

Speaker 1: [00:01](#) Welcome to "Prep Talk," the emergency management podcast. Find out what you need to know about preparedness, get all the latest tips from experts in the field, and learn what to do before the next disaster strikes. From the Emergency Management Department in the city that never sleeps, here are your hosts, Omar Bourne and Allison Pennisi.

Omar Bourne: [00:26](#) Hello everyone, thank you for listening. I'm Omar Bourne.

Allison Pennisi: [00:29](#) I'm Allison Pennisi. You are our listeners and as always, we thank you for joining us. We want you to come back as often as you can, so feel free to listen to "Prep Talk" on your favorite podcast provider. You can also follow us on social media; on twitter, @nycemergencymgt, Facebook, Instagram and much more.

Omar Bourne: [00:48](#) On this episode we're talking about the New York City Marathon.

Allison Pennisi: [00:53](#) That's right, Omar. We will be speaking with representatives from the New York Road Runners, which has served as a premier community running organization for more than 60 years and serves as the organizer of the TCS New York City Marathon.

Omar Bourne: [01:05](#) But before we dive in, you know what time it is, let's get you up to date on the latest news in the emergency management field.

Speaker 2: [01:14](#) Here's your "Prep Talk" situation report.

Allison Pennisi: [01:19](#) All right, it's the situation report. Let's get started.

Omar Bourne: [01:22](#) Thank you, Allison. The first story comes from the Environmental Protection Agency. The EPA recently announced a new proposal that would change how communities test for lead in drinking water. These regulations are aimed at stopping people's water from being contaminated through lead pipes that connect public water supplies to people's homes. Now, the new proposal would require water systems to do two things. First, they would keep a public inventory of the location of the lead service lines, and secondly, they would help homeowners replace the service lines if the water is contaminated with lead. Now, if water tests show dangerous lead levels, utilities would have to notify customers within 24 hours. Some environmental advocates say the proposals do not go far enough as the EPA is not moving to require that all lead service lines be proactively replaced nationwide.

Allison Pennisi: [02:23](#) Thanks, Omar. So how can local and state governments improve their natural disaster preparedness? American City and County offered these tips. One, have a plan and back-up the back-up. So specifically having an IT back-up plan is essential. This should include redundant power supply and using a cloud environment. Also, use data to predict future events, so this should include automated technologies to help government understand the likelihood of a disaster affecting the area and any necessary additional resources. Third tip, focus on preparedness, but not recovery. Studies have found that \$1 spent on mitigation funding can save \$6 in disaster costs. And finally, practice, practice, practice. Conducting drills in collaboration with cities and states that have experienced an incident before. This allows government to consider and work through challenges before an incident occurs.

Omar Bourne: [03:14](#) Thank you, Allison. I really love the last tip, practice, practice, practice. Because we tell our listeners to make sure you practice your emergency plan, we're doing the same on the emergency management level. We have drills, we have exercises, we are bringing local, state, federal partners to the table to discuss scenarios and practice them before a real event. So I like that. Practice makes perfect as they say.

Omar Bourne: [03:45](#) In our last story, "Game of Thrones" may be over but unfortunately for some, winter is still coming. That's right. According to AccuWeather, an active winter season for the Northeastern United States is in play. Now despite a few cold spells across the Northeast during the fall, experts say that winter's chill won't arrive until at least the end of 2019. So, Allison and our listeners, we still have some time, it's not quite here yet. Now once the wintry weather does get underway, an active season will be in store. We'll see above normal snow fall for areas from New York City to Boston. Meanwhile, cities further South, including Washington, DC and Baltimore, will be more likely to get a mix of rain and snow. Allison, you know where I'll be. In DC, Baltimore, could get as far South as Florida. Despite that, we do want you, however, to make sure that you are prepared for the winter, so make sure you visit [NYC.gov/emergencymanagement](http://NYC.gov/emergencymanagement) for the all the information that you need to be winter ready.

Allison Pennisi: [05:07](#) Thanks, Omar. That is the situation report. Still to come, we will be talking with representatives from New York Road Runners and from New York City Emergency Management. But first, here is a public service announcement from the New York City Emergency Management and the Ad Council.

Speaker 3: [05:23](#) Your daughter doesn't want to talk about why her room is a horrible mess. Your son doesn't want to talk about why he's wearing mismatched socks. Your spouse doesn't want to talk about their bad haircut. Families don't have to talk about everything, but they should talk to plan for an emergency. Pack basic supplies in a Go Bag; water, canned food, flashlights, batteries, medical supplies, IDs, and some cash. Talk about where you'll meet in case you lose one another, and of course, don't forget to pack the dog treats. Talk to your family and make an emergency plan. Go to [NYC.gov/readyyandwhy](https://nyc.gov/readyyandwhy) or call 311 to make your family's emergency plan. Brought to you by New York City Emergency Management and the Ad Council.

Speaker 2: [06:24](#) You're listening to "Prep Talk," the emergency management podcast.

Omar Bourne: [06:31](#) You are listening to "Prep Talk," and we are back. Joining us for this episode, we have Todd Metro, the Senior Manager of Safety and Security at the New York Road Runners. We also have Jim Heim, the senior vice president event development and production and race director of the New York City Marathon. Jacob Cooper, the deputy commissioner of training and exercises here at New York City Emergency Management. Gentlemen, thank you all for joining us.

