



CAR-FREE, CARE FREE
CITY STREETS



Madison, WI



www.cityofmadison.com/ridethedrive

play
**MADISON
PARKS**

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AN OVERVIEW OF RIDE THE DRIVE

What is Ride the Drive?

Ride the Drive is a community event that turns a 6-mile loop of Madison’s signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square) into a public promenade that is closed to cars and opened to bikers, walkers, roller bladers, 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 various activities along the route.

Benefits to the community

Ride the Drive is a great opportunity for neighbors and Madisonians to get out and enjoy the City. It creates a network of connections between our neighborhoods, businesses, and parks with corridors filled with fun. Local businesses and restaurants are encouraged to open their doors to participants and be a part of the event. It showcases our sense of community pride and unique landscapes and byways, while providing a venue for all to connect with one another.



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

History

Ride the Drive was inspired by the Ciclovía in Bogotá, Colombia, where city streets are closed to car traffic to allow people to participate in all kinds of free health and community-oriented events. In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009.

The City of Madison committed to hosting a Ride the Drive event as a recommendation from the Platinum Bicycling Committees in 2009. The committee led by Madison Parks Division included those from other city divisions, advocates for the bike community, sponsors, and other community organizations.

History

Dates		Attendance	Budget
August 30, 2009, 8am-2pm	First Event	20,000 attendees	\$35,000
June 6, 2010, 10am-4pm	Second Event	30,000 attendees	\$40,000
August 29, 2010, 10am-4pm	Third Event	50,000 attendees	\$75,000
June 5, 2011, 10am-3pm	Fourth event	25,000 attendees	\$25,000
September 25, 2011, 10am-3pm	Fifth Event	1000 attendees (rained and storms forced event to end early)	\$25,000

PLANNING

For 2011, Ride the Drive is coordinated by the Madison Parks Division in collaboration with other city divisions including Traffic Engineering and Madison Police Department. The Parks Division is responsible for all aspects of the event including logistics, volunteers, marketing, outreach, activities, sponsorships, traffic management, and safety.

Date Selection

The first task involved in planning Ride the Drive is choosing a date. It is important to consider a number of potential conflicts including sporting events, conventions, and festivals. For an example of a spreadsheet used to assist in choosing the best date, please see Appendix A. We choose our dates to be held on Sundays where there is less traffic downtown.

Task Timeline

Once the date, time, and route are selected, then the rest of the event planning can begin. Please see the week by week planning timeline in the appendix for full details.

Some of the most important planning tasks include:

- Securing sponsorships
- Meetings with local organizations, businesses, stakeholders, and large groups who may be affected by the event
- Determine, plan, schedule neighborhood/public notification of event
- Information to neighborhood, business associations – attend meetings, event notice in news letters
- Date/event information on community event calendars
- Coordinate message w/marketing, publicity
- Distribute event info at public venues – farmers markets, related events, activities
- Letter(s), information, yard signs distributed throughout event area with parking/traffic management and alternate routes
- Arrange press conference during week prior to event to detail traffic management plan

Ride the Drive- June 2011 Master Task Timeline – See Appendix

ROUTE

The route will feature a six 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 6 miles. The route features “villages” with activities, vendors, and stopping points along the way. The route is not “closed” and allows traffic to cross at major intersections.

How the Route Was Determined

The City of Madison Traffic Engineering, Police Department, Parks Division, and Mayor’s office work to identify a route that is conducive to limiting traffic disruption but also highlights Madison’s great vistas, roads, and landscape.

Additionally, we have to go through our street use permit process which is vetted by Madison police, Capitol Police, fire, Madison Metro Bus, Park Utility, City Engineering, Streets, Comptroller, and Building inspection to make sure our route is approved by various other city entities.

Some of the following factors were considered when selecting the route:

- Length: making sure it was long enough for those who enjoyed biking
- Disruption: trying to create the least disruption for businesses, residents, hotels, etc who need access to their locations
- Traffic flow: Making sure that regular or alternative traffic patterns could still operate efficiently
- Intriguing: The route was also selected to attract people to ride on road that they usually wouldn’t get to or what have some “draw” to them.

Route maps

We produce the following maps:

- Route map
- Alternative traffic route map
- Activity/event handout map
- Intersection map

See appendix



September 25th, 2011

10:00am to 3:00pm

Route Length: 5.0 miles

Bikes on outbound lanes
Traffic on inbound lanes



Route Map

BUDGET

The goal is to have this event not cost the city anything. The budget goes to support costs incurred by the event including police, traffic engineering, equipment rental, marketing, and other related costs. In order to offset the costs of this event, the committee has sought corporate sponsorships, in-kind donations, and individual donations.

The primary costs for the event are barricades, police officers, and marketing.

INCOME

Sponsorship is the primary fund raising strategy. It is a key component to making Ride the Drive happen as well as a great way for participating sponsors to gain extensive exposure in brand recognition and community support. With crowds averaging 20,000 participants, sponsorships provide significant return on investment. Sponsors will benefit from brand exposure and positioning including mention in promotion, advertising and marketing materials as well as the opportunity for on-site presence and brand integration in conjunction with event activities. There are several different levels of financial contribution and involvement available the area businesses:

SPONSORSHIP PACKAGES

RIDE THE DRIVE VILLAGE SPONSOR \$5,000 per event

Ride the Drive is offering an opportunity for one company to be the presenting sponsor of a village which hosts activities at each event. Each event will have two or more activity areas on route in which tens of thousands of people listen to live music, enjoy dance performances, participate in classes, eat food and play sports. These villages are focus points and host popular attractions which attract the greatest number of participants to visit. Ride the Drive Village sponsors will enjoy a high level of visibility throughout each event and be prominently recognized for supporting this important community program.

RIDE THE DRIVE STAGE SPONSOR \$2,500 per event

A Ride the Drive stage will be used to provide a variety of entertainment including music, specialty acts and general announcements. Stage areas are wonderful gathering points for participants to enjoy non-stop programming. Stage Sponsors are limited to one per stage and will be displayed as [COMPANY] RIDE THE DRIVE ENTERTAINMENT STAGE.

