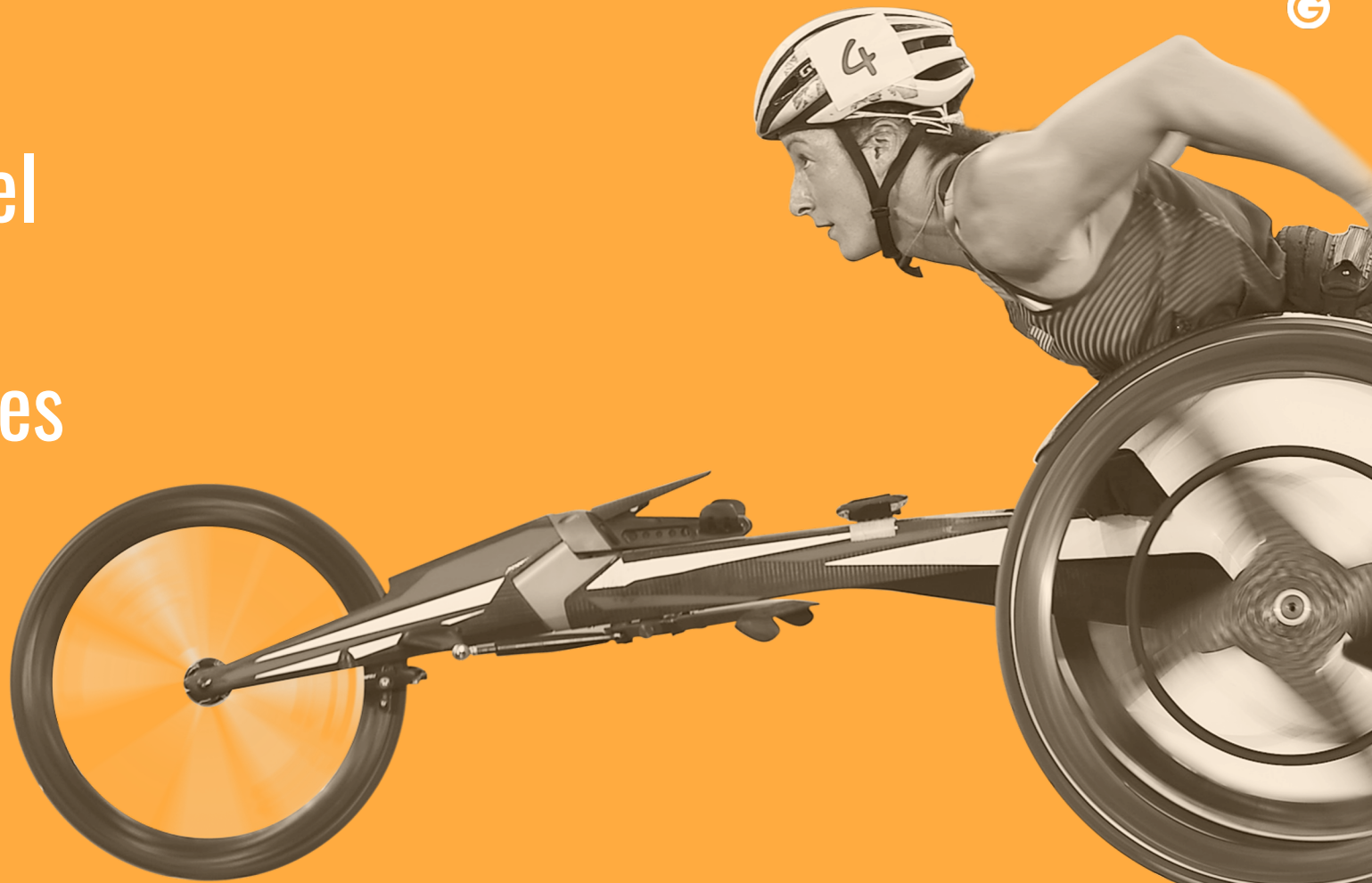




# USOPM: Opening During a Pandemic



# Next Level Tools & Techniques



# Embrace Public Health Professionals & Media

*“...the U.S. Olympic & Paralympic Museum is really the model of how to offer both a safe and excellent customer experience in a post-covid world.”*

*“It’s really the dream of a public health official of what they’re able to do to allow people to have this experience but do so in a really incredibly safe way,”*

Dr. Leon Kelly

Deputy Medical Director for El Paso County Public Health

## Establish Public Health Priorities

- Air Quality
- Cleaning Procedures
- Population Minimization
- Contact Tracing

# Air Quality

Run exhaust fans serving restroom areas 24/7

Flush Museum Building Automated System (BAS)

- Run at 100% fresh air intake during operations, or at minimum, every hour during operations, including the hour preceding opening
- Perform system flush one hour following when the last visitor/staff leaves
- Disable all Demand Control Ventilation sequences.