Jim Heim: [07:06](#) Thanks for having us.

Jacob Cooper: [07:07](#) Yeah, thank you.

Todd Metro: [07:08](#) Yes, great. Thank you.

Omar Bourne: [07:09](#) All right, let's get right into it. So the mission of the New York Road Runners is to help and inspire through running. Can you give us some history about the New York Road Runners? How many runners are part of the organization?

Jim Heim: [07:28](#) Hi everyone, I'm Jim Heim. I'm the race director of the marathon. We work all year at New York Road Runners. We've been around since 1958. We started with 40 members, today we're over 70,000 strong.

Omar Bourne: [07:41](#) Wow.

Jim Heim: [07:42](#) That's just on the membership side. We have about 220 full-time employees year-round, living our mission. Lots of folks know us for the TCS New York City Marathon, we're the organizers of that, but we do a whole lot more than that too.

We're year round with our event programming, we put on over 50 races a year. Those races average 5,000 or so people. We have close to 400,000 people running in our races each year, on the racing side. Then on the community side, we also have a huge youth community program. We have about 250,000 kids across the nation, about half of that is in New York City alone. We are in over 800 New York City schools with our free youth program called Rising New York Road Runners, where we teach kids the benefit of long-term athletic development and get them moving. Help inspire people through running is our whole mission.

- Omar Bourne: [08:29](#) Now, you mentioned some of the other races, because I know a lot of people are familiar with the marathon, as it is the largest in the city.
- Jim Heim: [08:40](#) In the Universe.
- Omar Bourne: [08:41](#) In the Universe, there you go. So what are some of the other events-
- Jim Heim: [08:47](#) The other races we manage people?
- Omar Bourne: [08:48](#) ... and the other races? Yeah.
- Jim Heim: [08:50](#) Almost every weekend we're out there, literally. We don't really have an off season per se. The longest we go is about two weeks in a row where there's not a weekend event usually. We do a lot of work in Central Park, and the park system in general. We're on the streets about a dozen times a year. Some people would also know us for the popular Brooklyn Half Marathon, which is also the largest half marathon in the country, there's about 27,000 runners in that. Then the United Airlines New York City Half Marathon is in March, and that's a multi-burrow event, about 25,000 runners in that. That one is the spring time equivalent to the Marathon, the same type of model. Destination event, we've got folks from around the world coming in to run that one. An amazing elite athlete field in the front, and live TV and the likes, so that one really mirrors the Marathon in a lot of ways.
- Allison Pennisi: [09:32](#) So Jake, you are the deputy commissioner for training and exercises here at New York City Emergency Management?
- Jacob Cooper: [09:38](#) Uh-huh (affirmative).
- Allison Pennisi: [09:39](#) Tell our listeners about your role.

Jacob Cooper: [09:41](#) Training and exercises in EOC, I've three units over me. On the training side, that goes from professional development to teaching people about different hazards and ICS, Incident Command System, how the City manages emergencies and CIMS, the Citywide Incident Management System, that's part of our scope. On the exercise side, it's not physical exercise even though we're talking about running, it's more disaster drills. Those come from your discussion based exercises, to your functional and full scale exercises where we actually do things in the EOC and then out in the field; shut down streets and have lots of lights and sirens and practice CIMS in the field. The last part of my scope is the EOC unit, which is the command center upstairs, which is the City's coordination point for large scale emergencies. It's a small team, lean and mean, it's about 15 or 16 people but large scope.

Omar Bourne: [10:40](#) I like that Jake talked about practicing, because we mentioned in the sit report that agencies and emergency managers should practice their plans. So this is actually Jake putting into practice what we talk about, which is practice.

Jacob Cooper: [10:59](#) Practice makes perfect.

Omar Bourne: [11:00](#) There you go.

Allison Pennisi: [11:01](#) It's something we advocate on the individual level. We tell New Yorkers all the time, make sure that you practice your plan once you make the plan.

Omar Bourne: [11:08](#) We're doing the same thing here at Emergency Management.

Jim Heim: [11:11](#) On our side of things, on the race management side, we say it all the time, the plan is only as good as the paper it's written on if it can't be put into practice.

Omar Bourne: [11:18](#) Well said. I like that, Jim.

Allison Pennisi: [11:21](#) There you go. The New York City Marathon spans across five boroughs and is considered the largest marathon in the world, in the universe as Jim mentioned before. It's been organized by New York Road Runners since 1970, which is incredibly impressive. How many participants are involved in this year's marathon and how many spectators are expected?

Jim Heim: [11:40](#) It is not only the largest marathon in the world, frankly, it's flat out one of the biggest events in the world in general. Last year, we hit 52,813 finishers and we expect to be right around that.

We might touch 53, but we'll still be right around that same number. So 53,000 runners, which when you put that in perspective, that's like the entire population of the city of Hoboken. I usually like to say it's basically a sold out Yankee Stadium that we're running through all five boroughs in New York City. There's a million plus people on the sidelines cheering them on, so it's incredible. Way bigger than any single venue-based event you can possibly have. This is the whole city coming to life, and the magic of that day, man, you can feel it. I think it's New York's best day.

