

# *Rock 'n' Roll* MARATHON SERIES®

Ready to Rock: Safe Return to Running Guidelines -  
Operational and Safety Guidelines for  
Rock 'n' Roll Series® Events

Version 1: October 12, 2020

These guidelines were prepared in accordance with industry best practices for open air mass participation sporting events including standards from the World Health Organization and guidance from The IRONMAN Group's Global Medical Advisory Board.

Running events must return in a manner consistent with sound public health guidelines. The IRONMAN Group, global leaders in the mass participation industry, have crafted interim guidelines to outline best practices for operating Rock 'n' Roll Series® global mass participation running events in the context of the COVID-19 outbreak<sup>1</sup>. These guidelines were prepared in accordance with industry standards for open air mass participation sporting events including standards from the World Health Organization (WHO), and guidance from the IRONMAN Global Medical Advisory Board (IGMAB – See Appendix A). These guidelines are designed to allow for Rock 'n' Roll Series events to be organized in a manner consistent both with a community's objectives and with the expectations of public health entities around the world.

During the development of these guidelines, The IRONMAN Group conducted detailed benchmarking of our events around the world to review participant densities and measure concentrations of physical touchpoints and proximal interactions. Our approach started from when participants arrive at an event for packet pick-up, and continued until they left the venue post-event – and focused on all aspects of the event experience including (but not limited to) registration, expo, merchandise, start line, aid stations, finish line and post-event finish area.

Our analysis resulted in a series of operating principles organized around five broad areas of contagion risk mitigation:

**1. Enhanced Hygiene**

- Hand sanitizer, hand washing stations and disinfectant wipes will be readily available around our event venues. Cleaning of common venue areas will be enhanced.
- Staff and volunteers will be provided with face coverings, and will be required to wear the face covering properly at all times around the event venue. Disposable gloves will be used by staff and volunteers in applicable areas.
- Participants will be provided with face coverings at packet pick-up, and participants will be required to wear a face covering properly around our event venues, including the start corrals and finish line area. Find the WHO instructional video on how to properly wear a mask [here](#).

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<sup>1</sup> For the avoidance of doubt and notwithstanding the global best practices identified within these interim guidelines, all mandatory regulations and guidelines applicable to the local venues (e.g., from sources such as CDC, state health departments, and county/local authorities) will be followed to the full extent such regulations and guidelines are applicable for each local event.

## **2. Screening and Education**

- We are providing training for staff and volunteers in appropriate personal health, personal hygiene, and safe support in necessary functional areas.
- We will provide Volunteer Smart™ guidelines for event volunteers.
- Participants, staff, and volunteers will be required to respond to a pre-event health questionnaire.
- We will in many venues institute no-touch body temperature screening. Individuals with a body temperature greater than 100.4° Fahrenheit, or 38° Celsius will not be allowed to participate, volunteer or work.

## **3. Touchpoint Minimization**

- We will be reducing or removing touchpoints and points of interaction between staff, participants, and volunteers without compromising event safety and security.
- We have redesigned and reimagined areas such as packet pick-up, expo, merchandise, and finish line to minimize person-to-person contact.
- Aid stations will be reconfigured with more space to minimize both participant -to- volunteer and participant-to-participant touchpoints.

## **4. Rockstar Run Smart™ Participant Support**

- We will introduce the '[Return to Running Pledge](#)', emphasizing the participants' responsibility for competitive cooperation, and consideration of our community while participating.
- Participants should review and embrace the [Rockstar Run Smart™ running tips](#)
- Participants will be empowered to determine their individual level of self-reliance to further minimize their interactions and touchpoints with other participants, volunteers or staff.
- While plenty of aid stations will still be present along the course, participants will be encouraged to carry their own nutrition and hydration by using items such as hydration vests and belts.

## **5. Density Reduction**

- We will institute measures to increase space for participants and supporting personnel in areas such as expo, packet pickup and finish line.
- Alternative start configurations may be implemented to reduce the number of participants waiting in an enclosed area and to optimize distancing opportunities.
- Modification or elimination of non-essential event services and functions, such as expo and merchandise may also occur.

The most significant element in course density reduction is being able to extend the duration of the start line program.

Analysis of course participant density - primarily from runner flow data from previous events - indicates that providing the maximum available time for starting all runners will result in a reduced density across the course, at aid stations, and through to the finish. Controlling and modifying the flow of runners from the start provides a measurable reduction in course density.