Change system filters more frequently



# Cleaning Procedures

Increase custodial staff numbers during operations

Clean every touchable surface minimum of once per hour

Supplement custodial staff by cleaning of high touch surfaces (exhibits, interactive experiences, technology, etc) with Guest Experience Staff

Provide guests with cleaning tools throughout experience (hand sanitizer, wipes for touchable surfaces and guests)

Theater spaces must be cleaned between each show

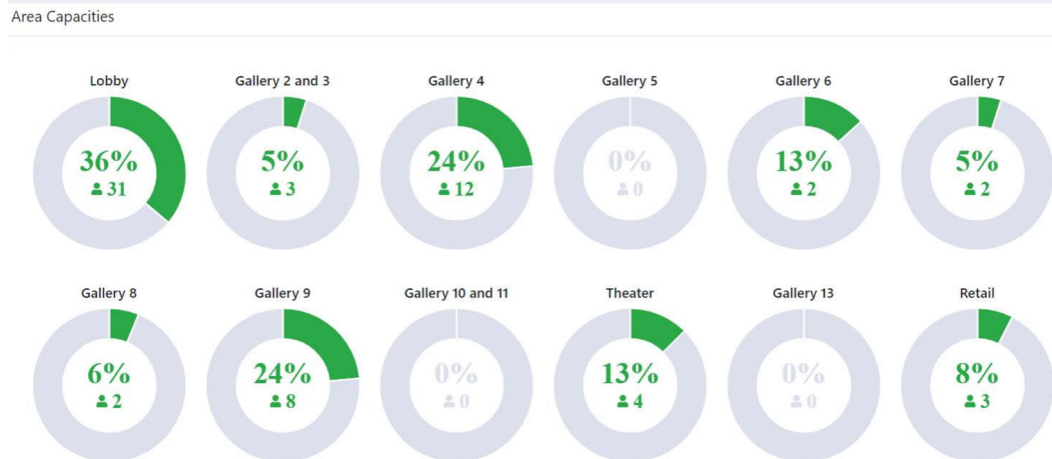
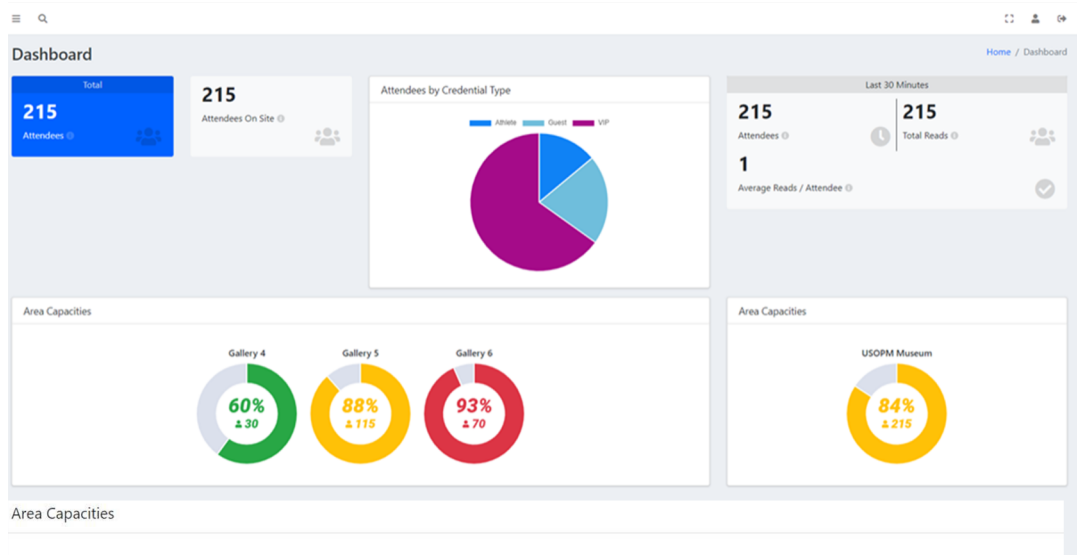
# Venue Intelligence

Capacity limits per gallery, not per venue

One-way visitor movement

Guest experience staff as “locks”

Ticketing as visitor management



# On the Horizon



# Electrostatic Fogger Considerations

Technology Delivery System and Droplet Size (20-40 Microns)

Spaulding Chart and Parts Per Million (200)

