PHLUSH

Public Hygiene Lets Us Stay Human

Public Toilet Advocacy Toolkit

Why Public Toilets?

LIVABLE COMMUNITIES

Public toilets help us get out of cars and onto our feet, our bicycles and mass transit. We feel comfortable and welcome in places where it's easy to find public facilities.

HUMAN DIGNITY

Our ability to respond to a universal biological need is a basic human right. And those of us who have medical issues or are older, younger or pregnant make more frequent toilet visits.

HEALTH AND FITNESS

Public toilets enable us to be physically active and enjoy new experiences when we're away from home. Our mental well-being is enhanced when we're out with families and friends and know there's a place "to go."

November, 2015

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Download the Public Toilet Advocacy Toolkit here: http://toolkit.phlush.org/

PUBLIC TOILET ADVOCACY TOOLKIT

Public Hygiene Lets Us Stay Human (PHLUSH)

Can a city lacking basic public amenities be considered livable? Shouldn't public toilets be as much a part of our urban landscape as streetlights and curb cuts? Will people abandon their cars for public transit if there are no places "to go" along the route? Don't all people need places where they can meet a universal physiological need?

Communities throughout North America are starting to see the need for public restrooms in parks, plazas, and open spaces and along transit systems and trails. Urban planners, transit authorities, public health officials, and proponents of active living are seldom trained in restroom provision. Architects follow increasingly outmoded codes when designing facilities in buildings and few have experience with free-standing structures appropriate for public spaces. Community advocates must study the issue, make their case, engage fellow citizens and work with city officials.

The purpose of the Public Toilet Advocacy Toolkit is to strengthen the capacity of community advocates and city officials to provide and maintain great public toilets that make communities livable, respect human dignity and promote health and well-being.

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Disclaimer

We have tried to include in this Toolkit information relevant and useful to public toilets advocates. Applicability of tools depends, however, on local context, community history, advocacy group resources, and other factors. Public restroom projects can be expensive, time consuming and controversial. We recommend that you work closely with a diversity of local stakeholders, including urban design specialists, public officials, and those with knowledge of the legal environment.

For Barbara Lescher

1953-2013

Acknowledgements

Without friends and supporters cheering us on, sharing stories of success, suggesting materials for inclusion, and reviewing our work, the *Public Toilet Advocacy Toolkit* would not have seen the light of day. Our hearty and heartfelt thanks go out to them!

Lewis Barrett, Marcy Bernbaum, Tom Carrollo, Kyle Earlywine, Clara Greed, Valerie Johnstone, Joan Kuyek, Evan Madden, Greg Madden, Heather Pollock, Anna Preble, Mark Seiber, Jack Sim, Hayley Joyell Smith, and Kate Washington.

Carol McCreary, Abigail Brown, Jeff Holiman and Poonam Sharma
PHLUSH Toolkit Team

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Part One: STRATEGY TOOLS

1. Engage the Community in the Conversation

Readers of this Toolkit are joining an intricate conversation in which not everyone is willing or able to take part. Providing basic amenities for people in public places is challenging work. It takes time and individuals with a good mix of skills, some of which you can acquire by using these tools.

Your interest in meeting unmet toilet needs makes you special. Your initiative may be motivated by any of a number of situations. Perhaps you care for a tot or an elder and arrange your outings around toilet availability. Perhaps you are the mayor of a town whose residents are up in arms about public toilet closures due to budget constraints. Perhaps you work in the visitor center for your large city and are tired of complaints from international visitors about the lack of public toilets. Perhaps you want to join the Wednesday night softball league but the distance to the nearest restroom is embarrassingly far. Perhaps you are a transportation planner who realizes that some people won't walk or take transit unless there are restrooms along the route. Perhaps you just get it.

Now you need to engage others in the conversation. In the beginning your circle may be small. It will grow larger and stronger as you embark on the fascinating multidisciplinary venture of public toilet advocacy.

Why is it so difficult to talk about public toilets?

Raise the issue of making public toilets available in an American city and you're likely to be met with giggles and toilet puns. For a variety of reasons Americans appear to be more uncomfortable talking about this shared human need that people elsewhere. Just move slowly through it, finding the right words and letting people get comfortable with them. There is no reason to be too public with your research and advocacy until you're ready. Media professionals are likely to come knocking at your door, eager for a story. State the purpose of your initiative and promise to report back. PHLUSH learned it was a good idea not to talk to the press until we had done our homework, settled on key messages and had set a date when we would issue a report of our basic findings.

