

## STREET USE (SPECIAL EVENT) PERMIT APPLICATION

### Applicant

Lucas Molloy  
Race Day Events  
5976 Executive Dr Suite B  
Madison, WI 53719  
Email: Lucas@racedayeventsllc.Com  
Phone: (207) 647-1220

### Contact During Event

Lucas Molloy  
Race Day Events  
5976 Executive Dr Suite B  
Madison, WI 53719  
Email  
Phone: (207) 647-1220

### Event Information

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Name of Event:  Event Type:

Estimated Attendance:  Is this a new event:

### Event Additional Information

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Run/Walk:  Music/Concert:   
Festival:  Rally:   
Parade:  Posting no parking signs or bagging meters?   
Other:

If other, please describe:

### Site Map

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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

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Capitol Square:

State Street Mall (700/900):

30 on the Square:

Other:

Street Names and Block Numbers:

Close American Family Dr north of American Parkway  
(Sunday, September 22nd only)

## 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
09/22/2019	3:00am	09/22/2019	7:00am	09/22/2019	5:30pm	09/22/2019	8:00pm	

## Temporary (Picnic/Beer) Licenses

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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

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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

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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
09/22/2019	5:00am	09/22/2019	5:30pm	

### 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.

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

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

### Marketing

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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?:

## Acknowledgement

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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

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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

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Signature: Lucas Molloy

Date: 06/03/2019



2019 Ride Schedule

Director of Operations: Jill Schmitz (jill.schmitz@wisc.edu)

### **FRIDAY, SEPTEMBER 20**

**8:00 AM – 12:00 PM:** RaceDay Events course marking (load-in if needed)

**8:00 AM – 2:00 PM:** Ride staff to get rental trucks, load storage items, park trucks for Saturday

**9:00 AM – 5:00 PM:** Event Essentials load-in

- Set food and dining tents
- Set kids' activity tent
- Tent weights (rubber)
- Tables, chairs, garbage/recycling containers for rest stops

**10:00 AM:** Badgerland Disposal delivers bathrooms and garbage/recycling containers

**12:00 PM – 3:00 PM:** Ride staff sets Ride tents and signage

- Registration
- Packet pick-up
- Info/Volunteer
- Merchandise
- Medical

**2:00 PM – 4:00 PM:** Beverage vendors drop-off/load-in

- General Beverage Distributors (beer)
- Sassy Cow Creamery (milk)
- Pepsi (soda, water)

**3:00 PM:** Premier Golf & Utility Vehicles deliver (3) vehicles, stage in parking lot

**6:00 PM:** Surface parking lot site staging complete

### **SATURDAY, SEPTEMBER 21**

**7:00 AM:** Ride staff arrives on-site

**8:00 AM – 4:00 PM:** Event Essentials load-in (second delivery)

- Tables/Chairs
- Remaining tents
- Stage
- MC stage

**8:00 AM – 3:00 PM:** RaceDay Events set-up

**8:00 AM – 11:00 AM:** Rental trucks to Costco for food. Pack trucks

**12:00 PM – 2:00 PM:** All signage set on property

**2:00 PM:** Celebrations Entertainment load-in and sound check

**7:00 PM:** Ride set-up complete, all staff leave site

2019 Ride Schedule

Director of Operations: Jill Schmitz (jill.schmitz@wisc.edu)

### **SUNDAY, SEPTEMBER 22**

**3:00 AM:** Ride staff on-site

**6:00 AM:** Ride registration opens, bikers begin arriving

**7:00 AM:** 102-mile route start

**9:00 AM:** 63-mile route start

**10:00 AM:** 34-mile route start & 1<sup>st</sup> band loads in (Sundogs)

**11:00 AM:** 17-mile route start & lunch service begins

**11:30 AM:** First rider finishes

**12:30 PM – 2:30 PM:** 1<sup>st</sup> band performance (Sundogs)

**1:15 PM – 2:15 PM:** Bucky and UW Cheer Squad arrive, at finish line

**1:30 PM:** 3-mile route start

**2:00 PM:** Program begins

**2:30 PM – 4:30 PM:** 2<sup>nd</sup> band performance (The Ryan McGrath Band)

**5:30 PM:** Last rider finishes & tear-down begins

**5:30 – 7:30 PM:** External vendor tear down, load-out

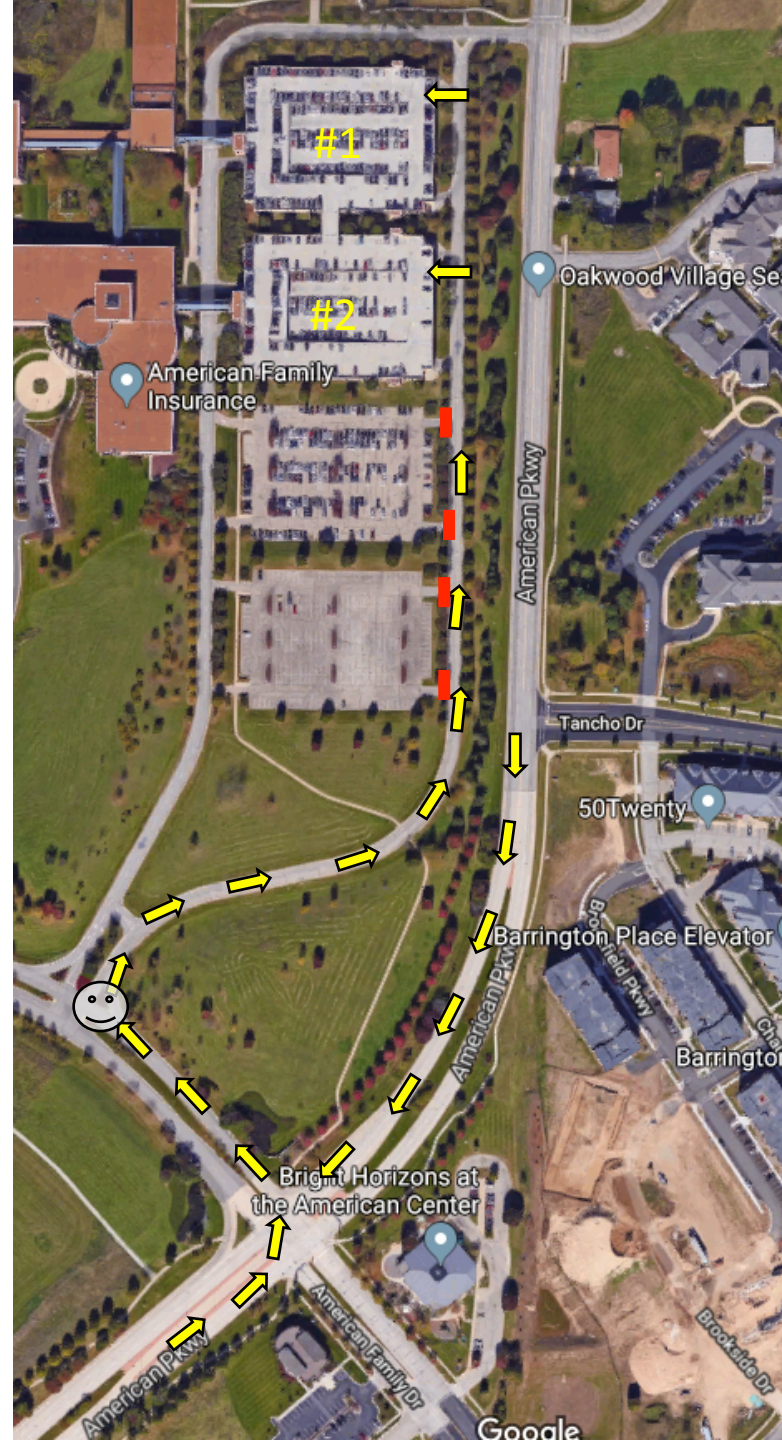
**8:00 PM:** Tear-down complete. Ride staff and equipment leaves site

