

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Ride the Drive
Event Organizer/Sponsor: Tracey Hartley / Madison Parks
Is Organizer/Sponsor a 501(c)3 non-profit agency? ☐ Yes ☒ No
MANDATORY: State Sales Tax Exemption Number: ES#: _____
OPTIONAL: Federal Tax Exempt Number: _____
Address: 260 Martin Luther King Jr. Blvd. Room 104 CCB
City/State/Zip: Madison, WI 53703
Primary Contact: Tracey Hartley Work Phone: 608-267-4919
Email: thartley@cityofmadison.com Phone During Event: 608-209-7980
Website: www.cityofmadison.com/parks/ FAX: 608-267-1162
Secondary Contact: Travis Steuber ride the drive Work Phone: 608-264-9270
Email: tsteuber@cityofmadison.com Phone During Event: 608-393-3713
Annual Event? ☒ Yes ☐ No
Charitable Event? ☐ Yes ☒ No
If Yes, Name of charity to receive donations: _____
Estimated Attendance: 20,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)
Public Amplification? (not allowed after 11 p.m.): ☒ Yes ☐ No
Hours: 9am to 2pm

EVENT CATEGORY

☒ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)
☐ Other: Bike Event - 5 mile route open to bikers, walkers, skateboarders, roller bladers, and other non-motorized transportation

LOCATION REQUESTED

☒ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street
☒ 30 on the Square (aka top of 100 block of State Street) ☒ Other (specific blocks/streets requested below)
Street Names and Block Numbers: John Nolen, Blair, E. Washington, S. Pickens, Main St., N. Carroll St., Gilman St., State St., E. Wilson, University Ave., W. Bayton, P. Frances, Bedford St., North Shore Dr.

EVENT DATE(S)/SCHEDULE

Date(s) of Event: Sunday, July 31, 2016 Event Start and End Times: 10am - 2pm
Rain Date (if any): None Set-Up Start Time: 8:30am - 10am
Take-Down Start Time and End Times: 2pm - 3pm
TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event? ☐ Yes ☒ No
If class B license is denied, will the event(s) occur? ☐ Yes ☒ No

[Signature] By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature Tracey Hartley

Date 5/4/16

STREET USE PERMIT APPLICATION

Conditions and Approval

OFFICE USE ONLY

Conditions:

- ☐ Indemnification
- ☐ Per Attached
- ☐ Addendum and/or contract providing additional event details and conditions.
- ☐ Certificate of insurance listing the City of Madison as additional insured is required – on file.
- ☐ Send a copy of the Street Use Permit Application to the alderperson(s) of the aldermanic district(s) where the street closure is requested and to the area neighborhood association within five (5) days of submitting the application. The notification shall include day of contact information for the Event Organizer.
- ☐ Special-duty officer(s) required for event. Call 608-267-8676 to arrange.
- ☐ This is a District event. The organizer will pay all costs of the City of Madison Police Officers, Parking Enforcement and Madison Fire staff assigned to the event. Per MGO 10.056(7)(c) the applicant agrees to pay such actual costs for services within 20 days of billing.
- ☐ Call the Sayle Street Garage, 608-266-4767, 1120 Sayle St, to make arrangements to pickup and return barricades required for event.
- ☐ The Capitol Square will be closed by: ☐ Traffic Engineering OR ☐ Approved Private Contractor.
- ☐ Barricade placement as per plan on file with traffic Engineering (TE).
- ☐ No street closure, request for parking/sidewalk space only.
- ☐ Call 267-8756 to arrange for: ☐ meter bags and/or ☐ street signs. Organizer is responsible for bagging meters/posting signs as directed by Parking Utility for the event.
- ☐ Metro rerouted to outer loop. Standard rerouting fee applies.
- ☐ Metro route(s) detoured by event. Fee/route detoured applies. # routes detoured: _____
- ☐ Maintain access to Metro stops.
- ☐ Event cannot displace licensed city vendors.
- ☐ Licensed city vendors relocated outside of event area.
- ☐ City vendor licenses are invalidated for this event.
- ☐ Coordinate activities and schedule with: ☐ Street Vending Coordinator, 261-9171 and/or ☐ Dane County Farmers' Market Manager, 455-1999.
- ☐ Noise must be kept at reasonable levels at all times.
- ☐ No Amplification before 12:30pm.
- ☐ Provide and maintain access:
 - ☐ BMO Harris drive through customers during hours of operation.
 - ☐ Inn on the Park during the event.
 - ☐ Parking ramp on East Main and Webster.
 - ☐ Parking lot on East Washington and Webster.
 - ☐ Alley on the 100 block of West Washington for Grace Episcopal parking and deliveries. Contact the Rector at Grace, 608-255-5147.
- ☐ 20' emergency access lane must be maintained throughout event area.
- ☐ 8' pedestrian pathway must be maintained on sidewalks throughout event area.
- ☐ No permanent markings, including spray chalk and stickers, of streets, sidewalks, paths or city landscaping is allowed.
- ☐ No inflatables.
- ☐ Event organizer/sponsor responsible for clean-up of event area. Charges will be assessed for any City staff time or resources required for clean-up.
- ☐ Other:

