



American Restroom A s s o c i a t i o n

www.americanrestroom.org

Mission

The American Restroom Association advocates for the availability of clean, safe and well-designed public restrooms.



Goals

- ◆ **Promote code change**
- ◆ **Communicate with and develop relationships with related organizations**
- ◆ **Document Americans' perceptions of public restrooms**
- ◆ **Implement PR campaign for media coverage**
- ◆ **Create interactive public restroom site on the Web**



About Us

- ◆ **501 (c) (3) Non-profit subsidiary of fiscal sponsor**
- ◆ **Maryland Corporation**
- ◆ **Grassroots organization – *not* a trade organization**



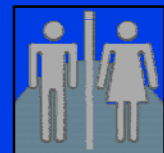
History

- ◆ **August 2004 – Founded**
- ◆ **November 2004**
 - **Presented at World Toilet Forum Beijing**
 - **Media coverage on ABC Nightly News with Peter Jennings**
 - **NPR “All Things Considered” broadcast**
- ◆ **May 2005 – Code change revisions proposed**



History

- ◆ **May 2005 – Presented at World Toilet Expo & Forum in Shanghai**
- ◆ **June 2005 – Board of directors established**
- ◆ **July 2005 – *Wall Street Journal* article**
- ◆ **September – Presented at World Toilet Summit in Belfast**



Major Media Coverage



*ABC News with
Peter Jennings
November 2004
Beijing*



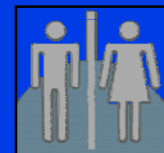
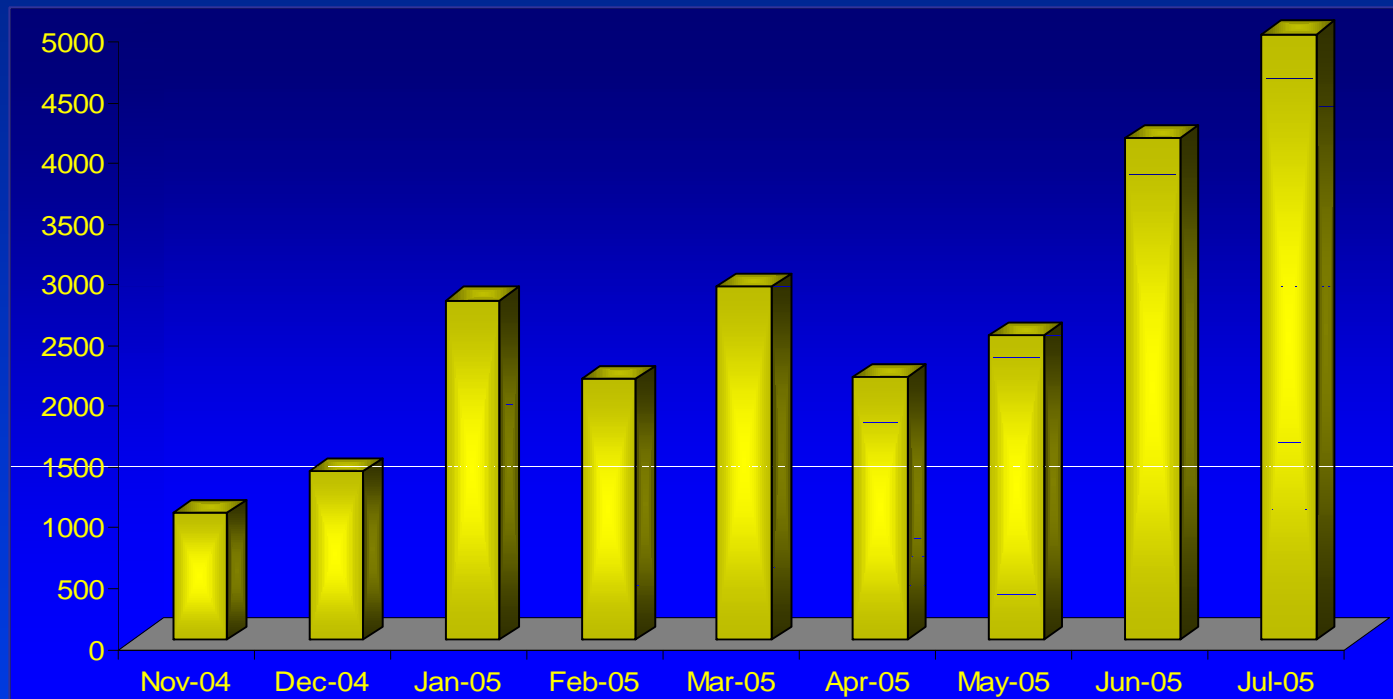
*PBS
All Things Considered
November 2004 Beijing*



