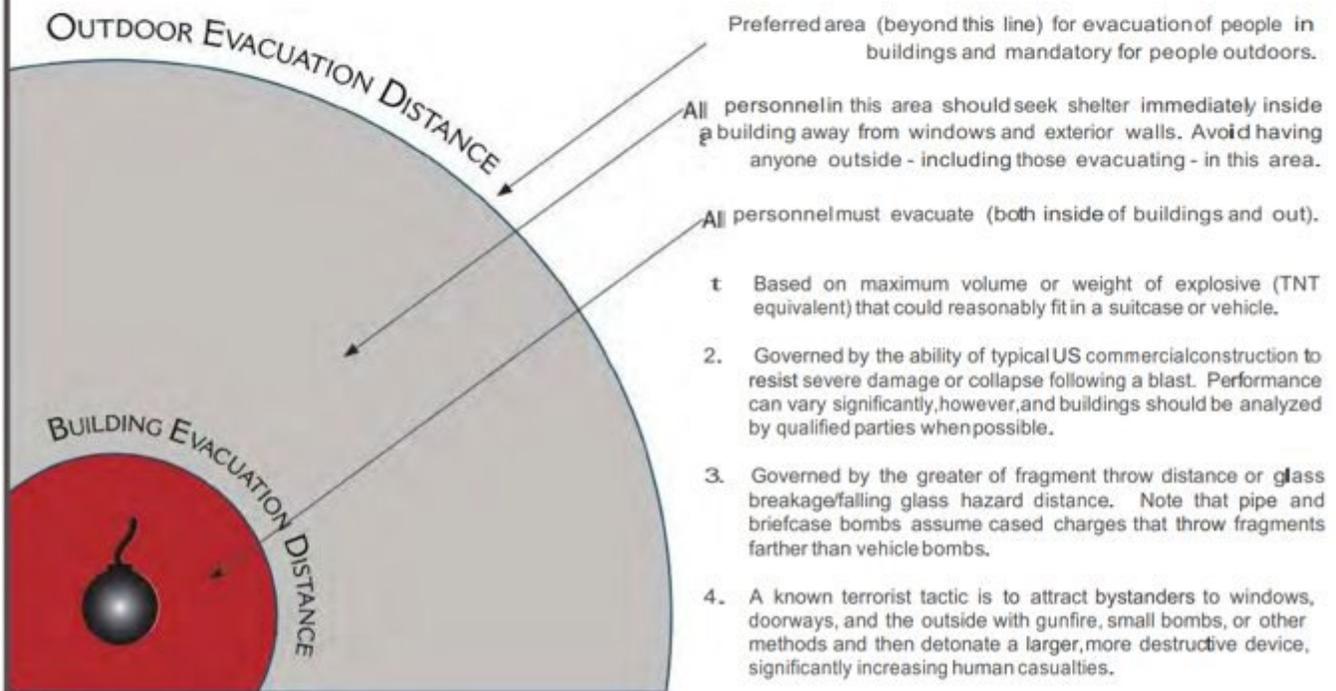


BOMB THREAT STAND-OFF CHART

Threat Description Improvised Explosive Device (IED)	Explosives	Building	Outdoor Evacuation Distance ³
 Pipe Bomb			1200 FT
 Suicide Bomber	20LBS		1700 FT
 Briefcase/Suitcase	50LBS		1850 FT
 Car	500 LBS		1500 FT
 SUV/Minivan	1,000 LBS		2400 FT
 Small Moving Van/ Delivery Truck	4,000 LBS		3800 FT
 Moving Van/ Water Truck	10,000 LBS		5100 FT
 Semi-Trailer	60,000 LBS		9300 FT

1. These capacities are based on the maximum weight of explosive material that could reasonably fit in a container of similar size.
 2. Personnel in buildings are provided a high degree of protection from death or serious injury; however, glass breakage and building debris may still cause some injuries. Unstrengthened buildings can be expected to sustain damage that approximates five percent of their replacement cost.
 3. If personnel cannot enter a building to seek shelter they must evacuate to the minimum distance recommended by Outdoor Evacuation Distance. This distance is governed by the greater hazard of fragmentation distance, glass breakage or threshold for ear drum rupture.

It is important to note that the given distances do not guarantee safety, they are estimates based on test data and the area near and around the evacuation distances are still potentially dangerous. Minimum evacuation distance is the range at which a life-threatening injury from blast or fragmentation hazards is unlikely. However, non-life-threatening injury or temporary hearing loss may occur.



ACTIVE SHOOTER

An Active Shooter is an individual actively engaged in killing or attempting to kill people in a confined and populated area; in most cases, active shooters use firearms(s) and there is no pattern or method to their selection of victims.

