

2019 EMERGENCY RESPONSE PLAN (ERP)

IMPORTANT NUMBERS

Please keep these numbers in an accessible location during event weekend.

Safety Communications Coordinator

Steven Drago 814.404.1635

Medical Team

Charlie Stiffler 970.688.1935
Tom Candlin 303.435.8355

Hospital Liaisons

LeeAnn Bellum 303.803.6220
Suzie Reel 970.433.3282

Venue Lead (FRCC and CSU)

Mike Peters 303.442.5192

National Crisis Center

844.443.5744

Weather Information from CBS 4

Main Newsroom 303.830.6464
Weather Center 303.830.6427

Medical Services/Ambulance

Stadium Medical (Contact Steve Drago if needed)

Command Center

Larimer County Emergency Operations Center
2501 Midpoint Drive, Fort Collins

Police Department (Non-Emergency Numbers. For an Emergency, please call 911)

Berthoud	970.532.2611	Larimer County	970.498.5100
Boulder County	303.441.4444	Longmont	303.651.8555
Broomfield	303.438.6400	Loveland	970.667.2151
Colorado State Patrol	303.239.4501	Milliken	970.587.2772
Erie	303.926.2800	Westminster	303.658.4360
Fort Collins	970.221.6540	Windsor	970.674.6400
Johnstown	970.587.5555		

Bike MS Senior Manager – Logistics Lead

Alexis Johnson 303.884.1916

AVP of Logistics – Crisis Lead

Raymond Saperstein 303.875.0545

Market President - Media Spokes Person

Carrie Nolan 720.898.6673

PR Manager

Bailey O'Neal 806.626.8843

Local Crisis Decision Making Team Members

Raymond Saperstein, Alexis Johnson, Carrie Nolan,
Amy Schwartz, Sarah Janssen, Neal Armstrong,
Steven Drago, Charlie Stiffler

***Note:** NMSS Staff have been trained and certified in First Aid and CPR.

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Area Hospitals

HOSPITAL	PHONE NUMBER	ADDRESS
Avista Adventist	303-673-1000	100 Health Park Drive Louisville, CO 80027
Exempla Good Samaritan Medical Center	303-689-4000	200 Exempla Circle Lafayette, CO 80026
Indian Peaks Emergency	303-925-4840	4943 State Hwy 52 Dacono, CO 80515
Longmont United Hospital	303-485-4185	1950 Mountain View Ave Longmont, Co 80501
McKee Medical Center	970-669-4640	2000 Boise Avenue Loveland, CO 80538
Medical Center of the Rockies	970-624-2500	2500 Rocky Mountain Ave Loveland, CO 80538
Poudre Valley Hospital	970-495-7000	1024 S Lemay Avenue Fort Collins, CO 80524

Government Agencies

AGENCY	PURPOSE	CONTACT NUMBER
Environmental Protection Agency	To protect humans from significant risks to health and the environment	303-312-6312 or 1-800-227-8917
National Response Center	National communications center to report release of hazardous substances and oil spills	1-800-424-8802
OSHA	To help reduce on the job injuries, illnesses, and deaths	1-800-321-6742
Poison Control Center	Experts to assist with a poisoning emergency and provide advice	1-800-222-1222
USGS National Earthquake Information Center	Determines the size and location of global seismic movement	303-236-5900

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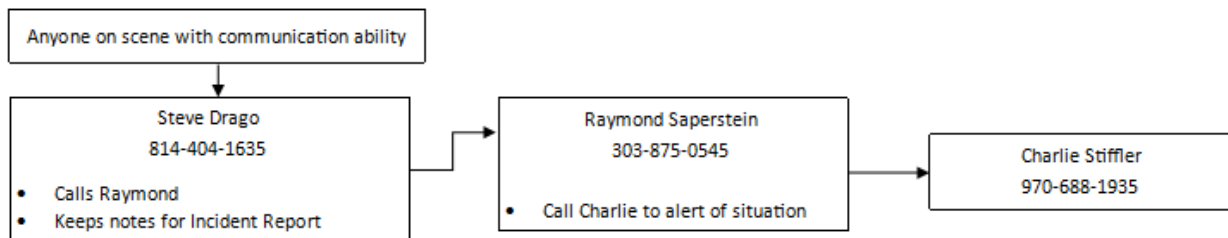
Steps to take following a crisis:

