

Event Communications Plan



Cupertino
ARES/RACES

1. Overview

Description: Lunar New Year Parade and International Fair
Event Date: 8-March 2003
Plan Date: 4 February 2003
CARES Event: CUP-2003-02E
RACES Event: n/a
Control: Cupertino ARES
Plan Revision: 1.3

2. Event Planning

Reference • Sponsors Bifold. "We Are Many," received from Michelle Hu, 1/22/03
Documentation: • Flier, "Lunar New Year Unity Parade 2003," received from Michelle Hu, 1/22/03
• Flier, "Tentative Day Schedule," 1/6/03
• Website: <http://www.unityparade.org/>

Event Objectives: • Bring our community's broad spectrum of cultures together.

Scenario, Background: A parade with marching bands, a dragon, floats, ethnic dances, and colorful decorations will be walking down Stelling Road from Jollyman Park to Memorial Park. At Memorial Park, there will be an international Fair featuring stage performances, food booths, and activities for participants of all ages. More than 20,000 spectators are expected to attend this event.

Event Organizers and contacts: Richard Lowenthal, Co-chair, 408-777-3193, Richard@lowenthal.com
Michelle Hu, Co-chair, 408-996-1267, m_hu_2000@yahoo.com
Barbara Rogers, Routes and Traffic, pfandbarbrogers@earthlink.net
Kris Wang, Parade Coordination, kriswang88@hotmail.com
Cheryl Vargas, Culture Booths
Lisa Tam, food Booths
Ann Woo, Stage Performances

Event Plan: Day Schedule, Revision: 2/7

7:00am	International Fair Setup
9:00am	Parade Teams report or Jollyman Park
9:30am	Traffic Blocking starts
10:30am	Parade Starts
11:30am	International Fair (Cultural and food booths) start
12:30pm	Parade Ends
1:00pm	Traffic Blocking ends
2:00pm	Stage performance starts at Amphitheater, Memorial Park
5:00pm	Stage performance ends
5:00pm	International Fair ends
5:30pm	Party Company tears down the tent and the booths
6:00pm	Clean-up ends
6:09pm	Sunset

3. Preparation

Contacts: Jim Oberhofer, EC, Cupertino ARES, 408-839-8798, kn6pe@arrl.net
Ken Foot, AEC, Cupertino ARES, 408-996-8640, kr6co@arrl.net

CARES Objectives:

- Provide communications support to the event coordinators as needed along the parade route.
- Support the CERT organization in providing First Aid during the parade and the fair.

CARES Event Material: CARES requires the following information to support this event.

1. Event Timetable. Description of the day's events, timing, and locations.
2. Parade Logistics. Description of the parade route. Includes information about vehicle movement plans and routes for disembarkation and disband points, staging lay-out for where participants are lined up, road closures and detour routes.
3. Contact list for Parade organizers, includes roles and responsibilities, cell phone numbers, etc.
4. List of all CARES field assignments and Tactical Call Signs.
5. Frequency information all communications services, includes: FRS and Amateur Radio.
6. "Order of the March," to be provided by Michelle Hu

Communication Requirements: The following are the requirements for communication support during this event.

Event Organizers

The parade covers about a 1.2 mile area. Event Organizers need to pass status, resolve issues, and manage event logistics over this extended area. Parade organizers require End-to-end parade coordination and information on the state of the parade along the entire parade route.

During the parade, Event Organizers will be at the following locations:

1. Jollyman Park
2. Reviewing Stand
3. Memorial Park

During the Fair, due to the close proximity of the event area, some coordination may be required.

First Aid Teams

Cupertino CERT will provide First Aid support during the Parade and Fair. CERT requires access to the necessary Parade and Sheriff's officials for medical emergencies or lost-child support. The first Aid deployment during the parade will include:

1. The assembly area for the start of the parade at Jollyman Park (9:00am-12:30pm)
2. Along the parade route at the Church site at Stelling and McClellan
3. Close to the Parade reviewing stand
4. Base First Aid Station at Memorial Park

CERT requires communications support for all deployed field First Aid teams and at the Base First Aid Station.

Communications Approach: The following communications approach will be used:

1. Amateur Radio: CARES will use ham radio for end-to-end route communications support.
 - For Parade Operations, CARES has requested permission for non-exclusive use of the K6FB Repeater from the Las Cumbres Amateur

Radio Club (the repeater's owners and operators). This repeater is a high level repeater system that will ensure coverage for all CARES members. CARES will operate an Open Net with a Net Control Station to provide general announcements, and health and welfare checks with CARES members.

- For Fair Operations, CARES will use its TAC-1 simplex frequency.
2. Family Radio Service. It was stated that FRS radios will be used by the Parade Organizers. The use would be to provide close range tactical communications regarding parade business.
 3. FRS Radios may also be used by CERT for tactical communications in support of their First Aid mission.

