

Organizing the labor day half marathon in La Jolla, California: A scrum-based approach



by

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Project Scope:

Overview

This project will coordinate and manage a Labor Day event - entrants participate in a half marathon in La Jolla. The event will be used to encourage community participation in living a healthy life and, at the same time, making contributions through local charity donations. A significant chunk of the project includes planning and coordination of the marathon event. For this flexibility, adaptability, and continuous improvement in the lifecycle of the project shall be taken care of with the Scrum methodology.

Justification for Scrum Methodology

Scrum is the most effective Agile framework when doing complex projects. Teamwork and accountability, with iteration toward the well-defined goal, are kind of vigorous first-order principles of Scrum. Scrum provides a dynamic way of organizing an event like a half marathon-infested with so many variables, including weather conditions and the number of participants. It will, therefore, enable feedback to be obtained continuously, most importantly ensuring that the arrangements are adjusted adequately for the event to succeed.

Who:

The essential customers of the La Jolla Labor Day Half Marathon include the La Jolla City Council, which shall issue the necessary permits and support; local businesses, which shall sponsor the event with financial and logistical support; and, most importantly, the diverse group of participants set to run in the marathon. The other beneficiaries are the local charities that receive a portion of the proceeds and the members of the La Jolla community themselves, who will experience increased regional activity and could, in turn, earn more out of the plentiful guests.

Roles and Contributions of Each Stakeholder

1. La Jolla City Council

Permits: Issue necessary permits for the event.

Safety: Ensure public safety and coordinate with police and medical services.

Promotion: Promote the event and provide official support.

Logistics: Assist with traffic management and waste disposal.

2. Local Businesses

Sponsorship: Provide financial and logistical support.

Volunteers: Encourage employee participation as volunteers.

Promotions: Offer special deals to attract participants and visitors.

In-kind Donations: Donate products or services for the event.

3. Volunteers

Setup/Tear Down: Help set up and dismantle the event area.

Support: Assist participants with water distribution, guidance, and first aid.

Registration: Manage check-in and distribute race materials.

Course Marshals: Guide runners and ensure they stay on course.

4. Participants

Registration: Sign up and pay fees to support the event.

Rules: Follow marathon rules for a fair and safe event.

Promotion: Encourage others to join and support the marathon.

5. Local Charities

Funds: Use proceeds to support community initiatives.

Promotion: Raise awareness about the event and their cause.

Volunteers: Provide additional volunteer support.

6. La Jolla Community

Participation: Join as runners, spectators, or volunteers.

Support Local Businesses: Visit and support local businesses during the event.

Engagement: Foster community spirit and unity by participating in the marathon.

What:

Our project will include organizing and running a 13.1-mile half marathon in La Jolla, securing the permits and road closure approvals with the City of San Diego. We will have to sell sponsorships to financially and logistically support this project, make a plan on how to market this event to its participants, and all the while ensure that the race is safe and sound for its runners: medical support, hydration stations, and volunteers. Post-event, we shall cater for clean-up, participant feedback, and reconciliation of finances to see that every little detail of the marathon has been managed appropriately.

When:

The project timeline for the Labor Day Half Marathon in La Jolla is structured to ensure a smooth and successful event, extending beyond the course dates for thorough planning and execution.

Initial Scope and Planning Phase (June 1 - June 30):

- **June 1-15:** Kick-off meeting with stakeholders, defining project objectives and success criteria, establishing the project team, and assigning roles.
- **June 16-30:** Developing a detailed project plan covering all aspects of the event, initiating risk management and budget planning.

Mid-Planning Phase (July 1 - August 31):

- **Sprint 1 (July 1-14):** Route design and initial permit applications.
- **Sprint 2 (July 15-28):** Developing and launching the marketing strategy.
- **Sprint 3 (July 29 - August 11):** Recruiting and training volunteers.
- **Sprint 4 (August 12-25):** Finalizing logistics and securing vendor agreements.
- **Sprint 5 (August 26 - September 8):** Developing a comprehensive safety plan.