- Ensure situation is stable and injured parties are receiving care.
- Convene the Decision-Making Team to uncover all of the known information communicate details within the team and gain understanding of the situation.
- Make sure either LeeAnn Bellum or Suzie Reel are on their way to correct hospital(s).
- Carrie Nolan calls the crisis hotline **844-4-HELP-44 (844.443.5744)**. Decision Making Team should participate in follow-up call with the Special Event Crisis Team.
 - After reviewing what is known about the situation, the following topics will be addressed:
 - Injured participant/Family, friends, team of injured participant
 - Event decisions – does this situation impact the continuation of the event? Do any changes need to be made because of this situation?
 - Communication – What information needs to be communicated to various audiences based on this situation? Are there any programs or components of the event upcoming where this situation needs to be addressed?
 - Documentation – capturing information (photos, interviews) for the incident report, connecting with the local authorities, gaining access to the police report.
- Conduct follow-up determined by Special Event Crisis Team Meeting.
- Begin executing contingency plans and ERP as necessary.
- Begin following Crisis Management Phone Tree. The degree to which the communication is carried through the Crisis Communication Phone tree may be dependent on the situation. Remember any details about fatalities or injuries should be communicated via cell phones or private radio lines.
- Depending on the severity of the crisis and circumstances, the crisis hotline will assist in connecting you with your local resource for trauma/crisis counseling for impacted staff/volunteers.

Incident

An incident is an accident resulting in minor to moderate injuries that can be swiftly and readily addressed by staff and volunteers onsite.

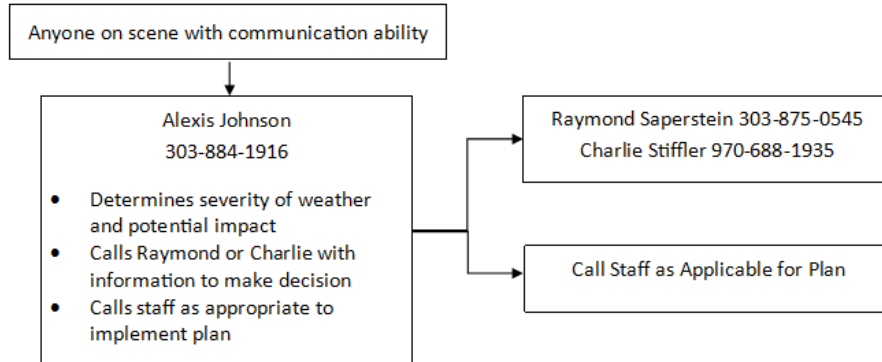
In the event of an incident, the following structure is in place:



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Weather

In case of a weather emergency, such as lightning, thunder, hail, tornados, or high wind, the following structure is in place. Information on what to do during an emergency is below the structure.



Rain (with no lightning or thunder)

- Morning before Ride is started:
 - If it is raining hard, the Ride START will be delayed by the Logistics Lead for as long as necessary until safe riding conditions prevail, or until the event is "abandoned for the day"
 - Logistics Lead authorizes NET control to issue ERP ACTIVATE to the following:
 - SAG
 - Motorcycle Marshals
 - Rest Stops
 - Overnight
 - State Patrol and Police
 - Ambulance along route
 - Staff and Volunteers
 - Logistics Lead to inform food suppliers along route
 - Adjust route cut-off times
 - Century Option Saturday
- On route:
 - Watch for flooding on the route, and at Rest Stops and lunch
 - Logistics Lead authorizes NET control to issue ERP "activated" alert
 - SAGs alert riders between Rest Stops
 - Direct riders into Rest Stops
 - If it's raining hard, notify Rest Stop Captains to "hold" riders until the rain intensity lightens up
 - Route flooding may be cause to re-route the event. See upcoming "STREET CLOSING" section
- At either base venue:

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- If it's raining hard Day 1 afternoon, but the route is still open, the Venue Lead should notify the Logistics Lead of the conditions, and between them it will be decided whether to increase the frequency of bussing to hotels.
- Luggage needs to be covered with tarps to avoid it getting wet. This option may include loading it back into the trucks until the weather breaks.
- Monitor tents to ensure rain-water isn't accumulating and threatening a collapse.