Resource Plan: Parade Operations

Refer to Figure 1: Parade Event and Route for information on the Parade Route and CARES member operating areas. CARES will staff the following positions during the Parade (Note: These location names in **Bold** are also the tactical call names):

1. **Staging Entrance.** Located at the point where vehicles will enter the area to disembark parade participants. HT portable operation is required. Services will include:
 - Answering questions about Parade disembarkation logistics.
 - Relaying questions and answers on topics not covered during briefing.
2. **Staging Shadow.** Located in Jollyman Park. HT portable operation is required. Shadows the Parade's Staging Coordinator. Additionally, may be the shadow for the locally placed First Aid Team. Services include:
 - Passing information to other communication points along the parade route.
 - Pass traffic on behalf of the First Aid Team as required.
3. **McClellan.** Located at the intersection of McClellan and Stelling. HT portable operation is required. Additionally, may be the shadow for the locally placed First Aid Team. Services include:
 - Reporting on parade activities in the vicinity of this location.
 - Pass information on traffic control to the staging area.
 - Pass information on parade status to the Reviewing Stand.
 - Relay questions and answers received from parade attendees on event logistics.
 - Pass traffic on behalf of the First Aid Team as required.
4. **Reviewing Stand.** Located on Stelling across from DeAnza College. HT portable operation is required. Additionally, may be the shadow for the locally placed First Aid Team. Services include:
 - Shadows the parade organizer stationed at the Reviewing Stand.
 - Reporting on parade activities in the vicinity of this location.
 - Pass information to and from the Reviewing Stand.
 - Relay questions and answers received from parade attendees on event logistics.
 - Pass traffic on behalf of the First Aid Team as required.
5. **Stevens Creek.** Located at the intersection of Stevens Creek Blvd and Stelling. HT portable operation is required. Services include:
 - Reporting on parade activities in the vicinity of this location.

- Pass information on traffic control to the staging area or Disband Point (at Memorial Park).
 - Relay questions and answers received from parade attendees on event logistics.
6. **Disband Point.** Located in the vicinity of Memorial Park. HT portable operation is required. Services include:
- Reporting on parade activities in the vicinity of this location.
 - Relay questions and answers received from parade attendees on event logistics.

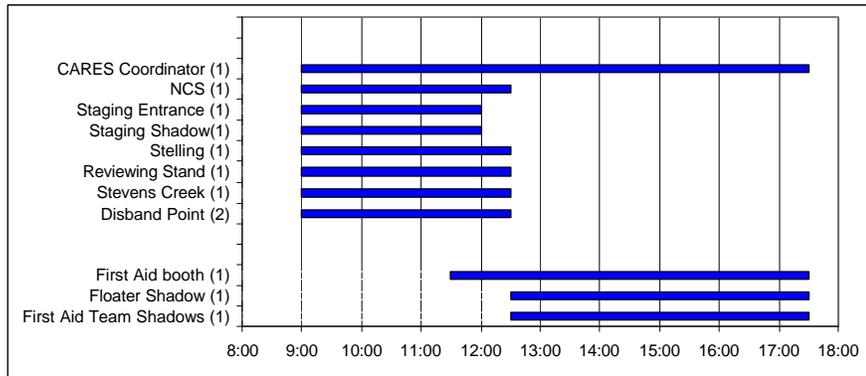
Fair Operations

CARES will staff the following positions during the Fair:

1. **Floater Shadow.** May work with the Event Organizers or Sheriff’s department. HT portable operation is required. Services include:
 - Relaying information between CERT, Event Organizers, and the duty Sheriffs.
2. **First Aid Station.** The CERT First Aid Station. HT portable or Base Station operations are required. Services include:
 - Relay information between field units and the First Aid booth.
 - Provide Health and Welfare checks for field units
3. **First Aid Shadows.** Shadows for roving First Aid Teams. From one to 3 operators are required. HT portable operations are required. Services include:
 - Relaying information between the First Aid Teams and other Event Communications stations.

Staffing Summary

CARES requires staffing for about 16 positions over the course of the event, 10 in the morning, 4 in the afternoon.



Numbers in (parenthesis) above are headcount estimates for the different positions proposed. If an individual volunteers for both the morning and afternoon shifts, the transition from Parade to Fair coverage may result in some short-term gaps.

Additional shadows may be required and assigned as we get closer to the event.

This plan will be refined as more information becomes available

Command and Parade Operations

Control: CARES will establish an Open net on the designated frequency.

1. **A Net Control Station** will operate from any location along the route. Operation will be by HT or mobile radio. This station tentatively will be located at the church parking lot on the corner of McClellan and Stelling. Ken Foot to confirm. Services include:
 1. Regular announcements on the CARES operating frequency on the event in progress. Announce thanks for the owners and operators of this repeater for its use. Announce this is an open net, and other users can use the repeater, but request they yield to event traffic as necessary.
 2. CARES unit Health and Welfare checks... polls each member each 15 minutes.
 3. Have access to a Cell Phone for making EMS calls.
2. **CARES Coordinator.** CARES will have one individual at the event to provide overall coordination and direction as required. This individual will operate by HT as a net participant. Location to be determined.