### **MONDAY, SEPTEMBER 23**

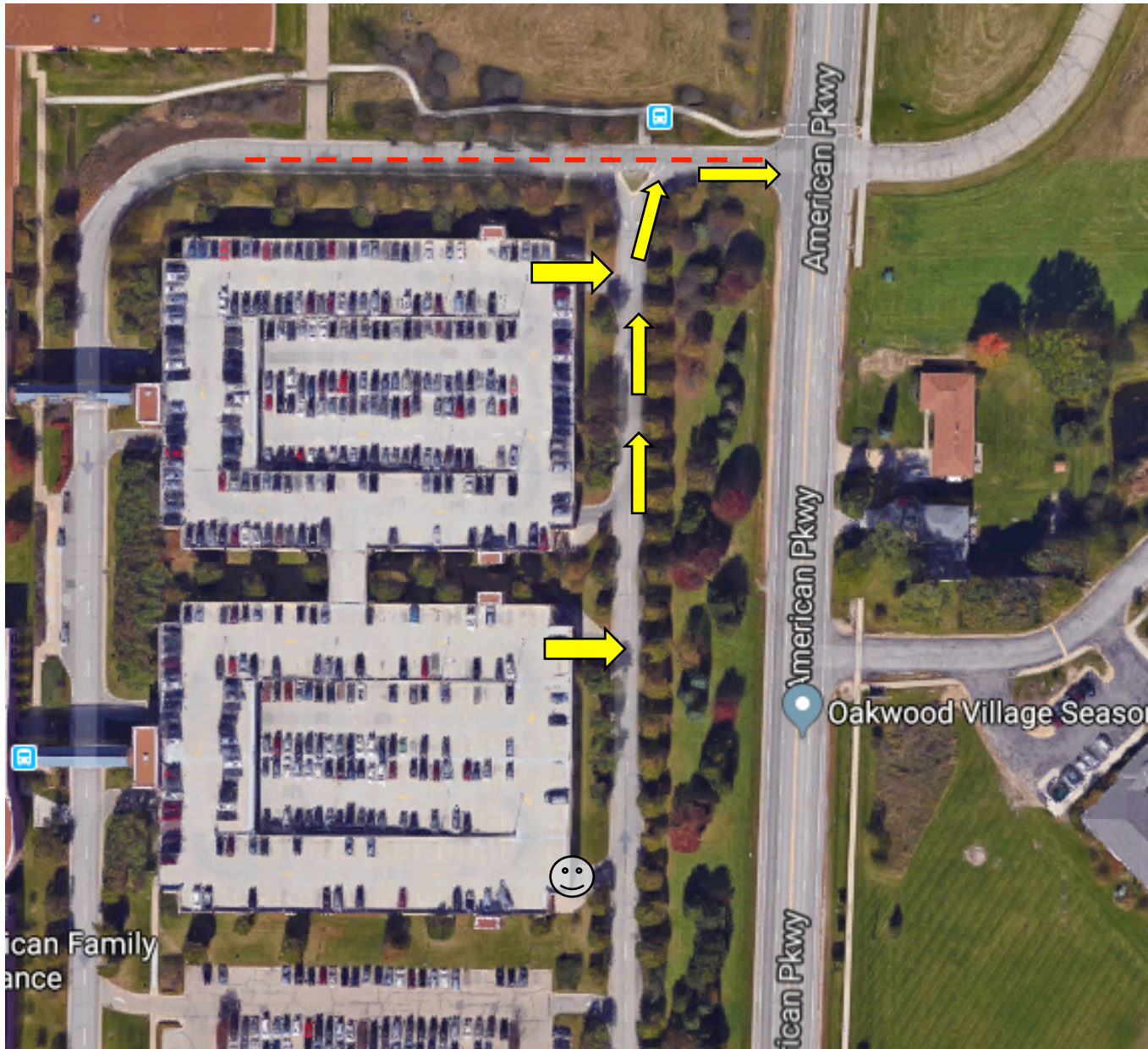
**8:00 AM – 10:00 AM**

- Badgerland Disposal loads out bathrooms and dumpsters
- Premier Golf & Utility Vehicles pick-up

# Traffic Pattern: ENTERING



# Traffic Pattern: EXIT





# Start/Finish

## Key

- Barricades + scrim
- Barricades no scrim
- Traffic Barricades
- Cones



COMM  
(next parking  
lot over)

### Key

- Ride tent
- Event Essentials tent/  
equipment
- RaceDay Events equipment
- Other vendor equipment