Lightning

- At either base venue:
 - Take cover in the nearest buildings until storm passes, but NOT under trees or tents
 - Venue Lead communicates with CSU Conference Coordinator to gain access to secondary shelter options
 - Venue lead alerts Logistics Lead and authorizes NET control to issue ERP ACTIVATE alert and delay event.
 - Safety Communications Coordinator is in communication with the National Weather Service to track storm and determine when all clear, while taking care of personal safety
 - Ensure HAMS, Motorcycle Marshals, Medical Safety Crew, and other support personnel already on the route are aware that the event has been suspended, pending clearer weather
 - SAGs already on the route should attempt to notify other support personnel of the ERP, but without putting themselves at risk.
 - Busses and Trucks should head back down the route to support SAG effort to bring participants in.
 - Increase bussing of participants to their hotels.
- On route:
 - Logistics Lead authorizes NET control to issue ERP ACTIVATE alert
 - Take cover at Rest Stops with access to buildings for shelter. Also consider use of Day 2 Rest Stops on Day 1, and Day 1 Rest Stops on Day 2 in order to shelter riders quickly.
 - SAG all riders to Lunch or Finish
 - Rest Stop Captains should help participants find shelter, but NOT under trees or metal overhangs

Tornados

- In the event of a Tornado Warning (a tornado has been seen or picked up by radar)
 - At either base venue:
 - Direct all personnel and participants to take cover in the nearest large concrete buildings, putting as many walls between the person and the outside as possible
 - Abandon bikes
 - Abandon luggage
 - Logistics Lead authorizes NET control to issue ERP ACTIVATE alert

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- Safety Communications Coordinator is in communication with the National Weather Service to track storm and determine when all clear, while taking care of personal safety
- On route:
 - Logistics Lead authorizes NET control to issue ERP ACTIVATE alert
 - Safety Communications Coordinator is in communication with the National Weather Service to track storm and determine when all clear, while taking care of personal safety
 - **NEVER** try to outrun a tornado in urban or congested areas in a car or truck. Instead, leave the vehicle immediately for safe shelter, and call out any participants or volunteers to do the same.
 - Lie flat in a nearby ditch or depression and cover your head with your hands. Be aware of the potential for flooding.
 - **DO NOT** get under an overpass or bridge, warn participants or volunteers if you can without placing yourself in harm's way. You are safer in a low, flat location.
 - Watch out for flying debris. Flying debris from tornadoes causes most fatalities and injuries.
 - After the funnel passes, HAMs should report in to NET control for instructions and to report the situation at their location, especially any injuries

Severe Thunderstorm Watch/Tornado Watch

- A Severe Thunderstorm Watch is an area where organized episodes of hail $\frac{3}{4}$ in diameter or larger and/or damaging thunderstorm winds are expected during a three to eight hour period. A Tornado Watch includes the large hail and damaging wind threats, as well as the possibility of multiple tornadoes
- The Safety Communications Coordinator will confer with available experts at Channel 4 (see page 1) for more information about the weather.
 - If a danger is present, follow the items above.

Fire

- At either base venue:
 - Refer to the fire plans of FRCC or CSU

ON ROUTE SAFETY

Route – Road Closure

- Logistics Lead will communicate with Police, and conference with AVP Logistics to determine the best alternative event-route on the Alternate Route
- Once re-routing identified and approved by police, Logistics Lead authorizes NET control to issue ERP ACTIVATE – ROUTE CHANGE.
- The closure could involve, but not limited to:

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- Vehicle accident (including stalled vehicle in intersection)
- Unscheduled road construction
- Railroad crossing closed
- Smoke across the road from road-side fire
- Crop dusting
- Helicopter medical pick-up

Helicopter

- Upon a NET control transmission of a Life Flight pick-up, the HAM radio operator and the Rest Stop nearest the landing zone, should alert the Rest Stop Captain that an ERP exists, and all riders should be directed into the Rest Stop and “held” until ERP – ALL CLEAR is issued.
- If Life Flight pick-up is on a major road, Motorcycle Marshals and route support will “hold” riders until ERP – ALL CLEAR is issued
- Safety Communications Coordinator, with advice from Logistics Lead, authorizes NET control to issue ERP – ALL CLEAR.

Hostile Action – Road Rage, Protests, Tacks on Road, etc. (unintended events)

- If you witness or are the subject of a hostile action during the route, you should consider your own safety first.
- Once you are safe, attend to any medical situation following the procedures above. In addition, make note of any information you have that may help law enforcement officials.
- Where an automobile is involved in the action, note the make, model and color of the vehicle in addition to a license plate number.
- Make an effort to also identify the driver (race, gender, and approximate age)
- Pass all information about a hostile action on to NET control.

BASE VENUE SAFETY

Disaster (not involving weather at Overnight Location)

- Evacuate participants to furthest away area from the incident, this may include the street.
- Venue Lead communicates with Safety Communications Coordinator, if route is still open, and between them agrees on need to activate ERP and Emergency Transportation Plan.
- Safety Communications Coordinator authorizes NET control to issue ERP “activated” alert
- Bus participants to offsite hotel locations and to off-site parking locations.