Final Preparations (September 9 - September 15):

- **September 9-15:** Finalizing all plans, conducting last-minute volunteer training sessions, ensuring all logistics and safety measures are in place.

Event Day (Labor Day, September 16):

- **September 16:** Executing the marathon, managing participant registrations, coordinating with volunteers, ensuring all safety protocols are followed.

Post-Event Phase (September 17 - September 30):

- **September 17-22:** Conducting post-event activities including cleanup and debriefing.
- **September 23-30:** Gathering and analysing feedback from participants and stakeholders, financial reconciliation, and reporting to inform future events.

Where:

The marathon will take place in La Jolla, the beautiful coastal city with a wild ocean ribbon, scenic streets, and several runners going all out. Runners will pursue several different and picturesque routes showcasing the natural beauty and identity of the region. Examples of specific places along the course include the breathtaking ocean views provided at the iconic La Jolla Cove and the bustlingly alive, energetic nature that the streets of downtown La Jolla provide in character. Even the selection of routes has been keen on seeing the capacity for allowing large numbers for safe and sound participation. The route will curve through housing neighbourhoods, offering views of the unique architectural heritage and landscaped beauty of the area. It will also include short segments of the coast front where runners can enjoy the cool sea breeze and views of the sparkling ocean. This scenic beauty is combined with some practical planning to create a genuinely memorable marathon—experiencing the best that La Jolla has to offer.

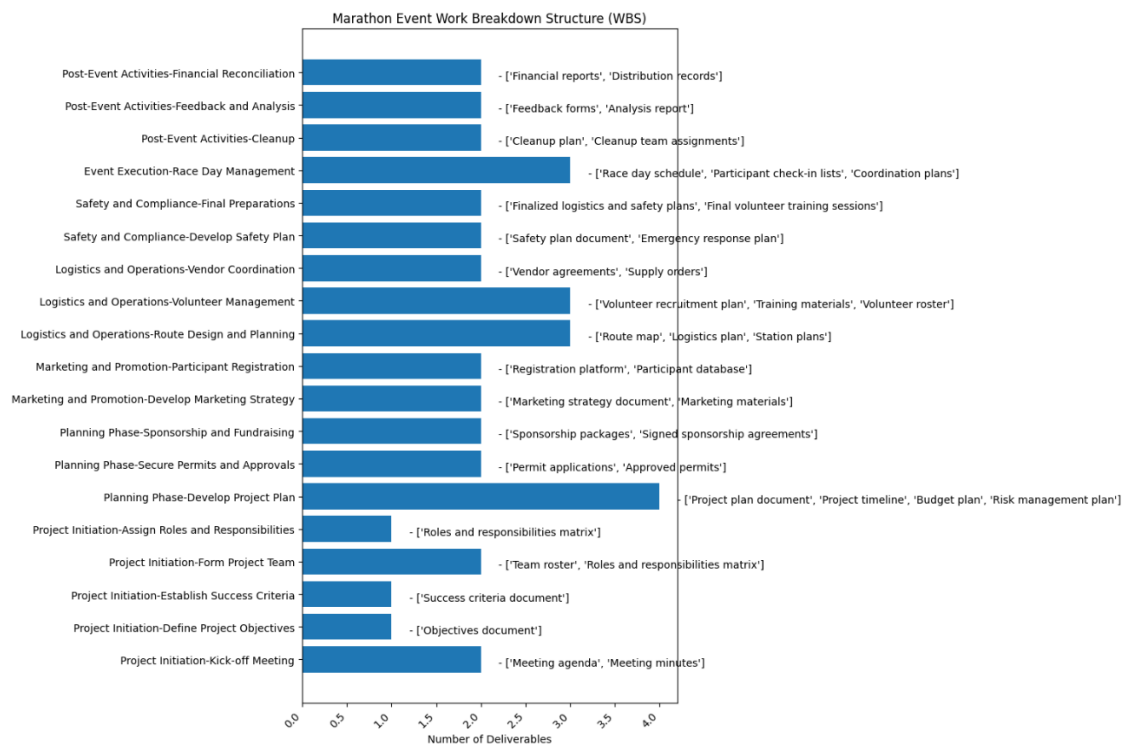


Fig: Reference marathon map (La Jolla Half Marathon & 5K, 2024)

