



Guest Experience Reopening Plan - Protecting Ourselves and Our Visitors

Phase I. Prepare for reopening of museums

D.) Develop a plan for managing visitor traffic flow to ensure social distancing guidelines.

Our Guest Experience Team proposes a positive approach to visitor communications amid the COVID 19 crisis. Guest Experience staff will be the first to offer a warm welcome to museum visitors from behind our masks. In the absence of visible smiles, friendly wave gestures will accompany our greetings. Guest Experience proposes working with Marketing and Education teams to discover creative ways to message museum signage and directionals in ways that bring visitors joy.

AHS reopens its two largest museums to the visiting public during Phases 2 and 3. Visitor entrance to the Arizona History Museum and Arizona Heritage Center will be limited by phase to ensure adequate social distancing.

- Phase 2 - AHM and AHC - 20 visitors maximum at one time
- Phase 3 - AHM and AHC - 40 visitors maximum at one time
- Phase 4 - To be determined

Tracking Visitor Counts:

Guest Experience staff will log visitors into an easy-to-use **Guest Register** to keep an accurate count of total visitors viewing the museum and their anticipated exit times. A Guest Register form for each museum is on the All Staff G-Drive/Guest Experience/Front Desk Resources/Select Museum.

Here are links to the Guest Registers:

AHM: <https://drive.google.com/open?id=1pljBAnBSLDYtjyBIG3G5tM6ANnSwUrGKdEEqrBpbYOA>

AHC: https://drive.google.com/open?id=1N01aku_twmFfxZEfgD59qCY6jGISMulo5inDSHkgGV8

- It is suggested that visits be limited to 90-minutes at these museums. Additional time may be available upon request, based on visitation traffic.
- Guests will be given a departure time and encouraged to place timers on their cell phones.
- If guests are waiting, encourage them to wait in a cool designated area. If preferred, guests will be welcome to wait in cars and receive a call when they can safely come inside the museum.
 - Designated waiting areas:
 - AHM - Outdoors in front of museum
 - AHC - Outdoors on patio
 - In personal vehicles

Ensuring Social Distancing:

Steps will be taken to ensure social distancing guidelines are respected. Awareness of all AHS safety guidelines, *before* visitors enter museums and reminders *during* visits, will be key to happy and healthy museum experiences for all.

- **Before-the-Door Awareness:**
Messaging provides a clear description of expectations of visitors to ensure healthy exploration of museums.
 - Web: AHS website, social media, online admission ticketing site and ticket confirmation email messages.
 - Parking Lot Signage (suggested use of non-standard colors for high visibility)
 - Front Door Signage

- **Inside Museums Reminders:**
 - Guest experience staff presents museum safety rules to visitors upon entering
 - Signage at Guest Experience desk
 - Eye-catching social distancing floor decal near Guest Experience desk
 - Floor decals to mark front-facing pathways at 6-ft intervals through museums
 - Signage at public restrooms limited occupancy (if deemed necessary)
 - Closed signage in gift shops

- **Guest Experience will collaborate with:**
 - Marketing Team to design and print signage and pathway markings
 - Education Team to design logical pathways
 - Facility Team for assistance installing signage

Building Security - Staff, Visitor and Volunteer Check-In/Check-Out:

- **AHC and AHM:**

During business hours, all staff, volunteers, vendors, etc. will check-in and check-out at the Guest Experience desk. A paper log will be maintained by the Guest Experience Specialist. Before and after business hours, the log will be placed on the desk for self check-in/out. Hand sanitizer will be available for use. Jars for sanitized and used pens will be displayed. A printable log has been saved to the All Staff G-Drive/Guest Experience/Front Desk Resources/Select Museum.

A daily log of staff coming and going is also important for routing telephone calls to staff who are working on site. Email addresses will be provided to callers requesting contact with staff on telework status.

G) Develop pre-sale ticketing protocols and tools
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Guest Experience is working with the Marketing Team to create a “touch-free” online ticketing option for daily admissions.

- Marketing efforts will be needed to promote this new touchless pre-purchasing ticketing option. Consider adding a video trailer explaining how to explore museums safely.
- Tickets can be purchased online for any particular day. Tickets delivered via email.
- Tickets can be transferred to a different day upon availability.
- Visits will be limited to 90-minutes and AHM and AHC, with extensions upon request and availability.
- Tickets purchased online will be refundable upon request, if unused.
- Daily online tickets sales will close 1-hour before the end of each business day.
- AHS website will clearly explain this new option, disclosing there may be delays in entering museums due to limited occupancy caused by social distancing requirements.
- Guest Experience staff will be trained on online ticketing procedures.

H) Develop protocols and means for touchless/low-touch transactions

- Credit card PIN pads will be positioned so they are accessible to visitors.
 - Ideas to keep PIN pads clean:
 - Provide Q-tips for visitors to hold when entering PINS, with a trash receptacle for disposal nearby.
 - Cover PIN pads with Press 'N Seal wrap so cleaner does not damage equipment.
- Signage/website messaging will encourage card transactions rather than cash transactions.
- Staff will be expected to wear gloves and/or use hand sanitizer after handling cash.
- Offer guests the option to receive receipts by email when possible. Training on Agile will be required.

R) Cover all Drinking Fountains

- Support is requested from the Facilities Team to turn off water fountains.
- Signage will be placed near fountains.
- Personal water bottles will be allowed inside museums during all phases.
- Trash receptacles will need to be located throughout museums.