RIDE THE DRIVE MARKETPLACE EXPO SPONSOR \$2,500 per event

In 2011, we're creating a special on-route Marketplace where exhibitors will enjoy a steady stream of people flowing right past their tables. Your company will be the presenting sponsor of these exhibition areas and will enjoy a high level of exposure.

RIDE THE DRIVE VOLUNTEER SPONSOR \$1000 per event

Volunteers are the heart of making this event successful. Over 300 volunteers are assigned to key roles at Ride the Drive including Intersection guides, information tents, activity helpers, and assisting with set up and take down. By supporting volunteers, you are supporting the quality and spirit of this community event.

RIDE THE DRIVE GENERAL SPONSORS \$1000, \$500

Companies can also support Ride the Drive at a level that works for them. By supporting the overall Ride the Drive, you are associating your brand with a great community event and also get a high level of exposure.

IN-KIND SERVICES OR GOODS

Ride the Drive would also greatly appreciate contributions in the form of goods or services including, but not limited to: t-shirts, food and drinks, advertisement, giveaway items, bike accessories, and services.

	Title sponsorship \$15,000	Village Sponsorship \$5000	Stage/Marketplace Sponsorship \$2500	Volunteer Sponsorship \$1000	Supporting \$1000	Associate \$500
Television spots	X					
Radio spots	X					
Exposure at Information Booth	X	X				
Logo on banner	X	X				
Company banners on route	X	X				
Prominent vendor space	X	X	X			
Company banner at your village	X	X	X			
Merchandising at event	X	X	X			
Product Placement at event	X	X	X			
Posters	X	X	X	X		
Maps/Handouts	X	X	X			
Press Release distribution	X	X	X			
Complimentary event t-shirts	X	X	X			
Logo on t-shirts	X	X	X	X		
Social Networking	X	X	X	X	X	X
Listed on Website	X	X	X	X	X	X

Donations

In addition to in-kind services and goods, we also encourage participants to donate on the day of the event by having donation boxes at each information station and offering a helium-filled balloon for each \$1 donation.

Merchandise Sales

Additionally, we sell Ride the Drive merchandise along the route including water bottles, pant straps, T-shirts, backpacks, and coffee mugs.

Vendors

In addition, we offer vendor booths as a source of income but also for several different ways in which businesses can be involved in the Ride the Drive:

- **Activity Vendors:** Fun activities in parks and along the routes are a key feature of Ride the Drive. All Activity vendors must either provide entertainment or an activity which engages participants in a type of fitness activity and/or promotes healthy living and exercise. Activities can include leading classes, providing demos, and much more. There is a \$50 activity fee to participate. For Activity Booth Registration Form see Appendix D.
- **Reserve an expo booth:** The marketplace was created to make space available along the route where groups can advertise and sell their products or communicate their groups' messages and outreach efforts. Vendors are provided with one table and two chairs as part of the \$100 booth registration. For Vendor Registration Form see Appendix E.

- **Food Vendors**

Food vendors will be located at designated spots on the closed streets along the route. Vendors must provide for their own needs. There is a \$100 food vendor fee to participate.

EXPENSES

The primary expenses for this event are barricades, police officers to direct traffic, marketing and equipment rental. Here is an overview of major expenses.

- **Barricades:** We rent barricades that go at each intersection on the route. Additionally we rent electronic signs to display on or near the route to let motorists know about the event or detours.
- **Police:** We pay police officers to staff each intersection where cross-traffic is allowed.
- **Marketing:** We produce postcards for advertisement and notification of the event. In addition, we create a lot of event signage, banners, yard signs, and posters.
- **Equipment:** We rent equipment including tables, chairs, pop up tents, stage, and other event supplies.
- **Merchandise:** We design and purchase Ride the Drive t-shirts etc to sell at our event.
- **Volunteer T-shirts:** Each volunteer is given a t-shirt and beginning of shift so that participants can identify them as well as a way to thank them for giving their time and effort to Ride the Drive.

OUTREACH/PUBLIC RELATIONS

In order to have an event of this size which utilities major routes and roads in our downtown area, we must have effectively and efficiently try to reach out residents, businesses, and other potentially affected groups before the event.

Residents, Businesses and Places of Worship

In order to minimize any inconvenience to people who live or work along or near the route, a postcard is sent to them in advance of the event in order to explain the nature of the event as well as notify them of the necessary road closures and parking limitations. Because our event takes place on a Sunday, we also notify nearby places of worship. We also emphasize that the event is intended for all to enjoy by inviting them to participate and thanking them for their understanding and cooperation. For an example of a notification letter, see Appendix.

Other Major Entities

Since our event is downtown we hold meetings with other major organizations to let them know about the date, route, and plans in order to address any potential conflicts early. Also these umbrella groups help spread the message to their members about being involved in the event or planning. Examples of these groups include: The University of Wisconsin, Monona Terrace, Greater Madison Convention and Visitor's Bureau, Chamber of Commerce, Downtown Business Improvement District, and Downtown Madison Inc. This outreach also helps to notify visitors who may be in the area for sporting events, conventions, or staying at hotels in the area.

Community Meeting

Three weeks before the event we also host a community meeting in the evening for residents, businesses, or anyone interested in getting more information about any of the aspect of event.

MARKETING

Marketing is a key role for this event in order to encourage participation, but also to inform the community of opportunities to get involved. Marketing efforts have included a website, posters, postcards, social media, banners, yard signs, letters and media coverage before and after the event.

Press Conference

Local media is invited to a press conference one week prior to the event in which Parks Superintendent speaks about the event and answers questions from local media. Other partnering groups such as the Mayor's office and major sponsors are also invited to participate.

Press Releases

Once the dates and routes are finalized, we send out a press release announcing the event. As the event draws near we send out press releases highlight different aspects of the event on a weekly basis. Samples of our press releases can be found in the appendix.

Posters

We print a poster for the event and distribute it to local businesses and bike shops.

School District Postcards

Publicizing the event to families and youth in particular is a critical component of our marketing strategy. Postcards are created as backpack stuffers and once approved the school district, they are delivered to area elementary and middle schools to be sent home with students usually the week before the event.

Media Sponsor – Radio

We have a media sponsor for the event that helps publicize the event through announcements on their stations and posting it on their website.

TV Interviews

In addition to our press release, we try to secure tv interviews with our local news stations the week before the event to discuss logistics, traffic, and highlights of the event.