Moisture Mitigation and Water Sensitive Paper

Product Selection

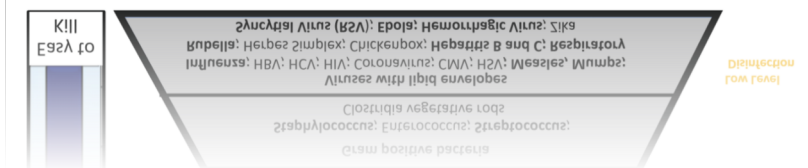
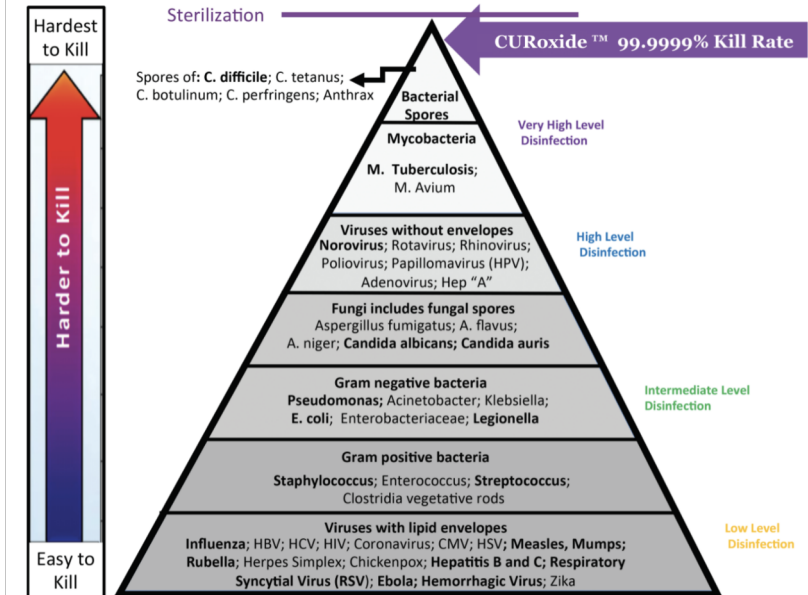
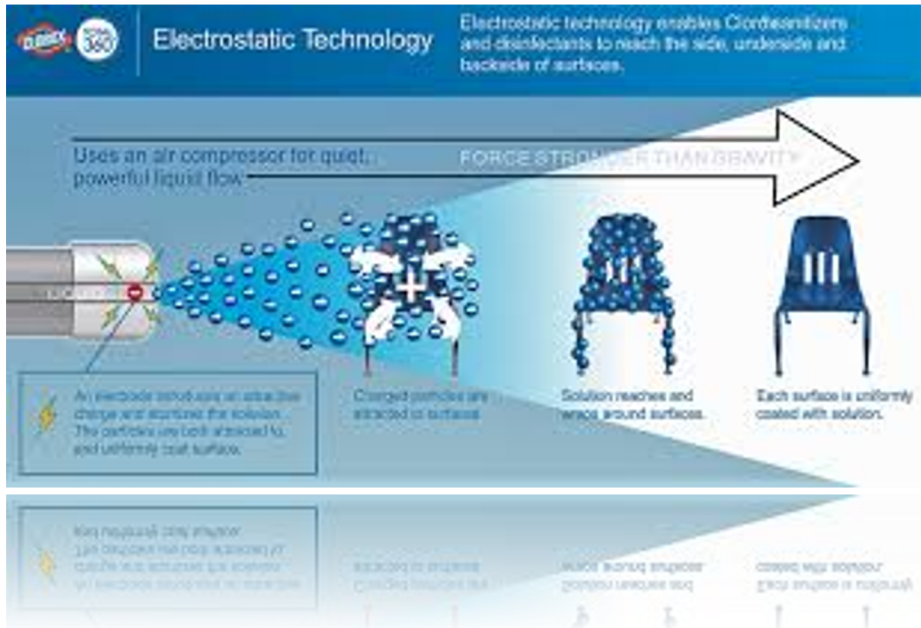
- Hydrogen Peroxide
- Hypochlorous Acid

