

SAFELY REOPENING MUSEUMS IN LOS ANGELES

Proposal Based on Museum Sector Data

Submitted by a Consortium of Los Angeles Museums to the County and City of Los Angeles

January 21, 2021

LOS ANGELES MUSEUMS REOPENING

The County's major museums representing the diverse constituents of Los Angeles County are prepared to strictly adhere to the health and safety guidelines required by L.A. County and City for safe reopening of museums.

- Los Angeles County Museum of Art (LACMA)
- Natural History Museum of Los Angeles
- California Science Center
- California African American Museum (CAAM)
- La Plaza de Cultura y Artes
- Hammer Museum
- Petersen Automotive Museum
- The Huntington Library and Gardens
- The Broad
- The Autry Museum
- Academy Museum of Motion Pictures

We respectfully request that museums in Los Angeles County be permitted to reopen in the Purple Tier with:

- visitor capacity capped at 25%**
- visitorship limited to LA County**
- health and safety protocols and guidelines to ensure that we safely serve our communities**

- Museums have implemented, and are ready to adhere to, new health and safety protocols and processes to provide a safe environment for visitors and staff.
- Health and safety protocols follow the guidelines provided by OSHA, Cal-OSHA, Centers for Disease Control (CDC), and the specific guidelines for museums provided by the County of Los Angeles Department of Public Health and L.A. City (included in Exhibit 1).
- Museums can be immediately responsive to any new directives put forth by the State, County and City.
- With a local focus, museums would open only to County residents while in the Purple Tier.
- Museums would not schedule any group activities, including special events, tours, lectures, classes, film screenings, performances, etc.
- Los Angeles museums will reopen in phases, based on readiness and guidance from State, County and City.

MUSEUMS THROUGHOUT THE U.S. HAVE SAFELY REOPENED

Beginning May 23, museums in major cities throughout the U.S. have reopened safely with limited visitor capacity, following health and safety guidelines in line with those provided for museums in L.A. County and City.

- Museums reporting high rate of compliance with health and safety protocols, including mask wearing and social distancing requirements
- No COVID outbreaks reported in museums, operating safely and successfully over months – LA Museums can learn from peer museums across the US that have already reopened and are operating successfully
- **Reopening dates for Major Museums in U.S. to date:**
 - Museum of Fine Arts, Houston (May 23)
 - Cleveland Museum of Art (June 30)
 - Minneapolis Institute of Art (July 16)
 - Museum of Modern Art - NY (MoMA) (Aug. 27)
 - Metropolitan Museum of Art - NY (Aug. 29)
 - Whitney Museum - NY (Sept. 3)
 - Philadelphia Museum of Art (Sept. 6)
 - Guggenheim Museum - NY (Oct. 3)
 - American Museum of Natural History – NY (Sept. 9)
 - And many others

MUSEUMS ARE UNIQUELY POSITIONED TO SAFELY REOPEN IN LOS ANGELES

- Museums are well positioned and operationally able to meet standards required to **implement and provide conditions for safe visits**.
- Museums are in a unique position since they already have **highly trained and professional security and visitor services staff in place** whose jobs have always been to facilitate safe, touchless and orderly visitor flows and keep staff, visitors, and collection safe and secure.
- Museums offer generally a **touchless visit of galleries by nature** and have implemented new **touchless entry** with QR tickets scanned; any interactive exhibition components will be removed during the Purple Tier.
- Museums already have the **highest level of air filtration HVAC systems**, as required for the display of artworks and collection.
- Museums have **large, carefully designed floor plans** that **naturally allow social distancing** and have implemented **one-way-traffic pathways** for visitors.
- Museums' ticketing software provides the **ability to implement reduced capacity with advance online ticketing** (able to increase or decrease capacity/tickets sold) and can be responsive to changing conditions, even shutting down quickly if necessary.
- Museums have implemented **mandatory online health screening** for visitors and staff prior to entry, capture information for **contact tracing** during ticketing, and have **onsite temperature checks**
- Museums have implemented **higher frequency cleaning and disinfection** protocols
- Retail and restaurant operations within museums will strictly adhere to health and safety guidelines for those businesses.
- **Museums provide places of quiet contemplation and offer a safe and supervised activity** in the midst of the tensions of living in a state of emergency and isolation. Reopening LA's museums will help **uplift and recharge the county's diverse communities**.

Museum health and safety protocols have been used for over six months around the country and have proven to be effective.