If bad weather is approaching, base venue lead will activate staff to make sure equipment and supplies are secure within 5 minutes of receiving notice from Command Center.

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TEAM VILLAGE

Closure of Team Village

- Announcements will be made on the speaker system notifying participants of how to proceed

Food Poisoning

- Individual cases will be treated by medical providers at the medical tent. If food poisoning is a mass encounter, local medical providers will be notified and determine best course of action. Buses can be utilized to deliver victims en masse to local area hospitals.

Lost and Found Persons and/or Property

- All lost and found property will be returned to the Information Tents. Lost persons will be taken to the Information Tent and help will be called to locate the other party.

TERMS and INFORMATION

Buses

Buses are on standby at Colorado State University (CSU) for evacuations and emergencies to bring riders back to FRCC or CSU, depending on the situation and its circumstances.

Crisis Support Network

In the event of a crisis, Carrie Nolan will immediately contact the Crisis Support team at 844-4-HELP-44 (844.443.5744). The call will be answered by AnswerServiceCare, who will then contact the home office Crisis Team Lead for immediate support.

- The Crisis Team is composed of representatives from risk management/legal, marketing and development, the REVP, and counseling support.
- Telephone support will be immediately available, and the crisis support team is prepared to provide whatever assistance the chapter might need. An appropriate staff member will be deployed within 24 hours of the incident, if needed.

Emergency Response Plan

An ERP will be broadcast by NET control over HAM radio and other event devices to members of the ERP team. An ERP will be authorized by the Logistics Lead, Safety Communications Coordinator, or the next most senior member of the ERP team.

Emergency Transportation Plan

The Emergency Transportation Plan (ETP) will immediately mobilize all transportation resources, school busses, SAG vehicles, equipment trucks. Prepare to unload equipment trucks to convert to bike trucks; assist in the rapid transportation from one location to the other of riders, and/or pick up riders from the route.

1. Safety Communications Coordinator authorizes NET control to issue the ERP ACTIVATE – ETP

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2. Bike Manager contacts transportation with instructions for pickup and transport of participants as well as provide instructions to sweep route and transport bikes.

Media Contact

If media representatives arrive, please contact Carrie Nolan. Carrie is the **ONLY** authorized representatives to make statements to the media. If Carrie is unavailable, another designated staff or board member may make statements to the media.

Medical Professionals

A professionally staffed Medical Tent will be located at all key locations along the route, such as Rest Stops, and at each start/finish base venue of Front Range Community College and Colorado State University, near the information tents.

Two dedicated ambulance vehicles will be on the Two-Day course at all times as well as 20 Medical Safety Crew Members.

NET Control/Command Center

NET control is the central part of our HAM communications system. NET control monitors all conversations and is in contact with all HAM operators at all times. If needed, NET control will broadcast alerts such as "ERP Activate" and "ERP All Clear". Please note, an "ERP Activate" can include Route Change, Disaster Alert, Relocate Start, Event Abandon, etc.

Medical Communication Dispatch Coordinator

The Medical Communication Dispatch Coordinator position is filled by a volunteer committee member who's role is to be the one key person to make decisions in times of emergency or crisis as it relates to the safety of our participants, staff, and volunteers due to medical, weather, or natural disaster issues. The Medical Communication Dispatch Coordinator is the top position on the Emergency Response Team and reports to the Logistics Lead.

SAG Vehicle Support

Ten (10) SAG vehicles will be on the Two-Day course at all times. Six (6) SAG vehicles will be on the Fort Collins Loop at all times. SAG vehicles will pick riders up who are standing off the road, standing off their bikes giving a thumb down signal, or are holding their helmet in the air.

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MEDICAL ISSUES

The Medical Tent is located near the Start and Finish Lines each day and is staffed by Volunteers from our Medical Team. The Medical Tent is equipped to handle 'first aid' requests; as well as assessment of person(s) who come into the tent on their own, with no assistance from staff.

All staff and participants should use the 911 system in all event areas for the transportation of any injured people. These injuries are all medical concerns that are life threatening, and/or require more than a band-aid or Neosporin.

If the person refuses medical assistance, request that they sign the refusal of Medical Assistance Form. If they will not sign the form, note that on the form and complete with your signature and that of a witness.

Persons who cannot make it under their own effort to the medical tent should be transported only by the 911 responders. Staff or volunteers should not transport or move persons who have medical issues.