How:

Our project will be managed under the Scrum methodology for clear organization and an iterative path. The Product Owner will represent the City Council of La Jolla and will be responsible for task prioritization and upkeep of the backlog list. The Scrum Master will control the process, which will be consistent with Scrum principles while removing any impediments. The cross-functional Development Team, including project managers, logistics coordinators, marketing specialists, volunteer coordinators, safety officers, and others, will craft and deliver increments of the project in two-week sprints. The project shall be initiated by meeting with the stakeholders to set objectives and success criteria, form a project team, and define the roles. In the planning stage, a project plan on all aspects of the event, including risk management and budget planning, shall be developed comprehensively. Marketing strategies will be implemented to ensure maximum registration of the participants. Proper coordination with city officials and vendors is essential for the events to run smoothly. Running volunteer training sessions shall have logistics finalization. This will be carried out through regular progress meetings, ensuring registration in the planned event, numbers of volunteers to be taken on board, and monitoring financials against the volunteers to be able to adjust the plans due to feedback and situational changes. The closure phase will ensure the successful and smooth execution of marathon day and post-event activities like cleanup and debriefing and gathering and analysing feedback to inform future events. This structured, iterative approach assures the Labor Day Half Marathon in La Jolla will be successfully executed.

Project Breakdown:



Work Breakdown Structure (WBS) Dictionary with Deliverables

1. Project Initiation:

1.1 Kick-off Meeting

Initial meeting with stakeholders to discuss project objectives, scope, and roles.

Deliverables: Meeting agenda, meeting minutes.

1.2 Define Project Objectives

Outline the project goals and desired outcomes.

Deliverables: Objectives document.

1.3 Establish Success Criteria

Define the metrics and benchmarks for project success.

Deliverables: Success criteria document.

1.4 Form Project Team

Assemble the project team with assigned roles and responsibilities.

Deliverables: Team roster, roles and responsibilities matrix.

1.5 Assign Roles and Responsibilities

Allocate specific tasks and responsibilities to team members.

Deliverables: Roles and responsibilities matrix.

2. Planning Phase:

2.1 Develop Project Plan

Create a comprehensive plan detailing project scope, timeline, budget, and risk management.

Deliverables: Project plan document, project timeline, budget plan, risk management plan.

2.2 Secure Permits and Approvals

Obtain necessary permits and approvals from relevant authorities.

Deliverables: Permit applications, approved permits.

2.3 Sponsorship and Fundraising

Acquire financial and logistical support from sponsors.

Deliverables: Sponsorship packages, signed sponsorship agreements.

3. Marketing and Promotion:

3.1 Develop Marketing Strategy

Create and implement a plan to promote the marathon and attract participants.

Deliverables: Marketing strategy document, marketing materials (flyers, social media posts, etc.).

3.2 Participant Registration

Set up and manage the participant registration process.

Deliverables: Registration platform, participant database.

4. Logistics and Operations:

4.1 Route Design and Planning

Plan the marathon route and necessary logistics, including hydration and medical stations.

Deliverables: Route map, logistics plan, station plans.

4.2 Volunteer Management

Recruit, train, and manage volunteers for the event.

Deliverables: Volunteer recruitment plan, training materials, volunteer roster.

4.3 Vendor Coordination

Arrange services and supplies with vendors.

Deliverables: Vendor agreements, supply orders.

5. Safety and Compliance:

5.1 Develop Safety Plan

Create a comprehensive safety and emergency response plan.

Deliverables: Safety plan document, emergency response plan.

5.2 Final Preparations

Complete final checks and training sessions before the event.

Deliverables: Finalized logistics and safety plans, final volunteer training sessions.

6. Event Execution:

6.1 Race Day Management

Oversee all activities on race day, ensuring smooth execution.

Deliverables: Race day schedule, participant check-in lists, coordination plans.

