

— **KWIK TRIP** —

TOUR OF **AMERICA'S DAIRYLAND**

Volunteer Marshal Handbook

Kwik Trip Tour of America's Dairyland brings world class cycling to Southeastern Wisconsin, while showcasing many of the great cities, towns, and people in the area.

Launched in 2009, ToAD has become one of the largest and most popular race series in the country, and regularly draws international talent and teams.

The experience for racers, host cities, and spectators is like nothing else in the region, or the cycling industry - **and we couldn't make it happen without volunteers like you.**

VOLUNTEER COURSE MARSHALS

Volunteers are assigned a designated area on the race course to assist with the coordination and safety of the field of play, keep the course clear of pedestrians, spectators, cars, etc., act as Public Relations ambassadors for Tour of America's Dairyland (ToAD) and keep spectators informed.

Marshal is a title that describes a very important group of people. In a challenging cycling event like ToAD, this position requires individuals with a wide assortment of talents and skills.

A good course Marshal must be enthusiastic, informative, communicate and work well with others and react quickly and CALMLY to any problem that arises during the course of their duty. Marshals often work long hours with one major goal; to provide a safe and flawless bicycle race for the participants and spectators.

These goals can be reached by following the various guidelines in this manual, being prepared for anything that may happen and most of all, using GOOD COMMON SENSE.

BE PREPARED

Don't be fooled, a Marshal's job is a HARD one. Other than clean clothes, here are a few more things that Marshals should have with them at all times. In the words of Karl Malden, "Don't leave home without them!"

Here is your packing list:

Sunscreen and lip balm

Sunglasses

Water bottle with your
hydration fluids

Healthy snacks

Rain gear

Cool weather clothing

Comfortable footwear (no
sandals)

Fanny pack

Lightweight folding chair

Pen and paper

Current race information (receive
at check in)

Cell phone (keep in your pocket
unless communicating about a
race incident)

Watch/time keeping device -
be on time!

**NO EAR BUDS OR
HEADPHONES** - we need your
FULL UNDIVIDED ATTENTION
while on duty, so store these
safely for later!

Course Marshals will have specific duties will include:

- Allowing safe passage at designated crosswalks
- Confirming correct course direction
- Assisting a police officer with a road closure
- Keeping vehicles from entering the course when the race is passing
- Keeping spectators, children, pets or any other number of hazards off the course
- Keeping emergency vehicles off the course until confirming the race has been neutralized by the Chief Referee (CR)
- Reporting anything on the race course that should not be there (i.e. cars, trucks, pedestrians, etc.) or looks suspicious!
- **SEE SOMETHING SAY SOMETHING**
- Reporting accidents

Before the Race

Marshals should check into the volunteer tent at least 15 minutes before your shift. You should receive:

- Safety Vest
- 2 Flags
- Radio (1 per crosswalk)
- Lanyard with emergency phone numbers, course map, and race schedule

When You Arrive at Your Post

Make sure you are wearing your official ToAD safety vest, have your flag, and a radio if you have been assigned one. Please take care of this equipment. Make sure you either turn it in when you leave shift, or pass on to your successor.

Assess the location; note traffic patterns, the direction of race travel, any hazards. Remove any debris or other obstacles that are in the way (branches, gravel, etc.) Introduce yourself to any police officers or other volunteers at your station.

During the Race

A Marshal's duties during the race vary according to what part of the course he or she is responsible for. If you can assist the police, ToAD staff or other volunteer Marshals then by all means do so. Always remember that teamwork is what makes the whole event safer, more pleasant and easier for everyone.

End of Your Shift

Do not leave your post until relieved by the next Crosswalk Marshal. Always remember to exchange any safety equipment with your relief Marshal.

Once your shift is over, your final task is to clean the area and leave the site the way you found it. The most important thing to remember is that we are an invited guest to the community and if we don't clean up after ourselves we may not be invited back. The only memories we want to leave are those of fun and exciting racing – not garbage!

SEE SOMETHING, SAY SOMETHING

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The objective of this is to proactively identify possible hazards or problems that might disrupt the event; especially that could result in participant or spectator injury or harm.

