

Briefing April 21, 2010 (p1 of 1)

Staging Area “Rubber hits the Road”

Basic Training: Staging Area Management

The Chief of Operations strategically positions response assets in staging areas until they're needed by the incident commander. The staging area size, location, and asset inventory all depend on the type of event or incident, its scope and potential for scope creep.

For operation “Rubber hits the Road” 3 staging areas were established in Door County; one on Washington Island, one at the Viking Grill in Ellison Bay, and one at the Pioneer Credit Union branch office in Sturgeon Bay. A fourth staging area was set up at the Pioneer Credit Union at 825 Morris Ave in Green Bay two blocks from LZ Lambeau, and a fifth at the Super 8 Motel in La Crosse.

A roll-call system was used to help staging area managers preplan based on the number and type of vehicles expected. In addition, a three phase operational plan was written for each staging area to manage scope creep i.e. an unexpected influx of larger vehicles or more than expected residents wanting to join the ride.

Rich Waldt – CEO, Risk Management Learning Center

Staging Areas should be:

- Readily recognized by the general public and easily identified from a distance even in bad weather! Staging area #1 is the cemetery, #2 is next to the scene of a well publicized gas explosion, #3 is 7/10 of a mile south of an intersection crossed by everyone going to or from northern Door County, #4 is strategically located two blocks due south of LZ Lambeau, and #5 is at a nationally recognized hotel chain providing both food and lodging.

- **Staging Area #2 is at the Viking Grill in Ellison Bay across the street from the Pioneer Store scene of the gas explosion last year. Pictures below were taken when Carol reopened for business.**



Briefing April 25, 2010

“Rubber hits the Road” P1 of 2 8 Staging Areas

- #1 Washington Island Cemetery at **School House Beach**
- #2 Viking Grill in Ellison Bay **12029 Hwy 42, Ellison Bay**
- #3 Pioneer Credit Union **1449 Green Bay Rd, Sturgeon Bay**
- #4 Pioneer Credit Union **825 Morris Ave., Green Bay**
- #5 Super 8 Motel **1625 Rose Street, La Crosse**
- **#6 Egg Harbor Cemetery**
- **#7 Saint Peter and Paul’s Catholic Church cemetery - Institute**
- **Bayside Cemetery - Bay Shore Road, Sturgeon Bay**



Use [Ride Map](#)

To familiarize yourself with all staging areas.

Name	Website	GPS - Google Map
Washington Island High School	Door County Schools	Washington island high school Google Search Google Map
Viking Grill – Ellison Bay	www.sbfd.com Area Fire Departments	Viking Google Map
Pioneer Credit Union Branch parking lot – 1449 Green Bay Road, Sturgeon Bay 54235	www.Pioneercu.org	Pioneer CU Google Map
Pioneer Credit Union parking lot 828 Morris Ave. Green Bay	www.Pioneercu.org	Street View – Google Map
Super 8 – 1625 Rose Street La Crosse	Super 8 La Crosse	Google Map

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Staging Area #1 Protocols

Washington Island Cemetery

School House Beach:

- **American Legion Post 402** will assemble at KIA Rick Perez' gravesite at 6 a.m. Friday May 21, 2010 for a prayer service before heading for the ferry to Northport.
- **It's important** for all Islanders wanting to be in the ride to be at Northport at or before 7:30 a.m. The ride must leave Northport no later than 7:45 a.m.



Staging Area #2 Protocols

Pioneer Store/Viking Grill 12029 Hwy 42, Ellison Bay, WI.

Protocols for Staging Area #2 are as follows:

Back the Sheriff's car so it doesn't block the drive way next to the Pioneer store and line the five KIA bikes backed in north of his car. Other bikes waiting to deploy can back in line north of the 5 KIAs. At 7 a.m. the Sheriff and the 5 KIA bikers should go to Northport to meet the ferry arriving at 7:30 a.m. The target is to leave Northport at 7:45 a.m. so they'll be back at the Viking/Pioneer no later than 8 a.m. All should be heading south up the Ellison Bay hill no later than 8:10 a.m.



Picture left: Note the black car! **If less than 20 motorcycles arrive in staging area #2**, line them up with the black car backed in so they're ready to deploy behind motorcycles coming past from Washington Island. NOTE: to speed deployment, hold vehicles from the Island back north of the Viking Grill until all motorcycles are positioned behind the Sheriff's car.

Picture right: The dock at 12033 Cedar Shore Road should be used for Fire Chief's vehicles which will be deployed immediately behind motorcycles. The exception is one ambulance will follow behind ALL vehicles. Larger public sector vehicles such as fire engines should be last so they can deploy during an emergency. Also, while they might follow to the county line, they should not plan to follow all the way to LZ Lambeau. There will be literally thousands of motorcycles in Green Bay. Large vehicles will NOT welcome.