Dismount

MED

Mech

Photos

Massage/UW  
Health

I Ride For

BATHROOMS

Bike Rack

MEDALS/BEVS/MILK

DJ/Sound

BIKE CORRAL

MERCH

INFO

FOOD LINES  
& SEATING

Reg

Packet Pick-Up

SEATING

KIDS

Bouncy  
15x15

Obstacle  
Course

GEAR

GEAR

BATHROOMS

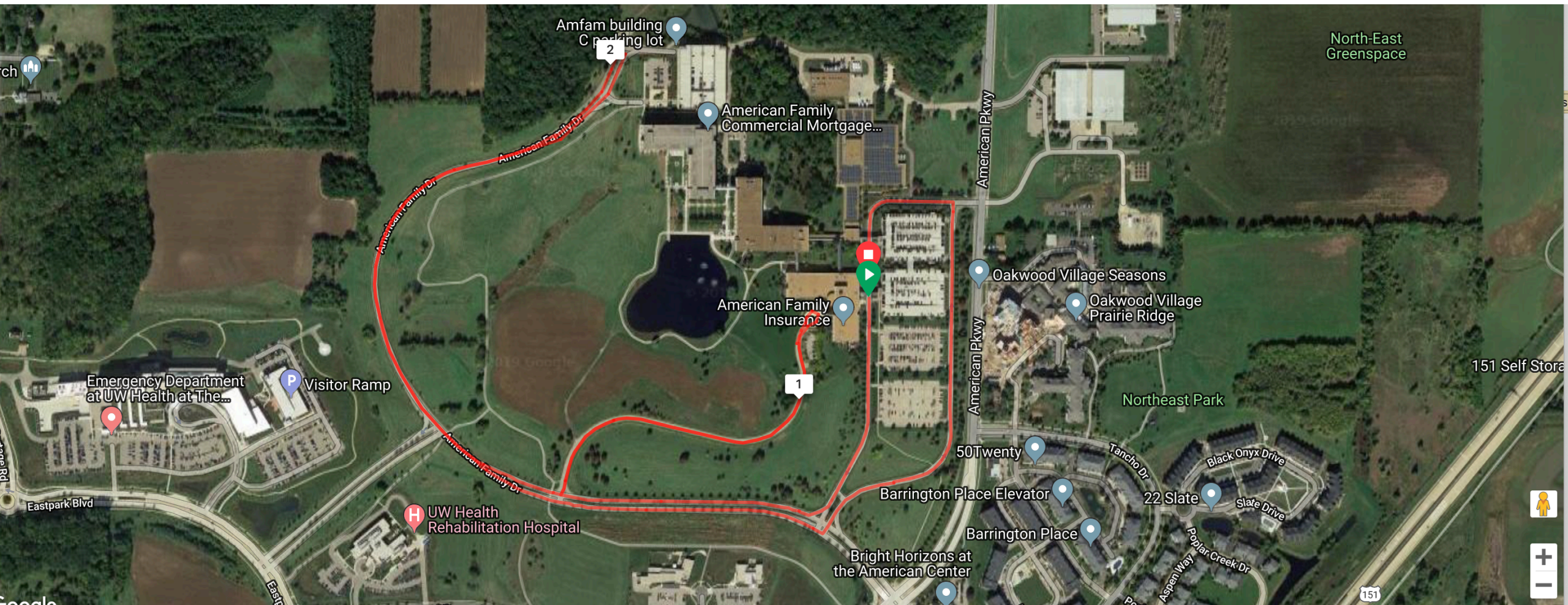
STAGE

Hockey  
Goal

EMS

3-mile start

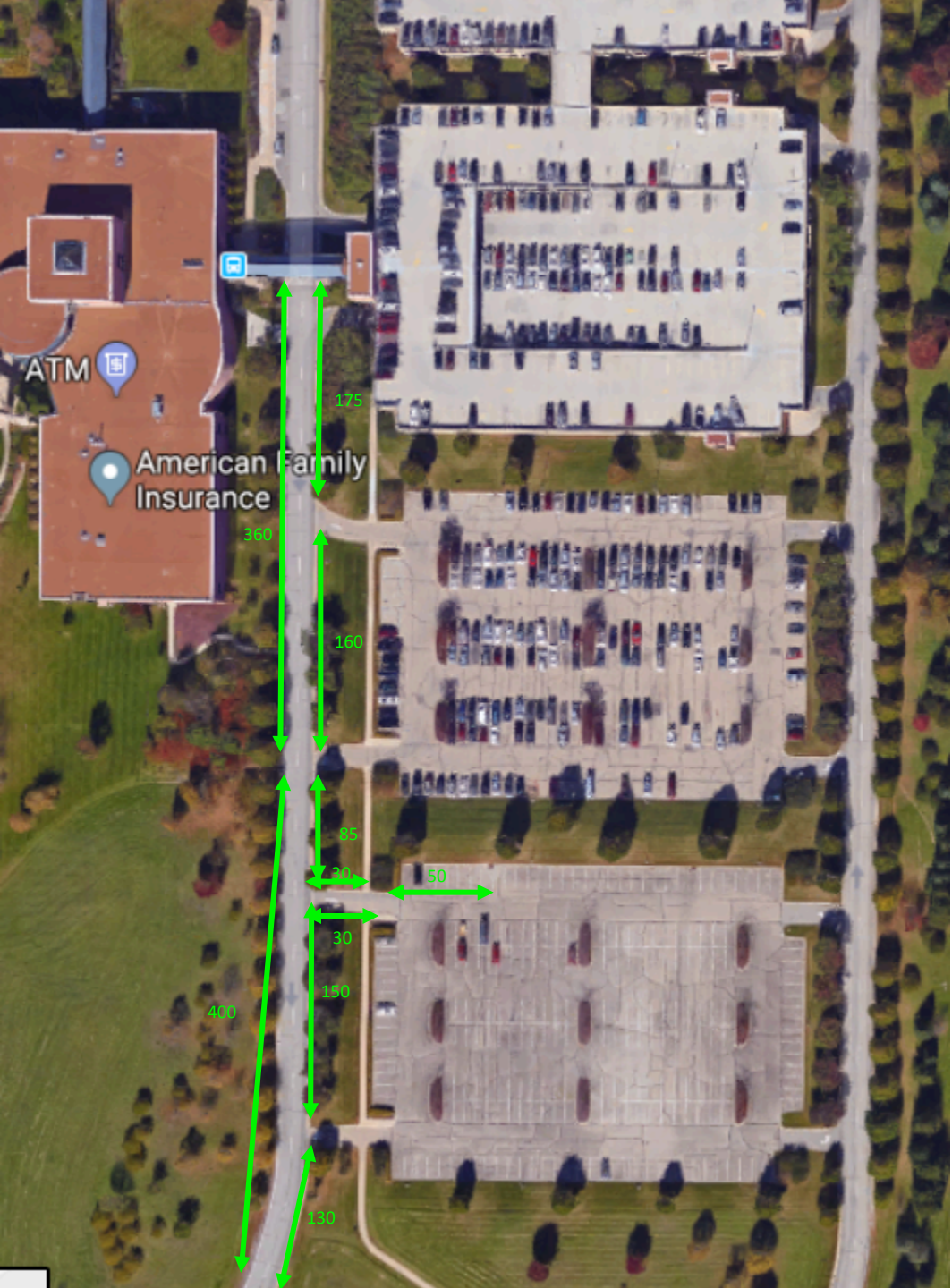




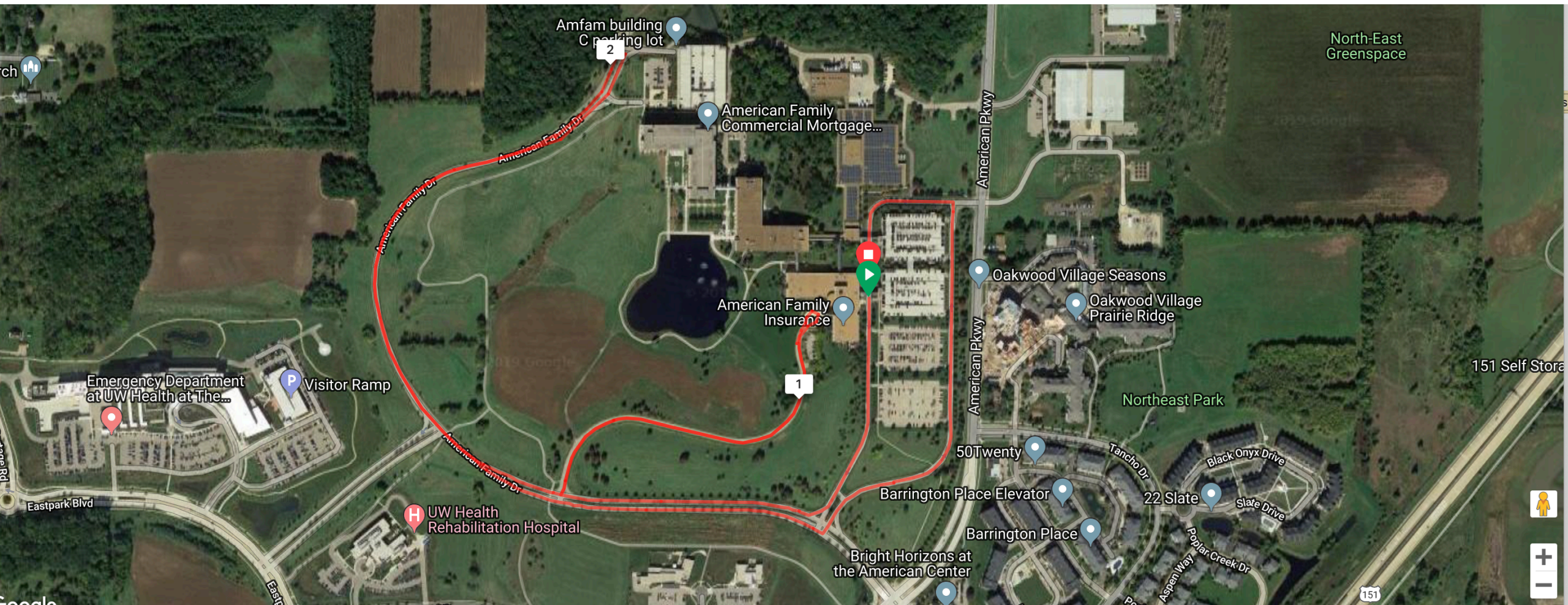


# Start/Finish Length

# of feet for barricades/scrim (1570)









# Site barricade/scrim lengths

Approx. 975 ft of

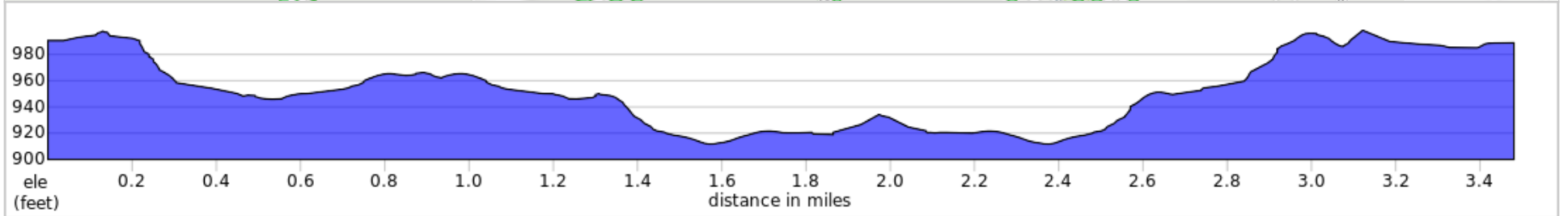
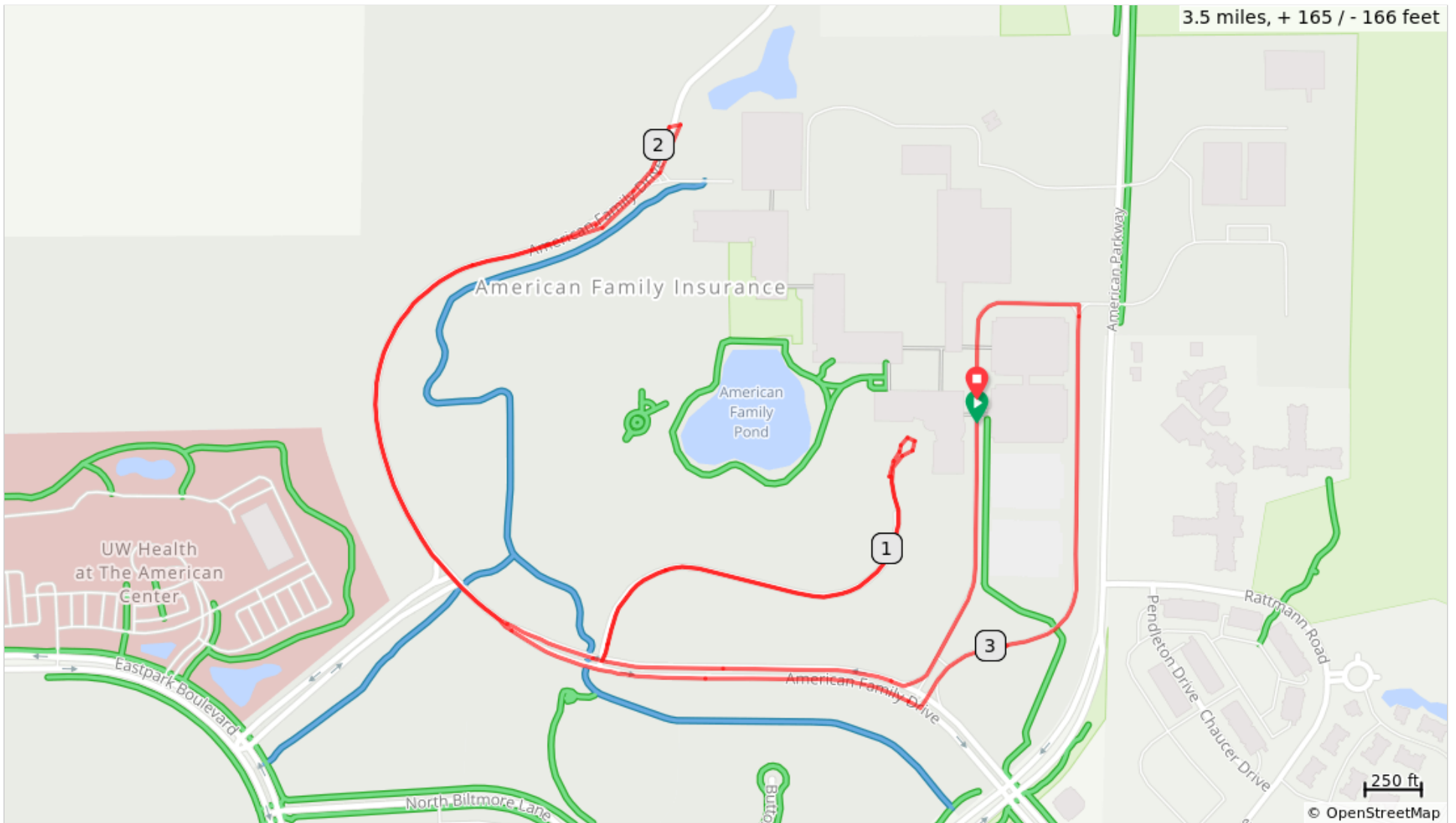
COMM  
(next parking lot over)



# The Ride 3.5M 2019



3.5 miles, + 165 / - 166 feet



## The Ride 3.5M 2019

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.2
2.	0.2	0.2	➔	R onto American Family Dr	0.3
3.	0.5	0.3	➔	R	0.8
4.	1.3	0.8	➔	R onto American Family Dr	1.6
5.	2.9	1.6	➔	L	0.4
6.	3.3	0.4	➔	L	0.2
7.	3.5	0.2	📍	End of route	0.0