☐ Approved

☐ Denied Per MGO 10.056 _____

Date: _____

WILL SPONSOR APPLY FOR TEMPORARY CLASS B LICENSE TO SERVE OR SELL BEER/WINE FOR THIS EVENT? ☐ YES ☐ NO
IF CLASS B LICENSE IS DENIED, WILL THE EVENT(S) OCCUR? ☐ YES ☐ NO

OFFICE USE ONLY

Capitol Police		Parks	
City Police		Parking	
City Engineering		Risk Manager	
Event Coordinator		Streets	
Fire		Traffic Engineering	
Metro			
Insurance	REQ Y N RCVD _____	SU MTG DATE	

Ride the Drive - Downtown

July 31, 2016

Street Use Permit

Event details

Overview

Ride the Drive is a car-free, care-free City event that turns a five-mile loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square among others) into a public promenade that is closed to cars and opened to bicyclists, walkers, rollerbladers, and those out to share in the experience and fun atmosphere. The free event draws thousands of people to ride, walk and skate on the route, enjoy live music, food, and participate in this community event

History

In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009. This event has grown in popularity and averages 20,000 people per event. Ride the Drive-Downtown will be the 9th Ride the Drive event in Madison.

Ride the Drive is coordinated by the Parks Division along with Traffic Engineering and Madison Police Department.

Goals

Ride the Drive has four goals:

- Encourage cycling, walking, and alternative transportation
- Increase health and wellness of the participants
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Expanding the opportunities to connect individuals to neighborhoods, neighborhoods to commerce and commerce to the entire Madison community

Route

The route will feature a five mile loop downtown that will include a beautiful view of capitol on John Nolen Drive, the bustling State Street, and other highlights. There is no beginning or ending point of the route; participants enter at any point along the five miles. The route features "villages" with activities, vendors, and stopping points along the way.

Schedule of Events

8:30am	Roads close-barricades go up Set up begins
10:00am	Event begins
2:00pm	Activities within the event stop Equipment, vendors materials, etc are cleaned up and moved off the streets
2:30pm	Volunteers along the route inform participants that the route will be open to traffic in 30 minutes
3:00pm	Work with TE and Police to make sure streets are clear and the streets reopen to traffic. Volunteers and TE will remove barricades.

Trash and Recycling plan

Ride the Drive will utilize Parks trash and recycling bins put out for the event. There will be extra trash and recycling bins at the event activity villages/stopping points including the Capitol Square, John Nolen Drive, Brittingham Park, and Olin Park. Parks staff will place these before the event and remove them after the event.

www.cityofmadison.com/parks/ridethedrive

Ride the Drive

Sunday, July 31, 2016

Route Length: 5.0 miles

Streets closed 8:30am to 3:00pm

Event: 10:00am to 2:00pm

Bikes on outbound lanes
Traffic on inbound lanes



Ride the Drive 2016
EMERGENCY ACTION PLAN (EAP)
(Revised 5/27/15)

I. GENERAL

Ride the Drive will be held July 31, 2016 at Downtown Madison around the Capitol Square, Brittingham Park and on John Nolen Drive.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Ride the Drive (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 Tracey Hartley, Event Coordinator

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 may have on-site EMS.
- 3. We will have on-site Police (608-261-9694)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at
<http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
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 Tracey Hartley and Charlie Romines 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 Tracey Hartley will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of 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.

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

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.
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.
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 Tracey Hartley, Recreation

Services Coordinator, Madison Parks.

6. Parking for vendor and staff vehicles will be at the Capitol Square, Brittingham Park, John Nolen Drive, and Olin Park
7. Parking for attendee vehicles will be not be provided, but participants are encouraged to park on city streets or ramps.

V. Contact Information

Primary Contact	Tracey Hartley	608-267-4919
Secondary Contact	Claire Oleksiak	608-243-0187
Emergency	Dane County 911 Center	911

Madison Fire Department

Non-Emergency

Fire Dispatch (608) 266-4420

Madison Police Department

Non-Emergency

City of Madison Police Department Dispatch (608) 261-9694

VI. Event Area Map (attached next page)