If more vehicles arrive than can be handled in front of the Pioneer Store and the Viking Grill, and the dock area is used for Fire Chiefs, Liberty Grove Town Park at 1594 Old School Road should be used for all other vehicles. All vehicles (cars, trucks, buses, etc.) should enter at the north end of Old School Road holding tight right (Note picture of black car above). Wind them left on to Garrett Bay Road where...



Picture on Left: ...they should be held before Hwy #42 so they're ready to deploy south on #42..



Picture Right: coming in behind vehicles in front of the Viking Grill.

Silent Deployments!

NOTE: As in Vietnam:

- All deployments will be silent; triggered by pre arranged signals.
- One siren sound will be used throughout “Rubber hits the Road” so when it’s heard coming over the horizon it’s the signal to
- “START YOUR ENGINES!” There will be designated siren signals when approaching all staging areas so everyone will stand ready to quickly deploy.

All we should hear once the convoy reaches the northern horizon is:

D’ – D’ Mai

Staging Area #3 Protocols:



Pioneer Credit Union, 1449 Green Bay Rd, Sturgeon Bay, WI

Protocols for Staging Area #3 are similar to #2

Our primary staging surface is the parking lot of the Pioneer Credit Union.

The first to arrive should enter the south entrance heading toward the credit union front door then turn left (counter clockwise) and stopping where the black car is in the picture on the right!



If more vehicles arrive than can be safely handled in the Pioneer Credit Union parking lot, **vehicles coming from north through the Woldt's Corner intersection at Duluth Ave. should...**



...turn right at McDonalds on S. Columbia travel toward Target **holding right BUT turning LEFT following**



...S. Columbia around to a point facing #42 so they are



...positioned to deploy to the Right once all in the convoy have past. The Sheriff will slow south of staging area 3 to allow all vehicles to catch up before heading for Southern Door High School on the OLD highway.



If the Target parking lot is needed, management asked we use the south side of the building lot. So position to exit the parking lot on to S. Columbia.



In Green Bay, as many motorcycles, cars, trucks, and buses as possible will park in available public parking provided by LZ Lambeau. If public parking is not readily available, entry to the lot at 825 Morris will be through the lot entry to the right of the building. Traffic will follow toward the back of the lot turning left behind the building to a point in the back left corner, then turn left traveling toward Morris avenue with the credit union drive up lanes to their left. Especially on Friday, the goal is to make sure credit union member traffic using the drive up is not blocked. Vehicles that plan to stay more than two hours should park as far back in the lot as possible positioned so they do NOT block vehicles that may want to leave within the first two hours. Emergency vehicles should park facing Morris avenue right of other vehicles basically along side of drive up window traffic. The goal is to position them so they have a clear, not obstructed exit from on to Morris Avenue should they be called to duty.



Enter the Pioneer CU parking lot on right side of the building. Travel to back and turn left, follow along the back of the building and then turn left so you're facing Morris Avenue.



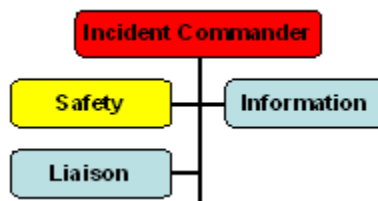
Pioneer Credit Union President Tom Young is standing next to my black Monte Carlo positioned facing Morris Avenue about where the seventh vehicle back from the Morris Avenue exit might stop. Stop the first vehicle at this point so later you can move it forward. That will hold most of the vehicles behind the credit union and out of the way.



If possible position the five bikers from Door County backed in to the Pioneer sign so their flags can be seen from Morris Ave. Add the five bikes coming from La Crosse so they're ready to deploy back to Sturgeon Bay at 4 p.m. Plans at this time is for all 10 to escort everyone back to the Veteran's Memorial in Sturgeon Bay for a 6 p.m. short prayer service.

AIT: Staging Area Management

Incident Scope – Scope Creep: The initial “scope” of an incident or event might be, as it is with operation “Rubber hits the Road,” so small it can be handled by the first responder as a “Single” command. For example, the initial scope of “Rubber hits the Road” involves only 10 bikers; 5 to be stationed in La Crosse with Rolling Thunders 1244 and 5 at the grave sites of our 5 Door County Vietnam KIA vets; all scheduled to deploy at 0630 hours Friday May 21, 2010.



However, considering “Rubber hits the Road” is a State wide operation and we’re attempting to mobilize the entire population of Door County we need designate and prepare to manage Staging Areas in Door County, Green Bay, and La Crosse. While we know the initial scope we don’t really know what the scope will be on the day of the ride. Much will depend on how many learn about our leg of the ride, what the weather will be on Friday May 21, and most important how willing our Vietnam vets will be to even get involved.