Active shooter situations are unpredictable and evolve quickly. Typically, the immediate deployment of law enforcement is required to stop the shooting and mitigate harm to victims.

Because active shooter situations are often over within 10 to 15 minutes, before law enforcement arrives on the scene, individuals must be prepared both mentally and physically to deal with an active shooter situation.

Good practices for coping with an active shooter situation:

- x Be aware of your environment and any possible dangers
- x Take note of the two nearest exits in any facility you visit
- x If you are in an office, stay there and secure the door
- x If you are in a hallway, get into a room and secure the door
- x If you are outdoors move away from the sounds of gunfire.
- x As a last resort, attempt to take the active shooter down. When the shooter is at close range and you cannot flee, your chance of survival is much greater if you try to incapacitate him/her.
- x CALL 9-1-1 WHEN IT IS SAFE TO DO SO!

Quickly determine the most reasonable way to protect your own life. Remember that customers and clients are likely to follow the lead of employees and managers during an active shooter situation.

1. Evacuate

If there is an accessible escape path attempt to evacuate the premises. Be sure to:

- x Have an escape route and plan in mind
- x Evacuate regardless of whether others agree to follow
- x Leave your belongings behind
- x Help others escape, if possible
- x Prevent individuals from entering an area where the active shooter may be
- x Keep your hands visible
- x Follow the instructions of any police officers
- x Do not attempt to move wounded people
- x If possible, gather in one location
- x Call 911 when you are safe

2. Hide out

If evacuation is not possible, find a place to hide where the active shooter is less likely to find you.

Your hiding place should:

- x Be out of the active shooter's view
- x Provide protection if shots are fired in your direction (i.e., an office with a closed and locked door)
- x Not trap you or restrict your options for movement

To prevent an active shooter from entering your hiding place:

- x Lock the door
- x Blockade the door with heavy furniture

If the active shooter is nearby:

- x Lock the door
- x Silence your cell phone and/or pager
- x Turn off any source of noise (i.e., radios, televisions)
- x Hide behind large items (i.e., cabinets, desks)
- x **Remain quiet**

If evacuation and hiding out are not possible:

- x **Remain calm**
- x Dial 9-1-1, if possible, to alert police to the active shooter's location
- x If you cannot speak, leave the line open and allow the dispatcher to listen

3. Take action against the active shooter

As a last resort, and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the active shooter by:

- Acting as aggressively as possible against him/her
- Throwing items and improvising weapons
- Yelling
- Committing to your actions

WHEN LAW ENFORCEMENT ARRIVES

Law enforcement's purpose is to stop the active shooter as soon as possible. Officers will proceed directly to the area in which the last shots were heard.

- Officers usually arrive in teams of four (4)
- Officers may wear regular patrol uniforms or external bulletproof vests, Kevlar helmets, and other tactical equipment
- Officers may be armed with rifles, shotguns, handguns
- Officers may use pepper spray or tear gas to control the situation
- Officers may shout commands, and may push individuals to the ground for their safety

How to react when law enforcement arrives:

- Remain calm, and follow officers' instructions
 - Put down any items in your hands (i.e., bags, jackets)
 - Immediately raise hands and spread fingers
 - Keep hands visible at all times
 - Avoid making quick movements toward officers such as holding on to them for safety
 - Avoid pointing, screaming and/or yelling
 - Do not stop to ask officers for help or direction when evacuating, just proceed in the direction from which officers are entering the premises
- x **Remember that you will be treated as a suspect until proven otherwise.**

Information to provide to law enforcement or 9-1-1 operator:

- Location of the active shooter
- Number of shooters, if more than one
- Physical description of shooter/s
- Number and type of weapons held by the shooter/s
- Number of potential victims at the location

The first officers to arrive to the scene will not stop to help injured persons. Expect rescue teams comprised of additional officers and emergency medical personnel to follow the initial officers. These rescue teams will treat and remove any injured persons. They may also call upon able-bodied individuals to assist in removing the wounded from the premises.

Once you have reached a safe location or an assembly point, you will likely be held in that area by law enforcement until the situation is under control, and all witnesses have been identified and questioned. Do not leave until law enforcement authorities have instructed you to do so.