Accident/Emergency Procedure

If you witness a serious accident, or are the first person on the scene of a serious accident, please follow these procedures:

1. Secure the scene. **DO NOT MOVE** the person(s) involved. Do not touch, change, or move the scene. Freeze-frame the scene. **DO NOT MOVE** person(s) or bicycles.
2. Call 911 if accident/injury warrants
3. Administer emergency/first-aid care **IF AND ONLY IF** you are qualified.
4. Call Steve Drago at 814.404.1635 and provide the details below:
 - a. Your name and/or support vehicle
 - b. Your exact location
 - c. Severity of incident
 - i. Mechanism of injury (bike/bike, auto/bike, etc.)
 - d. Number of people involved
5. Provide crowd and traffic control. Designate a #2 person to direct traffic/bicycles away from the area and keep a crowd from gathering. **KEEP YOUR OWN SAFETY IN MIND AT ALL TIMES.**
6. Do not abandon scene or patient until proper authorities have arrived.

DO NOT ASSUME ANYTHING. Do not disclose any information (type of injury, names, etc.) to the media or anyone else. Do not speak the names involved over the radio. If you need to share this information, please go to a secure line. Failure to protect personal information can lead to liability problems, rumor and misinformation. There are MS Society Officials designated to handling the media.

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EVENT DELAY or ABANDON PROCEDURES

STREET CLOSING

- The Logistics Lead will communicate with Police and conference with the AVP of Logistics to determine best alternative route.
- May need to “hold” Start until new route identified
- If applicable and with approval by Police, the Logistics Lead authorizes NET control to issue ERP ACTIVATE – ROUTE CHANGE alert and to disseminate route change information to staff and volunteers

DISASTER (at Start)

- Logistics Lead authorizes NET control to issue ERP ACTIVATE – DISASTER alert
- Crisis Team will confer with available “experts” including National Weather Service
- Evacuate participants to furthest parking lot away from the incident
- Crisis Team will make the “Go/No Go” decision on RELOCATE START or EVENT ABANDON
- Luggage trucks will become bike trucks, as needed

RELOCATE START

- Logistics Lead authorizes NET control to issue ERP ACTIVATE – RELOCATE START alert to complex located at 1300 W 120th Avenue, Westminster, CO 80234

DAY 1 - EVENT ABANDON

- Crisis Team confers with available “experts” (weather) and determines ERP activation
- Logistics Lead authorizes NET control to issue ERP ACTIVATE – EVENT ABANDON alert
- If ERP – EVENT ABANDON is activated while participants are on site:
 - Public announcement to participants
 - Advice all personnel
- If ERP – EVENT ABANDON is activated before participants arrive:
 - Public announcement at site until event starting time
 - Communicate to as many riders and sponsors as possible that the event has been abandoned
 - Robo-Call
 - Text
 - Email
 - Public Announcement
- The Crisis Team determines the validity of a 1-day event, relocating the event Start Line to the Overnight Venue
- NET control will issue global update of 1-day event
- If 1-day event is determined to be feasible, busses will be scheduled to arrive at the Day 1 start line to transport riders to Overnight location
- Luggage trucks are converted to Bike Trucks, for trip to Overnight

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- Logistics Lead authorizes NET control to issue advisory for Day 1 breakpoints and lunch to pack-up and load supply trucks to return supplies to event central warehouse.
- FOOD
 - Logistics Lead needs to notify A Spice of Life representative as soon as possible to cancel order, if unable to cancel/reduce order, whatever food is prepared will be donated to pre-established charities. Informs charities of location and time for food pick-up
 - Lunch food will be available at Lunch venues for charity pick-up
 - Overnight caterer, CSU, needs to be contacted to reduce order, or cancel order, depending on ERP Team decision to bus riders on Saturday to the Overnight or Sunday morning.
 - Logistics Lead notifies CSU of situation and to reduce quantities for Sunday breakfast
 - Logistics Lead notifies A Spice of Life of Sunday lunch situation and to reduce quantities.
- Identify bus depot to transport riders to Overnight.
- Create team of volunteers to load bicycles at Start Line on trucks for transport to bike compound at the Overnight
- Alert Overnight Lead of the need for a team of volunteers to unload bikes once they arrive
- Notify city representatives along Day 1 route of decision to abandon Day 1

CENTURY ROUTE CLOSURE

- Turn-off to Century Route will be “closed” immediately upon activation of a Day 1 ERP alert.
- Take down all signage referencing the “Century Route”
- Logistics Lead will work with NET control after the ERP has been broadcast, to determine the most efficient method of notifying law enforcement stationed at the turn-off
- If it is safe to do so, law enforcement will be encouraged to hold riders at their locations – as space provides – if the ERP requires the route to be closed.
- SAGs will arrive in due course to load the riders
- Depending on the nature of the ERP, it may become necessary to hold riders at the Buckhorn Community Church