7. Post-Event Activities:

7.1 Cleanup

Organize and execute the post-event cleanup process.

Deliverables: Cleanup plan, cleanup team assignments.

7.2 Feedback and Analysis

Collect and analyse feedback from participants and stakeholders.

Deliverables: Feedback forms, analysis report.

7.3 Financial Reconciliation

Finalize event finances and distribute funds to designated charities.

Deliverables: Financial reports, distribution records.

Project Schedule:

Phase/Activity	Resources	Resource Allocation	Duration (days/weeks)	Milestone
Initial Scope and Planning Phase	Kick-off meeting, define objectives, establish project team, assign roles, develop detailed project plan.	Project Manager, Project Team	June 1 - June 30	Kick-off meeting with stakeholders (June 1-2), define project objectives (June 3-4), establish project team (June 5-6), assign roles (June 7-8). Develop detailed project plan, initiate risk

				management and budget planning (June 9-30).
Mid-Planning Phase	Sprint 1: Route design, initial permit applications.	Logistics Coordinator , Project Coordinator	July 1 - July 14	Complete route design (July 14)
	Sprint 2: Develop and launch marketing strategy.	Marketing Specialist	July 15 - July 28	Launch marketing strategy (July 28)
	Sprint 3: Recruit and train volunteers.	Volunteer Coordinator	July 29 - August 11	Complete volunteer training (August 11)
	Sprint 4: Finalize logistics, secure vendor agreements.	Logistics Coordinator	August 12 - August 25	Finalize logistics and secure vendor agreements (August 25).
	Sprint 5: Develop comprehensive safety plan.	Safety Officer	August 26 - September 8	Complete safety plan (September 8).
Final Preparations	Finalize all plans, conduct volunteer training, ensure logistics and safety measures.	Project Team, Logistics Coordinator	September 9 - September 15	Ensure all logistics and safety measures are in place (September 15).
Event Day	Execute marathon, manage registrations, coordinate with volunteers, ensure safety protocols, and conduct Cultural and Award Ceremony.	Event Manager, Volunteer Coordinator	September 16	Execute marathon, manage registrations, coordinate with volunteers, ensure all safety protocols are followed, and conduct Cultural and Award Ceremony (September 16).
Post-Event Phase	Conduct post-event activities including cleanup and debriefing.	Cleanup Coordinator	September 17 - September 22	Conduct post-event activities including cleanup and debriefing (September 22).
	Gather and analyze feedback, financial	Marketing Specialist,	September 23 - September 30	Gather and analyze feedback from participants and

	reconciliation, report for future events.	Finance Manager		stakeholders, financial reconciliation, and reporting to inform future events (September 30).
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Resources:

Jayakrishna Pamuru - Project Manager, Marketing Specialist, Event Manager.

Nityadeepika Siddamsetty - Project Coordinator, Safety Officer, Finance Manager.

Bhavyanth Nagubudi Venugopal - Logistics Coordinator, Volunteer Coordinator, Cleanup Coordinator.

Project Budget Overview:

Phase	Item	Expense Type	Unit Type	Unit Price (\$)	Quantity	Estimated Cost (\$)	Estimation Notes
Initial Scope and Planning	Kick-off Meeting	Operating	Venue Rental	300	1	300	Estimate based on local venue rental prices
			Refreshments	200	1	200	Estimate based on catering services
	Project Manager Salary	Operating	Hours	50	100	5,000	\$50/hour for 100 hours
	Project Team Salaries	Operating	Hours	30	100	3,000	\$30/hour for 100 hours for team members
	Planning Materials	Operating	Stationery, Software	200	1	200	Stationery, printing, software
Subtotal						8,700	
Mid-Planning	Route Design Materials	Operating	Mapping Software	200	1	200	Cost for mapping software
			Printing Costs	100	1	100	Cost for printing route maps
	Initial Permits	Operating	Application Fees	1,000	1	1,000	Based on city permit fees

