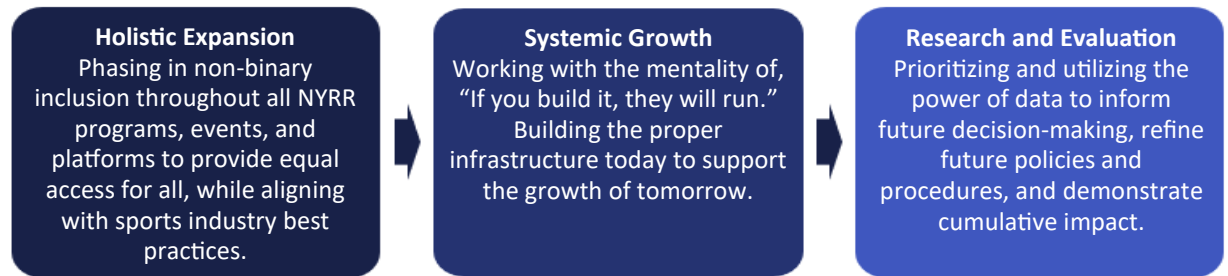


Running Beyond the Gender Binary

Redesigning the Sports Model

In 2018, New York Road Runners launched an initiative to evaluate and create policy to ensure inclusivity for all participants in our events, programming, and products, while aligning to best practices within the sports industry. The three main priorities identified for the initiative were:



The Initiative was divided into four steps, each with specific goals and action items:



1. Discovery

- Research the market landscape, seek education, and establish best practices.
- Understand the history of gender inclusivity in sports.
- Identify the internal and external impacts.



2. Planning

- Create a project scope, timeline, and gather requirements for project completion.
- Convene a cross-functional task force and hold working sessions with stakeholders.
- Develop a policy recommendation.
- Identify and onboard a consultant to be a subject matter expert.



3. Implementation

- **Phase I:**
 - ◆ Audit and update registration, results, and reporting processes to align with the new policy.
- **Phase II:**
 - ◆ Internal: Hold staff trainings and update HR platforms.
 - ◆ External: Audit and update time standards, awards, and event operations.
- **Phase III:**
 - ◆ Audit and update operations in regards to NYRR programs, youth events, and partners.



4. Communication

- Perform a website audit to ensure consistency in messaging and compliance with new policies.
- Develop a communications plan for the organization and the running community.
- Evaluate feedback received and review lessons learned.

ACTION STEPS FOR YOUR ORGANIZATION

- | | |
|--|---|
| 1. Invest in LGBTQIA+ inclusion, equity, and allyship education and trainings. | 4. Start with where you are and build from there. |
| 2. Diversify your team and key stakeholders. | 5. Use the power of community. |
| 3. Adopt basic trans and non-binary inclusive policies. | |

Questions? Please reach out to Lauren Lubin April (Lauren@aprilhaus.com) or Paulina Ke (pke@nyrr.org)