- Omar Bourne: [12:23](#) Jake, you're an avid runner, so tell us about your participation in the New York City Marathon.
- Jacob Cooper: [12:30](#) Well, my first marathon in New York City was 2000. At the time I was working for the Parks Department before I came here. I've run it 15 times.
- Jim Heim: [12:41](#) Nice.
- Jacob Cooper: [12:42](#) Yeah, if I run it this year it will be my 16th.
- Jim Heim: [12:45](#) He's in our streakers program, excellent.
- Jacob Cooper: [12:49](#) I just emailed actually, because my 2000 is under Jake Cooper and I was like, "I can't get my results attached to my old Road Runners."
- Jim Heim: [12:56](#) We can help you out, don't worry about that.
- Todd Metro: [12:57](#) They could fix that.
- Allison Pennisi: [13:01](#) Coordination at it's finest. [crosstalk 00:13:02]
- Jacob Cooper: [13:04](#) Just plug myself there. I've been a member of the Road Runners for a long time. Like I said, I used to work for the Parks Department and I got into running because I wasn't paid a whole lot, I couldn't afford a gym. So I'm working in Central Park, and I'm like "There's all these people running, I got to do this." and so I started doing it.
- Jim Heim: [13:24](#) Help and inspire people through running, Jake, there we go.
- Jacob Cooper: [13:26](#) Yeah, I learned that I love it. So yeah, I've run quite a few marathons and some of their other races which I love. The Brooklyn Half is awesome.

- Omar Bourne: [13:36](#) A fun fact, Jake, you run to work every single day don't you?
- Jacob Cooper: [13:42](#) I run back and forth from work, yeah. Slowly when I run in the morning. But yeah, I get stressed about picking up the kids. It's easier for me to run home because I know I'll get there on time to get the kids. So yeah, I try to run back and forth. You guys can figure out if I shower or not.
- Omar Bourne: [14:11](#) All righty then. So Todd, with the New York City Marathon being an annual event, is planning for this event continuous or is there a dedicated amount of time that focuses on the planning and executing of the race? How do you prepare for things like inclement weather?
- Todd Metro: [14:34](#) That's a great question, Omar. The organization is continually always planning for the Marathon. That goes on on a year-round basis. Obviously, as we get closer to the Marathon, we start to dial in and zero in and finalize and tweak these small little plans and little things that may pop up here and there. But the answer to the first part of that question is, it's on a continuous basis. There are so many logistics and so many components that go into that planning. You would be amazed at what goes on behind the scenes, to actually see that it's a hard working core group of people that do that and get that job done.
- Todd Metro: [15:12](#) Your second question there about the weather. Well, Omar, you talked about that earlier, that winter is coming and everything like that. Weather is one of those unpredictable things, and we do not have any control over that whatsoever, but we do plan for it. We do take a lot of time to plan and look at the weather, and we take every step possible to deal with it. Things as rain, lightning, wind, snow, ice, all those will affect runners, it will affect the spectators, and the staff, and the volunteers that are out there. So we take every step possible to ensure that everyone is safe, looking at the weather. We do several steps a little further, we bring in our own meteorologist during our big scale events to actually monitor the weather a week before the event. Before the Marathon, we bring him on board two weeks before, he's sending us updates on what the weather is starting to look like so we can start to make preparations on our side, and that would be anything.
- Todd Metro: [16:11](#) It could be possibly a windy day and how do we make preparations for that. Is stuff going to be elevated? Is stuff going to have to be lowered and stuff like that. In a marathon, you will need a lot of tents, it's a lot of temporary housing, temporary spaces. We use a lot of tents, so we have to watch that. As we

get closer and we get down to the week of the race, we get a better site picture of what the weather is going to be, and then we can really tweak our plan for what we're going to deploy for on that day.

Allison Pennisi: [16:48](#)

So there is a lot of coordination involved with this then. Between having a meteorologist... I think that's so incredibly impressive because we consult the national weather service during severe weather events ourselves. It's nice to hear that even an organization like New York Road Runners is doing something similar. Could you share with our listeners how New York Road Runners works with its partners to coordinate the event?

Todd Metro: [17:09](#)

Yeah, absolutely. Obviously, what we're talking about here, this is no small task the marathon that goes on. Like Jim said, we're going through the five boroughs of the city, there are a very small finite amount of events that happen in the city. Those other events that may go through the city do not have the spectator base that we have. We have a million plus spectators out there, plus that 52,000, 53,000 runners, and then the employees and stuff like that. Coordination with our state, local and federal partners for us is key. That's a relationship that we have built over time.

Todd Metro: [17:47](#)

I've been with the organization now coming up on two years. I've seen nothing but those relationships with those three groups of agencies come together and help and assist in every step that we take for this event; that's the planning, that's the overall execution of the event, and that's the breakdown and consolidation of the event at the end. I'm a big fan of the relationships with city agencies, state, local, federal. Those relationships are key for everyone in the organization. As far as planning as it goes and working out any little bugs or any little hiccups that may come up along the way, these people are just a phone call away and you're able to get these things done and get expert input on both sides of the fence. Yes, that collaboration between everyone is key.