Street Use Schedule as of 6/24/2023

Wednesday, September 6, 2023

200 Block of MLK after Farmers' Market - Expo Set-up, tents, finish line
Bleachers will be placed but not unfolded for use.
No Parking 200 Block MLK

Thursday, September 7, 2023

200 block of MLK -Expo Open 9:00 am -5:00 pm
Amplification: announcements, video, music
Finish Line set-up

Friday, September 8, 2023

200 Block of MLK - Expo Open 9:00 am – 5:00 pm
Amplification: announcements, video, music
Wilson St between Pinckney and Carroll no parking 9/8-9/11
for set-up.
Traffic lane maintained on Wilson to hotel and parking garage
Traffic Gates Unlocked at Olin Park to allow for boat access from John
Nolen

Saturday, September 9, 2023

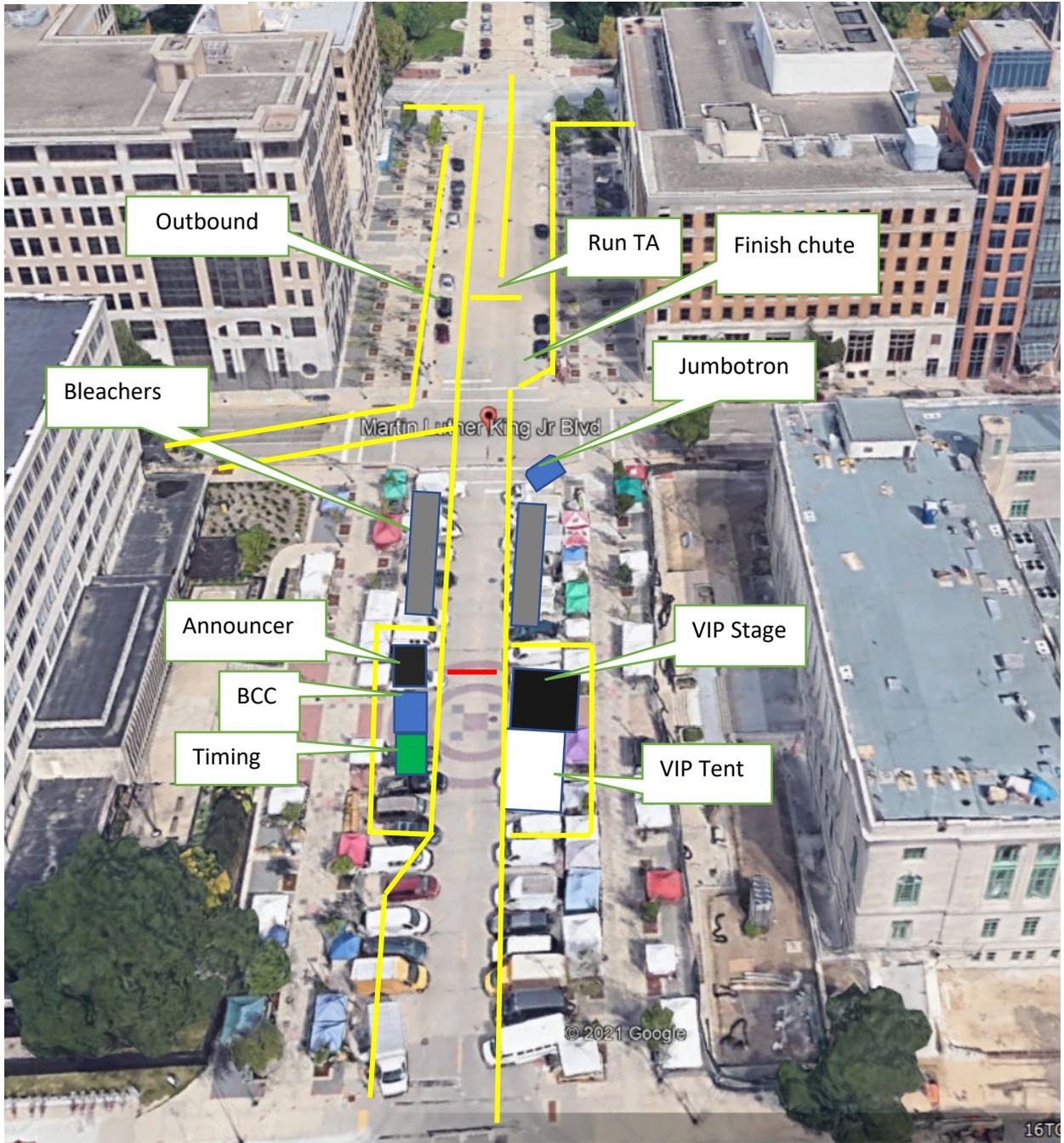
200 Block of MLK –Expo 9:00 am – 5:00 pm
Amplification: announcements, video, music at finish line
Amplification begins at 5:30 am at Monona Terrace
Ironman 70.3 race starts at 7:00 am
Bike Begins at approximately 7:25
Run begins at approximately 9:30
Winner at approximately 11:00 am
Last finisher at approximately 4:30 pm