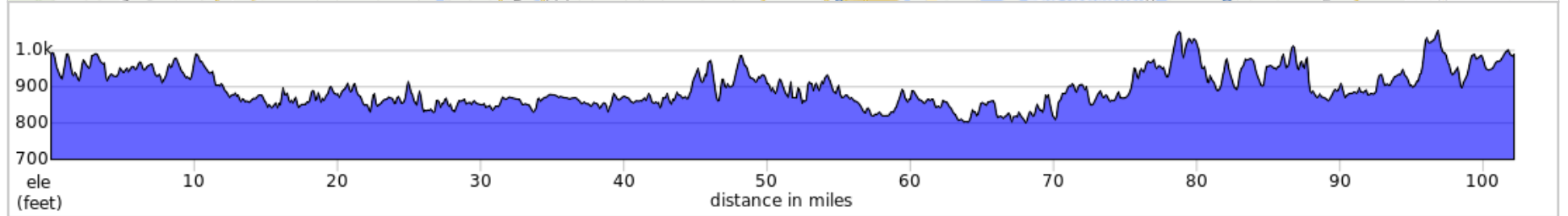
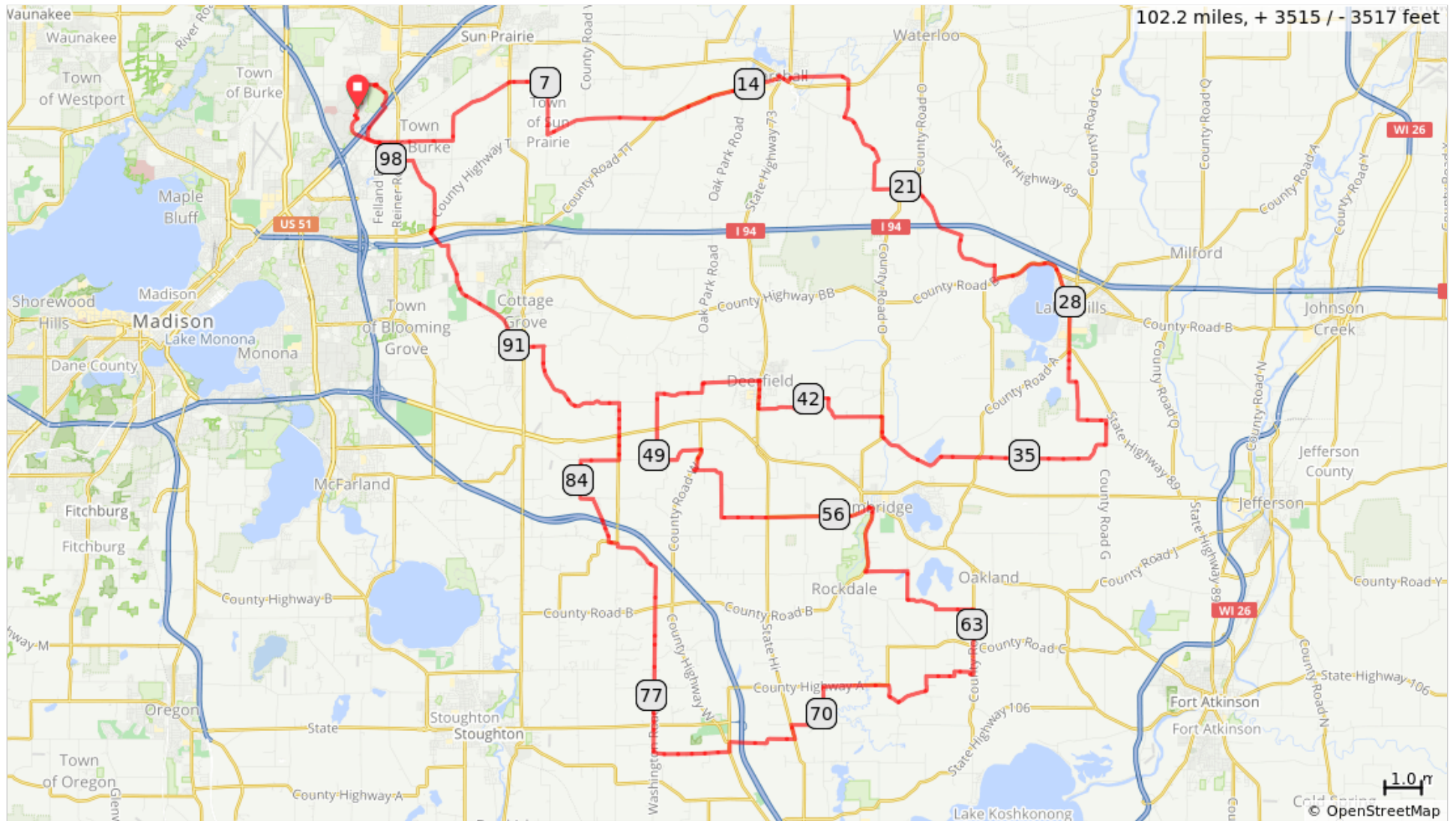
3.5 miles. +144/-147 feet



# The Ride 100M 2019



102.2 miles, + 3515 / - 3517 feet



The Ride 100M 2019

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.3
2.	0.3	0.3	➔	R onto American Pkwy	0.5
3.	0.8	0.5	←	Slight L to stay on American Pkwy	0.4
4.	1.2	0.4	↑	Continue onto Nelson Rd	2.3
5.	3.5	2.3	←	L onto Bailey Rd	3.4
6.	6.9	3.4	➔	R onto Town Hall Dr	1.4

6.9 miles. +299/-331 feet

Num	Dist	Prev	Type	Note	Next
7.	8.3	1.4	←	L onto Co Hwy T/Co Rd T	3.0
8.	11.3	3.0	←	L onto Co Hwy T/Co Hwy TT/Co Rd TT	3.4
9.	14.7	3.4	←	Slight L onto S Pardee St	0.1
10.	14.8	0.1	➔	R onto W Main St	0.3
11.	15.1	0.3	←	L onto Hubbell St	0.1

8.2 miles. +168/-267 feet

Num	Dist	Prev	Type	Note	Next
12.	15.2	0.1	➔	R onto Waterloo Rd	1.6
13.	16.8	1.6	➔	R onto Cherry Ln	1.0
14.	17.7	1.0	←	Keep L to stay on Cherry Ln	0.0
15.	17.8	0.0	←	L onto Box Elder Rd	1.5
16.	19.3	1.5	➔	Slight R to stay on Box Elder Rd	0.8

4.2 miles. +205/-176 feet

Num	Dist	Prev	Type	Note	Next
17.	20.1	0.8	←	L onto E Medina Rd	0.7
18.	20.9	0.7	↑	Continue onto County Rd O	0.5
19.	21.3	0.5	➔	R onto Airport Rd	1.9
20.	23.2	1.9	➔	R onto Kuhl Rd	1.5
21.	24.7	1.5	➔	R onto Newville Rd	0.4
22.	25.1	0.4	←	L onto County Rd B	2.9

5.9 miles. +225/-217 feet

Num	Dist	Prev	Type	Note	Next
23.	28.0	2.9	→	R onto N Main St	1.2
24.	29.2	1.2	→	R onto S Main St	0.0
25.	29.3	0.0	↑	Continue onto Mud Lake Rd	2.8
26.	32.0	2.8	→	R onto County Rd G	0.6
27.	32.7	0.6	→	R onto Hope Lake Rd	5.3
28.	38.0	5.3	↑	Continue onto Britzke Rd	1.2

12.9 miles. +206/-187 feet

Num	Dist	Prev	Type	Note	Next
29.	39.2	1.2	→	R onto WI-134 N	0.5
30.	39.7	0.5	←	L onto Munson Rd	1.3
31.	41.0	1.3	→	R onto Prairie Dr	0.6
32.	41.5	0.6	←	L onto London Rd	2.0
33.	43.6	2.0	→	R onto WI-73 N	0.7
34.	44.3	0.7	←	L onto Liberty St	1.5
35.	45.8	1.5	←	L onto Oak Park Rd	0.3

7.9 miles. +260/-180 feet

Num	Dist	Prev	Type	Note	Next
36.	46.1	0.3	→	R onto Olstad Rd	1.2
37.	47.3	1.2	←	L onto Deerfield Rd	1.8
38.	49.1	1.8	←	L onto Schadel Rd	1.3
39.	50.4	1.3	→	R onto Co W	0.6
40.	51.0	0.6	←	L onto W Evergreen Dr	1.9
41.	52.9	1.9	←	L onto Prairie Queen Rd	1.2

7.1 miles. +371/-428 feet

Num	Dist	Prev	Type	Note	Next
42.	54.2	1.2	↑	Continue onto Co Hwy PQ	2.7
43.	56.9	2.7	→	R onto Spring Water Alley	0.1
44.	57.0	0.1	→	R onto Spring St	0.2
45.	57.2	0.2	↑	Continue onto Co Hwy B/Co Rd B	1.6
46.	58.7	1.6	←	L onto Oakland Rd	0.4

5.8 miles. +73/-177 feet

Num	Dist	Prev	Type	Note	Next
47.	59.2	0.4	↑	Continue onto Rucks Rd	0.7
48.	59.9	0.7	→	R onto W Cedar Rd	0.8
49.	60.6	0.8	←	L onto S Cedar Rd	0.9
50.	61.5	0.9	←	L onto Marsh Rd	1.0
51.	62.5	1.0	→	R onto County Rd A	1.7
52.	64.2	1.7	→	R onto Advent Rd	0.5

