Outdoor activities have always been a key element of daily life in Wisconsin communities, and have perhaps become even more important during the COVID-19 pandemic, since they play a critical role in physical and mental health. While most public spaces have been open for passive use during the pandemic, most active uses have been limited, and facilities may need to make adjustments to operate safely in light of COVID-19. Allowing people to resume as many of their regular activities as possible with the necessary precautions.

This document is intended to provide guidance for municipalities and civic organizations looking to accommodate small group gatherings in a safe way once it is permitted to do so. This guide includes instructions regarding outdoor gatherings, whether public or charitable in nature, including but not limited to farmers markets, outdoor fitness or educational programming, and other types of small-scale community celebrations or gatherings. In addition, please see the “General Guidance for All Businesses” document for guidance that applies to all industries, and please consult the other available industry guides as relevant for your specific business type.

Keeping employees and customers safe is the number-one priority for all businesses. This resource provides guidelines for protecting both of these groups. Organizations, municipalities and management entities are expected to be proactive in ensuring compliance and take definitive action to enforce the rules. It is not sufficient to post signage requesting that guests maintain distancing or to anticipate that staff will be able to manage customer interactions in real time (e.g., by installing signage instructing visitors to comply with distancing but not actually utilizing visual cues or physical barriers to support compliance).

Recommendations for Outdoor Gatherings

Employee health and hygiene

- Employees who have a fever or other symptoms of COVID-19 should not be allowed to work.
- Maintain an adequate supply of paper goods, soap and hand sanitizer to allow proper hand hygiene among employees.
- Provide tissues for proper cough/sneeze etiquette and no-touch disposal receptacles.
- For farmers markets, suspend fines for no-shows to ensure vendors don’t feel pressured to work when sick.
- Consider suspending the use of hand stamps or wrist bands.

Face masks and cloth face coverings

- Face masks or cloth face coverings may be required based on the level of interaction with attendees (e.g., point-of-sale interactions).
- Instruct your employees in how to properly put on and remove a face mask or cloth face covering. The U.S. Centers for Disease Control and Prevention (CDC) provides guidance on how to properly wear a face covering and offers tutorials for how to make one.
- If attendees will not be able to stay six feet away from others, recommend that they bring their own face mask or covering. Provide face masks at the event for any attendees who do not bring their own. Provide adequate no-touch trash receptacles for used masks. Considerations should be made for individuals who are unable or unwilling to wear a mask or cloth face cover.
Clean and disinfect

- High customer contact areas such as doorknobs, buttons, touchscreens, tables and stair rails should be cleaned every two hours, or after each user if feasible.
- Bathrooms should be sanitized frequently.
- Disinfecting wipes should not be used to wipe more than one surface. Use one wipe per item or area.
- Clean and sanitize any food contact surfaces between users. Food should not be sampled during an event.
- For farmers markets, consider closing areas that require customers to use tongs or scoops. If tongs and scoops are used, vendors must sanitize them frequently. Consider offering different sizes of prepacked items instead.

Social distancing

- Programmed events should be limited to 10 persons at a time in any given space, expanding to 50 people in Phase 2 of the Badger Bounce Back plan.
- Where possible, event attendance should be staggered to minimize overlap and reduce density of participants.
- Consider designating alternate offerings for at-risk populations.
- For any gatherings that do occur (such as farmers markets or small-group programming), spacing between stations/booths should be at least 15 feet.
- Facilities that promote interaction among unrelated individuals (e.g., playgrounds, play areas, picnic shelters) should be closed if they cannot be adequately sanitized. A visible barrier such as tape, markings or a physical barrier should be used to indicate closure.

- Reduce parking at popular public spaces to disperse attendees among various entry points and/or minimize utilization by deterring visitors.
- Consider making walking or biking paths one-way to minimize unintentional interactions, especially during gatherings or events. Utilize directional arrows in chalk paint on surfaces to reinforce new patterns. If it is safe to do so, municipalities may consider expanding pedestrian and cycling corridors into the current vehicular right of way to allow for adequate spacing.
- Eliminate unnecessary physical contact between individuals, and maintain social distancing with a six-foot distance between individuals whenever possible.
- Offer cashless and contactless transactions whenever possible.
- When exchanging paper and coin money, do not touch your face afterward. Ask customers to place cash on the counter/table rather than directly into your hand. Place money on the counter (not in hand) when providing change back to customers. Clean the counter between each customer at checkout.
Additonal attendee protections

- Post signage at entry points to public spaces reminding individuals experiencing COVID symptoms to stay at home and asking visitors to maintain social distancing.

- Install handwashing or sanitizing stations (with at least 60% alcohol if providing hand sanitizer) at entry points and key locations throughout the area in which the gathering is being held, including areas where attendees will come into contact with shared equipment and/or food service areas. Encourage attendees to use them.

- Remove all unnecessary touchpoints, especially those that cannot be sanitized between uses. Examples include the use of pens to sign receipts or visitor logs (cashless and contactless transactions are recommended), benches and drinking fountains.

- Utilize disposable instead of reusable items whenever possible, and provide adequate trash receptacles to accommodate waste.

- Increase the number of trash receptacles and frequency of trash pickup to accommodate increased use.

- Continue offering virtual experiences and curbside pickup of physical goods to accommodate all customers if possible.

- Do not allow visitors to utilize reusable bags or to bring activity items from home to an event if the activity items would be used by multiple participants.

- Discourage users from coming into contact with other participants’ equipment. For example, sports field users should not return another user’s stray balls or share equipment with unrelated parties.