E-mails to Listserv

We utilize our email listservs to publicize the event which includes our Parks listserv and all city employees. Emails are sent to over 10,000 individuals.

Lawn Signs

One week prior to the event, Ride the Drive lawn signs are placed along bike routes and key intersections throughout the city.

VOLUNTEERS

Overview

Volunteers are a key component of Ride the Drive. Volunteers are recruited, trained, and assigned to key roles at Ride the Drive including Intersection guides, information tents, activity helpers, and assisting with set up and take down. We only have about 10 event staff on the day of the event in charge of specific tasks and the rest are volunteers. Usually we utilize about 200 volunteers per event and each volunteer receives a volunteer t-shirt and a lanyard with event staff contact names and phone numbers. All volunteer sign up online.

Volunteer Structure

The Ride the Drive route is typically broken down into 4 areas that include a mile or so section of road and an activity area. In each of those areas, we have Area Captains as the lead volunteer in the area. Training is provided to area captains and other volunteers in weeknight sessions during the week leading up to the event. If a volunteer is unable to attend a training session, they are given basic oral and written instruction pertinent to their specific job by email and upon arrival to their station.

Area Captains

Shifts: 6:00am-12:15pm, noon-5pm

Area captains will play an integral role in the success of Ride the Drive and serve as the go to person in one of the Ride the Drive villages. These primary volunteers will serve as the coordinator in their area and work with volunteers, ensure everything is set up, and be the primary point of contact for the area. Volunteer Training is mandatory for this position and takes place in the week before the event. Area Captains may be responsible for the following duties: manage and direct volunteers in your area, assist with set up and take down, maintain the safety and quality of the route in your area solve problems and questions as they arise, and communicate with the Ride the Drive staff. Area captains are expected to be at Ride the Drive for half the day, attend a training session prior to the event, and bring their own bike.

Other Volunteer Descriptions

Bike Ambassadors

Shifts: 6:00am-12:15pm, noon-5pm

Bike ambassadors are paired up with an Area Captain in one of five villages to ensure the area is running smoothly. Bike ambassadors will provide mobile support using their bike within their area, but also be available to move between areas. Bike Ambassadors may assist with the following activities: riding the route to ensure everything is progressing smoothly and safely in your designated 1 mile ride zone, supporting volunteers along the route for water and bathroom breaks, delivering materials within or to other areas, maintaining the safety of the route, and ensuring all traffic cones, signs, and barriers are properly placed. Bike Ambassadors are expected to be at Ride the Drive for half the day, attend a training session prior to the event, use their own bike and cell phone during the event.

Intersection Guides

Shifts: 7:45-10:00am, 9:45am-12:15pm, 12:00-2:30pm, 2:15-4:30pm

This is the #1 most important volunteer position of the event! Volunteers are stationed at an intersection and make sure participants are safe along the route and redirect cars to alternative traffic routes. Intersection guide volunteers may assist with the following duties: help with set up or take down barricades at your intersection, answer participants' questions on the course, and redirect neighborhood traffic by directing cars to alternative open routes. Some volunteers will have the added duty of counting participants at different

intervals. Intersection guides are provided with a safety vest and alternative route maps to hand out to motorists indicating what roads are open.

Set up volunteers

Shifts: 6:15-10:00am

Set up Volunteers are needed to make sure the course, activity areas, and booths are set up and ready for Ride the Drive to begin. Volunteers set up early and then have the rest of the day to Ride the Drive. Volunteers may assist with the following activities: set up and unload of supplies at various activity areas; put out signs, displays, and tents; set up information stations; and assist with putting up barricades, cones, and other traffic signs. The Area Captain has all the set up instructions for each area.

Information Station Volunteers

Shifts: 9:30am-noon, 11:45am-2:00pm, 1:45-4:30pm

Information Station Volunteers are the smiling helpful face of Ride the Drive and staff info/water stations along the route. Volunteers may assist with the following activities: staff a Ride the Drive info booth, hand out Ride the Drive route maps, answer questions, hand out water, serve as the main information station within their section of the route, and help with set up or take down.

Merchandise Tent Volunteers

Shifts: 9:45am-11:45am, 11:45am-1:45pm, 1:45pm-3:30pm

Ride the Drive merchandise tent volunteers will be helping sell t-shirts and merchandise at one of two locations along the route. Volunteers should be comfortable making change and handling money.

Donation and Balloon Volunteers

Shifts: 9:45am-11:45am, 11:45am-1:45pm, 1:45-3:30pm

Ride the Drive is a great event and we need the community's support to continue. Donation Stand volunteers will volunteer at a booth along the course accepting donations and handing out balloons. The morning shift will be responsible for filling and tying the majority of the balloons.

Get the Word Out Volunteers

Shifts: On your own schedule prior to the event

Get the Word out volunteers can help by spreading the word to their networks and/or help us inform and notify everyone, especially our event neighbors along and near the route for Ride the Drive. Volunteers may assist with the following activities: volunteers can work independently or with a small group to spread the word about Ride the Drive. We will provide materials for you to distribute to places that you are familiar with or to designated local businesses, neighborhoods, bike paths, community centers, organizations and businesses and other groups. Volunteers may also assist in putting signs along the route.

LOGISTICS/SET-UP

The actual event day of Ride the Drive is quite an undertaking. It actually begins two days before with equipment delivery, staging and sorting out equipment by “village” and getting everything ready. Since the event is spread out over six miles with four activity villages along the route, we have detailed instructions on set up and equipment.

Structure of Ride the Drive

In addition to closing the roads for the Ride the Drive route, we also have activity villages at parks or on a section of the street. In each village, there is a Ride the Drive information/water tent, merchandise tent, donation/balloon tent, and restrooms. We solicit other groups to be a part of the event in different villages along the route but the Ride the Drive coordinator determines the vendors’ locations, set up, and distribution.

Two weeks before the event we finalize all equipment needs, vendor locations, sponsor signage location, our own banner locations, etc. Once we know our final equipment needs, we group everything in piles in our storage area so it can be loaded on trucks on the Friday before the Sunday event. That way it is ready to be distributed on the morning of the event. Each truck has only the equipment going to its “village.”