Impact on Artifacts and Technology

Training and Application

Application Frequency and Dry Time

Testing Testing Testing





# Data Helps Manage Our Business

Data Capture & Management

Contact Tracing in Post-Covid World

Visitor Tracking in Venue

Improve Understanding of Guest Behavior

Measuring Success & Popularity of Galleries and Exhibits

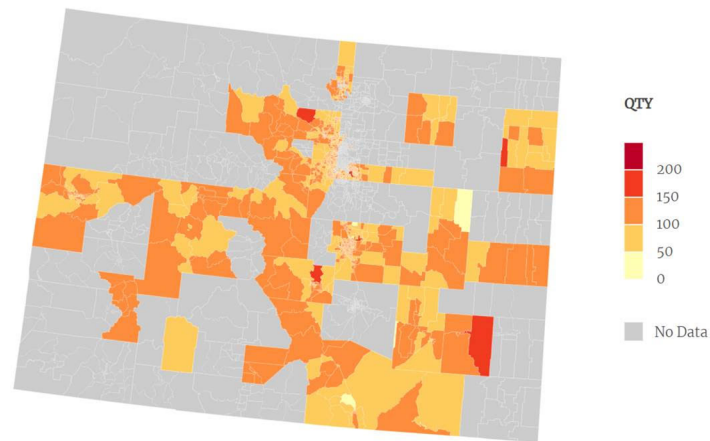
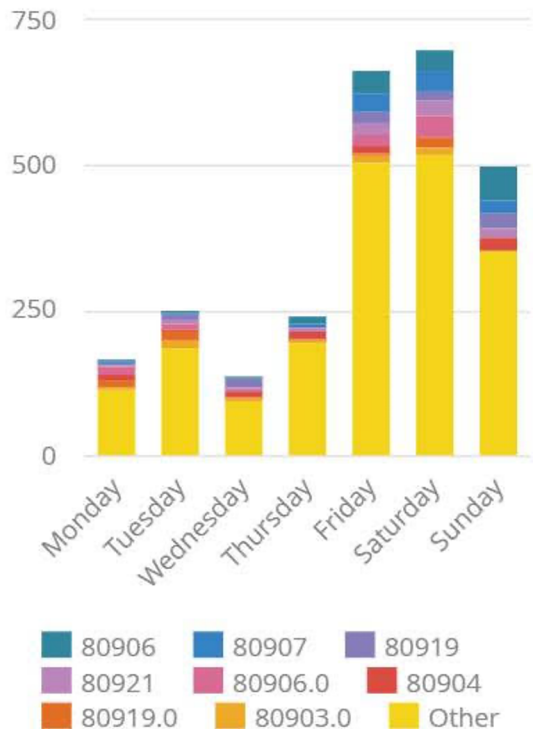
Understand Your Visitors

Marketing & Communications Tool(s)