MANAGING CAPACITY AND TOUCHLESS EXPERIENCE

Museums will employ the following protocols:

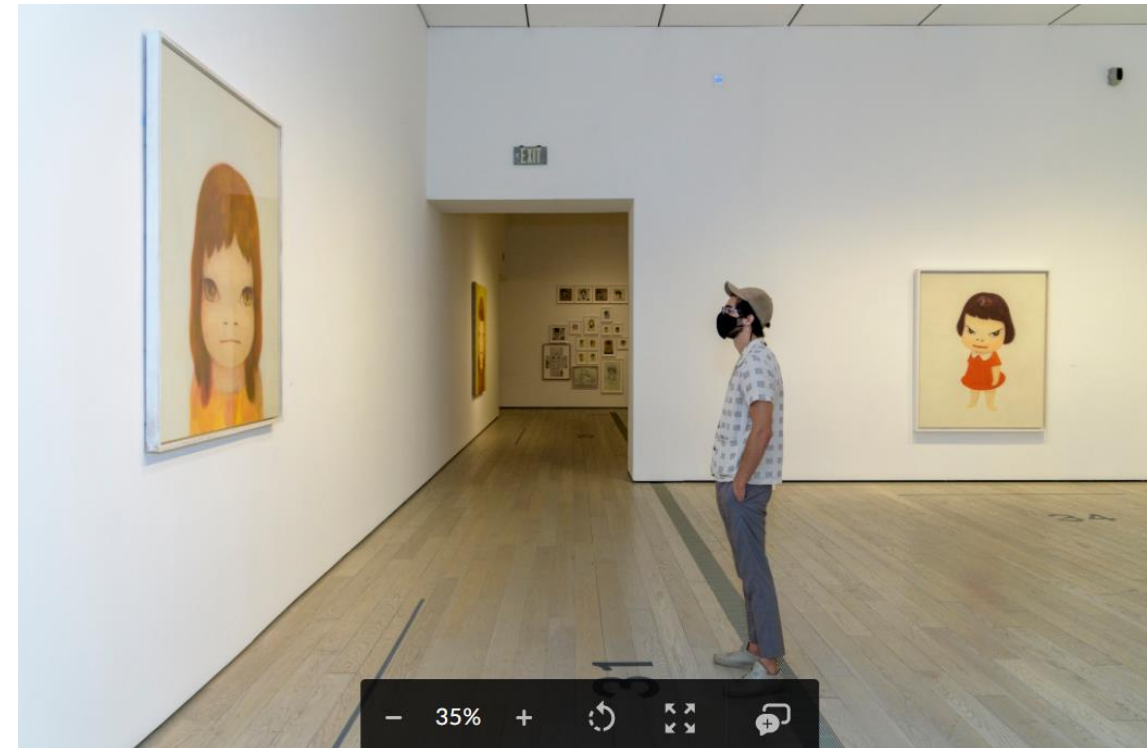
- Limit attendance and reduce public hours to manage capacity per square foot -- no more than 25% of stated building occupancy during Purple Tier
 - 25% of stated building occupancy during Purple Tier
 - 20% of stated building occupancy during Regional Stay At Home Order
- Only County visitors during Purple Tier
- “Touchless” advance, online timed-entry ticketing to regulate capacity and arrivals avoiding lines at museum entrance
- “Touchless” entry procedures
- Mandatory online health screening and temperature checks
- Ticketing system allows museums to capture visitor information for easy contact tracing



