



ACCESS & EQUITY

Improving equality goes hand-in-hand with our ability to live in a peaceful, productive and healthy society. Sporting events provide the ideal platform to unite diverse groups, especially by increasing access among historically underrepresented groups and setting a positive example for youth.

Make public statements of commitment to inclusivity (Owner)

- Social and Cultural Inclusivity statements should include: declarations of acceptance regardless of race, cultural identity, religion, creed, gender, sexual orientation and appearance; a formal process for tracking requests/complaints/feedback for record keeping and future planning purposes



Source: Epic Ride

Create a process for requests for accommodations and make it available to the public (Owner)

- People with a range of mobility levels, disabilities and/or sensory capacities need ways to make requests for accommodations that would help them or allow them to enjoy their experience at the event and to be responded to, even when the request cannot be accommodated.

Provide accommodations (Owner, Gov)

- Some examples of accommodations include:
 - Enhance physical accessibility for people with disabilities
 - No registration cost for guide runners assisting marathon athletes who are blind
 - Assistive listening devices free to borrow at spectator events with commentary
 - Event informational materials available in multiple languages

Spotlights:

Free scooter rentals available at the Waste Management Phoenix Open.

IAAF World Championships in London 2017 offered children the opportunity to gain new perspective by trying out a wheelchair-based athletic activity.

2014 TD Five Boro Bike Tour—waived the mandatory use of helmets for a group of Sikh riders whose religious attire precludes the use of helmets.

Identify under-represented groups and the barriers to their participation or representation (Owner, Gov, Visit)

- Build upon the concept of a safe and inclusive environment for all by defining what the “under-represented populations” are in your community. They may be differently-abled, senior citizens, youth, economically disadvantaged or some other subset or group of the host place. Identify the barriers to their participation, most likely by asking representatives of that population directly what does and doesn’t interest them about the event and what would keep them from attending or make attending more feasible or attractive.

Implement initiatives to reduce barriers to participation (Owner, Gov, Sponsor)

Paradigm Shift

- The most common barriers to participation tend to be:
 - Access to pass of entry/ticket/registration
 - Access to physical location/lack of transportation
 - Access to adequate sustenance while on-site



Offer opportunities for youth, including personal and professional development (Owner, Gov, Ed)

- Examples include:
 - Outreach to youth to be volunteers, including incentives as necessary to gain support
 - Lifestyle and skills clinics, workshops or symposiums directed towards youth as ancillary events
 - Job shadowing or mentorship relationship with relevant local institutions serving youth

Spotlight: Track Town Youth League—Created by the [Oregon Sports Authority Foundation](#) and [TrackTown USA](#), the TrackTown Youth League presented by Providence Sports Medicine is a series of FREE all-comer track meets across Oregon, open to all boys and girls ages 7-14. The TrackTown Youth League was created to encourage Oregon youth from all backgrounds and income levels to become healthy and active members of the community, inspire youth to participate in track and field and further Oregon's position as the spiritual home for the sport in the U.S.



Source: City of Eugene

Spotlight: [LA Marathon and Students Run L.A.](#)

Be culturally aware (Owner, Gov, Visit)

- Are there national, regional or local issues that have become the focus of advocates and public discussion? Do you anticipate any public manifestation of protest at or near the event(s)?
 - If so consider inviting representatives of the groups to a meeting with organizers to discuss their concerns and make them aware of plans in place to ensure a responsible event.
- What is the ethnic and cultural demography of the host city? Can you expect representation by all groups?
 - Outreach plans to potentially under-represented groups should be included in the event sustainability plan including goals and tactics ([click here to visit the Planning & Communication section](#))

Opportunities to Lead & Innovate

- Host a volunteer or staff training session on access and equity (Owner)
- Create a long-term fund for donations/ fundraising that will provide scholarships to disadvantaged youth (Owner, Sponsor)
- Offer digital communications and on-site signage in multiple languages



Source: City of Houston