

## STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

### EVENT INFORMATION

Name of Event Madison Shamrock Shuffle

Event Organizer/Sponsor Shamrock Shuffle

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

If Yes, provide State of Wisconsin Tax Exempt Number 9122-800

Address 8440 Old Sauk Rd

City/State/Zip Middleton, WI 53562

Primary Contact Ryan Richards

Work Phone 608-276-9797

E-mail richards@racedayeventsllc.com

Website www.

FAX 608-276-9780

Phone During Event 608-209-6958

Secondary Contact Ryan Griessmeyer

Work Phone 608-444-2261

E-mail ryan@racedayeventsllc.com

Phone During Event 608-444-2261

Annual Event?

☐ Yes ☐ No

Charitable Event?

☐ Yes ☐ No

If Yes, name of charity to receive donations: Boys and Girls Club of Dane County

Estimated Attendance 4000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 8:30 am to 12:30 pm

☐ Yes ☐ No

### EVENT CATEGORY

☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☐ Other \_\_\_\_\_

### LOCATION REQUESTED

☐ Capitol Square (note specific blocks below)

☐ Podium/700-800 State Street

☐ 30 on the Square (a.k.a. top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Langdon St. between Gilman and Park St., State St. between Gilman and Lake St.

### EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 3/12/17

Rain Date(s) None

Event Start Date(s)/Time(s) 3/12/17 10:00 am

Set-Up Date(s)/Time for Event 3/12/17 6:30 am

Event End Date(s)/Time(s) 3/12/17 11:45 pm

Take-Down Time 3/12/17 1:00 pm

Take-Down Time: start to streets reopened

### APPLICATION SIGNATURE

\_\_\_\_\_/I/We waive the 21-day decision requirement.

\_\_\_\_\_(PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature \_\_\_\_\_

Date 3/12/17

## 2017 Shamrock Shuffle Schedule

3/12/17

6:30 am arrive on State St. for Set-up.

6:30 State St. Closed at State and Lake St. and State St. and Gilman.

6:30-9:00 am – on going set-up at start/finish

9:00 am race announcements start

10:00 am 10k race starts

10:15 am 5K race starts

11:30 am last person across the finish line

11:30 am clean-up begins

1:00 road open

Mile	10K	10K	5K	5K
	Fast	Slow	Fast	Slow
Start Time	10:00:00 AM	10:00:00 AM	10:15:00 AM	10:15:00 AM
1	10:05:00 AM	10:15:00 AM	10:20:00 AM	10:35:00 AM
2	10:10:00 AM	10:30:00 AM	10:25:00 AM	10:55:00 AM
3	10:15:00 AM	10:45:00 AM	10:30:00 AM	11:15:00 AM
4	10:20:00 AM	11:00:00 AM		
5	10:25:00 AM	11:15:00 AM		
6	10:30:00 AM	11:30:00 AM		

## 2015

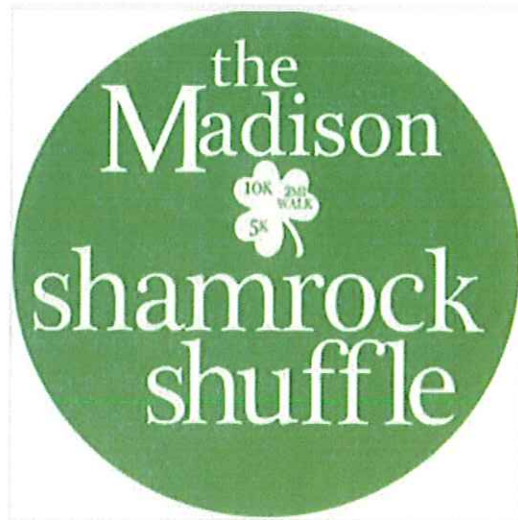
770 runners in the 10K winning time 30:57 4:59 pace; 767 of the 770 participants went faster than 15:00/mile  
 1419 runners in the 5K winning time 15:13 4:54 pace 1414 of the 1419 participants went faster than 20:00/mile

## 2016

767 runners in the 10K winning time 31:00 5:00 pace 757 of the 767 ran faster than 15:00/mile  
 1315 runners in the 5K winning time 16:20 5:16 pace 1304 of the 1315 went faster than 20:00/mile







# Emergency Action Plan And Protocol



This outline will serve as a guideline for the Shamrock Shuffle to handle emergency situations on race day.

**Race Command - all people in direct radio communications**

Ryan Richards – Race Director  
Ryan Griessmeyer – Course Director  
Matt Ivens – Marketing Director  
Matt Anderson – Board of Directors  
Rob Buethling – Announcer  
Race staff at the Start  
Race Staff at the Finish  
Each Aid station  
    10 located approximately every 1.5 miles on course  
4 Course Vehicles  
    Sag Van, golf cart shuttles,  
Communications to spectators will be made via loudspeaker announcements located the Start line and at the finish line.

**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. Madison Fire and EMS is the primary transporter for the event.

**What Event Day Emergencies Can Occur?**

Issues that can be faced on the day of an event are:

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados
- Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving runner(s)
- Runner death
- Lost Child(ren)

Due to any other unforeseen emergencies that could occur on race day, we will communicate directly with emergency personnel and their respective agencies to develop the appropriate response(s) (or rely on them to enact their own public safety response plan).