In each village we have an info tent/water station that serves as the headquarters for that area. Information is given out to participants, but the information station is also where the area captain and event staff are located. At each information station is an operations manual, walkie-talkie, operations manual with all emergency procedures, important contact, etc.

Equipment Rental

We need all types of equipment for this event from tables and chairs to stages, sound systems, and pop up tents. We rent any equipment that our division doesn’t have.

DAY OF EVENT

Schedule of Events

6:00am	Event staff arrive
6:30am	Trucks go out and begin equipment deliveries to each area. There will be a leader and volunteers at these areas to begin setting up, putting up tents, etc. beginning at 6:45am. They are only setting up things that are not in the road.
8:00am	Roads close-barricades go up to secure the route. Set up begins of things on the road including signage, stages, pop up tents, water jugs, etc.
10:00am	Event officially begins
11:00am	Activities within the event begin
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 20 minutes
2:30pm	Pickup of equipment begins
3:00pm	Work with Police and Traffic Engineering to make sure streets are clear and the streets reopen to traffic. Volunteers remove barricades.
3:00-4:00pm	Clean up

Event Staff

On the day of the event we have the following staff present:

- Event coordinator: in charge of large decisions, weather policy, emergency protocol etc,
- Event staff in each village: primary contact for Volunteer area captain and to make sure everything is running smoothly in the area. Also request additional volunteers, equipment, or supplies throughout the day.
- Traffic Engineering staff: the make sure barricades are set up properly, monitor traffic patterns and address any unexpected issues
- Police: Onsite during the event at intersections where car traffic crosses the route and handles safety concerns.
- Parks staff: assist with delivery of equipment and on call during the day if any other equipment, vehicles, or assistance is needed.

Each event staff in each village receive an operations manual for their area with set up instructions, equipment list, vendor lists, and volunteer lists.

APPENDIX

Sample Documents

- Date conflicts
- Planning Task timeline
- Marketing blurbs
- Event Poster
- Event notification postcard
- Alternative Traffic Maps
- Route maps
- Intersection maps
- Activity Map/Event Handout
- Event day example sign
- Volunteer position handouts

Ride the Drive Potential Dates and conflicts

Date	Time	Event	Location
Sun, June 5		Ride the Drive-regular route	
Sat, July 2		Rhythm and Booms	Warner
Sat, July 9-10		Art Fair on the Square	Capitol
Fri-Sun, July 15-17		Maxwell Street Days	State St
Sat, July 16		Paddle and Portage	Capitol
Saturday, July 16		Opera in the Park	Garner
Sat, July 16-17		Greekfest	7 th street
Sat, July 20-24		Dane County Fair	Alliant
Saturday, July 30		Ride the Drive- Night ride	Monona Bay loop
Sat, July 30		5K run/walk-tissue donation	Capitol Square
Saturday, July 30		No John Burke/TREK	
Sun, July 31		Johnny Winston	Penn Park
Sun, July 31		1000 mile walk	Capitol
August 3-11		Trek world	
August 6			
Sunday, August 7		ACT 9 ride	MLK
Aug 12-14		Great Taste of Midwest	Olin
August 13			
August 20		Madison Mini marathon	Downtown
August 26-28		Orton Park fest	
Aug 27		Clean Lake festival	Olin and Brittingham
Sept 3-4		Taste of Madison	Capitol
Sept 11		Ironman	
Sat Sept 17	8am-1pm	Food for thought	MLK
Sat Sept 17		Trek employees gone at Chequamegon Fat Tire Festival	
Sat/Sun Sept 17-18		Willy Street Festival	
Sat Sept 24		Fall Color Festival-TREK gone	
Sunday, Sept 25		Ride the Drive	
Sun, Sept 25		Zoo Run Run	Vilas
Sun Oct 2		Marijuana Festival	State street/capitol
Sun Oct 2		Literacy Run	State Street
Sun Oct 2		Dane Co Fire Chief's parade	
Oct 8-9		Dairy Expo	
Oct 15		UW homecoming	

Appendix

Yellow: Potential alternative dates

Red: Conflicts

B

Sample task timeline

6 months out

Task	Category	Name	Done
Finalize sponsorship packet	Sponsorship		
Draft letter to businesses	Sponsorship		
Media sponsor package	Sponsors/marketing		
Outreach to potential media sponsors			
Contact 2010 sponsors	Sponsorship		
Contact all potentials sponsors	Sponsorship		
Schedule meetings with umbrella groups and stakeholders: <ul style="list-style-type: none"> • DMI • GMCVB • Chamber • Alders 	Outreach		
Plan community session	Outreach		
Vendor outreach	Vendors		
Activities outreach	Activities		
Marketplace outreach	Vendors		
RTD poster design	Marketing		
Street Use permit	Logistics		
Draft press release- date announcement and sponsorship opportunities <ul style="list-style-type: none"> • Bike groups • Service organizations • Health list servs • Businesses 	Marketing		

Five months out

Task	Category		
Meetings with umbrella groups	Outreach		
Follow up with sponsors	Sponsorships		
Revise marketing materials including: <ul style="list-style-type: none"> • Blurb • Postcard • Flyer • Short press release • Long press release 	Marketing		
Distribute posters	Marketing		
Update volunteer website <ul style="list-style-type: none"> • Revise volunteer job descriptions • Send out email to new/returning vols 	Volunteers		
Email <ul style="list-style-type: none"> • Meet up groups • Bike Fed list 			

<ul style="list-style-type: none"> • City employees • Park list serve • Colleges/universities • Bike stores • Neighborhoods • Boy scouts 			
Four months out			
Marketing- round 1			
Create list of equipment needs for outreach, media, sponsors, etc.			
Recruitment, training of volunteers			
Mailings <ul style="list-style-type: none"> • Draft letter to neighborhood associations • Draft letter to residents • Draft letters to businesses on route 			
Reserve volunteer training room for all dates			
Three months out			
Outreach letters mailed			
Finalize all sponsors- so we can begin printing			
Activity/Vendor registration deadline			
Place order to A to Z rentals			
Two months out			
Press conferences			
Order volunteer t-shirts			
Finalized day of schedule			
Diagram activity area usage and equipment needed			
Determine and email signage needs			
Create list of activity contacts, materials, activities			
Create layout of activities/map			
Begin final media push: <ul style="list-style-type: none"> • TV • Radio • Twitter • Facebook • Newspaper 			
Order signs (yard signs, banners, etc)			
Create final map/schedule			
Send to printer and make copies			
Two weeks out			
Meet with Mall Maintenance to discuss tentative set up and staging plan			
Reconfirm with all activities			
Final notification out to businesses, residents			
One week out			