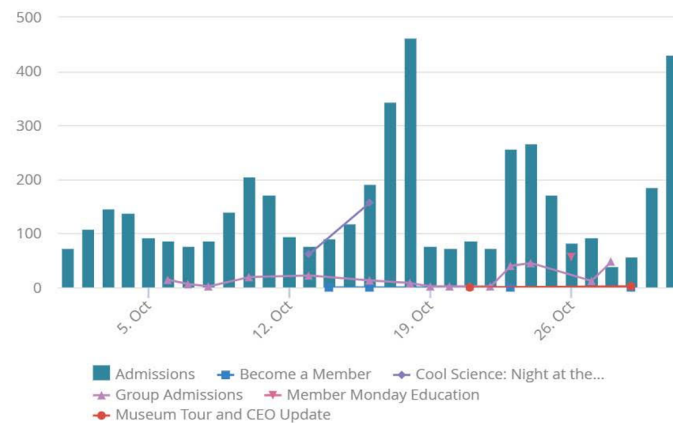
Attendance Forecasting

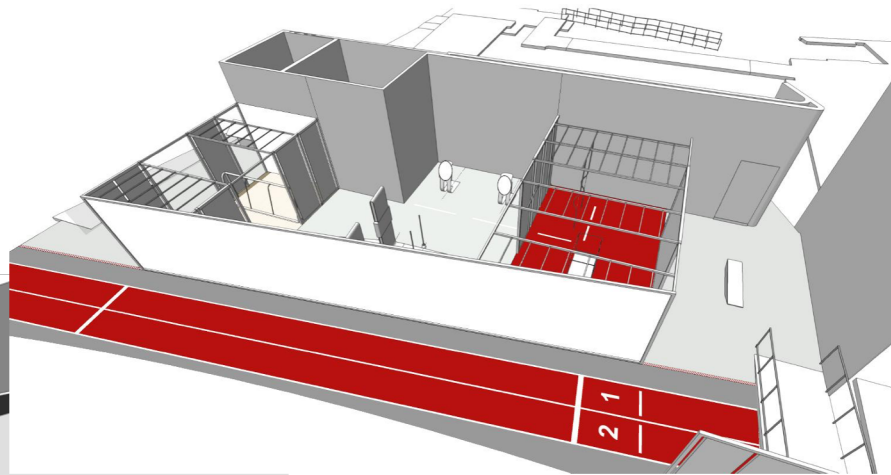
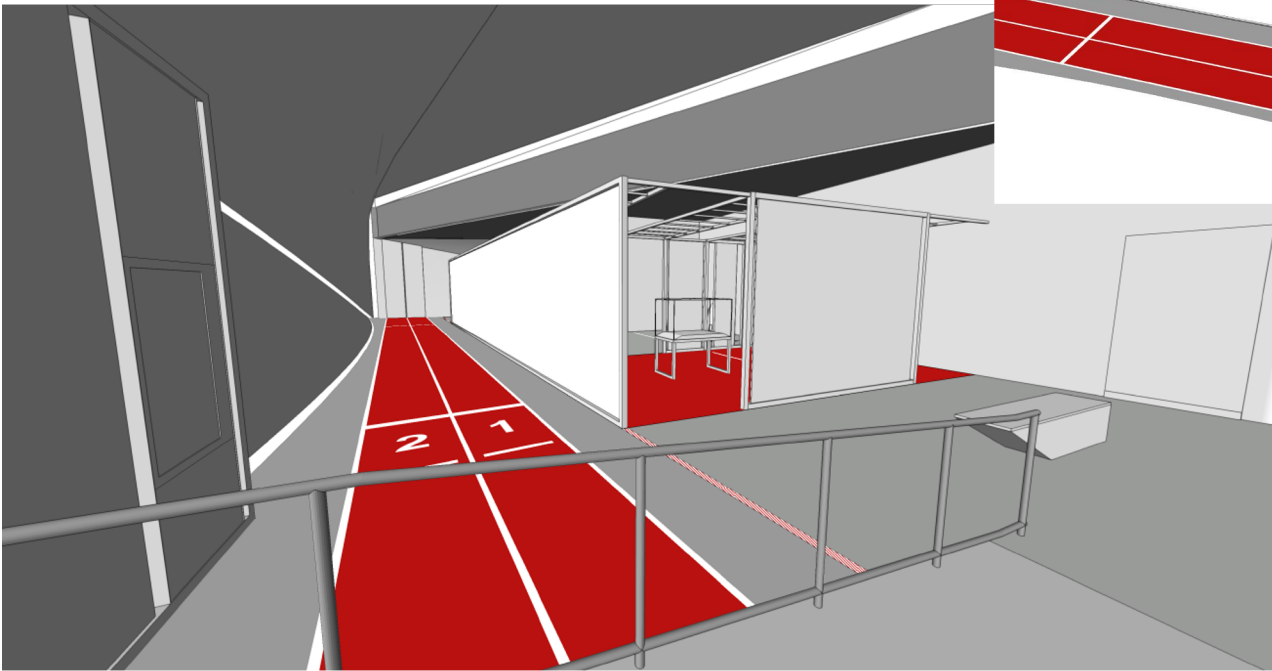
## CODES BY DAY OF WEEK

