

B.A.A. Community Support and Engagement

The B.A.A. vision statement commits to a world where all people can access and benefit from running and an active lifestyle.

Following the events in Newton at the 127th Boston Marathon, the B.A.A. listened to feedback from the Run Crews and have worked to make a number of key internal and external improvements and changes. There is more work to be done but we have taken a meaningful step forward.

Improved guidelines for reporting on course issues of any type

- Revised communications plan and protocol for Event Marshals, Team Captains, Amateur Radio Operators, and volunteers to report into the Race Operations Center related to crowd management.
- Provided direct contact to B.A.A. Operations for key volunteers, amateur radio operators, and certain spectators from run crews for immediate response should it be needed.
- Communicated through planning meetings with each of the eight cities and towns that the B.A.A. seeks equitable enforcement of any rules or guidelines from start to finish.

Increased training

- Enhanced required B.A.A. DEIB trainings for all staff to include: Understanding Social Identity; Implicit Bias; Microaggressions: what are they and how to avoid them; Intersectionality. Each of these built on the required reading of the book [Running While Black](#).
- Reviewed volunteer materials and updated volunteer training to specifically include implicit bias training; enhanced the volunteer code of conduct.

Improved communications about course guidelines

- Updated spectator guidelines to create greater visibility for the guideline that spectators are not allowed on the course.
- Created a communications/social media campaign to proactively share the guidelines and reinforce the benefits of a clear course.
- Shared clear course content with cities and towns, charity partners, higher education institutions along the route, and police departments to distribute.

Expanded Boston's Marathoners program

- Partnered with the City of Boston to increase the impact of the [Boston's Marathoners program](#) (which provides race numbers to Boston residents without requiring a qualifying time or fundraising) to ensure a singular cohesive program.
 - Increased participation from 20 to 48 athletes, chosen by both the city and the B.A.A.
 - Provided several marathon training events to these athletes to assist in their preparation, training, and recovery.

Engaged with Run Crews hosting Mile 21 events

- Solicited feedback from Pioneers and TrailblazHers on steps that could support a more inclusive Boston Marathon; many of those steps are reflected in updated guidelines, training and programming noted above
- Explored opportunities for Cheer Zones and other strategies identified in visits to other cities/races to create a welcoming environment
- Provided context updates for Marathon planning actions to key run crew leaders from Pioneers and TrailblazHers

The B.A.A. is committed to a world where all people can access and benefit from running and an active lifestyle. One way we support that vision is by working with and in the local communities of Boston to provide a range of opportunities for all.

Funding to Organizations serving BIPOC communities:

- Participates in and provides financial support to the [Boston Running Collaborative](#), a group of organizations and individuals committed to building a diverse Boston running community, improving health and wellness, and expanding access to running and walking in Boston with a focus on communities of color.
 - Since the 2023 Boston Marathon the B.A.A. has provided funding through grants or the Boston Running Collaborative to 33 organizations totaling \$396,154. 62% of that amount has been distributed to organizations which serve predominantly or exclusively BIPOC communities in Boston, whether youth or adult.
 - Over the past three fiscal years (beginning 7/1/21) the B.A.A. has provided funding through grants or the BRC to 55 organizations totaling \$775,150.
 - 54% of that amount has been distributed to organizations which serve predominantly or exclusively BIPOC communities in Boston, whether youth or adult.

Expanding our work into predominantly BIPOC Boston neighborhoods.

- B.A.A. continued to deliver on our commitment to expanding access to running directly through [free public events](#) in predominantly BIPOC Boston neighborhoods.
 - Since inception (October 2022) across 8 events and over 2,000 people have registered.
 - 22% of participants identify as Black or African American.
 - 64.5% identify as something other than white.
 - 27% identify as white, 8.25% prefer not to say.
 - Events have been held in East Boston, Mattapan, Dorchester, Roxbury, and at Franklin Park.
- B.A.A. has supported the other organizations within the BRC in funding and organizing youth track meets serving predominantly BIPOC communities.
- Partnering with The Dimock Center to support the Road to Wellness, a free event that celebrates community, culture and individual health and wellness efforts.

Fostering a more inclusive Boston Marathon.

- Partnered with the City of Boston to increase the impact of the [Boston's Marathoners program](#) (which provides race numbers to Boston residents without requiring a qualifying time or fundraising) to ensure a singular cohesive program. Increased participation from 20 to 43 athletes, chosen by both the city and the B.A.A.
- The number of registered athletes identifying as non-white has increased between 2023 (28.5%) and 2024 (31%).
- This continues a progression from 2019 where the percentage of athletes identifying as non-white was 27%. For comparison, Running USA's 2023 Global Runner Survey showed a 26% non-white demographic among respondents.