The Rock 'n' Roll Series endeavors to use this element as its guiding principle - the modification of event start structure – and the primary methodology for course density reduction; and an improved running experience.

## **Rock 'n' Roll Series® Event Modifications for Enhanced Health and Safety:**

The changes that Rock 'n' Roll Series participants may expect to see at upcoming events can be summarized as follows:

### **Looking After Our Community:**

#### **Our Participants**

- Participants will be required to undergo a screening process, including completing a health questionnaire, and in many venues no-touch temperature screening will also be instituted.
- Participants are required to properly wear a face covering at all venues outside of competition, including areas such as expo, gear check, start corrals and after crossing the finish line.
- Participants will be provided with a face covering at packet pick-up, for use throughout the weekend. We will also have disposable face covers available for participants once they finish.
- Participants are encouraged to review and acknowledge the ***Return to Running Pledge***, committing to safe and conscientious conduct.

#### **Our Volunteers and Our Staff**

- Via the Volunteer Smart™ Program, our volunteers and staff will be provided educational material on proper health and hygiene protocols.
- Our staff and volunteers will be required to properly wear a face covering at all venues and while on course.
- Our volunteers and staff will be required to undergo a screening process, including completing a health questionnaire, and in many venues no-touch temperature screening will also be instituted.
- Volunteer numbers will be optimized to reduce potential points of interaction with participants.
- Volunteer check-in space will be expanded to allow for appropriate physical distancing.
- Disposable gloves will be used by our staff and volunteers in applicable areas.
- Enhanced protocols will be implemented for cleaning and disinfecting surfaces, safe handling/serving fluids and food, proper use of disposable Personal Protective Equipment (PPE) and proper disposal of waste products.

### **At Our Event Venues:**

What you will see in most areas:

- Frequent cleaning and disinfecting of surfaces with scheduled breaks.
- Signage and markers to enforce physical distancing.
- Increased hand sanitizing or hand washing stations.
- Additional garbage receptacles.
- Enforced one-directional foot traffic flows.
- Greater spacing between portable toilet units and increased portable toilet units where possible.
- Define and enforce accepted distancing parameters with visual indicators such as tape, signage, or stanchions.
- Increased signage to provide guidance and communicate procedures.

**In addition, Rock 'n' Roll Series will make the following modifications:**

**At Packet Pick-up**

- All participants will be screened onsite via a health questionnaire and in accordance with any other local screening regulations. In many venues no-touch body temperature screening will be instituted.
- In order to ensure all participants complete the onsite health questionnaire, participants will need to pick up their own packet.
- Additionally, all visitors to the Health and Fitness Expo will be subject to screening.
- In cooperation with Health and Fitness Expo venues, restrictions in terms of ingress, capacity and screening will be upheld.
- Where possible, scheduled packet pick-up times will be offered to accommodate participants and distribute the flow of attendees across the day.
- Packet pick-up duration will be expanded to allow for scheduled cleaning breaks.
- Participant items will be consolidated during bib pick-up to optimize the flow and reduce touchpoints within the pick-up area.

**At Expo**

- We will be instituting modifications that include increasing expo floor plan size or reducing the number of vendors to enable greater physical distancing. Some events will be creating a digital expo experience.
- We will be requiring expo vendors to conduct regular disinfection of surfaces.
- Expo vendors will be monitoring customer density at expo booths and product trial areas.
- Expo product testing that does not enable cleaning between users will not be allowed.
- Expo vendor sampling activity will be limited to sealed, single servings/ samples.
- Pre-event massage and taping services will not be offered.
- We will remove on-stage presentations that encourage an audience cluster.
- Customers will be encouraged to use contactless payment.
- Vendors will be encouraged to use digital promotional material.
- Physical interactive displays such as bib-check and selfie stations will not be offered.

**At the Merchandise Store**

- Our Merchandise store will feature new layout options, including click and collect, and in-person ordering.
- There will be a limited number of customers in the store at once to allow for appropriate physical distancing.
- Trying-on of merchandise, including apparel and shoes, will not be permitted.
- Customers will be encouraged to use contactless payment.
- Change of mind returns of merchandise will not be permitted.