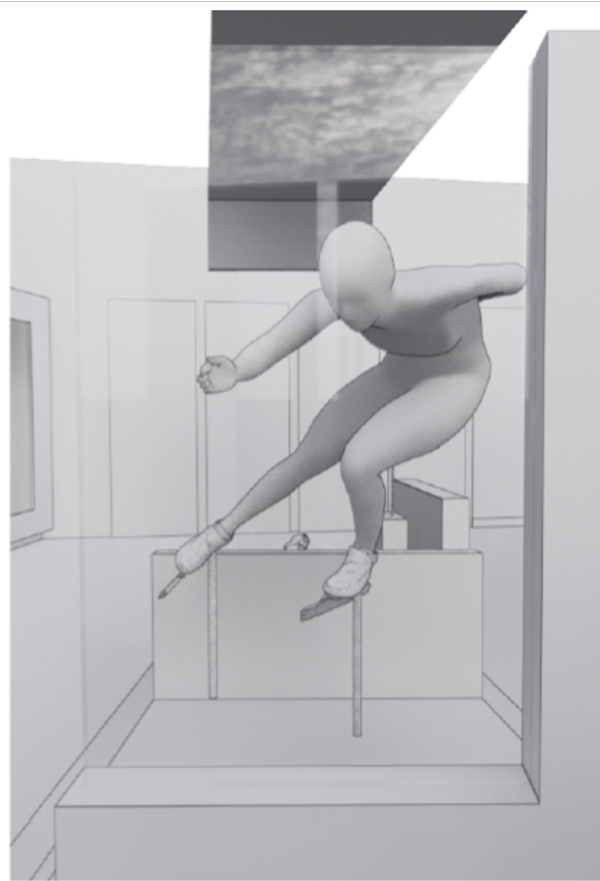
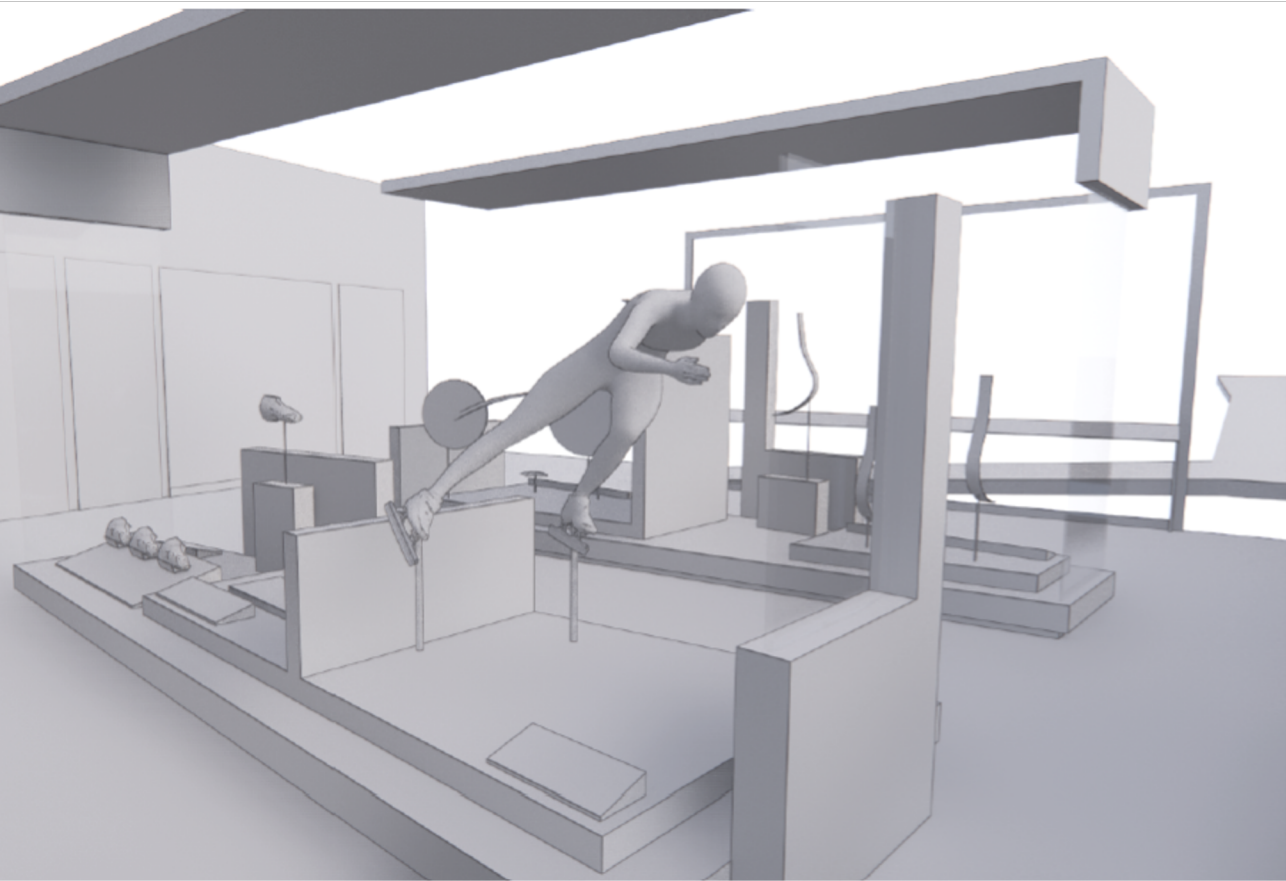
01 Oct 2020 - 31 Oct 2020