Jim Heim: [18:39](#)

It's really incredible. I mean, we wouldn't even think of putting on the largest marathon in the world in any other city but New York City. The resources here, the NYPD, to the Parks Department, to the DOT, the FDNY, everyone is so bought in. The resources are so incredible that it's not our race, we're just stewards and we're just gathering everyone to talk about it. It's the people's race, it's the community's race, but the buy-in of the City is where the magic comes in. It's unbelievable how much coordination happens.



Omar Bourne: [19:06](#) I'm glad that you mentioned buy-in of the City. I'm glad that you mentioned coordination. Emergency Management is the coordinating agency here in the city. Jake, talk to us about how we work and coordinating this event along with Road Runners and other City agencies.

Jacob Cooper: [19:24](#) The coordination from this is all those City agencies. I know that you guys have a race central standpoint where you have agencies at.

Jim Heim: [19:32](#) We do.

Jacob Cooper: [19:35](#) The JOC, Joint Operations Center, over at NYPD is opened up with agencies. We bolster our staffing over here at Watch Command. Our operations folks are out in the field supporting the race at various places, so there is a lot of resources that are going into it from our agency. But really from the other city agencies, there's nothing that really compares to the size of that, not even New Year's Eve comes close. I mean, that's in an approximate area, this is over 26 miles, going over bridges. Just getting all those people there, the logistics challenge, having done it all these times, it's quite impressive.

Jim Heim: [20:13](#) It's an event that never fails just to give everyone the waterworks.

Jacob Cooper: [20:16](#) Yeah.

Jim Heim: [20:16](#) Even the start of the TCS New York City Marathon is so unique in and of itself. We're staging folks in Fort Wadsworth, which is actually a national park, so National Park Service, US Park Police, and the tenants within that park are the US Coast Guard, US Army Reserve. Then we're going up on the Verrazzano-Narrows Bridge, that's actually state property, so MTA Bridges and Tunnels. The coordination is City, state, federal for sure.

Allison Pennisi: [20:41](#) The Marathon is also supported through various forms of media, it gets a lot of extensive media coverage. One of the big initiatives is the digital effort of the TCS New York City Marathon app. Tell us about that.

Jim Heim: [20:54](#) Marathon app, super proud of the app, we've worked on it for years. We've perfected it at this point, it's amazing. About 400,000 downloads a year for the app. Largely based for friends and family. A huge part of it is tracking and knowing where your runners are. We have the largest timing operation of any event in the world, there are 38 timing locations out on the course.

Runners run over a mat, and that mat reads the RFID chip that's on their bib and lots of technical stuff happens, millions of points of data coming in to us. So every single mile along the route, every 5K split, the halfway point, we know where they are at all times. Knowledge is power, we use it for the app, we use it for controlling the operational aspects of the race too, obviously.

- Jim Heim: [21:36](#) The app really lets the friends and family know where their loved ones are at any point in time. There's lots of cool features to it, spectator features of where different live musical acts are and whatnot. There're over a 135 musical acts along this course, which is unlike any other event in the world too, you don't even need the headphones in. You've run this before, right, Jake?
- Jacob Cooper: [21:54](#) Yeah.
- Jim Heim: [21:55](#) You can feel the communities as you run through them, so it's really cool. The marathon app this year, cool new little feature is a little bit of an augmented reality. If you have the app and you put it over your runner bib, Shalane Flanagan, who was the 2017 TCS New York City Marathon champion; the first America woman to win in 40 years, she'll pop up, augmented reality in the app, on your screen and she'll give you some nice inspirational messages each time you do that. It's pretty cool.
- Omar Bourne: [22:22](#) I'm feeling inspired to-
- Jim Heim: [22:24](#) Get out there, that's the whole point.
- Omar Bourne: [22:25](#) ... download the app and to run the marathon.
- Allison Pennisi: [22:28](#) Get out there and just start running.
- Omar Bourne: [22:28](#) Right? Now, New York Road Runners, and you mentioned this earlier, also offers volunteer opportunities, does extensive advocacy in New York City communities as well. Tell us a little about those efforts and initiatives.
- Jim Heim: [22:46](#) Yeah, we have over 25,000 volunteer opportunities a year with us. A lot of that's the races, but a bunch of that we do a lot of work, especially with the Parks Department, on cleaning up different parks in the city and daffodil planting. We like to partner with them in any way we can, lots of opportunities there. We also have this program called Open Run. I'm not sure if you guys have heard of it yet, but check it out. There's 20 Open Run sites throughout the city now. The Open Run is a free

community 5K. It's basically for the community by the community, all volunteer-led. They're same time same day of the week each week in Astoria Park, or Brooklyn Bridge Park, there're 20 of them throughout the city, and always same time. It's building community and volunteers are a part of that, so it's a really cool thing right in the community by the community.

Omar Bourne: [23:34](#)

I like that.

Allison Pennisi: [23:36](#)

Cool. The running world has seen a lot of excitement especially in recent months. We have someone who ran a marathon under 2 hours, a woman set the new world record at the Chicago Marathon, we now have somebody who is boasting the most World Championship gold medals. So this is my question for the runners. What is your motivation? Is the goal always to win? Is it to just do your best? Or is it something else? Jake, lets start with you.