**During the Event, Rock 'n' Roll Series will make the following modifications with a focus on Density Reduction:**

**Gear Check**

- Information on the Gear Check format for each specific event will be provided in the event's Participant Final Information.
- The gear bag drop-off time will be expanded to allow for a greater spread of participants dropping bags over time.
- Additional security entry and exit points may be added to avoid participant clusters.
- All surfaces within the Gear Check area will be wiped before gear collection begins.
- Runners will need to follow line markings for queuing procedure to avoid crowding and to maintain traffic flow.
- We will increase space between lanes and queue lines to reduce congestion.
- We will provide additional signage to indicate procedures.
- In some cases, gear check may not be offered at all.

**Start Line**

- Each Rock 'n' Roll start line is unique, and our local Operations teams will closely review each venue to determine the safest way to start each Rock 'n' Roll experience. We will work with each city's officials to expand the start line area across as much allowable space and extend as much of the timeline as is allowed.
- There are several alternative start configurations that could be implemented to reduce the number of participants waiting in an enclosed area. Variations may include increased number of corrals with smaller participants per corral, multiple starts with designated start times and increased timeframes for releasing of corrals.
- While you will not see every scenario below, there is a great chance you will see some facet or combination of these:
  - o Maximizing the available space for the start line area with respect to road width and length of corrals, and additional available staging space.
  - o Increasing the physical gaps between each corral, and the duration between each corral's start time.
  - o Reducing the number of participants per corral.
  - o Maximizing the duration of the start line program within the limitations of agreed road reopening times.
  - o Reducing the waiting time in corrals by implementing a 'just in time' loading system.
- In the start line refreshments area, only bottled water or whole bananas will be served, in a self-service setup.
- Information on the start format will be provided in the event Participant Final Information.

### **Aid Stations and Course**

- There will be more spacing between aid station tables to allow more room and time for participants to refuel within the aid stations.
- Sponge stations will be eliminated.
- Participants will be encouraged to reduce reliance on aid stations by maintaining self-sufficiency at their own comfort level. Hydration vests and fuel belts will be welcomed for this purpose
- Support and gear (SAG) wagons will be vehicles appropriately sized to enable runners to physically distance within. SAG wagons will have face covers and sanitizing wipes on board.

### **Finish Line**

- We will increase space and flow through post-finish line area, exiting participants as efficiently as possible through the process and exiting into public space.
- We will encourage participants to engage in no-touch finish line celebrations.
- Medals will be accessible in a no-touch manner.
- Our finish line area will continue to be monitored by medical personnel to assist participants if needed.
- Post-event food and beverages will be provided to participants in a single-packaged self-serving style.
- Participants will be provided a face covering once they cross the finish line. Face coverings are mandatory in the Finish Line area as well as within the post-race finish areas.

### **Post-Race Finish Area**

- At some of our events, awards will be mailed to age group award winners post-event. For events that are offering an onsite award component, participants will be able to individually pick-up their awards post-event. We will have visual indicators such as tape, signage, or stanchions to maintain proper physical distancing of participants at this area.
- Space between functional areas will be maximized, such as Information Booth, Rock 'n' Roll Series booth, medical, and other post-event services offered.
- At venues where the Family Reunion area is available, the space will be increased to allow for proper physical distancing.
- Post-event activities such as the Beer Garden, VIP Experience and post-event concert will be modified or in some cases not offered to participants.
- Post-event massage services will not be available for participants.
- Food trucks in post-event finish area will be eliminated.

## APPENDIX A

### IRONMAN Global Medical Advisory Board

Established in January 2017, the IRONMAN Global Medical Advisory Board (IGMAB) was assembled to provide the highest level of preventative, emergent and post care recommendations for medical standards on a global basis. As an independent medical advisory group focused on health and safety, the board supports The IRONMAN Group by providing guidance, reviewal and medical recommendations for general participant health questions, event medical plans, and significant medical developments globally. Additionally, the IGMAB has developed a comprehensive Event Medical Guide, which serves as a general reference and resource for organizing medical services or providing care to the participants of The IRONMAN Group endurance events.

Since the onset of the pandemic, the board has been recognized as one of the preeminent global resources in advising and collaborating with international health and sporting organizations with expertise in outdoor mass participatory endurance events. The board is currently engaged with:

- World Health Organization (WHO) – Mass Participatory Events steering committee
- World Athletics (formerly IAAF) Pandemic Advisory Committee
- International Institute of Race Medicine
- International Olympic Committee (IOC)