**Opening During a Pandemic: USOPM Leverages RFID to Personalize Content and Enable Pandemic Era Safety**

United States
Olympic
& Paralympic
Museum

# Project Overview

The U.S. Olympic & Paralympic Museum. Establishing a vision for a new destination

# The Basics of Safety

Developing Baseline Tools and Strategies for Making Guests Feel Safer

# Next Level Tools

Safety Tools that Improve Guest Experience and Operations

# Making Lemonade

How a 100-Year Pandemic Made us Better

# Questions & Answers

Opening the floor to Q&A

**Opening During a Pandemic: USOPM Leverages RFID to Personalize Content and Enable Pandemic Era Safety**

RFID Journal Live!
Thursday, May 19, 2022

# Project Overview

# The Museum

The museum building is inspired by the energy and grace of Olympic & Paralympic Athletes in competition

The shape of the building is based on the Italian concept of Contrapposto, or counter-pose, where upper body moves in opposition to the lower body in order to achieve balance

The museum has a direct connection to the Olympic Training Center – in subject, interactive experiences and the lessons of rigorous training

The museum aspires to be a catalyst to help transform Colorado Springs, CO, into Olympic City, USA

Diller Scofidio + Renfro | Architect

# Vision & Goals

USOPM is the first and only national museum dedicated to U.S. achievements in the Games

The U.S. Olympic & Paralympic Museum presents a seamless combination of architecture, experiences and exhibits

With aspirations of being one of the most accessible museums in the world, the Museum focused its design team efforts on creating and delivering a universal design experience

Visitors will leave the museum with a greater appreciation of all the factors that go into the training and performance of Olympic and Paralympic athletes, the struggles and perseverance needed to compete at this level, and the sacrifices required of the athletes, their coaches, and families

# Design Evolution

The Conceptual Design phase of the project which began in 2014

Early versions of the gallery concepts were provided to the building architects and helped inform the architecture

The specific designs of the galleries went through many iterations, in response primarily to the the unique geometry of the building shell and exploration of initial core concepts

# RFID Personalization



RFID credentials are issued to every visitor, worn on a lanyard

After receiving their credential, visitors participate in an orientation & registration process

Credentials are personalized with the visitor's name, favorite summer & winter sports, and accessibility preferences

Registration data is saved to a central CMS - exhibits deliver personalized content and preferences via a proximity-based RFID scan

# Project Pivot / Covid Adaptations

COVID lockdowns began in March 2020 – just two months from the original target opening (May 2020)

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

Operating teams adapted by developing strategies to leverage existing project tech/infrastructure

RFID was the perfect solution

# The Basics
of Safety

# **Baseline Safety Tools**

Atmospheric and Timed Ticketing

Throughput, Dwell Time, and Capacities

Contactless Transactions and Experiences when possible

Branded Styluses

Physical Barriers

Linear Visitor Path

On Brand Social Distancing Visual Indicators

Cleaning Strategies
- *Procedures*
- *Participants*
- *Frequency*
- *Products*

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

FINISH:
MP-04 WHITE
GRAPHICS:
3M MATTE BLACK 22
CUT VINYL MESSAGES
(DUPLICATE MESSAGES ON BACK)
QTY: 14

Lobby, Gallery 4, Theatre, Retail

FINISH:
MATCH TO PC-02, FLAT TEXTURE
GRAPHICS:
3M MATTE WHITE 20
CUT VINYL MESSAGES
(DUPLICATE MESSAGES ON BACK)
QTY: 10

WIPE DISPOSAL

WIPE DISPOSAL

SANITATION STATION TYPE 1
SCALE: 1-1/2" = 1'-0"

SANITATION STATION TYPE 2
SCALE: 1-1/2" = 1'-0"

United States
Olympic
& Paralympic
Museum™

VISITOR

usopm.org

USOPM

13.0
LOBBY/
ATRIUM

**86**
PEOPLE

KEEP YOUR DISTANCE · STAY 6' APART

KEEP YOUR DISTANCE · STAY 6' APART

BE RESPECTFUL · STAY 6' APART

KEEP YOUR DISTANCE · STAY 6' APART

KEEP YOUR DISTANCE · STAY 6' APART

MAINTAIN 6' DISTANCE

BE RESPECTFUL · STAY 6' APART

# Next Level
# Tools

# CPR News

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

By Dan Boyce | July 30, 2020

LISTEN NOW    *2min 17sec*

SHARE: f  𝕏  ✉

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.



*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.*

"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."

**Popular Stories**

# 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

# Guest Tracking, Control & Tracing

RFID Technology

Guest Registration (physical or mobile)

Ultra High Frequency (UHF) Proximity Based RFID
- Each Interactive
- Gallery Readers

Venue Intelligence System

Micro Access Control Points

# Making
# Lemonade

# 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

Q&A

# Thank you