Jacob Cooper: [24:01](#)

Well, in New York City Marathon my goal is to win.

Omar Bourne: [24:04](#)

You got this, Jake, you got this.

Jacob Cooper: [24:07](#)

Is that realistic? Probably not. I mean, as I've gotten older I've certainly gotten slower, but I think usually your motivation is-

Jim Heim: [24:18](#)

What's your PR Jake?

Jacob Cooper: [24:20](#)

It's 2:33.

Jim Heim: [24:22](#)

Holy cow.

Jacob Cooper: [24:22](#)

That was a long time ago.

Jim Heim: [24:25](#)

Oh my goodness, that's really good.

Jacob Cooper: [24:28](#)

It wasn't in New York though. New York is a hard course.

Jim Heim: [24:32](#)

It's a tough course.

Jacob Cooper: [24:33](#)

New York is a hard course. You have the excitement, but you also have the hills, you have the bridges. I think it's a lifestyle. I think generally you're competing against yourself, you're trying to improve what you've done. You're trying not to get injured, but really you're trying to improve your past performance. For me it's really a lifestyle, I love to get out there. My times as I've gotten older have been less important to me, but to be able to be out there injury-free, run, that's stress relief, so for me it's

much of a lifestyle. It's great to be able to run the Marathon, all the excitement that comes around with that, but I love the activity in itself.

- Jim Heim: [25:14](#) It's so unique too if you think about it. In sports, you don't get to be on the court with LeBron James, right?
- Jacob Cooper: [25:21](#) Right.
- Jim Heim: [25:21](#) But in something like the New York City Marathon, you are running with the very best in the world on the same day on the same course they are. You get to see how you stack up to them, which is probably a little bit further back, but yeah. The social aspect to it, the people willing you along, it's all about yourself, you're racing for yourself and for everybody else that's around you.
- Omar Bourne: [25:40](#) Now we talked about, and Allison mentioned, the recent women's world record at the Chicago Marathon. Would she be able to then compete in the New York City Marathon?
- Jim Heim: [25:51](#) Brigid Kosgei. Amazing performance there. She crushed the world record by almost two minutes, 2:14:04 out there, and it was a 16 year old record. Amazing performance. The answer is no, it's a little bit too quick for that type of elite athlete. You need months of recovery time. They're running, on average, maybe twice a year in the marathon distance, because it takes a lot out of you when you're running that kind... Man, 2:14, what is that per mile? That's really fast.
- Jacob Cooper: [26:17](#) Certainly.
- Todd Metro: [26:19](#) A lot faster than us.
- Omar Bourne: [26:20](#) Yeah.
- Jim Heim: [26:20](#) She wouldn't quite have enough recovery time to function at the elite level.
- Jacob Cooper: [26:26](#) Sometime you see elites that will get to a certain point, if they're not going to win, they're going to drop out because they're trying to save themselves. The marathon though, it does beat you up no matter what level you are. When you're running at that pace, like Jim said, you can only run a couple if you really are shooting for a goal time. Sometimes people do amazing things close together, but I would say you have to respect the

cycle and the distance itself. You have to give yourself some time in between.

- Omar Bourne: [26:56](#) I like where this conversation is going, so I'm going to hope right into it. For our listeners out there who may be avid runners, who may be participating in the New York City Marathon, what are some last minute training tips for them?
- Todd Metro: [27:14](#) I'll take that question first to start off. As a runner also, I haven't really chimed in here too much. Unlike Jake, I'm not a 2:36 marathoner or whatever. I'm like 3:53, 3:43 somewhere around there.
- Jim Heim: [27:26](#) Still excellent times.
- Jacob Cooper: [27:28](#) That's okay. Yeah, that's still good.
- Jim Heim: [27:28](#) It's excellent.
- Todd Metro: [27:30](#) I believe that the most important thing when people start running and learning how to run, somewhere to start off, is that you need to start off slowly. We've seen a huge expansion in the last few years of people wanting to get into the running community, actually, in all three disciplines, in run, swim, biking and so forth. That whole exercise community is just taking off. With regards to running, start off slowly, start off with some smaller races. Don't go out there and try and kill it right away and try and get all those podium finishes right away. At the end of the day, what's going to happen is your ultimate goal is going to be to finish a marathon if you're a runner. If you're starting off slowly, you'll build yourself up into the marathon distances, you'll do some 5Ks, 10Ks, some half marathons, and then you'll get yourself to the full marathon.
- Todd Metro: [28:23](#) Along those lines, obviously, to get to a marathon, you're going to need to enlist some sort of coaching plan, some sort of coach yourself maybe. You can go online, nowadays there are a tremendous amount of apps and good programs out there to help coach you through if you want to self-coach or if you want to hire a coach. That's important.
- Todd Metro: [28:42](#) My most important tip that I could give anybody here today listening, I would say that the key to running, to any of these disciplines nowadays, is your nutrition and your hydration. A lot of people underestimate that, they try to go out there and do it without water, without any hydration, without any supplements for food. You need that stuff to get you through any of those

distances, whether it's a simple 5K or it's a full marathon. So hone in, lock in, zero in on your nutrition and hydration and you will go much further than you think you're going to go.