## MASTER TICKETS BY PRODUCT







# Opening Adaptations



# Covid Adaptations

Several key team members could not travel to site

Continued but slowed progress on-site

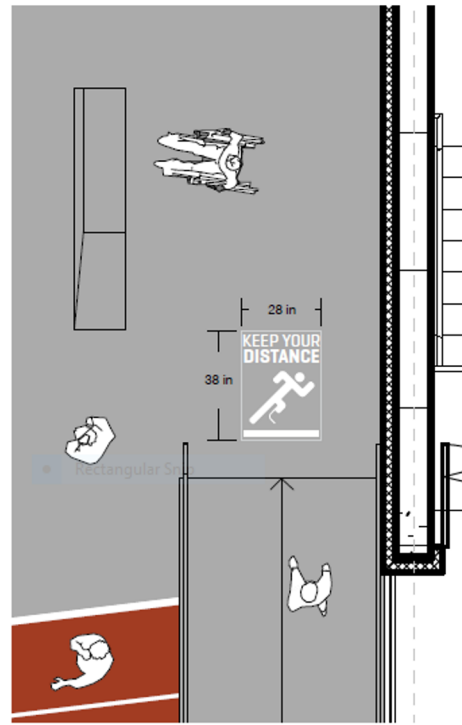
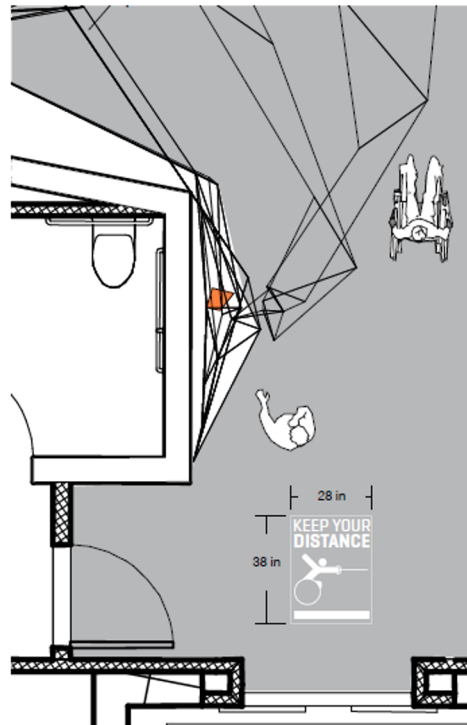
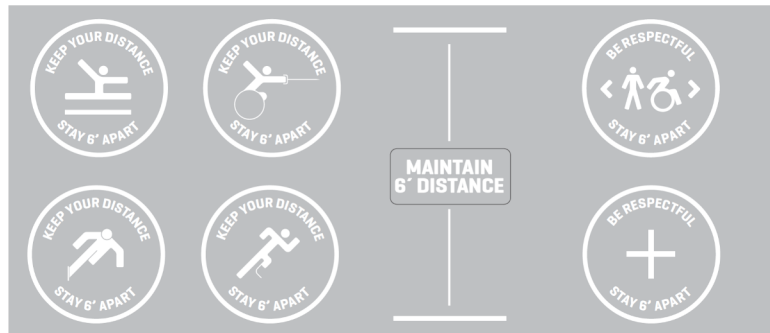
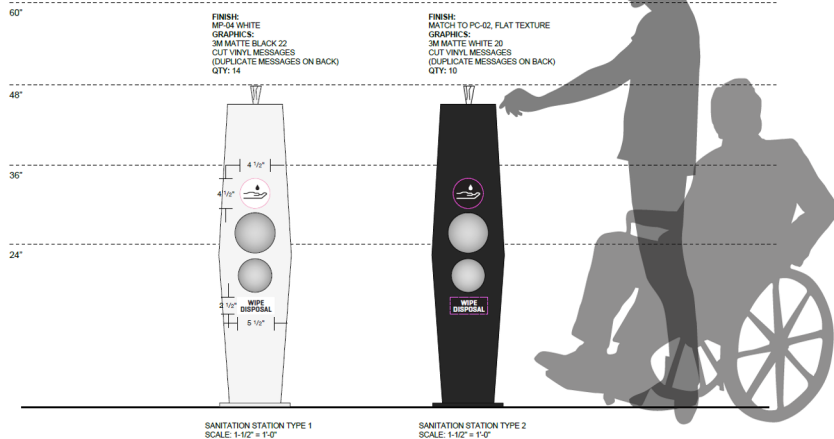
Covid precautions needed to be designed and put in place to assure public safety and social-distancing guidelines were maintained