*The Wall Street Journal
July 2005*



Unique Monthly Visits to our Website



Board of Directors

- ◆ **Thomas Achatz, PE – Engineer**
- ◆ **Kathryn H. Anthony, PhD – Architecture professor, researcher, author**
- ◆ **Robert Brubaker – Electrical engineer, restroom advocate**
- ◆ **Mary Coakley, Restroom advocate**
- ◆ **Roger Conradt – CPA**
- ◆ **Betty Fisher, PhD – Clinical psychologist**
- ◆ **Cheryl B Gartley – President, Simon Foundation**
- ◆ **Tom Keating, PhD – Educator, school restroom advocate**
- ◆ **David King – Business executive**
- ◆ **Steven Soifer, PhD – Social work professor, paruresis advocate**



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Bob Brubaker



- ◆ Advocate for availability of public restrooms
- ◆ Created the Public Restroom Initiative
- ◆ Opens of public restrooms in the Washington DC Metro subway system
- ◆ Articles in major publications including LA Times, Chicago Times, Wall Street Journal
- ◆ Regional television coverage
- ◆ Advocate for restroom code changes
- ◆ www.metroped.org



Tom Keating, PhD

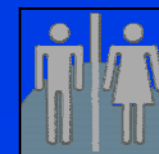


- ◆ **Founder of Project CLEAN to improve restrooms in public schools**
- ◆ ***Author of Project CLEAN: Safe, Sanitary school Restrooms***
- ◆ **Facilitated legislative, policy, and code of conduct standards for public school restrooms**
- ◆ **Project CLEAN visits schools, reviews conditions, coordinates solutions, and develops restroom improvement plans**
- ◆ **Presented at World Toilet Summit, Belfast 2005**
- ◆ ***www.project-clean.com***



Steven Soifer, PhD

- ◆ **Founder and staff director, International Paruresis Association**
- ◆ **Founder and executive director, Shy Bladder Institute**
- ◆ **Advocate for paruresis (“shy bladder”) sufferers**
- ◆ **Appeared on national radio and regional television programs; quoted as expert in hundreds of print publications**
- ◆ **Achieved victories against discrimination toward paruresis sufferers**
- ◆ ***www.shybladder.org***



Cheryle Gartley



- ◆ **Founder and president of The Simon Foundation for Continence**
- ◆ **Co-author of *Managing Incontinence: A Guide to Living with Loss of Bladder Control***
- ◆ **Television: ABC's *20/20*, *People are Talking* (San Francisco), *Kelly and Company* (Detroit), *Good Morning Australia* (Sydney), and network news in Japan, Canada, and Germany**
- ◆ **Member of the International Continence Society, the Association of Continence Advisors (UK), and the Bladder Health Council of the American Foundation of Urologic Disease.**



Kathryn M. Anthony, PhD



- ◆ **Professor, Design Program Faculty, School of Architecture, Department of Landscape Architecture, and Gender and Women's Studies Program, University of Illinois at Urbana-Champaign**
- ◆ **Author of *Designing for Diversity: Gender, Race, and Ethnicity***
- ◆ **Awarded 2005 Achievement Award, Environmental Design Research Association**
- ◆ **Awarded the 2003 Institute Honors for Collaborative Achievement by the American Institute of Architects**
- ◆ **Author, "Putting Potties in Perspective", Licensed Architect 2004**
- ◆ **Speaker on "Gender and Family issues in Restroom Design" World Toilet Forum, Shanghai**





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Promote Code Change

◆ Restroom access

- Enforce existing codes
 - CVS drug stores
 - Walgreens/Salvation Army
- Proposing language about signage