Omar Bourne: [29:17](#)

I like that. Jim, anything to add there?

Jim Heim: [29:21](#)

No, I think it was a brilliant answer there, Todd. But really, you got to respect the distance, you can not just show up and toe the line for a marathon distance without being ready to be there. So if you're not to this point, you want to get close in 20, you want to be able to hit 20. If you can run 20 miles, you can run 26.2. You got to get out to stretch yourself out through a long run of that type of distance as you're heading in, but if you're not ready for it, you really shouldn't toe the line because you can really get yourself in trouble.

Jacob Cooper: [29:49](#)

From my standpoint what I see a lot is, usually a lot when you're tapering, the last few weeks you start to get stressed out. That's when a lot of us sabotage our own race by feeling like, "I really need to run hard." During the taper, you got to scale back. I see a lot of times people try different things the last week when it's like, "No, trust your training, trust the things you've been doing." Don't try to do something different the last week, because it only is going to get you in trouble.

Jim Heim: [30:22](#)

How far out do you taper down, Jake, from your training?

Jacob Cooper: [30:24](#)

I do quite a bit of mileage, so I try to do a three-week taper. But really, the three weeks out I probably still do too many miles. This is my problem, I run too many miles. My coach would constantly tell me, "You're putting in too many miles." especially as I've gotten older. I love running, so it's hard to turn that off.

Jim Heim: [30:44](#)

Labor of love.

Jacob Cooper: [30:45](#)

Yeah. I would say the other thing that I've learned a lot is, especially in New York, don't get sucked out with the wave, so to speak, where there's so much excitement and adrenaline. When that gun goes off, you're amazed at how fast you can run those first couple miles and then you're like... I've had in New York my fastest mile. It's the first couple and then you get to the bottom of the Verrazzano and you're like, "My legs are shot."

Jim Heim: [31:13](#)

All right, so if we want to talk specifically TCS New York City Marathon, here's a couple tips if you're running for the first time. A lot of folks do it for the first time, about 65% a year. It's

a bucket list event, huge. People around the world they want to cross the finish line, and we can feel the meaning of what it means to cross the finish line, it's amazing stuff.

- Jim Heim: [31:34](#) Our marathon starts on Verrazano Bridge. Mile one is straight up hill, you're going right up the bridge. It's so imposing and powerful you want to take off. Slow down in that first mile. Second mile you're going downhill off the bridge, you want to fly down the Brooklyn too. Take your time on the bridge, take it all in, there's plenty of distance to speed up those miles. You want to save yourself, you want to run in a marathon what's called a negative split. When you get past the halfway point you would like, ideally, to run the second half of the race faster than you ran the first half. You got no shot of doing that if you're going to expend all your energy in the first two miles.
- Omar Bourne: [32:05](#) Pace yourself.
- Jim Heim: [32:07](#) The five bridges, they're tough. 59th street Bridge, Queensboro Bridge, Ed Koch Bridge, whatever you want to call it now, the bridge of many names. That bridge is a real mental game. You're mile 15 into 16 there and on that bridge you're in a lower level, all you hear are the patter of everyone around you, there's no spectators, there's no one around. You come off of that bridge and you turn on to 1st Avenue, and it's like entering a tunnel for a stadium. They're 10 people deep on either side of the road and they're willing you along. That first half mile to a mile coming off that 59th Street Bridge, mile 16, is downhill, and you'll want to do it again. You'll want to take off again and then there's a bunch of uphill that follows that. If you extend all your energy there, you're going to be hurt in 17 up until The Wall at mile 20 in the Bronx, appropriately named. Those last 6 miles you got to be ready for that, so you got to save yourself for those.
- Jacob Cooper: [32:59](#) Yeah.
- Jim Heim: [33:01](#) Fair, Jake?
- Jacob Cooper: [33:02](#) I totally agree. I think the thing that people forget, they think about the uphills when you think about courses like New York and Boston.
- Jim Heim: [33:10](#) The downhills are what get you.
- Jacob Cooper: [33:11](#) The downhills can really shred your quads. It gets really hard to run when your quads are shot. Going too fast on the downhills,

I've done it screaming down 59th Street on the bridge. You get to the bottom and you don't have that stability.