Provide Mall a master list of equipment needed and locations			
Hold meeting with all stakeholders			
Revise/finalize day of schedule			
Determine day of duties			
Press conference			
Create phone list and distribute			
Send event info, maps to all activity groups			
Put reminder yard signs out			

APPENDIX

Ride the Drive T-shirts for Sale



Ride the Drive prints as:

Black on the blue, white and green t-shirts

Pantone 376 on the charcoal t-shirt

RIDE THE DRIVE
MADISON, WISCONSIN

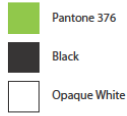


Illustration and Madison, Wisconsin print as:

Pantone 376 on the white t-shirt

Opaque White on the blue, charcoal and green t-shirts



Adult T-shirts

Kids' T-shirt

Ride the Drive 2011 General Email – Invitation to participate

Be a Part of the Fall Ride the Drive, September 25, 2011

The City of Madison and Madison Parks are pleased to host **Ride the Drive**, presented by Trek, for the second time this year on **Sunday, September 25 from 10am-3pm**. Ride the Drive is a community event that turns a 5-mile loop of Madison's signature streets (John Nolen Drive, East Washington Avenue and the Capitol Square) into a public promenade that is open to bikers, walkers, rollerbladers, and those out to share in the experience and fun atmosphere. This free event has drawn 20,000 of people to ride, walk and skate on the route, enjoy live music, food, and participate in various activities.

This year's events have many ways for the community to participate. Corporations can help sponsor the event. Local businesses and organizations can rent a booth or host an activity along the route. Volunteers are needed to help set up and throughout the day. And of course, we invite all to come out and Ride the Drive. The event is free and open to the public.

For more information about this event and the route, please visit the Ride the Drive website at www.cityofmadison.com/ridethedrive.



**CAR-FREE, CARE FREE
CITY STREETS**



RIDE THE DRIVE is a celebration of Madison's commitment to healthy, active lifestyles. This community event is an invitation for all citizens to leave their cars behind to experience some of Madison's most scenic byways a whole new way - by riding, walking, skating, or strolling along some of our city's most beautiful streets.

**SUNDAY
SEPT 25TH₂₀₁₁
10am - 3pm**

RIDE THE DRIVE is FREE, open-to-the-public, and a family event — a whole new way to experience our great city.

Join us for a car-free, 5-mile loop from John Nolen Drive to East Washington, around the Capitol Square to State Street and back. Along the route, there will be activities, information booths, food vendors, and plenty of other ways to enjoy the city.



PROUDLY PRESENTED BY



WWW.CITYOFMADISON.COM/RIDETHEDRIVE



SUNDAY
Sept. 25, 2011
10am-3pm

EVENT NOTIFICATION

Details: Ride the Drive is a community event that turns a 5-mile downtown loop into a public promenade that is open to bikers, walkers, rollerbladers, and those out to enjoy the fun experience.

Road Closures: You are being notified because you may be affected by the event. Roads on the route will be closed beginning at 8:30am on Sept. 25 and reopening at 3pm. If you have plans for Sept. 25, please be aware that alternate routes may be needed that day. Please do not park on the route. If you need to leave during the event, please contact volunteers at the intersection you wish to cross and ask for an escort out of the area.

Traffic routes: Although the event closes some streets downtown, for those on the route, you will be able to get to and from your residence, business or place of work. The map on the reverse side indicates the route, streets open to traffic and places where motorized vehicles will be allowed to cross. All emergency services will have access without delay.

For updated information and closures visit www.cityofmadison.com/ridethedrive
Questions? Call Anne Whisner, 608-266-4919



SUNDAY
Sept. 25, 2011
10am-3pm

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For updated information and closures visit www.cityofmadison.com/ridethedrive
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Ride the Drive

Downtown Traffic Routes

Sunday September 25, 2011
8:30am - 3:00pm



Legend

-  Intersection Open to Traffic
-  Bicycle Route
-  Traffic Routes

Ride the Drive

September 25th, 2011

10:00 am - 3:00 pm



RIDE THE DRIVE ROUTE MAP INFORMATION

PARADE DRIVE

John Nolen Drive / Lakeside Street

- R1** 10am-2pm Trek Ride the Best Demos
- P1** 10am-2pm Subaru
- P2** 10am-2pm YMCA of Dane County
- P3** 10am-2pm American Family Children's Hospital Helmet Fitting Station
- P4** 10am-2pm Phitness Plus
- P5** 10am-2pm DreamBikes
- P6** 10am-2pm Saris Cycling Group
- P7** 10am-3pm Pack a Picnic & take in the view
- P8** 10am-2pm Trek Bicycle Stores
- P9** 10am-2pm Erehwon Mountain Outfitter
- P10** 10am-2pm Boulder's Climbing Wall
- 11-11:30am Bike Parade

FAMILY DRIVE

North Shore Drive / Brittingham Place

- F1** 10am-2pm American Family Children's Hospital Helmet Fitting Station
- F2** 10am-2pm Girl Scouts
- F3** 11am-2pm MSCR Family Fun Activities and Art Cart
- F4** 10am-2pm Villari's Martial Arts & Fitness
- F5** 10am-2pm IsthmusParents.com Art Zone
- F6** 10am-2pm MMSD Safe Routes to School
- F7** 10am-2pm Williamson Bicycle Works
- F8** 10am-2pm Tai Chi Center of Madison
- F9** 10am-2pm Madison Parks Hot Dog Stand
- ★** 10am-3pm Ride the Drive Balloons and Donations

RIDE THE DRIVE MERCHANDISE

- ★** 10am-3pm Family Drive
- ★** 10am-3pm Madison Parks Village

MADISON PARKS VILLAGE

Main Street / Martin Luther King, Jr. Blvd.