DAY 2 – EVENT ABANDON

- Crisis Team conference on situation and agree with ERP activation.
- Logistics Lead authorizes NET control to issue ERP “activated” alert
- Supply trucks are unloaded and used to transport bikes back to the Finish Line. Some riders will retrieve bikes. Have paper/blankets on hand to pack bikes on supply trucks. Supplies will be collected after participants’ needs are resolved.
- Busses arrive at Overnight location and return riders to the Finish Line
- Busses on hotel routes will transport, at full-capacity, participants directly to the Finish Line.

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- All bikes will be left in a secure location, such as the Bike Corral. Participants will have to return to the site to claim their belongings in the following days. Details will be given to participants based on the situation.
- Luggage will also be stored in a secure location, as there will not be enough room to transport all participants and their belongings on the buses. Again, participants will have to return to the site to claim their belongings in the following days. Details will be given to participants based on the situation.
- Logistics Lead and Volunteer Coordinator assign lead volunteers to hotel duty; in lobby of all hotels information about the ride is shared by the volunteer with waiting participants
- Logistics Lead work with Finish Line staff and volunteers to make arrangements for arriving participants; serving tables for remaining food, have water on hand and other beverages planned for that location
- Venue volunteers need to relocate any obstructions (chutes, scaffolding, fencing) to allow arriving busses and trucks clear access to the site.
- The chute MUST remain clear for arriving bike trucks and other converted supply vehicles carrying bikes and/or luggage access to the Finish Line site.

ABANDON EVENT IN TOTAL

- Crisis Team will confer with available "experts", such as weather, and decide whether to abandon event due to prevailing incident (disaster)
- Logistics Lead authorizes NET control to issue ERP "activated" alert
- Public announcement to participants if ERP activated as Start is staging
- Crisis Team will determine job assignments for all staff and volunteers, to cover:
 - Contact with food vendors and other suppliers, to cancel orders
 - Where orders cannot be cancelled, best method of recycling orders taking into account possible need by MS Staff to transport and limited warehousing.
 - Activate charities of choice, as previously determined, to benefit from abandoned foods that were already prepared.
- Crisis Team member contacts base venue staff of the ERP activation and for them to standby to receive returning riders and bikes.
- ERP activation will require the Rest Stop Coordinator to reach out to all Rest Stops volunteer leads in order to advise of the situation, and solicit help with closing Rest Stops.
- Create a team of staff and volunteers to assist with orderly movement of riders from the venue (Start, Overnight, or Finish) to begin the action of taking their bikes and luggage from the bike corrals and luggage locations.
- Activate parking lot "experts", to assist with movement of vehicles and exit from the parking lot to city streets
- As time and safety permit, remove any obstructions (like bike chutes or scaffolding). This will permit greater ease of movement for everyone.
- Once all riders have departed the site, the Crisis Team and all other event leads will meet to assign duties on site shut down.

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COMMUNICATIONS and SAMPLE STATEMENTS

Urgent Event Communications Process

The process outlined below is to be used if there is an unexpected, urgent communication need for a Society special event.

- **What are “Urgent Communication Needs”?**

There are times when an issue arises and needs the immediate attention of participants, volunteers and/or others. Often, they are needed when making a statement could help calm uncertainty, provide clarity in a changing situation, protect their safety and/or improve their event experience.

- **The examples below are “urgent” because there is a critical, non-routine situation:**
 - Severe thunderstorms are predicted for the event start time. Participants need to know that we are monitoring weather and will decide to keep or change the event start time by 5 a.m.
 - A weather prediction changes into a heavy snow storm. The event is being canceled.
 - Logistical emergency changes the event timing or location.
 - Parking lot at start site is flooded and new parking directions need to be communicated immediately to participants, volunteers, vendors and sponsors.
- **Examples of Non-urgent communication need**
 - A minor route change that can be communicated by route marking, rest stop notification, etc.
 - Lost luggage, bike, etc.
 - A team receives a last minute large donation helping them reach their goal.
 - Announcing the winners of a fundraising contest.
 - A new sponsor is secured.
- **Day of Event Social Media Coverage**
 - This is not included in “Urgent Communication”. To discuss day of event social media coverage needs (posting pictures, comments during the event weekend), please submit a social media intake form and the social media team will connect with you.