- Jim Heim: [33:28](#) We had a team member on our staff a couple years ago who was running his first marathon, he was a fast kid. He run at the University of New Hampshire. He was trained to run a sub 2:30 marathon. He run the Boston Marathon and he came in 3:18, because Boston has got such huge downhills before you get to the very end in Heartbreak Hill that everybody talks about. The downhills destroyed his quads like he never felt before in his life.
- Omar Bourne: [33:51](#) This is "Prep Talk," the emergency management podcast and I love it because where else are you going to get the expert take on how to run the New York City Marathon.
- Allison Pennisi: [34:00](#) Also how to coordinate a major planned event at the same time.
- Omar Bourne: [34:04](#) Boom.
- Allison Pennisi: [34:04](#) Yeah, we've got it all. One last question. How do you qualify for the New York City Marathon? Obviously, I'm not an avid runner and I will never pretend that I am one. But based on all of these expert tips, what would you say to somebody who said, "Okay. I want to be part of the New York City Marathon." What do they have to do?
- Jim Heim: [34:22](#) If you're local in New York City, the most beautiful way to do it, and the simplest way to do it, is as part of our membership program. We have a program called 9+1, where if you run in nine of our New York Road Runners qualifying races and volunteer at one, you guarantee yourself entry into the next year's race. If you think about the beauty of what that program does, it also gets you involved and gets you running with crowds of people and running enough distance. We've got races of all distances all throughout the year, and there's 50 or so qualifiers to choose from. It gives you the ability to get running and moving on a pretty regular basis. It gets you ready to run at next year's marathon. That's the way I would recommend.
- Omar Bourne: [34:57](#) For our listeners or out-of-towners who are coming in to visit New York City for the Marathon, you get to experience the city. What other advice do you have for them just running or just coming to participate? It's always interesting to see the commercials about the local stretch, this mile here and the mile there. Those ads that they have, really informative ads. What do



you tell people who might be out-of-towners coming to view the Marathon?

- Jim Heim: [35:32](#) Well, on average about 20,000 folks come from overseas to run the Marathon, it is where the world comes around. It's the most global race in the world, as well as being the biggest. They usually bring about three or so people with them. The economic impact is, frankly, enormous. It's the largest economic impact driver event in the city each year, about \$415 million of economic impact. In terms of folks coming over, what to do especially on race day?
- Omar Bourne: [35:57](#) Yeah.
- Jim Heim: [35:57](#) It's just like emergency management, it's have a plan. If you are strategic with what you want to do and whether you want to see your runner at multiple points in time, subway system is the best route. Lots of people will go to Atlantic Terminal, maybe around mile eight, and if you're in 1st Avenue and 5th Avenue and then somewhere in the post finish, you can see your runner three and four times.
- Jim Heim: [36:18](#) We do see the crowds move with the runners, with the bubble of folks. What's amazing about it is 26 miles all the way through, there's really nowhere where there's no one. It's really incredible. Not just folks that have someone directly running in the race, but the community owns this race, man. We have generations of families in Brooklyn, and throughout the whole course... I know of a fluid station in Brooklyn that's got four generations of family members that come out and volunteer every year. This is their marathon. This isn't my marathon, this is their marathon at mile eight there in Brooklyn. So pretty amazing stuff.
- Jim Heim: [36:51](#) Then on the post-finish, really important, what I would tell folks to do is really have a plan there. The family reunion area is in Central Park West, but it's super crowded, obviously. I would pick a spot that's three, four, five blocks off, maybe somewhere for brunch or dinner and whatnot, and pre-plan that spot to meet your loved one there. It's going to be a lot simpler than going into the crowd to meet them.
- Allison Pennisi: [37:14](#) Any safety and security measures or tips that you'd like to share with our listeners?
- Todd Metro: [37:19](#) Yeah, just to echo exactly what Jim said, everyone should have a plan, a meeting place afterwards, whether it's just a normal

finish or in the event that something does happen and there's an emergency and we have to change or divert things around. Please have a plan, have a meeting place. Cell phones are somewhat tricky on that day of the marathon because there's so many people in the city, service isn't as good as it normally is sometimes, so you may not be able to get in touch with your family or your loved ones. So just have that plan in place, where you're going to meet, whether it's back at your hotel or like Jim said, it's back at a restaurant or somewhere else that you've picked; a friend's house and something like that. That's the most important thing, because you may not be able to communicate if the cell service is as low as it sometimes is when you bring that many people into a certain area, especially Midtown, right around Central Park there.

- Jim Heim: [38:08](#) When cell saturation happens, text messages go through a little better than phone calls do.
- Todd Metro: [38:12](#) Yes.
- Jim Heim: [38:12](#) We always tell folks that.
- Todd Metro: [38:13](#) Correct.
- Allison Pennisi: [38:14](#) Are you sure you guys don't work here?
- Jim Heim: [38:16](#) Lots of coordination here.
- Allison Pennisi: [38:18](#) Lots of coordination, we love it. All right, it's rapid response time. If you are a first time listener, it's simple, Omar and I will ask questions and our guests will give the first answer that comes to mind.
- Speaker 2: [38:32](#) It's time for "Prep Talk" rapid response.
- Omar Bourne: [38:38](#) All right, the first question is for everyone. We're going to start with Jake. What is your favorite sports moment or favorite sports television show or film?
- Jacob Cooper: [38:49](#) This is going to make a lot of people upset, but 2004 ALCS greatest sport [crosstalk 00:38:56]
- Omar Bourne: [38:56](#) Oh my goodness, get him out of here.
- Jacob Cooper: [38:57](#) I'm sorry.
- Omar Bourne: [38:58](#) Get him out of here.

Jacob Cooper: [38:59](#) David Ortiz. That's the greatest [crosstalk 00:39:04]

Omar Bourne: [39:04](#) No, I don't think we can accept that answer. For our listeners-

Jim Heim: [39:07](#) Wow. It's fine. I'm glad you said that because I'm going to Philly with mine.

Omar Bourne: [39:13](#) What is going on? This is a New York City Emergency Management podcast, New York City.