- V1** 10am-2pm Madisonwithkids.com
- V2** 10am-3pm B-cycle
- V3** 10am-3pm Community Car
- V4** 10am-3pm American Diabetes Association
- V5** 10am-3pm Yumbutter Expo
- ★** 10am-3pm Ride the Drive Merchandise, Balloons and Donations
- V6** 10am-2pm Schwinn Music Stage presented by 105.5 Triple M
10-10:45am Joe Bainbridge
11-11:45am Corey Hart
12-12:45pm Anna Wang & the Oh Boys
1-1:45pm Keefe Klug & The Surgical Precision
- V7** 10am-2pm Williamson Bicycle Works
- V8** 10am-2pm Schwinn Bicycles
- V9** 10am-2pm Madison Parks
- V10** 10am-2pm Peopleforbikes.org
- V11** 10am-2pm Life 102.5 FM
- V12** 10am-2pm Erik's Bike Shop
- V13** 10am-2pm Sierra Club
- V14** 10am-2pm Capitol Kids Outdoor Games
- F1** 10am-2pm Taste of Tibet Food Cart
- F2** 10am-2pm Maui Wovi Coffees & Smoothies
- F3** 10am-2pm The Dandelion Food Cart
- F4** 10am-2pm Good Food Cart
- F5** 11am-2pm Good Food Cart

BIKE RENTALS

Entire Route

- R1** 10am-3pm Dream Bikes - Free Bike Rentals Parade Drive
- R2** 10am-3pm Williamson Bicycle Works - \$15/day includes lock and helmet 640 West Washington Avenue
- R3** 10am-3pm Machinery Row - \$20/day includes bike lock and helmet 601 Williamson Street
- R4** 10am-3pm Trek Ride the Best Demos - FREE Parade Drive
- B** 10am-3pm B-cycle Downtown locations

BIKE SAFETY TUNNEL

John Nolen Drive

- B1** 10am-2pm City of Madison Traffic - Engineering & Bike Registration
- B2** 10am-2pm Bike Federation of Wisconsin
- B3** 10am-2pm 20 by 2020
- B4** 10am-2pm Madison Metro
- B5** 10am-2pm We Are All Mechanics
- B6** 10am-2pm Machinery Row Bike Demos

FOOD LOCATIONS

Entire Route

- F1** 10am-3pm State Street Coffee Shops and Restaurants
- F2** 10am-3pm Taste of Tibet Food Cart @ Madison Parks Village
- F3** 10am-3pm Maui Wovi Coffees & Smoothies @ Madison Parks Village
- F4** 10am-3pm The Dandelion Food Cart @ Madison Parks Village
- F5** 10am-3pm Good Food Cart @ Madison Parks Village
- F6** 10am-3pm Madison Parks Hot Dog Stand @ Family Drive

INFORMATION & WATER STATIONS

Entire Route

- ★** 10am-3pm Madison Parks Village
- ★** 10am-3pm Family Drive
- ★** 10am-3pm Parade Drive

The City of Madison and Madison Parks are pleased to present Ride the Drive, presented by Trek, and supported by 105.5 Triple MMM, Pacific Bicycles, The Shoe Box, and MGE Foundation.





CAR-FREE, CARE FREE
CITY STREETS



FAMILY DRIVE ACTIVITIES

- | | | | | | |
|----|----------|--|----|----------|---------------------------------------|
| F1 | 10am-2pm | American Family Children's Hospital Helmet Fitting Station | F6 | 10am-2pm | MMSD Safe Routes to School |
| F2 | 10am-2pm | Girl Scouts | F7 | 10am-2pm | Williamson Bicycle Works |
| F3 | 11am-2pm | MSCR Family Fun Activities and Art Cart | F8 | 10am-2pm | Tai Chi Center of Madison |
| F4 | 10am-2pm | Villari's Martial Arts & Fitness | F6 | 10am-2pm | Madison Parks Hot Dog Stand |
| F5 | 10am-2pm | IsthmusParents.com Art Zone | ★ | 10am-3pm | Ride the Drive Balloons and Donations |



Complete Equipment List for Ride the Drive		From	Notes
Tables	30	A to Z	
Chairs	40	Parks	
Tents	7 (5 regular + 2 white parks tents)	Parks	
Sandbags	14	Parks	
Rag Ties	14	Parks	
Water	12 water jugs	8 MSCR, 4 W Parks	3 remain at Fairchild
Cups	1200 cups	Anne	
Info Kits	3	Anne	
Garbage Cans	10	Parks	
Recycling Cans	10	Parks	
Liners	50	Parks	
Picnic Tables	22	Parks	
Porta Potties	4	Anne	
Handwashing Station	1	Anne	
Showmobile	1	Parks	
Generator	3	Parks	tom delivering to Britt
Donation Box	2	Anne	
Bag Toss Game	4	Anne	
Electrical Panel	2	Parks	
Helium	2	A to Z	
cones	30	? Anne has 4	
Balloons	2	Anne	
Ribbon	2	Anne	
Clips	2	Anne	
Merchandise	2	Anne	
Banners	1	Anne	
A frames	12	Anne	
RTD car free horizontal	4	Anne	
RTD info horizontal	1	Anne	
RTD vertical	1	Anne	
RTD information	3	Anne	
RTD Madison vertical	1	Anne	
Giant Stage Sign	1	Anne	
RTD square route directions	2	Anne	
Banner stands	8	Anne	
shark fins	4 old, 4 new	Parks	new ones are in black cases



Balloon and Donation Volunteers

Volunteer Position Overview:

Shifts: 9:45am-11:45am, 11:45am-1:45pm, 1:45pm-3:30pm

Ride the Drive is a great event and we need the community's support to continue. Donation Stand volunteers will volunteer at a booth along the course accepting donations and handing out balloons.

Volunteer Details:

Throughout the day, blow up balloons for each donation made, answer questions about the Ride the Drive route and the location and schedule of activities (review the event map and schedule). Volunteers must be comfortable to request funds and promote the Ride the Drive event. Balloons, helium tanks and ribbon will be provided at your station. Your area captain and bike ambassador will be in the area as well if you have any questions or concerns. The information stations will have a Ride the Drive supply kit, info binder and walkie-talkie in case other areas or staff need to get a hold of your area. If you have any questions please refer to your area captain, bike ambassador or the closest information station.