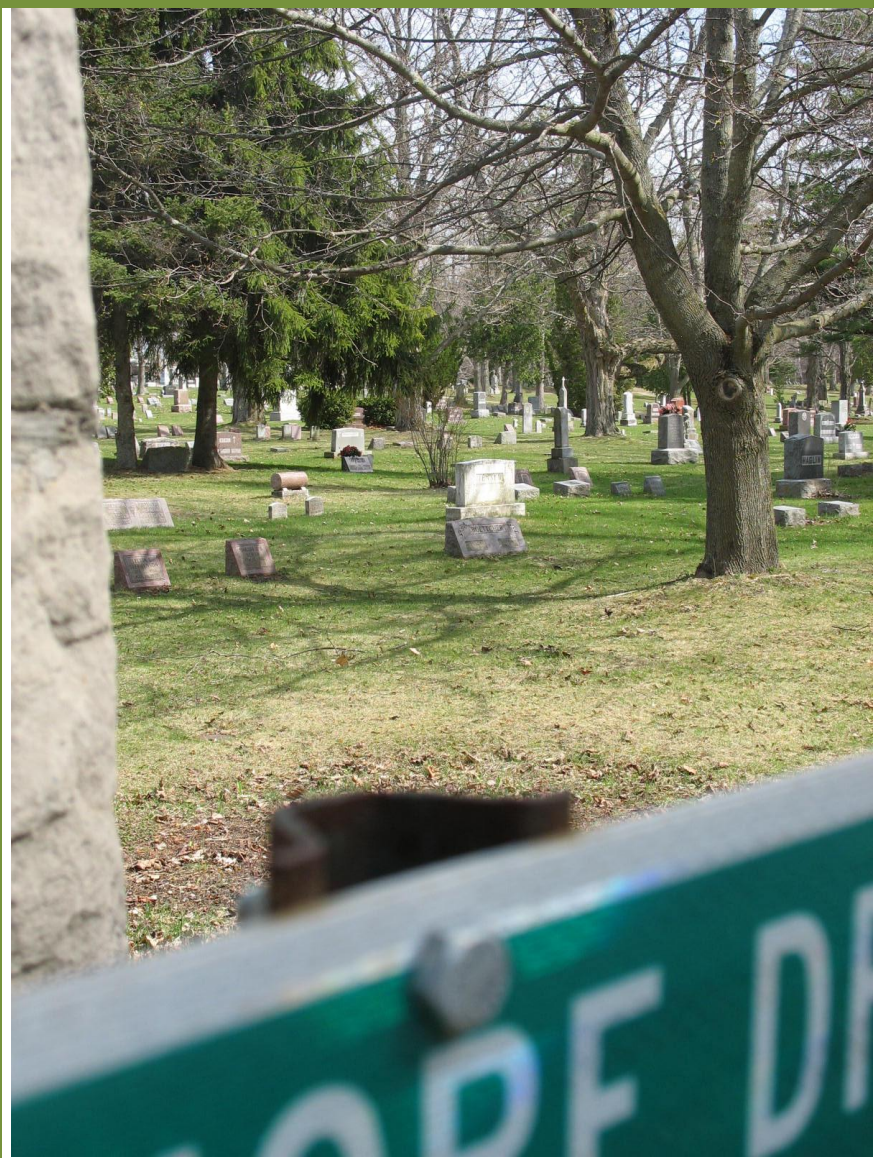
To handle potential **scope creep** we formed a “Unified” command to include our Door County Sheriff, Sturgeon Bay Police Chief, and all Door County Fire Chiefs. **Note:** *In our Unified command, the Fire Chief overseeing our Staging Area #1 is our liaison with all Door County Fire Chiefs.*

Operational Period 1-2-3: Scope creep is best handled in three “Operational Periods.” In period #1 we estimate up to 20 units (motorcycles, cars, trucks, buses, etc.) will show up in each of three Door County staging areas for a total of 60 units. In Operational Period #2 we estimate 50 units per staging area for a total 150 units and in Operational Period #3 we estimate over 100 units will show up in each of three staging areas for a estimated total in excess of 300 units. Staging Area managers will decide when they will open additional Staging Areas.

Communications: Without a double, ANSWERING Roll-call or “logging in” is the most important step residents can take to ensure a safe and successful ride. If everyone answers Roll-call we’ll be better able to adjust no matter how many units show up. **Click here** to answer Roll-call.

Staging Area Management: Consider riders will be coming from across the country and from all directions our Logistics Chief selected the high school on Washington Island, Danny’s Viking Grill in Ellison Bay and the Pioneer Credit union parking lot in Sturgeon Bay. Why? Because high schools from where our 5 KIAs graduated are an important point in our memorial ride, Danny’s is next to the “Pioneer” store in front of which we’ll line up, and the Pioneer Credit Union is our liaison with the Wisconsin Credit Union movement.