Jacob Cooper: [39:20](#) It's true.

Allison Pennisi: [39:21](#) They are part of Big Cities, we have to give them-

Omar Bourne: [39:22](#) All right, fair enough.

Allison Pennisi: [39:22](#) ... a little credit.

Todd Metro: [39:26](#) I'll take it the other way and I'll go with the film then. I'm a big sports fan, college sports fan actually, but I will go film-wise. I will say "Any Given Sunday" is the best film ever out there. Just those three words will [crosstalk 00:39:41]

Omar Bourne: [39:41](#) Spectacular.

Jim Heim: [39:41](#) Any given marathon Sunday.

Omar Bourne: [39:43](#) We'll take Todd answer I'm not so sure about the other two that.

Jim Heim: [39:47](#) Before I worked here I used to work for the Philadelphia Eagles. I was there basically the whole Donovan McNabb years, '98 to '06. If you followed them then, I'm sure as probably Giants fans you didn't, they went to four straight NFC championship games.

Omar Bourne: [39:59](#) Yeah, we remember.

Jim Heim: [40:00](#) The last time when we finally won the NFC Championship... Then we went on to lose those [crosstalk 00:40:07]

Jacob Cooper: [40:07](#) That's right

Jim Heim: [40:09](#) Being on the field at the moment we won the NFC Championship game and feeling that emotion there, it feels like what I get to experience post crossing that marathon finish line. You can see how much it means to people. That feeling of finally

getting over that hump and getting to the Super Bowl was one I'll never forget.

- Omar Bourne: [40:27](#) We'll accept it then.
- Allison Pennisi: [40:30](#) So what is currently on your playlist? Todd, we'll start with you.
- Todd Metro: [40:33](#) All things Post Malone. Love that music, love him.
- Omar Bourne: [40:38](#) Do you have a favorite Post Malone song?
- Todd Metro: [40:41](#) I don't, it's funny. Good question, Omar. I don't have a favorite song from him and all that. I actually enjoy all of his music, whether it's slow or fast, wherever it goes. I do run early in the morning.
- Jim Heim: [40:52](#) Todd is a workout warrior.
- Todd Metro: [40:53](#) Yeah, I run with a couple of people early in the morning. Whether I have me headsets or not, that's usually going.
- Omar Bourne: [41:02](#) Better Now is my favorite Post Malone song. (singing) You probably think that you are better now, better now
- Jim Heim: [41:07](#) Wow. There you go.
- Allison Pennisi: [41:09](#) Jim, what about you?
- Jacob Cooper: [41:10](#) Don't cut that out.
- Jim Heim: [41:12](#) Honestly, I don't really have a playlist right now. I listen to a lot of ESPN Radio, I've got a two-hour commute and three little kids, but if I had some music on it would probably be Dave Matthews.
- Omar Bourne: [41:21](#) Okay. Nice. The ESPN Radio is good too. Michael Kay Show is my favorite. I listen to that when I go home.
- Jim Heim: [41:27](#) There you go.
- Omar Bourne: [41:28](#) Yeah.
- Allison Pennisi: [41:28](#) Jake, what about you?
- Jacob Cooper: [41:30](#) I've been listening to Bon Iver, and De La Soul, and I put Duran Duran greatest hits on the MP3 Player yesterday. I like to mix it up with the music.

Omar Bourne: [41:44](#) Yeah. All good answers.

Jacob Cooper: [41:46](#) And "Prep Talk."

Jim Heim: [41:48](#) And "Prep Talk," sure.

Jacob Cooper: [41:52](#) In between my video game podcasts and true-crime podcasts, I put in "Prep Talk" and run to it.

Omar Bourne: [41:57](#) Yeah?

Jacob Cooper: [41:57](#) I do.

Omar Bourne: [41:58](#) Okay.

Jacob Cooper: [41:58](#) It gets the tempo of the heart pumping.

Omar Bourne: [42:01](#) Is this for your Boston Red Sox answer? You're trying to make up for it?

Todd Metro: [42:07](#) He's trying to make up for it.

Omar Bourne: [42:08](#) I think so. But that's okay.

Allison Pennisi: [42:12](#) All right, final question. Some up the work you do in one word. Jim, we'll start with you.

Jim Heim: [42:18](#) One word. Inspire.

Allison Pennisi: [42:21](#) Jake

Jacob Cooper: [42:22](#) Can I use a hyphen?

Omar Bourne: [42:24](#) Of course.

Jacob Cooper: [42:25](#) Conference-call.

Allison Pennisi: [42:27](#) Todd.

Todd Metro: [42:28](#) Collaboration. That's the way it is.

Allison Pennisi: [42:30](#) Well, thank you all for being her today, this has been a very informative conversation about emergency management and a planned event as large as the TCS New York City Marathon. To all of our runners for this marathon and beyond, we wish you good luck and stay safe and prepared.

Jim Heim:	<a href="#">42:50</a>	Thanks so much for having us.
Todd Metro:	<a href="#">42:51</a>	Thank you very much, yes.
Speaker 1:	<a href="#">42:56</a>	That's this episode of "Prep Talk." If you like what you heard, you can listen anytime online or through your favorite RSS feed. Until next time, stay safe and prepared.