	Marketing Materials	Operating	Flyers, Ads	2,000	1	2,000	Estimate for print and digital marketing
	Volunteer Recruitment	Operating	Advertising	500	1	500	Recruitment advertising costs
	Logistics Planning	Operating	Coordination Meetings	1,000	1	1,000	Costs for logistics coordination
			Planning Materials	500	1	500	Materials for planning logistics
	Vendor Agreements	Operating	Deposits	2,000	1	2,000	Deposits for equipment and refreshments
	Safety Planning	Operating	Safety Materials	800	1	800	Safety materials and training
Subtotal						8,100	
Final Preparations	Final Volunteer Training	Operating	Training Sessions	1,000	1	1,000	Costs for volunteer training sessions
	Logistics Finalization	Operating	Final Checks	1,200	1	1,200	Final checks and last-minute adjustments
	Safety Measures	Operating	Safety Equipment	1,500	1	1,500	Safety equipment and medical supplies
Subtotal						3,700	
Event Day	Race Day Operations	Operating	Staff Salaries	5,000	1	5,000	Salaries for race day staff
	Cultural and Award Ceremony	Operating	Performances, Awards	2,000	1	2,000	Costs for cultural performances and awards
	Safety and Emergency	Operating	Medical Team	1,500	1	1,500	On-site medical team and

							emergency response
	Chairs	Operating	Chair Rentals	5	100	500	Rental costs for 100 chairs
	Tents	Operating	Tent Rentals	100	10	1,000	Rental costs for 10 tents
	Printed T-Shirts	Operating	T-Shirts	10	500	5,000	Cost for printed T-shirts for volunteers, staff, organizers, and participants
Subtotal						15,000	
Post-Event	Cleanup Operations	Operating	Cleanup Crew	1,000	1	1,000	Costs for cleanup crew
			Materials	500	1	500	Cleanup materials
	Feedback Analysis	Operating	Surveys, Tools	800	1	800	Costs for surveys and analysis tools
	Financial Reconciliation	Operating	Accounting Services	1,000	1	1,000	Accounting services for financial reconciliation
	Reporting	Operating	Report Preparation	500	1	500	Preparation and printing of final report
Subtotal						3,800	
Contingency Fund	Contingency Fund	Operating	Buffer	2,500	1	2,500	Buffer for unforeseen expenses
Subtotal						2,500	
Total Budget						41,800	

Total Budget Summary:

Phase	Estimated Cost (\$)
Initial Scope and Planning	8,700
Mid-Planning	8,100
Final Preparations	3,700

Event Day	15,000
Post-Event	3,800
Contingency Fund	2,500
Total	41,800

Project Closure Checklist: La Jolla Labor Day Half Marathon:

Task	Description	Assigned To	Completion dates	Estimated completion dates	Status	Comments
Initial Scope and Planning						
Kick-off Meeting	Initial meeting with stakeholders	Jayakrishna	June 15		Completed	
Define Project Objectives	Outline project goals and outcomes	Jayakrishna	June 15		Completed	
Establish Success Criteria	Define success metrics and benchmarks	Nityadeepika	June 15		Completed	
Form Project Team	Assemble the project team	Bhavayanth	June 15		Completed	
Assign Roles and Responsibilities	Allocate specific tasks to team members	Jayakrishna	June 15		Completed	
Develop Project Plan	Detailed project plan covering all aspects	Jayakrishna	June 30		Completed	
Mid-Planning Phase						
Route Design and Initial Permit Applications	Design route and submit initial permit applications	Nityadeepika	July 14		Completed	
Develop Marketing Strategy	Create and launch marketing strategy	Jayakrishna		July 28	In Progress	Initial strategy created, ongoing refinement

