

2016 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 early March.

3. Geddes, Vinewood, Avon, Devonshire, and Hickory. Because of a major construction project on Geddes starting early March, this year we will only be on Geddes to Vinewood and then the course will be detoured to Vinewood, Avon, Devonshire and one block of Hickory from Devonshire to Geddes. As we have done in past years we will mail a postcard to all of the residents on these streets and adjoining streets explaining the impact of the race on them. We will work with the city on the timing of this, but would anticipate early to mid-March. We also plan on inviting residents to an informal informational meeting at a convenient location. We would put the date, time and location of the meeting on the postcard. In addition, we may also distribute a neighborhood flyer to the Vinewood, Avon, Devonshire, and Hickory residents as we do to the neighborhoods in Paragraph 2. above.

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 February, and we will follow up with additional communications and meetings as necessary. Because after 8:30 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, with the greater impact being on Saint Mary's and First Congregational.

5. Businesses. We will communicate by going personally to businesses 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 mid-February so they can make plans to benefit from the race. We anticipate going to the businesses in the other areas in late February or 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. Among the key contact people and cell phone numbers are the following:

Sgt. Lyle Sartori 734-260-7062

Mike Highfield, Race Director 734-904-8945

Eva Solomon, Race Director 734-678-5045

Nancy Fulcher, Volunteer Coordinator 734-417-1705