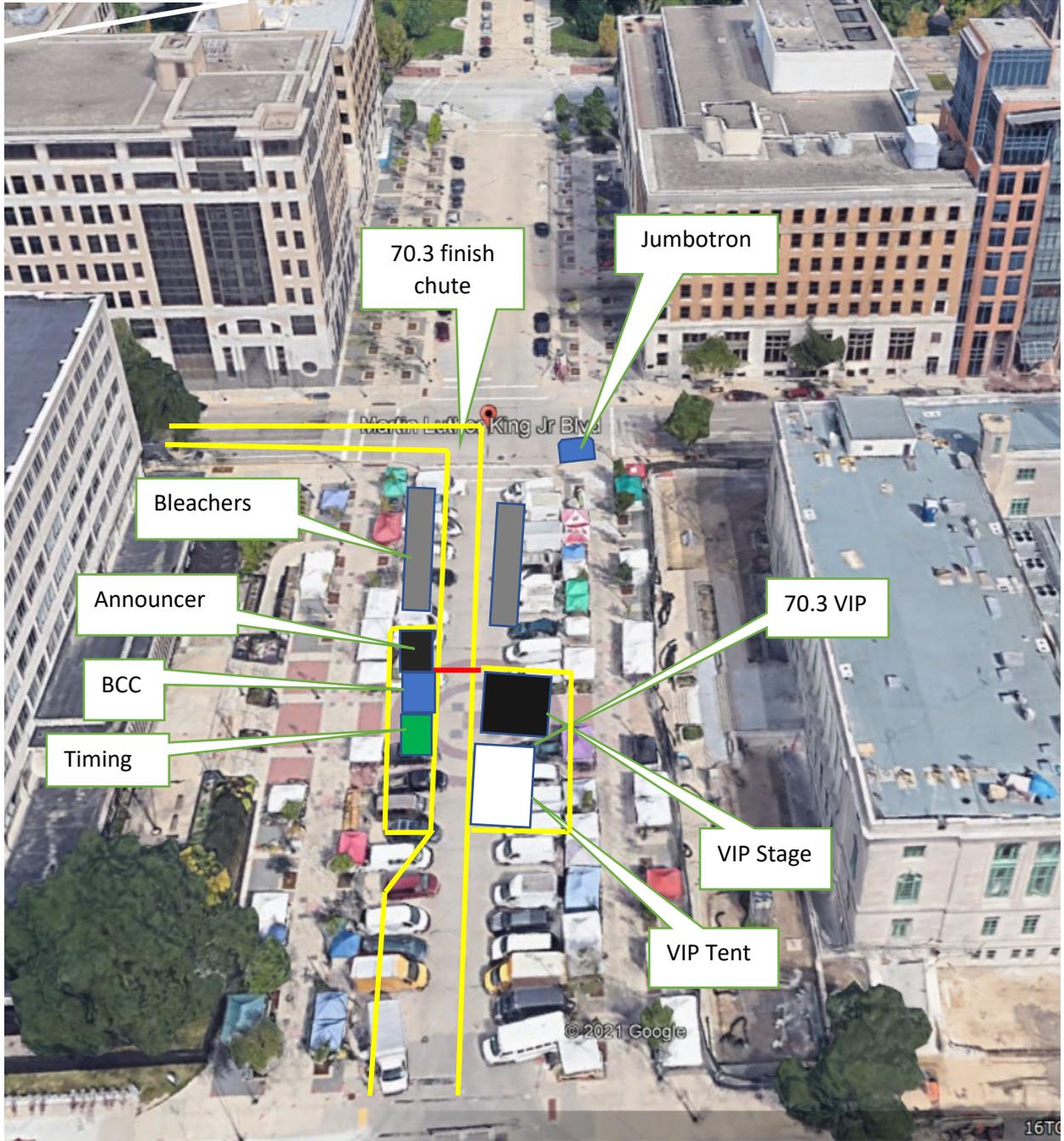
Sunday, September 11, 2021

100 and 200 Block of MLK and Wilson St between Pinckney and Carroll,
Race Day also see attached for race route
Amplification begins at 5:30 am at Monona Terrace
Full Swim Start at 6:45 with a rolling start
Bike begins at approximately 7:20 am
Run begins at approximately 11:45 am
Amplification begins on 100 and 200 block of MLK at the finish
Amplification ends at finish line 12:30 am
Roads open following rolling schedule as possible

Monday September 12, 2021

200 block of MLK closed until 12:00 pm
Wilson St. between Pinckney and Carroll St. closed until 7:00 am
All other streets open as normal





70.3 finish chute

Jumbotron

Bleachers

Announcer

BCC

Timing

70.3 VIP

VIP Stage

VIP Tent

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