5.5 miles. +179/-215 feet

Num	Dist	Prev	Type	Note	Next
53.	64.8	0.5	←	L onto Retzlaff Rd	0.9
54.	65.7	0.9	←	L onto Evenston Rd	0.4
55.	66.0	0.4	→	Slight R onto Woodside Rd	0.8
56.	66.9	0.8	→	R onto Rockdale Rd	0.6
57.	67.5	0.6	←	L onto County Rd C	0.2
58.	67.7	0.2	↑	Continue onto County Hwy A	1.5

3.4 miles. +100/-104 feet

Num	Dist	Prev	Type	Note	Next
59.	69.2	1.5	←	L onto Hillside Rd	1.0
60.	70.2	1.0	→	R onto Aarback Rd	0.9
61.	71.1	0.9	←	L onto WI-73 S	0.4
62.	71.5	0.4	→	R onto Maple Grove Rd	1.8
63.	73.3	1.8	←	L onto County Hwy A	0.3
64.	73.5	0.3	→	R onto Willow Dr	2.0
65.	75.6	2.0	→	R onto Washington Rd	4.9

7.9 miles. +331/-240 feet

Num	Dist	Prev	Type	Note	Next
66.	80.5	4.9	←	L onto Koshkoning Rd	1.2
67.	81.7	1.2	→	R to stay on Koshkoning Rd	0.1
68.	81.7	0.1	←	L to stay on Koshkoning Rd	0.2
69.	82.0	0.2	→	Slight R onto Church St	1.2
70.	83.2	1.2	←	L onto Rinden Rd	0.3

7.7 miles. +169/-168 feet



Num	Dist	Prev	Type	Note	Next
71.	83.6	0.3	→	R onto Kinney Rd	1.0
72.	84.6	1.0	→	R onto Schade I Rd	1.0
73.	85.6	1.0	←	L onto County Hwy BN	0.6
74.	86.2	0.6	↑	Continue onto Nora Rd	0.9
75.	87.1	0.9	←	L to stay on Nora Rd	3.2
76.	90.3	3.2	←	Sharp L onto Uphoff Rd	0.1

7.0 miles. +300/-392 feet

Num	Dist	Prev	Type	Note	Next
77.	90.3	0.1	↑	Continue onto Nora Rd	0.5
78.	90.8	0.5	↑	Continue onto Coffeytown Rd	0.4
79.	91.2	0.4	→	R onto Vilas Rd	2.4
80.	93.6	2.4	←	L onto Co Rd BB	0.0
81.	93.6	0.0	→	R onto Vilas Rd	1.0
82.	94.7	1.0	←	L onto Gaston Rd	0.8


4.4 miles. +161/-105 feet

Num	Dist	Prev	Type	Note	Next
83.	95.4	0.8	←	L onto Co Hwy T/Co Rd T	0.4
84.	95.8	0.4	←	L onto Thorson Rd	1.7
85.	97.5	1.7	←	L onto Burke Rd	0.9
86.	98.4	0.9	→	R onto Felland Rd	0.5
87.	98.9	0.5	←	L onto Nelson Rd	0.3
88.	99.2	0.3	↑	U.S. 151 exit toward Madison/Sun Prairie	0.1

4.5 miles. +266/-203 feet

Num	Dist	Prev	Type	Note	Next
89.	99.2	0.1	→	R	1.0
90.	100.2	1.0	←	L	0.8
91.	101.0	0.8	→	R onto Hoepker Rd	0.1
92.	101.1	0.1	←	L onto Merchant Square	0.0
93.	101.1	0.0	↑	Make a U-turn	0.0
94.	101.1	0.0	→	R onto Hoepker Rd	0.4
95.	101.5	0.4	←	L onto American Pkwy	0.5
96.	102.0	0.5	→	R	0.2

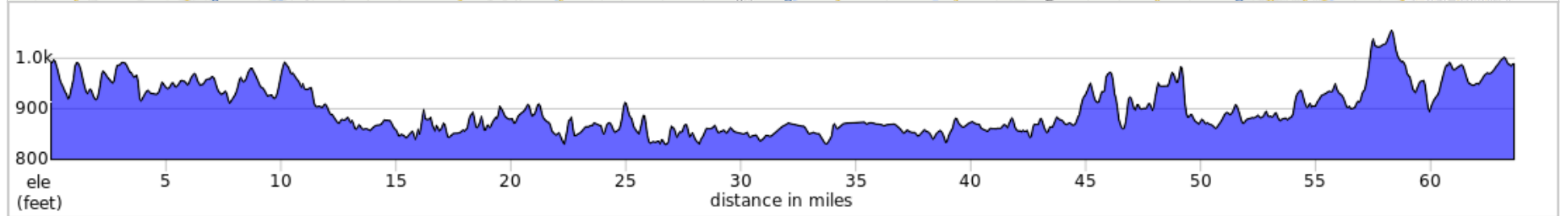
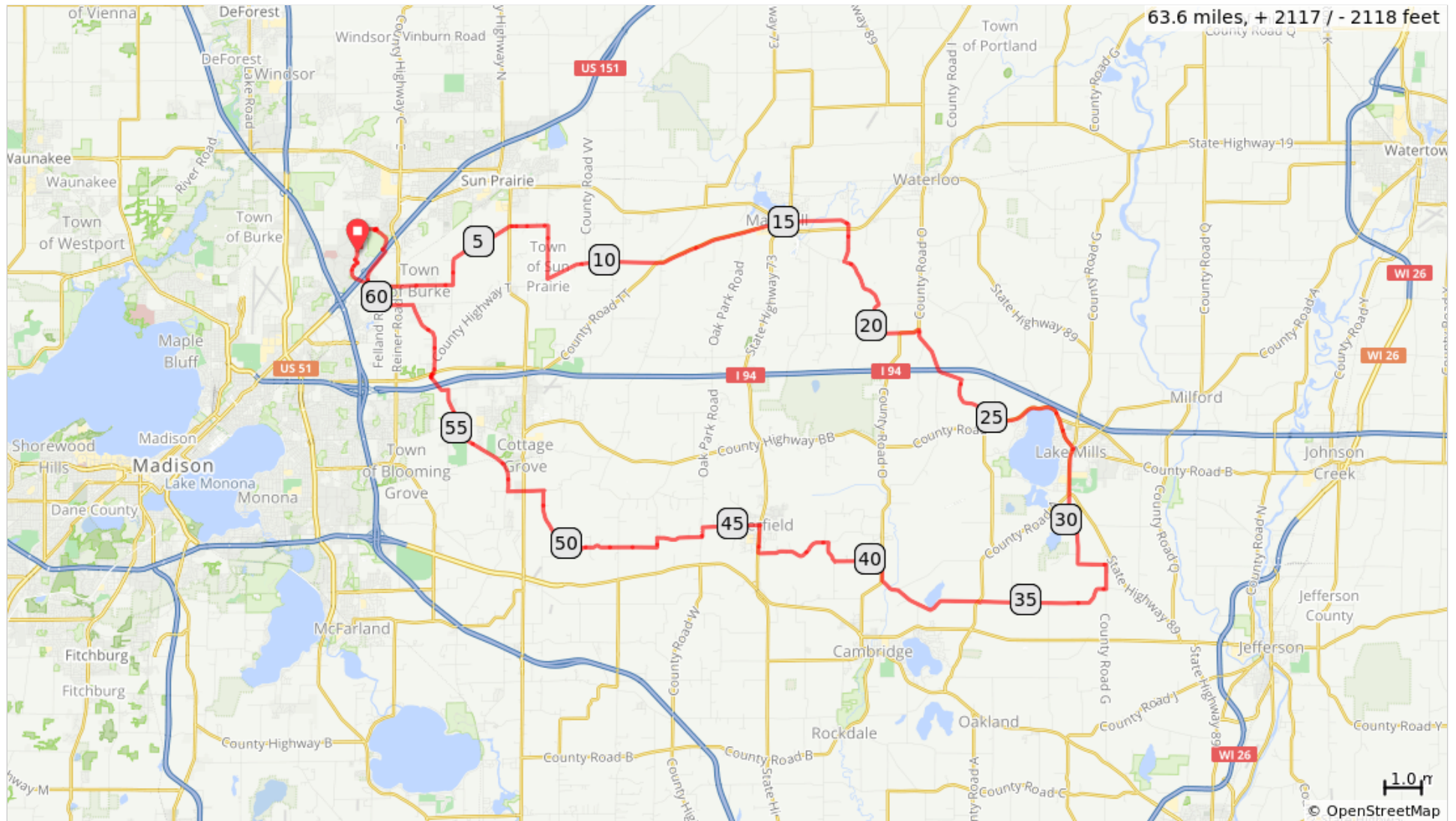
2.8 miles. +74/-69 feet

Num	Dist	Prev	Type	Note	Next
97.	102.2	0.2		End of route	0.0

0.2 miles. +0/-0 feet

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# The Ride 64M 2019



The Ride 64M 2019

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.2
2.	0.2	0.2	←	L onto American Family Dr	0.1
3.	0.4	0.1	→	R onto American Pkwy	0.5
4.	0.8	0.5	←	Slight L to stay on American Pkwy	0.4
5.	1.2	0.4	↑	Continue onto Nelson Rd	2.3

1.2 miles. +77/-77 feet

Num	Dist	Prev	Type	Note	Next
6.	3.5	2.3	←	L onto Bailey Rd	3.4
7.	6.9	3.4	→	R onto Town Hall Dr	1.4
8.	8.3	1.4	←	L onto Co Hwy T/Co Rd T	3.0
9.	11.3	3.0	←	L onto Co Hwy T/Co Hwy TT/Co Rd TT	3.4
10.	14.7	3.4	←	Slight L onto S Pardee St	0.1