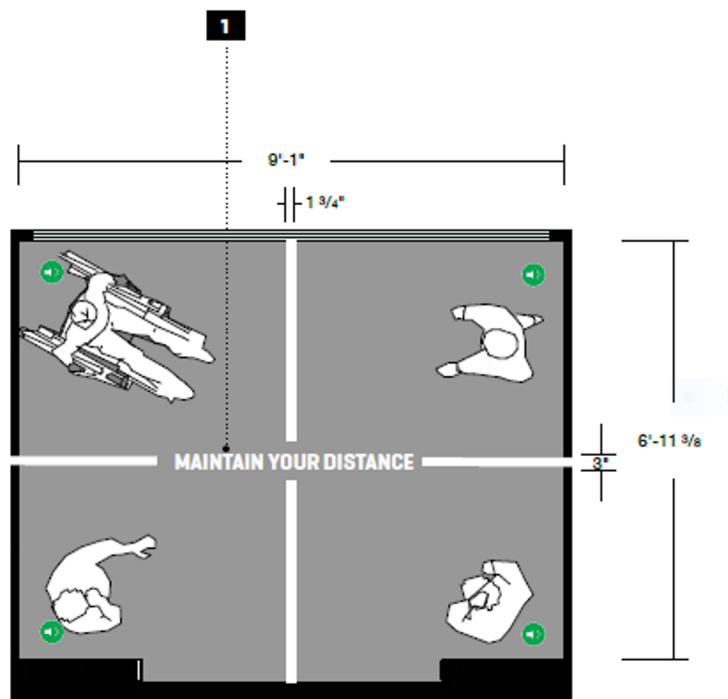
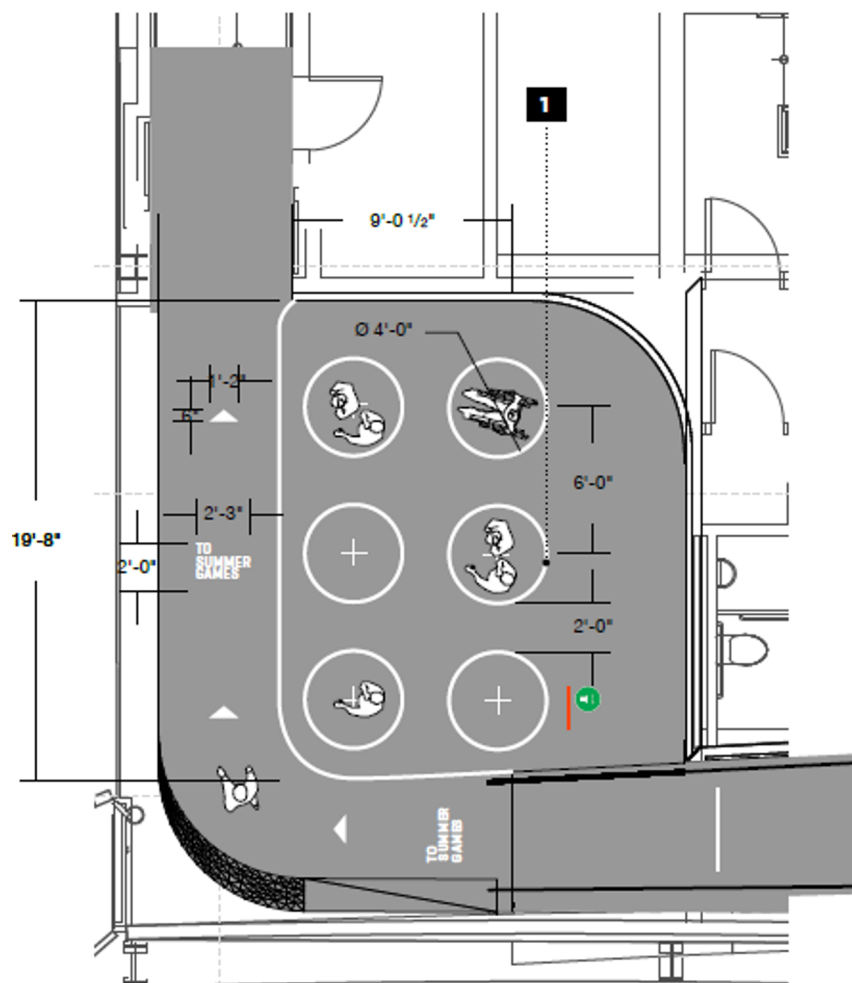
Opening day pushed out



Galleries 2/3, 5, 7, 8, 9, 10, 11

Lobby, Gallery 4, Theatre, Retail





## US Olympic Museum In Colorado Springs Opens With 'Anti-COVID' Tech

By Dan Boyce | July 30, 2020

[LISTEN NOW](#) 2min 17sec

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Hart Van Denburg/CPR News

A visitor looks out on the main atrium, beneath a video wall, of the U.S. Olympic and Paralympic Museum in Colorado Springs on Tuesday, July 28, 2020, ahead of the museum's ribbon cutting and opening on Thursday.

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### Popular Stories

2020 ELECTIONS

**They say tech designed for another purpose will now help keep the museum safer in the pandemic.**



Hart Van Denburg/CPR News

The U.S. Olympic and Paralympic Museum in Colorado Springs, Tuesday, July 28, 2020, ahead of the museum's ribbon cutting and opening on Thursday.

"It was built for another purpose, to give a good user experience," said El Paso County Coroner and Chief Medical Examiner Leon Kelly. "(We) leverage that, basically, to create the world's perfect anti-COVID museum imaginable."

# Design Evolution

## Reimagining Universal Accessibility

Our close collaboration with ADA specialists and Paralympians was invaluable to our understanding of the design nuances needed to make this museum truly Universal and inclusive in its design.





# Q&A Discussion