- **Who leads this process?**

- **Pre-event:** For decisions prior to an event, the decision-making group is the Alexis Johnson, Amy Schwartz, and Carrie Nolan. The team will discuss and ensure that all team members understand the situation; discuss options and their implications before coming to a decision. When possible, local fire, weather and police officials can and should be included in conversations to provide recommendations on next steps. If a unanimous decision can't be reached, then the group will contact the Raymond Saperstein and Sarah Kaiser. Include Eric Hilty in the discussion about canceling any Bike MS event. Key volunteers, committee members and event production vendors should also be consulted prior making the decision. This team

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will also determine the audiences; including extended audiences (Trustees, Leadership Councils, sponsors not on-site, etc.)

- **At the event:** Those involved in the decision-making process will include Alexis Johnson, Amy Schwartz, Carrie Nolan, Sarah Janssen, and Raymond Saperstein. When possible, key volunteers, committee members and event production vendors should also be consulted prior to making the decision. The team will discuss and ensure that all team members understand the situation; discuss options and their implications before coming to a decision. If a unanimous decision can't be reached, then the group will contact Sarah Kaiser.
- **Process for Urgent Event Communication Needs**
 - **Timeframe: During the week leading up to the event (until 5 p.m. CST on Friday)**
 - Alexis Johnson would contact Eric Hilty to include him in any discussion about canceling a Bike MS event.
 - Amy Schwartz would contact the Bailey O'Neal, PR Manager.
 - If the decision for this need is made outside of traditional business hours, consider if the communication can/should be executed the following morning or if it needs to be done immediately before reaching out via cell to your PR Manager.
 - The PR Manager creates an appropriate message for the situation and approves it with the local market staff. The approval process includes Alexis Johnson, Raymond Saperstein, Sarah Janssen, and Carrie Nolan. Amy Schwartz will be the point of contact with the PR Manager to ensure all listed have reviewed and provided input if needed.
 - Once approved, the local relationship management staff submits the approved message via intake forms to social media, email and web teams marking it "URGENT".
 - The PR Manager provides talking points to market contact, who then distributes to staff including Fundraising Support Center and MS Navigators. (PR Manager provides to social media team.)
 - The PR Manager determines if media communication is needed and conducts that outreach.
 - For Internal Communications Process:
 - Amy Schwartz notifies marketing director of the changes/impact, so they are aware and can adapt post-event plans if needed.
 - Sarah Kaiser notifies Event Weekend Crisis Team Lead to ensure they are aware of potential needs over the weekend and can alert the crisis team members as necessary.
 - AVP notifies Development VP
 - President/Executive Director notifies their EVP
 - **Timeframe: Weekend of the Event (after 5 p.m. CST on Friday)**

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- When you have an urgent communication need during the weekend of an event, follow the same steps you would for a crisis situation.
 - Carrie Nolan would contact the Special Event Crisis Team through the 844-4-HELP-44 and explain the need for an urgent communication.
 - Once the need for the communication is identified, the Special Event Crisis Team Lead will contact the PR staff member on call for the weekend.
 - The PR team member creates/updates an appropriate message for the situation and approves it with the local market staff. The approval process includes Alexis Johnson, Raymond Saperstein, Sarah Janssen, and Carrie Nolan. Amy Schwartz will be the point of contact with the PR Manager to ensure all listed have reviewed and provided input if needed.
 - Once approved, the PR team member notifies the digital team member(s) who are on-call for the crisis team that weekend. This is done by phone and email to bring it to their attention quickly, so they understand the request and can provide an estimated time of completion. The channels could include event site announcements, website, social media, email and/or text message (where available).
 - The PR team member provides approved message and talking points to local market contact, who then provides to event staff, Fundraising Support Center and MS Navigators.
 - PR Lead shares with social media.
 - The PR team member determines if media communication is needed and contacts the appropriate PR Manager for that event to discuss needs.
- For Internal Communications Process - As soon as possible but not to interfere with immediate on-the-ground needs:
 - Amy Schwartz notifies marketing director of the changes/impact, so they are aware and can adapt post-event plans if needed.
 - AVP notifies Development VP
 - President/Executive Director notifies their EVP

Sample language to use when responding to inquires about incidents

Thank you for asking, I appreciate your concern. As I am sure you understand, the Society carefully protects the privacy of all our participants and (I am unable to share any information OR I honestly don't have any information regarding the incident).

Media statement to be used by Carrie only should a crisis occur at a Bike MS:

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"We are saddened to report that on [INSERT WHEN], there was a serious incident/fatality at the 2019 Colorado Bike MS. Our sympathies and support are with the family who is coping with the grief of this unfortunate tragedy.