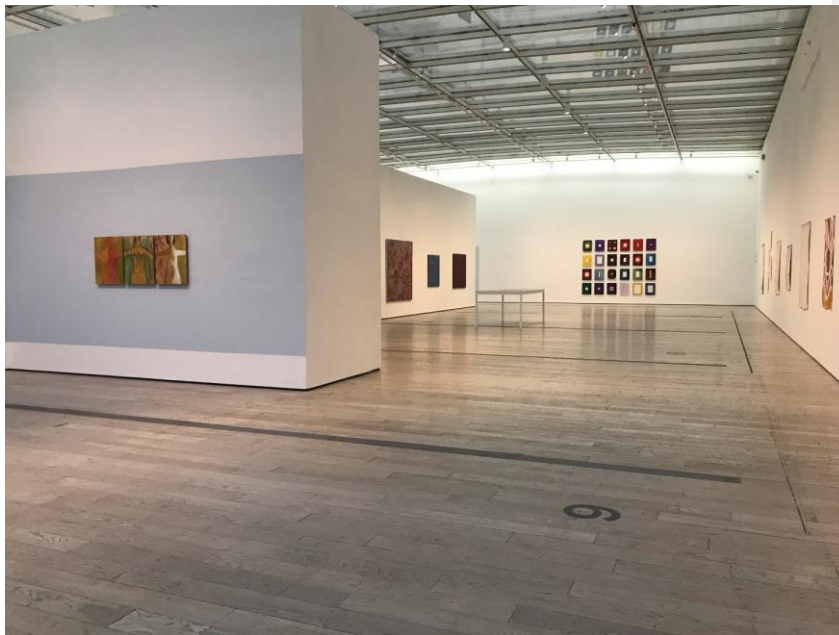
MANAGING CAPACITY AND VISITOR FLOW

continued

- Professionally trained security officers and visitor services staff to control visitor flow and enforce strict adherence to health and safety protocols (including facemask wearing and physical distancing)
- Signage and floor markings to create a one-way path to enter, exit, and navigate the museum and ensure adherence to social distancing guidelines
- Discontinue group tours and activities, including classes, lectures, concerts, school visits, talks, films, etc. Theaters and auditoriums would remain closed to the public



MANAGING CAPACITY AND VISITOR FLOW *continued*



A SAFE, TOUCH-FREE VISITOR EXPERIENCE

Museums will employ the following protocols:

- Advance online health screening required, temperature checks, mask mandate for all visitors and staff
- Touchless entry procedure with QR code tickets and hand scanners
- Air flow is controlled by a superior air filtration system that includes MERV 14 air filters, which are replaced every three months
- No cash transactions



A SAFE, TOUCH-FREE VISITOR EXPERIENCE

continued

- Increased and frequent disinfecting and cleaning in all public and high-touch spaces
- Hand sanitizer stations positioned for use throughout museum spaces, along with reminders of frequent hand-washing



CLEANING IS IN PROGRESS

LIMPIEZA EN PROCESO

LACMA



A SAFE, TOUCH-FREE VISITOR EXPERIENCE

continued

- Health and safety protocols enforced and signage provided throughout campus
- Visitors advised in advance (during online ticketing) of enhanced health and safety requirements
- Removal of printed materials throughout the museums, digital content and information provided
- Elimination of high-touch activities and shared resources, such as audio-guides
- Security and Visitor Services staff provided with training in health and safety protocols as well as all staff

ALL VISITORS AND STAFF ARE REQUIRED TO
TODOS LOS VISITANTES Y EMPLEADOS
ESTÁN OBLIGADOS A



WEAR A FACE COVERING OVER THE NOSE
AND MOUTH AT ALL TIMES
UTILICE UNA MÁSCARA FACIAL SOBRE LA NARIZ
Y LA BOCA EN TODO MOMENTO



MAINTAIN A PHYSICAL DISTANCE OF AT LEAST 6 FEET FROM OTHERS
MANTENGA UNA DISTANCIA FÍSICA DE AL MENOS 6 PIES
DE LOS DEMÁS



PASS AN ONLINE HEALTH SCREENING PRIOR TO ENTRY
PASAR UN EXAMEN DE SALUD EN LÍNEA ANTES DE INGRESAR



STAY HOME IF YOU HAVE COVID-19 OR SYMPTOMS OR IF YOU
HAVE BEEN IN CONTACT WITH ANYONE WITH COVID-19 OR
SYMPTOMS IN THE LAST 14 DAYS

QUÉDESE EN CASA SI TIENE COVID-19, SÍNTOMAS, O SI HA ESTADO
EN CONTACTO CON ALGUIEN CON COVID-19 O SÍNTOMAS
EN LOS ÚLTIMOS 14 DÍAS



USE HAND SANITIZER STATIONS AND WASH HANDS FREQUENTLY
UTILICE LAS ESTACIONES DE DESINFECTANTE DE MANOS Y LÁVESE
LAS MANOS FRECUENTEMENTE

LACMA

REQUIRED BY LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
REQUERIDO POR EL DEPARTAMENTO DE SALUD PÚBLICA DEL CONDADO DE LOS ÁNGELES