◆ Restroom availability

- Proposing code requiring outdoor public venues to provide restroom facilities

◆ Restroom privacy

- Support codes requiring urinal partitions



Communicate with and develop relationships with related organizations

- ◆ **Clinical associations**

- Incontinence
- Continence
- Gastrointestinal (Crohn's & Colitis)
- Geriatric

- ◆ **Community organizations**

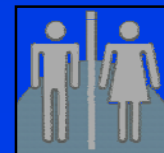
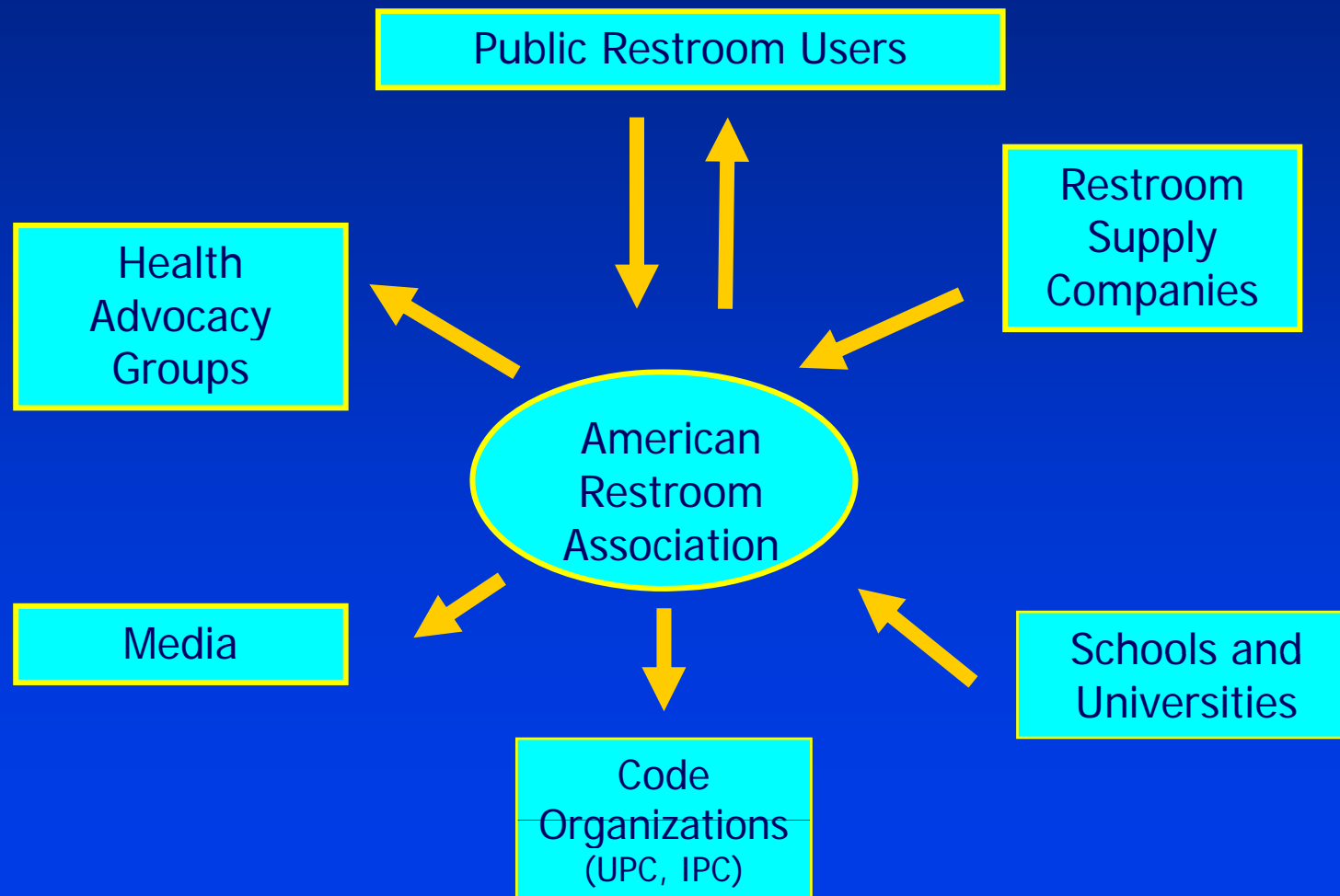
- ◆ **Industry organizations**

- ◆ **Schools and universities**

- ◆ **Restroom equipment manufacturers & distributors**

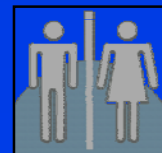


American Restroom Association and Related Organizations



Document Americans' perceptions of public restrooms

- ◆ **Conduct consumer survey to quantify and analyze consumers' attitudes toward restroom design, cleanliness and availability**
- ◆ **Incorporate consumer interests and concerns into targeted American Restroom Association campaigns**
- ◆ **Use data to promote change**



Implement PR campaign for media coverage

- ◆ **Build awareness of public restroom issues**
 - **Code change victories**
 - **Restroom improvement and availability stories**
 - **Consumer rights (e.g. availability)**
 - **Restroom awards**



Project Opportunities

◆ Web site enhancements	\$10,000
◆ Consumer survey	50,000
◆ Interactive restroom Web site	50,000
◆ Board support	5,000
◆ Retail store accessibility survey	50,000
◆ Restroom Checklist	500
◆ Public Relations campaign	TBD
◆ General operating expenses	TBD



Timeline of Key Accomplishments





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