Phase 2.

A) Open Arizona History Museum and Arizona Heritage Center. Open gift stores (suggested after July 1st).

Phase 2 marks the official opening of our two largest museums with possible restricted hours to be decided by AHS senior management.

- Maximum of 20 guests in museum galleries at one time.
- Museum stores remain closed through June 30. Effective July 1, limited items may be available for purchase through the use of:
 - Laminated 2-4 page "catalog" of top sellers with pictures of each item and price
 - Display one each of a few top sellers behind the front desk, as space permits
 - AHC - Place stanchions around gift shop to prohibit entry
 - AHM - Close off gift shop gate
- Guest Experience staff at AHM and ACH will discontinue telework. Support will be appreciated from other staff to cover breaks as needed.
- Determine which other teams will return to work at museums.
- Senior leadership will determine if reduced hours are necessary.

Ideas for Consideration:

- "Members Only" access for the first week as a show of appreciation for their faithful support.
- Welcome vulnerable groups during the first hour of each day during this same time period.
 - Serves as a soft opening, allowing time for staff to become familiar with new safety measures and procedures.
- Position a senior staff person in the lobby of each museum during the first week that museums are fully open to the public to monitor response to new safety requirements.

B) Open Sanguinetti and Pioneer grounds to the public at no charge; museums remain closed.

- Work with the Marketing Team to announce opening of grounds through social media and email

- marketing to friends and members in local communities.
- Create and post signage.
- Update telephone messages.

H) Provide training to employees regarding reopening protocols, health and safety guidelines, proper use of PPE. Guest Experience may recommend alternate maximum and detailed plan to manage traffic and ensure social distancing. PPE recommended due to tight passageways

All staff and volunteers supporting Guest Experience will be trained to fully understand safety protocols and expectations to ensure their own health and that of co-workers and visitors.

- Guest Experience will prepare and present a training program to all staff working front desks to ensure knowledge of new safety and museum procedures. Training will be conducted in modules via Zoom.
- Mel Davis in Human Resources will provide additional training.

Training Topics:

- Guest Experience Standards of Behavior Plan
- Guest Experience staff will be required to wear protective masks and gloves.
- Proper techniques will be demonstrated to wash hands and remove gloves.
- Sneeze guards will be installed by the Facilities Team at all front desks at museums.
- PPE supplies at Guest Experience desks for staff use: hand sanitizer, masks, gloves, antiseptic wipes, spray cleaner and paper towels.
- Hand sanitizer will be displayed for visitor use.
- Museum visitors will be encouraged to wear protective face covers, but they will not be required. (Exception: Library and Archives)
- The AHS cleaning schedule will be reviewed.
- Personal safety steps required at front desk:
 - Wipe down keyboard, telephone and countertops, before and after shifts or more frequently as needed.
 - Wash hands with soap and warm water before and after breaks and shifts.
- Pathways to encourage front-facing exploration of museums will be reviewed.
- Techniques to de escalate agitated visitors.
- New tools will be reviewed:
 - Updates to Agile
 - POS updates
 - Cash Receipt procedures
 - Facility rental payment
 - Grant payments
 - Memberships and gift memberships
 - Volunteer hours tracking (pending approval from senior leadership)
 - Admission Guide
 - Program Guide
 - Online Ticketing Procedures
 - Guest Registers
 - Touchless credit card processing procedures
 - Safe cash handling procedures
 - Staff Sign-in/out Log procedures
- Other topics:

Phase 3

Partial reopening and addition of limited on-site events and programming.

A) Expand visitation to Arizona History Museum and Arizona Heritage Center. Open AHS grounds at Pioneer Museum and Sanguinetti House Museum.

Gift stores reopen, with modifications.

- Expand maximum to 40 guests in AHC and AHM museum galleries at one time.
- Update messaging on signage, AHS website, telephone messages will be updated to reflect increase in occupancy, and access to Pioneer and Sanguinetti House grounds.
- Update Agile online ticketing to accommodate additional visitors.
- Reassess all safety protocols in place and make changes as deemed necessary.

Gift Shop Reopening:

- The Marketing Team will be consulted on guidelines to safely reopen museum gift shops
- Re-open dates: to be determined
- Reduce inventory on display in all stores to avoid contamination of products
- Move touchable items into display cabinets and behind the desk
- Make hand sanitizer available to shoppers

D) Delay reopening of sites not owned by AHS (Ft. Lowell, Downtown History Museum, Riordan) until AHS-owned sites are at full capacity.

Sanguinetti House Museum will reopen to the public in October 2020.

Guest Experience to develop a plan for controlled opening at these sites.

Planning and preparations to reopen public access to the Riordan Mansion, Pioneer Museum, Fort Lowell Museum, Downtown History Museum and the Sanguinetti House Museum will take place in phase 3, with doors reopening in phase 4.

Research is underway to determine the best options for the visiting public and for AHS to reopen.

Plan considerations include:

- Volunteers able and willing to return to museums
- Vacant positions filled to support museum operations
- Reduced museum occupancy and tour sizes determined
- Days and hours of operation determined
- Admission pricing may increase in response to high demand and small tour groups
- Tours restructured to align with social distancing requirements
- Gallery guides updated to show a forward-facing pathway through museums
- Systems in place to protect stairway banisters and other touchable areas, not easily cleaned with sanitizers.

Phase 4

Full Reopen

Open all museums to the extent safe to staff and the visiting public.