MUSEUMS ARE A “STAY-LOCAL”, SAFE RESOURCE

- Museums provide local residents with safe, enjoyable educational options and a supervised visit for “staying local”
- Museums require advance online ticketing, ensuring reduced capacity adherence
- Museums are uniquely able to enforce strict health and safety protocols to be followed by all visitors, unlike many other local activities
- Required compliance leads visitors in museums to model behavior that limits opportunities for transmission of the COVID-19 virus



PUBLIC ACCESS IN MUSEUMS

| | PURPLE TIER | | REGIONAL STAY AT HOME ORDER | |
|--|-------------|---|-----------------------------|---|
| Public Spaces (Outdoor) | ✓ | | ✓ | |
| Galleries (Indoor) with Limited Capacity | ✓ | | ✓ | |
| Gift Shops/Retail with Limited Capacity | ✓ | | ✓ | |
| Restrooms with Higher Frequency Cleaning | ✓ | | ✓ | |
| Restaurants/Cafes (Outdoor and Takeout) | ✓ | | | X |
| Cash Transactions | | X | | X |
| Walk-Up Ticket Sales | | X | | X |
| Restaurants/Cafes (Indoor) | | X | | X |
| Auditoriums/Theaters | | X | | X |
| Group Tours/Field Trips/Group Events/Talks/Film/Concerts | | X | | X |
| Coat check | | X | | X |

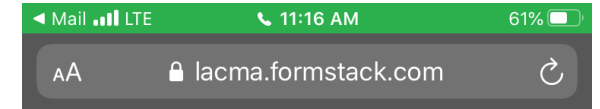
MUSEUMS ARE SAFE INDOOR SPACES

COMPARISON CHART

| MUSEUMS | RETAIL STORES AND MALLS |
|--|--|
| Open at 20% - 25% capacity, with advance tickets required | Open at 20% capacity, no advance reservations required |
| Advance timed entry tickets required to control flow | Timed entry not required |
| Advance health screenings required before entry permitted | Advance health screenings not required for entry |
| Contact tracing automatically incorporated in entry procedures | No contact tracing |
| Touchless visitor experience from entry through exit | High-touch experience |
| Mask-wearing and physical distancing required and enforced on site by security and visitor services staff in indoor and outdoor spaces | Mask-wearing and physical distancing recommended and not always enforced |
| Indoor spaces has a superior three-stage air filtration systems required for museum galleries | Standard air filtration systems |
| One-way traffic flow for all visitors facilitates physical distancing | No traffic directions for visitors |
| Rigorous and frequent cleaning and disinfection practices of all surfaces and indoor spaces | Rigorous, frequent cleaning recommended but not enforced |

SAFE AT WORK PRACTICES FOR EMPLOYEES

- Provide COVID-19 training and clear guidelines regarding new health and safety protocols in accordance with County Department of Public Health and City guidelines for museums
- All staff required to follow *Safe at Work Practices* posted in work spaces
- Staff required to wear masks and fill out daily health screening questionnaires
- PPE provided for staff who may require additional protection due to their job function
- Staff encouraged to work from home to reduce on-site occupancy and instructed to stay home if sick
- Institute work shifts and alternate work schedules for shared offices and open workstations to facilitate requirements for social distancing



Thanks for completing the Self-Screening. You are clear to come into to the office.

Caution: Should you experience any symptoms while in the office, please go home and inform your supervisor and Human Resources.



[IMAGE HERE]

- Use of shared equipment (copiers, printers, fridges, phones, hand tools) minimized and disinfecting supplies provided
- Breakrooms, lunchrooms, and social gathering spaces closed; breakrooms provided outdoors with social distancing
- All workspaces deep cleaned and sanitized before staff return to workspaces and hand sanitizers installed for every building entrance, exit and elevator lobby and provided to offices
- Increased cleaning and disinfecting of high-touch surfaces
- Increased cleaning protocols and frequency of cleaning for kitchens and restrooms, and daily disinfection of common areas
- Superior air filtration system and higher frequency of filter replacement
- All third-party contractors required to follow L.A. City and County public health and safety protocols

OUR COMMITMENT TO OUR COMMUNITIES

We respectfully propose a controlled, responsive, limited-capacity, locally focused reopening of the Los Angeles museum sector in the Purple Tier

- We will be ready to adhere to safe reopening guidelines and can be responsive to government directives
- We can be a safe, healthy option for Angelenos to get out of the house while staying local
- We can help proactively educate Los Angeles residents about new norms of activity and engagement, both creating and perpetuating responsible behaviors