13.5 miles. +346/-431 feet

Num	Dist	Prev	Type	Note	Next
11.	14.8	0.1	→	R onto W Main St	0.3
12.	15.1	0.3	←	L onto Hubbell St	0.1
13.	15.2	0.1	→	R onto Waterloo Rd	1.6
14.	16.8	1.6	→	R onto Cherry Ln	1.0
15.	17.8	1.0	←	L onto Box Elder Rd	1.5
16.	19.3	1.5	→	Slight R to stay on Box Elder Rd	0.8

4.6 miles. +213/-198 feet

Num	Dist	Prev	Type	Note	Next
17.	20.1	0.8	←	L onto E Medina Rd	0.7
18.	20.9	0.7	↑	Continue onto County Rd O	0.5
19.	21.4	0.5	→	R onto Airport Rd	1.9
20.	23.2	1.9	→	R onto Kuhl Rd	1.5
21.	24.7	1.5	→	R onto Newville Rd	0.4
22.	25.2	0.4	←	L onto County Rd B	2.9

5.9 miles. +225/-216 feet

Num	Dist	Prev	Type	Note	Next
23.	28.0	2.9	→	R onto N Main St	1.2
24.	29.2	1.2	→	R onto S Main St	0.0
25.	29.3	0.0	↑	Continue onto Mud Lake Rd	2.8
26.	32.1	2.8	→	R onto County Rd G	0.6
27.	32.7	0.6	→	R onto Hope Lake Rd	5.3
28.	38.0	5.3	↑	Continue onto Britzke Rd	1.2

12.9 miles. +191/-168 feet

Num	Dist	Prev	Type	Note	Next
29.	39.2	1.2	→	R onto WI-134 N	0.5
30.	39.7	0.5	←	L onto Munson Rd	1.3
31.	41.0	1.3	→	R onto Prairie Dr	0.6
32.	41.6	0.6	←	L onto London Rd	2.0
33.	43.6	2.0	→	R onto WI-73 N	0.7
34.	44.3	0.7	←	L onto Liberty St	1.5
35.	45.9	1.5	←	L onto Oak Park Rd	0.3

7.9 miles. +250/-179 feet

Num	Dist	Prev	Type	Note	Next
36.	46.1	0.3	→	R onto Olstad Rd	1.2
37.	47.3	1.2	←	L onto Deerfield Rd	0.3
38.	47.6	0.3	→	R onto S Jargo Rd	1.0
39.	48.6	1.0	↑	Continue straight onto Nora Rd	3.2
40.	51.7	3.2	←	Sharp L onto Uphoff Rd	0.1

5.9 miles. +266/-341 feet

Num	Dist	Prev	Type	Note	Next
41.	51.8	0.1	↑	Continue onto Nora Rd	0.5
42.	52.3	0.5	↑	Continue onto Coffeytown Rd	0.4
43.	52.7	0.4	→	R onto Vilas Rd	2.4
44.	55.1	2.4	←	L onto Co Rd BB	0.0
45.	55.1	0.0	→	R onto Vilas Rd	1.0
46.	56.1	1.0	←	L onto Gaston Rd	0.8

4.4 miles. +158/-100 feet

Num	Dist	Prev	Type	Note	Next
47.	56.9	0.8	←	L onto Co Hwy T/Co Rd T	0.4
48.	57.3	0.4	←	L onto Thorson Rd	1.7
49.	58.9	1.7	←	L onto Burke Rd	0.9
50.	59.8	0.9	→	R onto Felland Rd	0.5
51.	60.3	0.5	←	L onto Nelson Rd	0.3
52.	60.6	0.3	↑	U.S. 151 exit toward Madison/Sun Prairie	0.1

4.5 miles. +269/-204 feet

Num	Dist	Prev	Type	Note	Next
53.	60.7	0.1	→	R	1.0
54.	61.7	1.0	←	L	0.8
55.	62.5	0.8	→	R onto Hoepker Rd	0.1
56.	62.5	0.1	←	L onto Merchant Square	0.0
57.	62.6	0.0	↑	Make a U-turn	0.0
58.	62.6	0.0	→	R onto Hoepker Rd	0.4
59.	63.0	0.4	←	Slight L at Rattman Rd	0.0

2.3 miles. +60/-58 feet

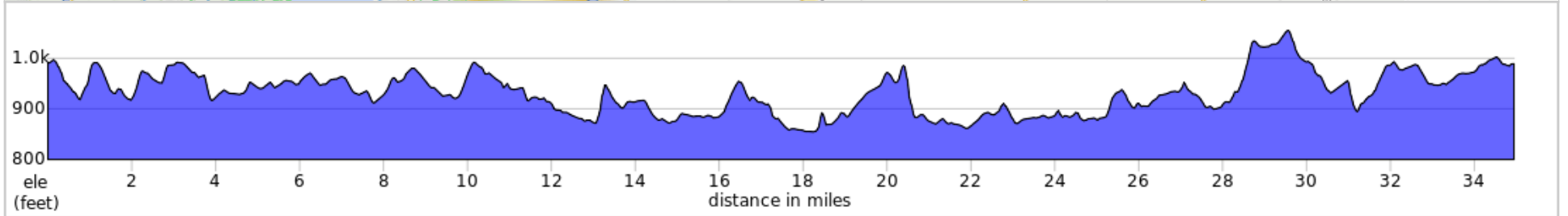
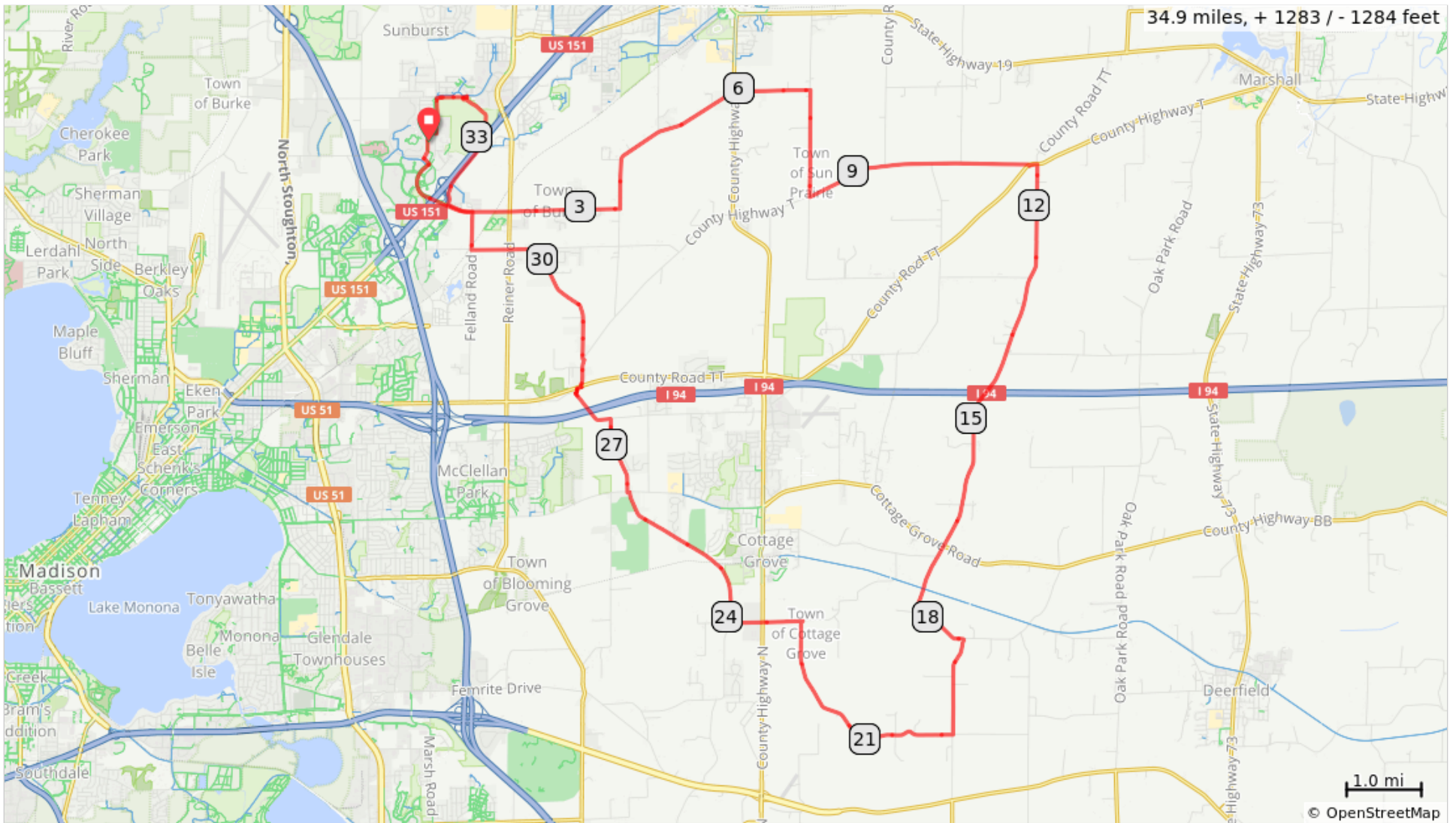
Num	Dist	Prev	Type	Note	Next
60.	63.0	0.0	↑	Continue onto American Pkwy	0.5
61.	63.4	0.5	→	R	0.2
62.	63.6	0.2	📍	End of route	0.0