Recruit and Train Volunteers	Recruit and train event volunteers	Nityadeepika		August 11	In Progress	Recruitment underway , training planned
Finalize Logistics and Secure Vendor Agreements	Finalize logistics and vendor agreements	Jayakrishna		August 25	Pending	Vendor discussions initiated
Develop Safety Plan	Create comprehensive safety plan	Bhavyanth		September 8	Pending	Initial planning stage
Final Preparations						
Conduct Final Checks and Training Sessions	Final checks and volunteer training sessions	Nityadeepika		September 15	Pending	
Ensure Logistics and Safety Measures	Ensure all logistics and safety measures are in place	Jayakrishna		September 15	Pending	
Event Day						
Execute Marathon	Manage participant registrations, volunteers, safety	Jayakrishna		September 16	Pending	
Cultural and Award Ceremony	Organize and manage cultural and award ceremony	Bhavyanth		September 16	Pending	
Post-Event Activities						
Conduct Post-Event Cleanup	Organize and execute cleanup process	Nityadeepika		September 22	Pending	
Collect and Analyze Feedback	Gather and analyze feedback from participants	Bhavyanth		September 30	Pending	

Financial Reconciliation	Finalize finances and distribute funds	Jayakrishna		September 30	Pending	
Prepare Final Report	Prepare and submit final report	Jayakrishna		September 30	Pending	

Lessons Learned:

What have you done during the project so far?

Up to this point, we have completed the Initial Scope and Planning Phase, including the kick-off meeting, defining project objectives, establishing success criteria, and forming the project team. We have also developed a detailed project plan and secured necessary permits and approvals. Marketing strategies are in progress, and we are in the midst of recruiting volunteers and finalizing logistics.

What would you do differently operationally?

Operationally, we would start the volunteer recruitment process earlier. Although we have made progress, earlier recruitment could have mitigated delays and ensured we have enough support well before the event. We would also implement our marketing strategy sooner to maximize participant registration.

What would you have done differently as you planned your project?

In the planning phase, we would have created a more detailed work breakdown structure from the outset. This would help us manage minor tasks more effectively and avoid potential delays. Additionally, we would ensure our initial meetings are more structured with clear agendas to optimize our planning sessions.

Are there things that you would take into consideration now?

Ensuring that all activities are completed on time by properly following up on progress and prompting solving problems right away. Clearly communicate, work out logistics in detail, and improve volunteer coordination to make sure the tasks will have been accomplished in a manner helpful to the successful running of the marathon within the deadlines set.

People you would/wouldn't include? Would the scope or work breakdown structure be different?

We would include a dedicated volunteer coordinator from the start to streamline recruitment and training. Additionally, the scope and work breakdown structure would be more detailed to cover all tasks comprehensively, ensuring smoother execution and avoiding overlooked elements.

Would you even take on this project?

Yes, we would take up this project. The experience is valuable and brings along with it learning that shall set right the execution in times to come. Despite all the challenges during a project, its progress and lessons learned make it worth doing.

Feedback and Comments Incorporated:

Throughout the semester, we have taken feedback and comments into account to refine and enhance our project report. For the Project Scope, we've outlined the specific roles and responsibilities of key stakeholders: the La Jolla City Council, local businesses, and volunteers. In the **Project Breakdown**, we added a detailed Work Breakdown Structure (WBS) dictionary and listed clear project deliverables. In the **Project Schedule**, we clarified that milestones are short-term, specified activity resources more clearly, and added a schedule overview. For the **Project Budget**, we separated estimation notes into columns for unit type, unit price, and quantities, creating a more comprehensive budget table. Finally, in the **Project Closure**, we separated completion dates from estimated dates. These changes have made our project report more detailed, clear, and high-quality.

List of Sponsors:

The success of the La Jolla Labor Day Half Marathon was made possible through the generous support of our sponsors. We extend our gratitude to the following sponsors:

La Jolla City Council: Provided necessary permits and logistical support.

Local Businesses: Contributed financial and logistical support.

La Jolla Fitness Center: Sponsored hydration stations and provided financial backing.

Coastal Bank: Offered financial support and promotional materials.

Healthy Life Nutrition: Provided nutrition bars and refreshments for participants.

Media Partners:

La Jolla Daily News: Assisted with marketing and promotional activities.

Local Radio Station 102.5 FM: Helped promote the event through radio advertisements.

References:

La Jolla Half Marathon & 5K. (2024, February 15). *Race Course - La Jolla Half Marathon & 5K*. <https://lajollahalfmarathon.com/race-course/>