9:45am-11:45am shift only: Blow up 40 balloons as soon as you get there so you're ready for the participants.

1:45pm-3:30pm shift only: Around 2:30pm begin advising participants that streets will be opening to regular traffic at 3:00pm

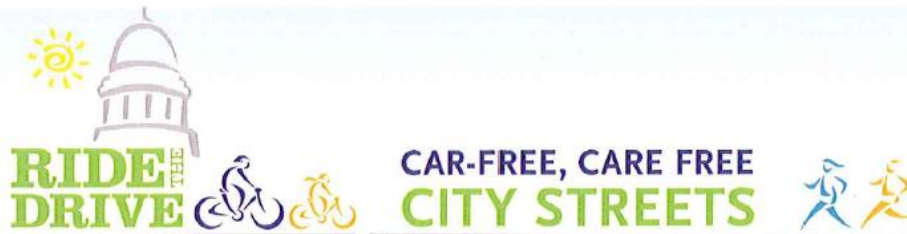
Directions to blow up balloons:

1. Put the opening of the balloon over the nozzle.
2. Bend the nozzle to the side so that you hear air come through. (The tank will be set to open)
3. Use a clip to keep the air in and tie a ribbon around the end.

Additional Notes:

- If you need more materials please let your area captain know as soon as possible.
- We will be giving out balloons for every \$1.00 received. There will be a box at the station that the donations can be put in.
- Facilitate the flow of Ride the Drive participants by smiling and waving as people pass by.
- Answer questions about the Ride the Drive route and the location and schedule of activities.
- Encourage participants to respect private property, slow down, abide by traffic signals/Madison Police at Cross Traffic intersections and be sensitive to those around them.
- In the event of accident, injury, lost child or emergency situations, follow the procedures in the Ride the Drive Information Binder.

If you need anything or have any questions, please contact your area captain or Anne Whisner at 608-209-7980.



Bike Ambassador

Volunteer Position Overview

Shifts: 8:00am-12:00pm, 12:00pm-3:30pm

Bike ambassadors will be paired up with an Area Captain in a specific zone on the Ride the Drive route to ensure the area is running smoothly. Bike ambassadors will provide mobile support using their bike within their area, but also be available to move between areas.

Volunteer Duties: Volunteers may assist with the following activities: riding the route to ensure everything is progressing smoothly and safely in your designated one mile ride zone, supporting volunteers along the route for water and bathroom breaks, delivering materials within or to other areas, maintaining the safety of the route, and ensuring traffic cones, signs, and barriers are properly placed. Bike Ambassadors are expected to be at Ride the Drive for half the day and use their own bike and cell phone during the event. Bike Ambassadors will be riding for most of the event. Bike Ambassadors should bring a bike trailer, bike bags, or at least a backpack to help with transporting items.

Volunteer Details:

You will need to check in periodically with your Area Captain to see if there are any immediate needs in your area. At the start of the event and throughout the day, make sure that intersections and signage are functioning properly and the route is free of debris. Bike the route making sure that everything is progressing smoothly and safely in your designated 1 mile zone. Communicate with Ride the Drive participants, volunteer captains, and intersection guides to maintain the safety of the route and enhance the participant experience. Check in with your area captain to help oversee your section and make sure volunteers are their assigned locations, this is especially important at intersections. Also, check in with the info station volunteers to make sure they don't need additional materials that you can obtain from another area.

PM Shift

Around 2:30pm begin advising participants that streets will be opening to regular traffic at 3:00pm. After 3:00pm continue to bike the route, safely in designated bike lanes to make sure participants and activity vendors have cleared regular traffic lanes. Assist them if necessary to get their things off the route. Communicate with your area captain when your area is clear.

What you need:

- Bike
- Trailer, backpack, or panniers
- Hydration, Sunscreen, Cell phone (recommended)
- Map/schedule of events, emergency procedures (provided)

If you need anything or have any questions, please contact your area captain or Anne Whisner at 608-209-7980.



Information and Water Station Volunteers

Volunteer Position Overview

Shifts: 7:30am-10:00am, 9:45am-11:45am, 11:45am-1:45pm, 1:45pm-3:30pm

Information Station Volunteers are the smiling helpful face of Ride the Drive and staff info/water stations along the route. Volunteers may assist with the following activities: staff a Ride the Drive info booth, hand out Ride the Drive route maps, answer questions, hand out water, serve as the main information station within their section of the route, and help with set up or take down.

Volunteer Details:

Throughout the day, assist participants with water, answer questions about the Ride the Drive route and the location and schedule of activities (review the event map and schedule). Distribute Map/Schedule of Event flyers to participants. The information/water station will be the home base of your area for questions, issues, or concerns. Your area captain and bike ambassador will be based there as well. The information station will also have a Ride the Drive supply kit, info binder and walkie-talkie in case other areas or staff need to get a hold of your area. You will also have a master list of all the volunteers assigned to your area and their assignments. If you need more cups, water, or maps, please notify the Ride the Drive staff member in your area to have more delivered. New this year, Ride the Drive will be having a drawing every hour on the hour for a chance to win a Trek Allant Bike, Parthenon Gyros gift certificates, or Downtown Madison gift certificates. Participants will fill out an entry form and put it in the designated raffle box.

7:30am Shift:

Help set up equipment – tent, tables, chairs, water coolers, etc, place event signage on the route near your station.

1:45pm Shift:

Around 2:30pm begin advising participants that streets will be opening to regular traffic at 3:00pm. After 3pm, gather all supplies (tables, chairs, water coolers, signage, supply bin) take down tent. Place equipment and signs off the road and neatly on the terrace/sidewalk. Equipment will be picked up by City staff.

Additional notes:

- Facilitate the flow of Ride the Drive participants by standing back, smiling, and waving as people pass by.
- Answer questions about the Ride the Drive route and the location and schedule of activities
- Encourage participants to respect private property, slow down, abide by traffic signals/Madison Police at Cross Traffic intersections and be sensitive to those around them.
- In the event of accident, injury, lost child or emergency situations, follow the procedures in the Ride the Drive Information Binder.

If you need anything or have any questions, please call your area captain or Anne Whisner at 608-209-7980.

