

## **Carrying Capacity/Operations Assessment and Implementation Approaches – Al Shacklett & Bob Lamb**

This presentation will be delivered by Al Shacklett and Bob Lamb, principals with ORCA Consulting. ORCA Consulting has been involved with projects requiring operational and carrying capacity assessments for a wide variety of tourism venues, including museums, zoos, aquariums, sports venues, theme parks, visitor centers and many National Parks.

As part of the process of planning and designing the public spaces for National Parks and Monuments, an important, but sometimes underestimated, planning element is the need to ensure that visitor capacity and operational planning issues are adequately incorporated into the overall planning process. The primary objective of visitor capacity and operational planning is to ensure that the public spaces and facilities of a project being planned are effectively sized to meet the projected attendance levels on high-attendance days and that the physical needs of the visitors are met to ensure a comfortable visitation experience. Consequences of inadequate planning include: long wait lines and excessive crowding at the key attractions and resources, imbalanced distribution of visitors within a monument or park, visitor dissatisfaction arising from these problems, and suboptimal allocation of financial resources to the major project components.

This presentation will provide cover the key issues related to carrying capacity and operational planning that should be incorporated into every monument and park project (including new, expanded and renovated projects), and will provide examples from several projects, including: the United States Capitol Visitor Center, the Statue of Liberty, the USS Arizona Memorial Visitor Center and Yosemite National Park. Strategies to help achieve stakeholder consensus and successful implementation of the preferred planning solutions will also be discussed.