

2014 COMMUNICATION PLAN

1. Neighborhood Associations. We will communicate by email and telephone to all Neighborhood Associations on the City of Ann Arbor website that are impacted by the marathon, even those neighborhoods that are only minimally or indirectly impacted. If an Association does not have an email address, but has a street mailing address, we will mail information about the race to that address.
2. Neighborhood Flyers. We will go “door to door” to residential neighborhoods on the race course with a flyer explaining the impact of the race on them and suggestions on egress options and timing from their residences. One of the flyers from last year is attached as an example. These flyers will be delivered to those living on S. Main between Keech and William, those on the north side of Huron River Dr. and those on Fuller Rd. and Fuller Ct. We would plan on doing this in late February.
3. Geddes Rd. Because residents on Geddes Rd. and particularly those living on streets north of Geddes are most impacted by the race, we will, as we did last year, mail a postcard to all those residents explaining the impact of the race on them. We will work with the city on the timing of this, but we would anticipate late February or early March. This year we also plan on inviting residents to an informational meeting at a convenient location close to Geddes. We would put the date, time and location of the meeting on the postcard.
4. Churches. There are three churches on the course, First Congregational, Saint Mary’s and Bethlehem United Church of Christ. We will communicate with all three initially by telephone in early January, and we will follow up with additional communications and meetings as necessary. Because after 8:15 none of our courses are south of William or on Main St. at all south of William, the impact on Bethlehem will be less than in the past.
5. Businesses. We will communicate by going personally to every business on Main St., Liberty, State St. North University and South University with a flyer about the race. Since we think many of the businesses and restaurants in the Main St. area will be very excited about the business the race will bring them, we will go to these businesses first, probably late January so

they can make plans to benefit from the race. We anticipate going to the businesses in the other areas in late February or very early March.

6. Race Day Communication Plan. By way of background, we divide the course into Sections and we have a Section Captain for each section who goes over the marshal, barricade and cone plan and resident egress plan for his or her section with the race director well before the race. Because of the change in the race course, we will be redoing the sections this year. We had 8 last year. We anticipate 8 again this year, but because the course is more compact, the sections will be smaller and less challenging for the captains. We also have two Water Stop "Czars" who are responsible for communicating with the person or persons in charge of each water stop and making sure they are set up correctly the morning of the race. We prepare a laminated card that all key people wear around their neck race day which has the cell phone numbers of all key people.