Our goal is to ensure everyone is aware of their surroundings and report any situation, object, or person that does not seem safe or looks "out of place".

General Public/Participants may report a concern to a volunteer, a race official/ worker, or security/ police. If a person sees something suspicious, please report in the following manner so that it can be looked into further.

If a concern is reported to you, escalate the issue in the following order:

1. Local Volunteer coordinator
2. ToAD Volunteer coordinator
3. ToAD Race director
4. Local Police contact
5. True emergency 911

The numbers to contact these individuals will be given to the volunteers at each venue.

Examples of Suspicious Activities:

A car driving inside the course that looks like it plans to cross the course. A person wearing a winter parka when it is 90 degrees outside. Pets that are not a leash or under control that could run out onto the course. Unusual object or package that is left unattended. A person who does not appear to be a cycling fan but is asking lots of detailed questions about the races.

Suspicious activities are generally not illegal but are out of place and could potentially be a hazard. **If the situation is of eminent and immediate danger, a person should contact police at 911 if appropriate to ensure the safety of the general public.**

SPECTATORS

Spectators will lean over the barricades, stick their heads through the them and jam up your crossing gates - anything for a good view. When you see a safety problem with a spectator, tell them right away!

ALWAYS do so with a "please" and always as a safety problem, not an attempt to spoil their fun. Many spectators at ToAD have never seen a bike race before and aren't aware of the real dangers that exist. Most people, after they realize you're telling them something for their own good, will respond positively, but for the small percent that won't cooperate, be polite but firm and if problems persist get a police officer.

Spectators at the Start/Finish Line

You will have the highest concentration of spectators at the start/finish line. Be alert, keep the flow going through the crossing gates as smooth as possible, and help channel people to where they want to be.

If anyone asks you can suggest they walk a criterium course against race traffic. Again, with many people watching that are new to the sport, they may not know that some great action is happening on a deserted back stretch while they can't see over the heads of the people in front of them.

Spectators at Course Turns

Turns in the course are always gathering places for fans. They are also potential accident sites and spectators at these points should be warned about the possibility of a hazard to them. This should be done repeatedly during the pre-race and race times.

Pedestrian crossing gates serve the public as well as race fans. When the race is approaching, it is imperative that you stop the flow of pedestrian traffic. Most people are not able to gauge how fast the race is approaching. You **MUST** make the decision and make it stand!

Spectators on the Back of the Courses

While working the back course or a remote section of a road race, remember this - even though there aren't as many spectators, the potential for danger is high.

It's easy to contain a crowd at a start/finish area with fence or barricades. It's harder to contain a curious child on a back section of a criterium or remote area of a road race. Without fencing, marshals working these areas must be constantly alert for hazards.

Talk with people you see and inform them of what's about to happen. Ask the adults about children playing and any off-leash animals that might be in the area. The dog that is snoozing on the porch 5 minutes before the pack arrives could wake up and give chase when the race goes by. Also, watch for people sitting along curbs with feet in the street and remind them the entire road can be, and often is used by race traffic.

Your interaction with spectators will be more one-on-one when you work away from the start/finish line. Again, a smile will go a long way, and you can help spectators have a great experience at the race. Be sympathetic and polite, but firm, and encourage them to enjoy the race.

The following should serve you well in bringing the race to the people:

Use tact

Be firm, but polite

Respect the communities and businesses where we are guest

Say THANK YOU A LOT!

Ask for help if you need it

Above all else, have FUN!

POLICE AUTHORITY

The police are there to direct traffic around road closures, enforce traffic laws and basically keep an eye out for everyone's safety.

The riders in the road races will depend on Marshals at almost every turn in the road. The riders will look to you for direction if a situation or caution scenario arises and you must be prepared to provide it. Standing next to you at that turn may be a local, county or state police officer. You become the "Race Interpreter" for the police representative.

The police are there to help and they know what to do in a crisis.

DO EXACTLY WHAT THE POLICE SAY TO THE BEST OF YOUR ABILITY IF A CRISIS OCCURS.

Only duly authorized officers can and should enforce the law, but for emergency vehicles, it is critically important that they confirm the race has been neutralized by the Chief Referee (CR) before allowing those vehicles onto the course.