0.7 miles. +10/-17 feet

# The Ride 35M 2019



34.9 miles, + 1283 / - 1284 feet



# The Ride 35M 2019

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.2
2.	0.2	0.2	←	L onto American Family Dr	0.1
3.	0.3	0.1	→	R onto American Pkwy	0.5
4.	0.8	0.5	←	Slight L to stay on American Pkwy	0.4
5.	1.2	0.4	↑	Continue onto Nelson Rd	2.3

1.2 miles. +77/-77 feet

Num	Dist	Prev	Type	Note	Next
6.	3.5	2.3	←	L onto Bailey Rd	3.4
7.	6.9	3.4	→	R onto Town Hall Dr	1.4
8.	8.3	1.4	←	L onto Co Hwy T/Co Rd T	3.0
9.	11.3	3.0	←	L onto Co Hwy T/Co Hwy TT/Co Rd TT	0.1
10.	11.4	0.1	→	R onto Ridge Rd	7.1

10.3 miles. +285/-340 feet

Num	Dist	Prev	Type	Note	Next
11.	18.5	7.1	→	R onto W Jargo Rd	1.3
12.	19.8	1.3	→	R onto Nora Rd	3.2
13.	23.0	3.2	←	Sharp L onto Uphoff Rd	0.1
14.	23.0	0.1	↑	Continue onto Nora Rd	0.5
15.	23.5	0.5	↑	Continue onto Coffeytown Rd	0.4
16.	24.0	0.4	→	R onto Vilas Rd	2.4

12.5 miles. +232/-216 feet

Num	Dist	Prev	Type	Note	Next
17.	26.3	2.4	←	L onto Co Rd BB	0.0
18.	26.4	0.0	→	R onto Vilas Rd	1.0
19.	27.4	1.0	←	L onto Gaston Rd	0.8
20.	28.1	0.8	←	L onto Co Hwy T/Co Rd T	0.4
21.	28.5	0.4	←	L onto Thorson Rd	1.7
22.	30.2	1.7	←	L onto Burke Rd	0.9

6.2 miles. +203/-140 feet



Num	Dist	Prev	Type	Note	Next
23.	31.1	0.9	→	R onto Felland Rd	0.5
24.	31.6	0.5	←	L onto Nelson Rd	0.3
25.	31.9	0.3	↑	U.S. 151 exit toward Madiso n/Sun Prairie	0.1
26.	31.9	0.1	→	R	1.0
27.	32.9	1.0	←	L	0.8
28.	33.7	0.8	→	R onto Hoepke r Rd	0.1
29.	33.8	0.1	←	L onto Mercha nt Square	0.0

3.6 miles. +133/-67 feet

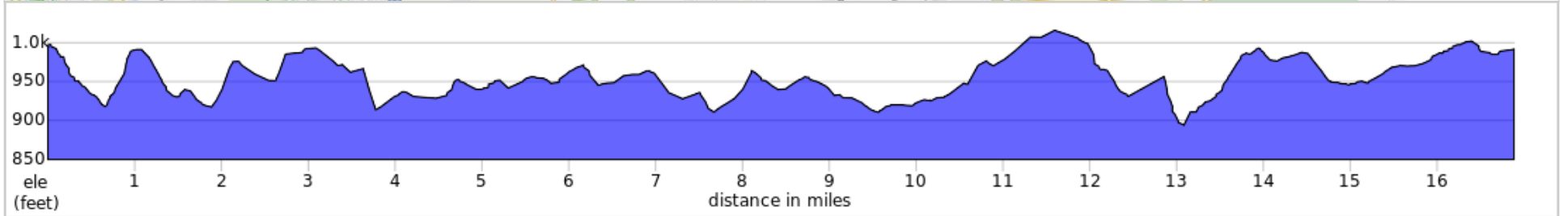
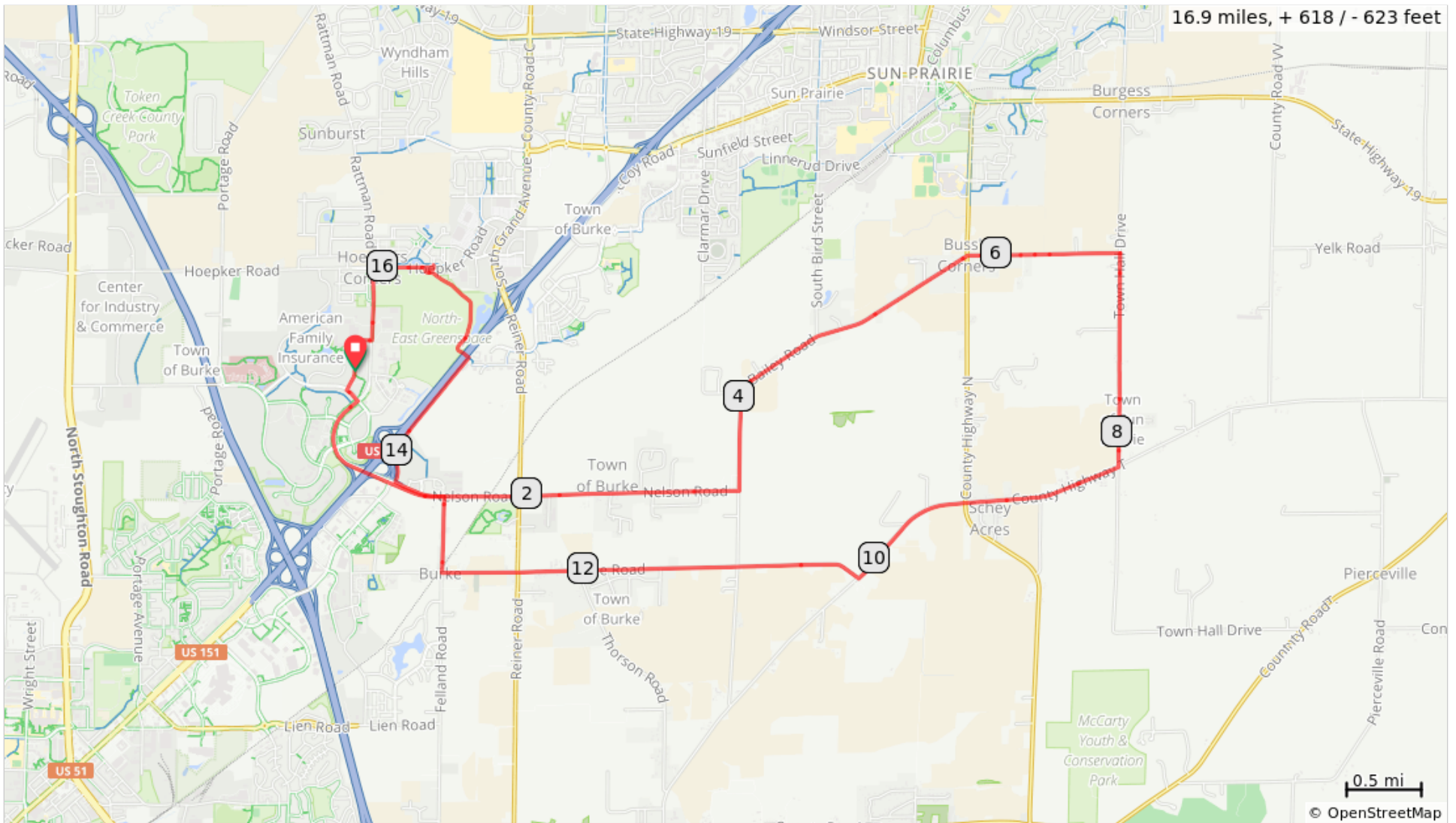
Num	Dist	Prev	Type	Note	Next
30.	33.8	0.0	↑	Make a U-turn	0.0
31.	33.8	0.0	→	R onto Hoepke r Rd	0.4
32.	34.2	0.4	→	Sharp R toward Americ an Pkwy	0.1
33.	34.3	0.1	←	L onto Americ an Pkwy	0.5
34.	34.8	0.5	→	R	0.2
35.	34.9	0.2	📍	End of route	0.0

1.2 miles. +35/-17 feet

# The Ride 17M 2019



16.9 miles, + 618 / - 623 feet



The Ride 17M 2019

Num	Dist	Prev	Type	Note	Next
1.	0.0	0.0	📍	Start of route	0.1
2.	0.1	0.1	←	L onto American Family Dr	0.1
3.	0.2	0.1	→	R onto American Pkwy	0.5
4.	0.7	0.5	←	Slight L to stay on American Pkwy	0.4
5.	1.1	0.4	↑	Continue onto Nelson Rd	2.3

1.1 miles. +72/-78 feet

Num	Dist	Prev	Type	Note	Next
6.	3.4	2.3	←	L onto Bailey Rd	4.8
7.	8.2	4.8	→	R onto Co Hwy T/Co Rd T	2.0
8.	10.2	2.0	→	R onto Burke Rd	2.8
9.	13.0	2.8	→	R onto Felland Rd	0.5
10.	13.5	0.5	←	L onto Nelson Rd	0.3
11.	13.7	0.3	↑	U.S. 151 exit toward Madison/Sun Prairie	0.1

12.7 miles. +413/-407 feet

Num	Dist	Prev	Type	Note	Next
12.	13.8	0.1	→	R	1.0
13.	14.8	1.0	←	L	0.8
14.	15.6	0.8	→	R onto Hoepker Rd	0.1
15.	15.6	0.1	←	L onto Merchant Square	0.0
16.	15.7	0.0	↑	Make a U-turn	0.0
17.	15.7	0.0	→	R onto Hoepker Rd	0.4
18.	16.1	0.4	→	Sharp R toward American Pkwy	0.1