Fair Operations

CARES will operate as an Open net on the CARES TAC-1 frequency. No NCS station will be required.

Equipment: The following equipment is required to support this event.

1. HTs. All CARES members should bring their HT for portable operation. Additional battery packs should be available if you intend to cover both a morning and afternoon shift.
2. Portable Station. CARES will set up a portable station at either the First Aid Station or the Fair HQ.
3. CARES members will wear Yellow Safety Vests marked with "Communications" on the reverse side.

Assumptions: The following assumptions were developed to support this plan. CARES must have these assumptions validated to maintain the effectiveness of this plan.

1. The point of disembarkation is not off of Stelling.
2. Event organizers will use FRS radios for close-in tactical communication.
3. Any communication gaps resulting during the transition from Parade coverage to Fair coverage is acceptable.
4. Others?

Figure 1: Parade Event and Route

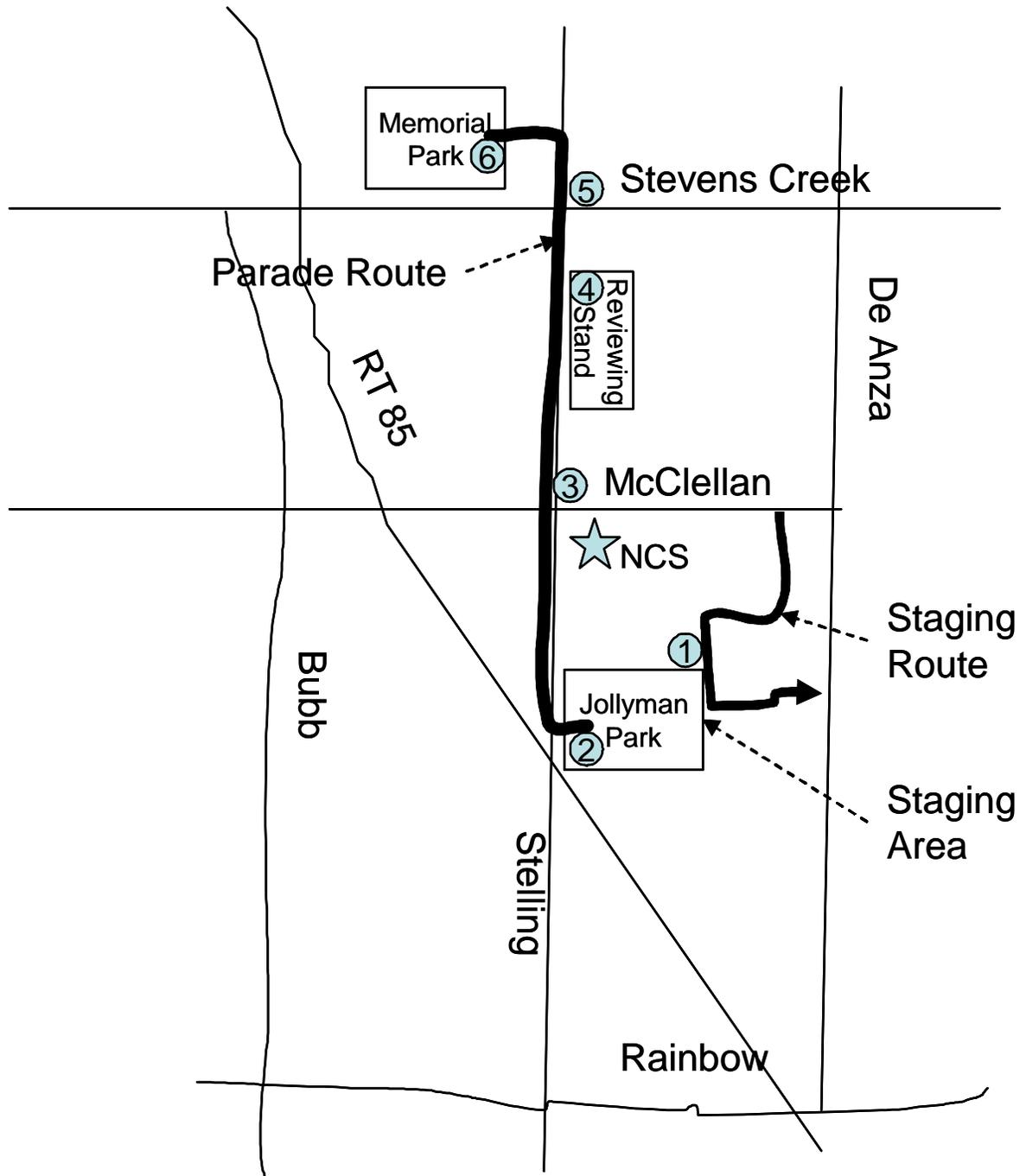


Figure 2: International Fair Layout

