



# RIDE DRIVE

The Return of Parks & Open Streets.

**Sunday • August 11 • 2024**

**10:00 am – 2:00 pm**

Stroll, roll, pedal or glide your way to fun activities, food and entertainment at six park hubs!

Thank you for volunteering  
for Ride the Drive 2024!

# What is Ride the Drive?

Ride the Drive began in 2009, showcasing Madison's dedication to a healthy and active lifestyle. Initially, the event focused on closing streets to host entertainment, food, and activities. Now, in 2024, we proudly expand this tradition to six vibrant downtown parks - Brittingham, Olin, Law, Klief, Wagner, and McPike - each offering a delightful array of food, fun, and entertainment for all ages.





# Goals of Ride the Drive

- ▶ Showcase six downtown area parks - Klief, Brittingham, Olin, Law, Wagner, and McPike.
- ▶ Promote cycling, walking, and other modes of mobility other than automobiles
- ▶ Encourage a healthy, active lifestyle
- ▶ Provide local organizations and business a place to promote their products and/or services
- ▶ Offer a variety of activities, food and entertainment for all ages and abilities



# Volunteer Perks!

- ✓ Community engagement
- ✓ Spending a few hours in the fresh air and outdoors
- ✓ Seeing thousands of happy people!
- ✓ Coveted Ride the Drive 2024 t-shirt
- ✓ Snacks and refreshments provided for volunteers at each park.
- ✓ Sunscreen and bug spray available.
- ✓ PowerPoint is available online [RideTheDrive.com](https://www.RideTheDrive.com)



# Volunteer Positions

## ▶ **Setup Crew**

- ▶ Arrives first, and assists in set up of tents, tables, chairs, get the park ready for the event.

## ▶ **Balloon Inflators**

- ▶ Blow up, tie and handout free balloons.

## ▶ **Bike Ambassadors**

- ▶ Use own bike, helmet, and cell phone during your shift to provide mobile support within your assigned area and along the route. Your role is to ensure the event is running smoothly and safely.

## ▶ **Information Station Guides**

- ▶ Handout maps, water and answer questions.

## ▶ **Intersection Guides**

- ▶ Handout info, answer questions, and ensure safety.

## ▶ **Merchandise Tent Volunteers**

- ▶ Sell t-shirts and other merch, count correct change.

## ▶ **Cleanup Crew**

- ▶ Assist staff in breaking down equipment and loading trucks. Must be able to lift at least 50 lbs.

# Setup Crew

- ▶ Setup begins at 7:30 am, City trucks drop off equipment at each park.
- ▶ Check in with Parks staff for instructions
- ▶ Roads are closed beginning at 9:00am
- ▶ Refer to the set up map provided at your location for specific directions.
- ▶ Tent set up involves assembling the tent and adding four sand bags to each of the tent legs. Extra sand bags will be available at each park.
- ▶ Motivational and Ride the Drive yard signs placed according to route map.
- ▶ Barricades should be set up as needed or checked before the event begins.
- ▶ Distribute tables and chairs to vendors as they arrive. Assist vendors, as needed in their set up.
- ▶ Make sure the route, activity areas, and booths are set up and ready for the start of the event at 10:00 am.
- ▶ Check with staff for other duties that may need to be completed.





# Balloon Inflators

- ▶ Blow up, tie and handout free balloons.
- ▶ Typically standing outside of and near the Information Booth
- ▶ Other assignments as needed.



# Bike Ambassadors

- ▶ Provide *mobile support* using your bike within the area, and also be available to move between parks, as needed.
- ▶ Check in and leave your cell phone number with Parks staff at your park location.
- ▶ Bike the route to ensure everything is running smoothly and participants are safe.
- ▶ Supply Intersection Guides with safety vests and offer assistance, snacks & water.
- ▶ Check all barricades: ensure placement & move as necessary for participants safety.
- ▶ Clear debris and other trash from the route.
- ▶ Check in with Parks staff to assist with pick up or drop off supplies at another park.
- ▶ Check with volunteers at the info & merchandise tent to see any additional materials are needed. These may be obtained from another park.
- ▶ 2:30 pm: Begin advising remaining participants route will reopen to vehicle traffic at 3pm.
- ▶ 2:45 pm: Continue to bike the route
- ▶ Ensure participants and activity vendors have cleared regular traffic lanes.
- ▶ Assist vendors and participants as necessary to help get their equipment and belongings off the route.
- ▶ Communicate with Parks staff when your area is secure.



# Information Station Guides

- ▶ Report to the information station at the park assigned.
- ▶ Check in with Parks staff, review Information Binder and become familiar with activities and vendors.
- ▶ Fill cups of water for thirsty participants and let Madison Parks Event Staff know if you run low on water supplies.
- ▶ Answer questions from Ride the Drive participants.
- ▶ Handout day-of-event maps and other park promotional materials
- ▶ Each information station will have a master list of all the volunteers assigned to your area and their duties.
- ▶ First-aid and supplies are located at the Info station
- ▶ Assist with set up if you are signed up for an early shift. Set up the information station tent, table, and chairs.



# Intersection Guides

- ▶ Report to park closest to your intersection to pick up safety vest.
- ▶ Bike Ambassador will bring you a safety vest and maps.
- ▶ Familiarize yourself with your intersection and your maps.
- ▶ Assist police officers, who are directing traffic by answering participants event questions.
- ▶ Direct cars that come to your intersection to an alternate route
- ▶ Set up or take down barricades at your intersection, as needed.
- ▶ Bring a chair.
- ▶ Don't forget to SMILE!



# Merchandise Tent Volunteers

- ▶ Check in at your assigned park.
- ▶ Morning Shift: set up table to have each type of merchandise displayed.
- ▶ Tally each transaction of what you sell of each item on merchandise spreadsheet.
- ▶ Keep merchandise organized and well-stocked.
- ▶ Check inventory with sell sheet.
- ▶ Answer any questions
- ▶ Throughout the day, keep merchandise organized and well-stocked. Ensure price signage is visible.
- ▶ Afternoon Shift: Breakdown area beginning at 2pm.
- ▶ Breakdown boxes, pick up merchandise, label boxes
- ▶ Change provided by Parks staff.





# Cleanup Crew

- ▶ Check in at your assigned park.
- ▶ Volunteers assist staff at each park in breaking down equipment, including tents, tables and chairs.
- ▶ Load trucks and trailers with equipment.
- ▶ Remove signs
- ▶ Pick up trash and overall leave park clean.
- ▶ Must be able to lift at least 50 lbs.





# Merchandise & Prices



2024 T-Shirts     \$ 10

Stickers             \$ 1

Water Bottles     \$ 5

\*Cash or check (made payable to City Treasurer) accepted

# Contacts

- ▶ EMERGENCY                      CALL 911
- ▶ BRITTINGHAM PARK            Kelly Post
- ▶ OLIN PARK                        Wendy Moran
- ▶ LAW PARK                         Jamie Pratt
- ▶ WAGNER PARK                  Tanya Zastrow
- ▶ KLIEF PARK                       Tracey Hartley
- ▶ MCPIKE PARK                  Jason Vroman

Event Coordinator	C.J. Ryan, Assistant Superintendent
Vendor Coordinator	Tracey Hartley, Recreation Services Coordinator
Volunteer Coordinator	John Weichelt, Volunteer Coordinator
Media Contact	Ann Shea, Public Information Officer
Sponsorship Coordinator	Terrence Thompson, Community Services Manager
Website	RideTheDrive.com

**QUESTIONS - PLEASE ASK**





Thank you for  
volunteering!



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