2.3 miles. +56/-58 feet

Num	Dist	Prev	Type	Note	Next
19.	16.1	0.1	←	L onto American Pkwy	0.5
20.	16.6	0.5	→	R	0.3
21.	16.9	0.3	📍	End of route	0.0

0.8 miles. +14/-16 feet

# THE RIDE

Emergency Action & Communication Plan



UPDATED: MAY 2019

# EVENT STAFFING



EVENT  
STAFFING

## IN THIS SECTION:

- RIDE team contact information
- Team member roles & responsibilities
- Vendor list

## EVENT STAFFING

### RIDE STAFF

- Jill Schmitz, Director of Operations (Main Contact)
  - Cell: 608-609-2726
  - Office: 608-263-6359
  - Email: jill.schmitz@wisc.edu
- Tammy Yambor, Volunteer Coordinator
  - Cell: 262-844-1251
- Karen Steiner, Department Administrator
  - Cell: 608-395-8021
- Drew Pittner-Smith, Director of Business Development and Marketing
  - Cell: 608-400-5542
- Deric Wheeler, Ride Director
  - Cell: 608-216-6368

### RIDE AUXILIARY STAFF

- Lucas Malloy, Technical/Project Manager
  - Cell: 207-647-1220
- Andrew Rose, Course Communications
  - Cell: 608-512-5361
- Todd Busted, Site Communications
  - Cell: 630-514-1310
- Susan Smith, Public Relations
  - Cell: 608-279-2272
  - Office: 608-890-5643

### ON-SITE VENDORS

- Cherry Blossom Events
- Event Essentials
- Focal Flame Photography
- PopArt LLC
- RaceDay Events
- Radiant Smiles Face Painting
- Sundogs
- The Ryan McGrath Band

# TRANSPORTATION & TRAFFIC



## IN THIS SECTION:

- Parking
- Accessing event site
- Street & Road closures

## TRANSPORTATION & TRAFFIC

### **PARKING**

All participants, volunteers and staff will have access to park on the event grounds in the two (2) multi-level parking garages. To access parking, all vehicles will enter from American Family Drive and travel a one-way road to enter either parking structure. No vehicles parking on American Family Drive or the private drive within the American Family Insurance grounds.

The left lane of the one-way drive will be coned off to act as a walking path in order to access The Ride main site in surface parking lot 4. Ride volunteers will direct vehicle traffic to use the right lane only beginning at parking lot 4.

(See site map for parking structure locations)

### **ACCESSING EVENT SITE**

#### Patrons

From either of the two multi-level parking garages, riders will access the main event site (parking lot 4) from the sidewalk on the west side of the ramps or the coned off driving lane on the east side of the parking ramps. All riders must walk their bikes while on the main event site and sidewalks.

#### Vendors

Load-in and accessing the main event site will take place between the hours of:

Friday, September 20: 9:00 am-6:00 pm

Saturday, September 21: 6:00 am-7:00 pm

Sunday, September 22: Before 5:45 am and after 6:00 pm

Vendors will not be allowed to access the main event site (parking lot 4) during The Ride from 6:00 am – 6:00 pm due to rider and pedestrian traffic. All vendors will park in parking lot 3 which is reserved for vendor parking and equipment staging.

#### Emergency Service vehicles

Police, Fire and EMS will have two access points to the main event site (parking lot 4) at all times prior to, during and after the event. Vehicles can access the site from American Family Drive and using the one-way vehicle entrance.

On-site EMS will have a designated location in the main event site (parking lot 4) in order to access the medical tent and site exit.

### **STREET & ROAD CLOSURES**

All routes will take place on open roads and riders must obey traffic signs and laws. Road closures will only take place if deemed necessary by city and/or county police. Any expenses incurred for street/road closure staffing will be the responsibility of The Ride.

### **WEATHER**



# WEATHER



## IN THIS SECTION:

- Monitoring severe weather prior to and during event
- Announcement flowchart
- Severe weather plan for on-site and on-course

The Ride will take place in rain or shine but may be delayed or canceled in the event of severe weather. Every effort will be made to conduct the event including shortening routes to finish within the allotted event time.

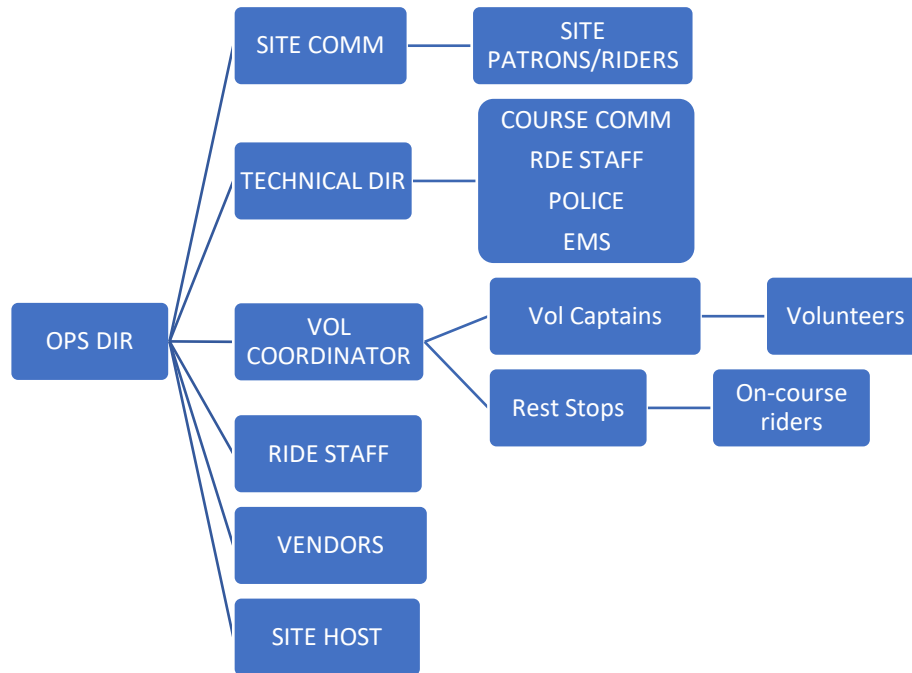
### MONITORING

Director of Operations will begin monitoring weather the Wednesday prior to the event to confirm the communication plan and messaging to all riders, volunteers and staff. Prior to the event, Operations Director will communicate with riders and volunteers via email and social media. During the event, the communication plan will be as follows:

Operations Director will meet Technical Director and Site Communications at 4:00 am on the day of the event for a weather call.

### COMMUNICATION

During the event all communication regarding delays, cancellations or changes will be communicated via email, social media and on-site announcement. The Ops Director, Technical Director, Course Comm, Site Comm and Volunteer Coordinator will meet in the Communications Tent in parking lot 3 to confirm communication plan and messaging. The following communication chart will be used to disseminate information.



### PROCEDURE

- In the case of rain, event will go on as scheduled. Riders will be cautioned that roads may be slippery and to use their judgment if they feel comfortable to ride.
- In the case of lightning/severe weather

- Route start time(s) will be delayed to at least 30 minutes after the last lightning strike in the area. Course Comm will monitor this via radar.
- Any riders on course will be pulled from the route and taken to the nearest rest stop for shelter (unless a closer shelter is available).
  - Course Comm will radio all rest stop captains and relay that rest stop volunteers should assist riders in getting to the rest stop shelter. At rest stops 1, 6 and 8 shelter can be taken in the sheds at these private residences.
  - SAG and Medical Transport on-course will sweep all routes to relay that riders need to take shelter and can also assist in getting riders to the nearest shelter.
  - Course Comm and the Volunteer Coordinator will let rest stop captains know when riders can return to the course.
- Ops Director will meet with Site Host and on-site buildings will be opened for shelter. All Ride staff and volunteers will assist in getting riders and spectators to this location (Building A).
- In the case of prolonged severe weather Ops Director, Technical Director and Course Comm will determine if any routes need to be adjusted or shortened to get all riders back on-site no later than 6:00 pm. Routes will be shortened to one of the pre-marked courses of lesser distance.
- Courses may also be shortened in the case of extreme heat or cold.

# FIRE



## IN THIS SECTION:

- Evacuation Plan
- Equipment

## FIRE

In the case of a fire in the main event site (parking lot 4), Ops Director will call 911 while Ride staff and volunteers assist in getting all riders and patrons to a safe location.

In the case of fire in one of the host buildings, Ops Director will call 911 and then the Site Host.

On-site grills will be at a minimum of 20 feet outside of the 40' x 60' food tent. This tent along with the seating tent, gear check tent and kids' activity area tent will all have fire extinguishers (5lb ABC).

# MEDICAL EMERGENCIES



## IN THIS SECTION:

- On-site & course medical staff
- On-site & course medical protocol

## MEDICAL EMERGENCIES

In the case of any life-threatening emergency, all riders, staff, volunteers, spectators and vendors should call **911**.

All medical issues will be relayed to Course Comm to log. In the case of a serious accident, Director of Operations will relay information to the Public Relations representative in case of media inquiries. No rider/patient information should be given to the media and only the PR representative will issue any statements either written or verbal.

### SITE

- (1) licensed medical professional will be on-site throughout event to handle minor medical issues.
- Contracted EMS will be on-site throughout event to handle medical emergencies and transport to the nearest hospital.

### COURSE

- (1) licensed medical professional will be located at each rest stop to provide minor medical issues.
- (3) licensed medical professionals will act as roaming medical and transport. These volunteers will pick up riders needing medical assistance and take them to a rest stop, back to site or they will call 911 for EMS.
- (3) contracted EMS will be in zones to respond to medical emergencies and transport riders to the nearest hospital.