The National MS Society is working with the appropriate authorities to investigate the situation and will provide the public with additional information should it be necessary. Our primary concerns are, and continue to be, our efforts to ensure the safety of our event participants as well as helping the family through this difficult time. Please keep the family in your thoughts and prayers."

If the event is still in progress and other participants start to hear about the fatality or crisis, it is important that chapter staff help to maintain order and a sense of stability, despite the unfortunate circumstances. Please use the same tone and language as the above statement to address participants concerns – assure them that the chapter is addressing the situation and working with appropriate authorities, while still focusing on the safety of all participants and also reaching out to comfort and assist the family involved with the tragedy.

The following statements are not for distribution publicly, but should serve as talking points and background:

If a reporter asks you a question about safety, you should refer them to the designated spokesperson for your chapter.

Safety is a top priority at the National MS Society. We want to make sure participants have a positive experience cycling to help end multiple sclerosis. INCLUDE ONE TO TWO SENTENCES ON SAFETY PROCEDURES, ex: "Riders must review the rules of the road OR We check the route thoroughly and have trained individuals stationed along the route..."

If there is a crisis / fatality:

Was there an accident?

Yes, I'm aware that an individual was treated and transported to a hospital,

Can you tell me about it?

At this time, we cannot release any further information. It is our policy to not release specific details on any incident or on the condition of our event participant without proper consent from the authorities, individual or family.

At this time, we are doing everything we can to support the participant and their family and ensure the ongoing safety of our participants.

Safety is the top priority at the National MS Society. We want to make sure participants have a positive experience helping end multiple sclerosis forever.

2019 EMERGENCY RESPONSE PLAN (ERP)

If pressed about the severity of the situation:

[If the injury is minor] I can tell you that the injuries are not considered serious at this time.

[If the injury is significant and you are asked specifically] I am not a health care professional and do not want to speculate on their condition. Because of health privacy laws, the emergency personnel were not able to disclose that information to me.

How are other riders dealing with this situation?

The 3,000 Bike MS participants are like a family, so all of us have been concerned. But we're all here to help end multiple sclerosis, and cyclists are keeping this important cause in mind.

If asked how many fatalities/serious accidents have occurred at past Bike MS events in your chapter, the following statement should provide appropriate context:

As we've been holding our Bike MS event since 1985, I don't have a figure at my fingertips though I do know that it is small. Please let me get back to you with an answer on that question.

NOTE: If a reporter asks about the total number of deaths across all events, please say: "I do not have that information but can connect you to someone at our national office." And reach out to Bailey O'Neal.

Remember: Do not offer more information than is needed to answer a question, even if a reporter pauses and waits for you to continue speaking.

ALL STAFF TALKING POINTS:

Blanket statement for all staff if asked about an incident and you are **aware** of it:

I am aware that an individual was treated and transported to a hospital. Our staff is working with the family and individual to provide any support they need. The Society carefully protects the privacy of all our participants and I'm unable to share any information OR I don't have any information regarding the incident.

Blanket statement for all staff if asked about an incident and you are **unaware of**:

I do not have information about that. We have a team of staff, volunteers, and local authorities that respond to any incident and ensure appropriate care and attention is provided.

Reminder: We are not to speak publicly about an incident. We have protocols in place to communicate and keep the information private. Do not talk about any incident in public where cyclists are in ear shot. If a staff person asks another staff person for an update you can confirm an incident occurred and that our crisis communications plan has been activated.

Fast facts to have on-hand:

2019 EMERGENCY RESPONSE PLAN (ERP)

National MS Society, Colorado-Wyoming Chapter

- The National MS Society addresses the challenges of each person living with MS in Colorado and Wyoming and raises funds for vital programs and services to help people with MS move forward with their lives, as well as support research looking for the means to stop MS in its tracks, restore function and end MS forever.
- MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS.
- Last year alone, the Society devoted over \$50.6 million to advance more than 380 research projects around the world. The Society also helped more than one million people affected by MS live their best lives.
- There are an estimated 2.3 million individuals who live with multiple sclerosis around the world and here in Colorado and Wyoming, more than 16,000 people have the disease.
- Multiple sclerosis is usually diagnosed in the prime of life, when people are building careers and starting families.
- Multiple sclerosis is an unpredictable, chronic, often disabling disease of the central nervous system. Symptoms may be mild, such as numbness in the limbs, or severe, such as paralysis or impaired vision. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of the disease.