**Starting Line Announcements:**

**For weather:** “Attention runners, our weather forecasters from (media partner) have informed us that (weather condition) is in our area. Because the safety and wellbeing of

our runners, spectators, volunteers and safety workers along the course are foremost in our minds, we are delaying the start of the race for **X** minutes. Please seek shelter immediately.” (update conditions at the end of the delay period and announce an additional delay, cancellation, or scheduled start)

**For emergency course changes:** “Attention runners. The \_\_\_\_\_ Police Department has informed us that because of (flooding, water main break, tree down, fire, wires down, etc.) there will be a slight course change at mile \_\_\_\_\_ of the Race. If you are running to that mile, be aware that extra safety personnel and markers will be on hand to direct you along the detour. Your safety and wellbeing are our main concern, so please be aware of the changes.”

**For any other delay:** “Attention runners. Because of \_\_\_\_\_, the start of the Madison Shamrock Shuffle will be delayed \_\_\_\_\_ minutes. We plan to start the race at XX:XX A.M. (as soon as the situation is corrected). We will keep you updated on the start time, but please, stay near the starting line.”

### **Emergency During Event:**

#### **Weather Related:**

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC, Medical Director, and CP will make the decision on whether to continue the event. Runners will be notified on course by event personnel, police, and through the event flag system. (The procedures will be provided on the event website, in participant information, and announced to runners on race day).

The Emergency Management Committee (EMC) makes the final call regarding weather matters. Weather information will be relayed to the Media by the Marketing Director or the Race Director; and will be the only spokespeople for any media questions.

The Race Officials in and out of the Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the race 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 race start. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

#### **Inclement Weather**

If the potential exists for hazardous weather the Race Director will inform all race staff and the race announcer. Announcements will be made periodically and on a schedule to keep spectators and participants informed.

The Race Director will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on time appropriate delays will occur



until safe to do so. If conditions do not allow the race to start on time, the race will be shortened and or cancelled.

If inclement weather occurs after the race has 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**

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Ryan Richards, Race 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 UW PD and Madison Police, and other parties will be made through Dane County Communications and necessary. 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.

#### **Lost Child Plan:**

Any child that is separated from their parents, near the race site, will be brought to the finish line announcer stand. The announcer will request that the parents (by name) will come to the Finish Line Announcer's Stand. It will also be announced over race radio. Staff member MUST 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 event command so Police are aware of the situation. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

#### **Medical Emergencies on Course or at Finish Line:**

**If there is serious injury along the course, CALL 911 IMMEDIATELY!**

Time is of the essence and radio or phone relays back to the Medical Director only delay treatment. Only call 911 for serious injury, not sprains or scrapes.



Volunteer athletic trainers stationed at aid and water stops along the event route will treat minor injuries (treatment will include administering Band-Aids, wrapping sprains, providing Vaseline, etc.).

**Injuries:** If someone is seriously injured during the race, the Race Director, Board President, or event spokesperson should contact the emergency contact person and or family as soon as possible. Staff should use an incident report form to collect information about the situation immediately.

**Medical personnel:** If someone is injured and needs to be transported to the medical tent or hospital, course volunteers should attempt to obtain the name and/or race number of the participant/patient. This is the best and most expedient way to identify the person and contact her/his family. Pass that information along to the event Medical Director, who will pass it along to event staff. It is important to keep track of runners who do not finish the race, in case family members are looking for them at the finish line.

**Emergency Route Changes:** Police in that particular jurisdiction will make all final decisions regarding any route changes after consultation with Race Director.

### **Media Management**

First, identify the problem. **DO NOT speculate** on what the issue may be, before the facts are known.

Second, **DO NOT** make any statement to runners, media, or others. The Emergency Management Committee (EMC) will include the Event/Race Director, Course Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency. Any meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official event position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Third, be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.

Fourth, name **ONE** person who is the official spokesperson of the event (ex: Event/Race Director, Operations Director or Marketing Director). All follow-up media requests will be directed and coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

Fifth, any request for information, regardless of source, will be handled through the Marketing Director, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.

Sixth, follow up on a regular basis with updated information as long as the situation is unresolved. For example, delays at the start should be announced every five minutes, with brief explanations on what is being done to rectify the situation.

No general announcement is needed to the public at the start-finish area, but the media may hear about an on-course problem and ask for a clarification or reaction. If you are asked for a comment BEFORE the information is in, and BEFORE you have had a staff meeting, say that “an official statement will be forthcoming”, then:

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose an official statement. This is what will be given to the media, with NO deviation from the talking points. **DO NOT interject opinions.**
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons available at the news conference (i.e. If it is a traffic issue, have a police spokesperson there). **Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.**
4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

**ANY official crisis statement made by the event should be posted on the event website as quickly as possible.**

### **Safety and Security Plan**

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed on the courses to oversee race progress as well as in contact with Event Command Center. Private security will oversee security at the start/finish lines. Additional staff will include Madison Shamrock Shuffle senior staff and the communications coordinator.

#### Security

- Madison police officers will be posted throughout the course.
- UW police officers will be posted throughout the campus
- Shamrock Shuffle course marshals and volunteers will also be posted throughout the course.

- Personnel will be present at the start and finish lines to maintain crowd control.

#### Safety

- Madison Fire Department paramedics on bikes will be present to aid participants on the course.
- Madison Fire Department paramedics will staff a chase vehicle to reach injured runners.
- Bike escorts will be available on the course to aid runners.

#### **Recycling Plan**

Shamrock Shuffle will provide separate trash and recycling containers and will remove all refuse following the event.