Isthmus Neighbors Driving through Your Intersection

Intersection guides will also need to escorting Isthmus residents who need to drive through a barricaded intersection to get to their parking space, residence, etc. Residents and businesses along the Ride the Drive route have been notified and many will look for your assistance, while others may be confused or upset and you will need to *offer* them assistance.

General Volunteer Information

Volunteer Check in

Volunteers will need report to the intersection they originally signed up for. Your area captain will come bring you your t-shirt, lanyard and safety vest. Your area captain will be your primary point of contact during the day for questions or concerns.

What to Wear

Volunteers will be given a volunteer t-shirt to wear on the event day. Please consider the weather conditions and dress appropriate. Keep in mind that Ride the Drive takes places mostly on the street, so there won't be protection from the elements. You might want to consider wearing comfortable shoes, a hat, sunscreen, or sun glasses.

What to Bring

Although optional, the following items might be helpful for your shift: bike (if you wish to Ride the Drive before or after), water bottle, cell phone, sunscreen, or a snack. In each Ride the Drive section, there will be water available at the information tent.

Getting There

Please keep in mind that the roads will be closed beginning at 8am. You may find it easiest to bike in or you can park as you usually would when coming downtown as all other roads will be open.

Restrooms

There will be restrooms in each area of the route. They are denoted on the Ride the Drive maps. If you need to use the restroom, please let your Area Captain or Bike Ambassador know so they can cover your shift while you are gone.

Questions

On the day of the event, your Area Captain and Bike Ambassador will be your primary point of contact. They will be stationed at the info station in your area. If you have questions before the event or have an emergency you can call Anne Whisner at 608-209-7980.

Frequently Asked Questions

When does the route open and close?

The roads close at 8:30am but the event does not start until 10:00am. The route will be reopened to vehicles at 3:00pm but we will encourage people to leave the streets at 2:30pm. The roads will be closed from 8:30am-3:00pm.

What if someone needs medical assistance?

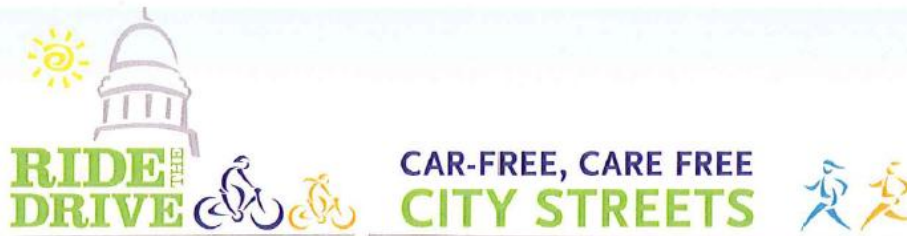
Please contact your Area Captain who has a radio who can contact medical personnel.

Can I buy a Ride the Drive t-shirt or merchandise?

Merchandise is being sold at two locations: Family Drive and Madison Parks Village on the Square.

Where can I get a Ride the Drive balloon?

Balloons are available for a donation at Family Drive in Brittingham Park and Madison Parks Village on the Square.



Merchandise Tent Volunteers

Volunteer Position Overview

Shifts: 9:45am-11:45am, 11:45am-1:45pm, 1:45pm-3:30pm

Ride the Drive merchandise tent volunteers will be helping sell t-shirts and other items. Volunteers should be comfortable making change and handling money.

Volunteer Details:

Throughout the day, transact money and sell merchandise, answer questions about the Ride the Drive route and the location and schedule of activities (review the event map and schedule). Volunteers must be comfortable making change and handling money. Your area captain and bike ambassador will be in the area as well if you have any questions or concerns. The information stations will have a Ride the Drive supply kit, info binder and walkie-talkie in case other areas or staff need to get a hold of your area. If you have any questions please refer to your area captain, bike ambassador or the closest information station.

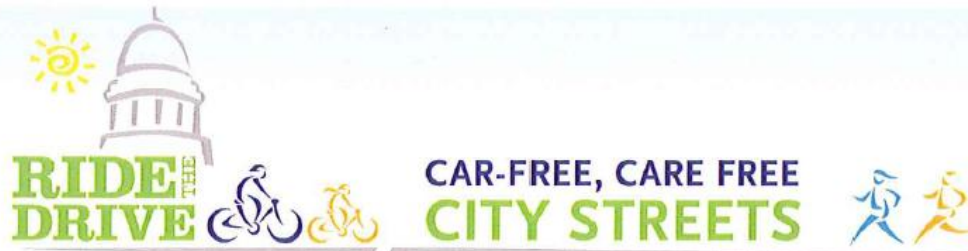
A list of prices for all merchandise will be posted at the tent. We will be selling t-shirts, mugs, pant straps and bags.

1:45-3:30pm shift only: Around 2:30 pm begin advising participants that streets will be opening to regular traffic at 3:00 pm. At the end of your shift please give the money bag to your area City event staff. If you ever need change please notify the City event staff as soon as possible.

Additional notes:

- Facilitate the flow of Ride the Drive participants by smiling, and waving as people pass by.
- Answer questions about the Ride the Drive route and the location and schedule of activities
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Set Up Volunteers

Volunteer Position Overview

Shifts: 7:45-9:45am

Set Up Volunteers are needed to make sure the course, activity areas, and booths are set up and ready for Ride the Drive to begin.

Volunteers may assist with the following activities: set up and unload of supplies at various activity areas; put out signs, displays, and tents; set up information stations; and assist with putting up barricades, cones, and other traffic signs.

Volunteer Details:

Ride the Drive set up begins early in the morning at 7:45am when City trucks load and drop off equipment along the six mile route. There are four primary areas around the course to set up. Area Captains and Ride the Drive Event organizers will have maps, equipment lists, and set up directions for each area. Duties will vary according to what is needed (set-up barricades, tents, tables, cones, flagging, etc). Your Captain will direct you to designated areas and tasks as needed throughout your shift.

Morning Logistics volunteers will help get things set up in areas off the roads before 8am and then once the roads close at 8:30am, we can begin setting up booths, etc.

What you need:

- Hydration, Sunscreen, Cell phone (recommended)
- Bike (optional)

If you need anything or have any questions, please contact your area captain or Anne Whisner at 608-209-7980.