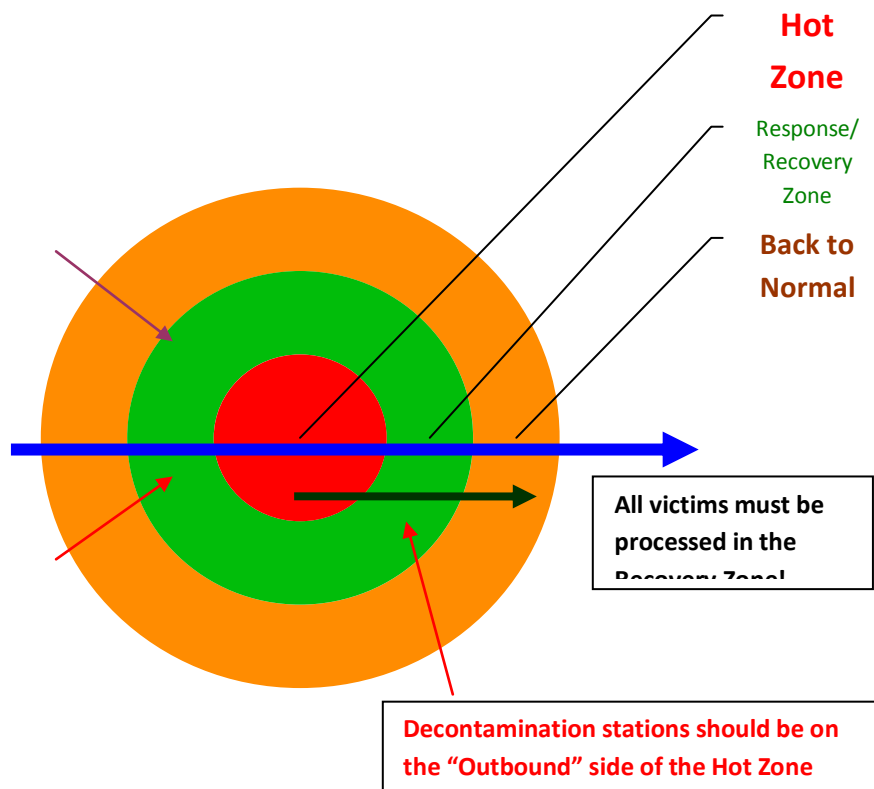




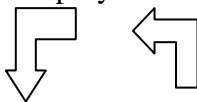


Staging Area Traffic Management – Controlling traffic in and through staging areas is similar to controlling traffic in and through an incident scene. When terrorists are a threat, limit entry points to one highly secured point, positioning multiple physical barriers between guard stations and vehicle/pedestrian check

points.



Both Pioneer Credit Union Staging Areas (#2 and #3) will have one entry and one exit point. At both traffic will move counter clockwise in Sturgeon Bay around the lot and in Green Bay, around the building. Motor Cycles in Sturgeon Bay will go first entering south of the ATM and traveling toward the credit union branch than turning left along the back of the parking lot with another left turn to bring them facing out of the entrance north of the ATM. Cars and trucks will park toward the center of the lot and deploy out of the entrance north of the ATM once motorcycles have all left the lot.



[Click here](#) for a Google map!

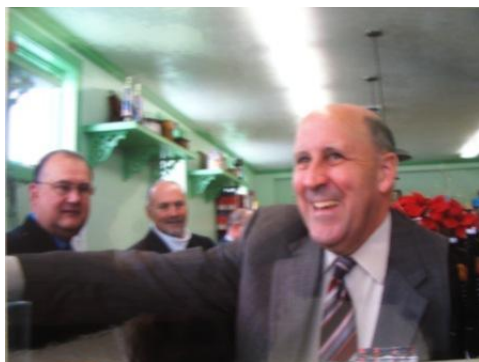
Go to www.LZLambeau.org to learn more about LZ Lambeau parking options. The DVA will have staff available to help vets in and out of their vehicle. It might be best for most cars and trucks to park at LZ Lambeau.

Branch parking lot (Staging Area #2). [Click here](#) for a Google map!

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Staging Areas should be:

- **Well known by members of your Unified command and easily recognized from a distance even in bad weather!**





Area Traffic Management – One-way-in and one-way-out! (We use the same traffic management protocols used after the 9-11-01 attack at the World Trade Center recommended by our RMLC faculty Toni Conti. Toni landed with the first wave of responders to the scene; and from RMLC faculty Florence Rogers, CEO of the Federal Employee's FCU and only credit union survivor of the Oklahoma City bombing. [Click here](#)