Be prepared. No matter how thoughtful a proposal is to install a new toilet, it will get at least some negative attention. It may attract ugly comments in the blogosphere as the owners of private bathrooms comment about the strangers who will use the facilities. You may face not-in-my-backyard NIMBYism from businesses and residents located near the proposed facility. Your trusted elected official is likely to be wary of taking action unless you can demonstrate that voters care about restrooms.

Although toilets meet universal needs, they are rarely part of public discourse.

Public toilets have long been on the forefront of civil rights and civic action. Noting the struggles and even deaths of civil rights activists and

transgender people seeking safe, decent restrooms, Barbara Penner writes in *Bathroom:*

> *Unless we recognize the part bathrooms play in enforcing order and existing power relations, it's hard to make sense of why they are often such bitterly contested spaces.... Public facilities have often been at the front line of civil rights challenges: they are places where claims for equality are made and tested - and sometimes aggressively put down.*[1]

The toilet that swept across North America and was installed in any middle class home that could afford it emerged in Victorian times and was designed for "fecal denial" and class differentiation. In *Poop Culture: How America is Shaped by its Grossest National Product,* Dave Praeger writes:

> *Everyone knows that everyone poops, but everyone poops using apparatuses designed to create the appearance that no one does. Our infrastructure makes invisible what our bodies make universal. A tremendous social contradiction is the result.*[2]

Daniel Max Gerling points out a contradiction that emerges in the same period of US history between meeting needs at home and away.

> *The intimate space of the home's bathroom, under the domestic watch of the female head of house and often a Judeo-Christian ethos, and the social space of the public restroom, represented by its relative anarchy, both places for defecation, could hardly have operated under more disparate codes of behavior.*[3]

George B. Davis and Frederick Dye, early advocates of public comfort stations in United States, were confronted less with naysayers than with the public's "false delicacy" that made it difficult for them. In their 1858 *Complete and Practical Treatise upon Plumbing and Sanitation* they write:

> *It is acknowledged that accommodation of the kind is an absolute necessity for the natural consequences of eating and drinking, and why there should ever be false delicacy in recognizing and providing for this cannot be explained. This strange form of modesty prevails, however, with the weaker sex, as public conveniences are, as yet, more often failures, financially and practically, than a success.*[4]

By the turn of the century the technologies were understood, embraced and became increasingly larger line items in municipal budgets. Still American officials, their advisers, the press and the public were far more reluctant to discuss issues than their European counterparts. Gerling states:

> *Even though periodicals and other media from mass culture proliferated rapidly in the late nineteenth century and into the early twentieth century, Americans had an increasingly more difficult time discussing excrement openly and frankly.... Even the engineers themselves admitted that it was a bit indelicate to speak in public of anything so unclean as sewage.*[5]

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[1] Barbara Penner, *Bathroom*. (London: Reaktion Books, Ltd. 2013), 22.

[2] Dave Praeger, *Poop Culture: How America is Shaped by its Grossest National Product.* (Los Angeles: Feral House. 2007), 52.

[3] Daniel Max Gerling, American Wasteland: A Social and Cultural History of Excrement, 1860 - 1920, Dissertation research, (Austin: University of Texas in Austin. 2012),138, https://repositories.lib.utexas.edu/bitstream/handle/2152/ETD-UT-2012-05-5036/GERLING-DISSERTATION.pdf?sequence=1, accessed October 12, 2015.

[4] George B. Davis and Frederick Dye, *Complete and Practical Treatise upon Plumbing and Sanitation.* (London: E. & F. N. Spon), 1898 Quoted in Gerling, 2012,130.

[5] Gerling, 2012. viii.

How do you start the conversation?

Sanitation has been called the silent science. It's still remarkably absent from most private and public discourse, the exception being scatological literature and toilet humor. "Flush-and-forget" operates at individual, household and societal levels.

Activists working to make public toilets available can appreciate the opportunity to start a very interesting conversation, educate peers, and rally public support we need to frame key sanitation issues.

So how do you start the conversation? First, understand the public toilet shortage. Next, find the right words to talk about it. Then, frame the discussion in ways it makes sense to your audience so you can get them on board.

What happened to public toilets?

To understand the current lack of public toilets in the United States, it is helpful to start in the period after World War II.

1940s to 1960s Mid-century America brought Eisenhower's federal highway system, Detroit's automobiles that soon filled them, and the rest stops along them. Nuclear families with cars, typically white people, moved out of central cities and created the suburbs. The increasing number of wealthier families leaving the urban core shifted the demographics of public toilet patrons. Because of a lack of management, public toilets became associated with crime and vandalism which prompted officials to shut them down. Those still living in urban areas, often already marginalized by class or race constructs, were left without anywhere to go.

1970s to 1980s Businesses such as gas stations and supermarkets started to require users to ask for a key. Department stores with once luxurious ladies' lounges gradually went out of fashion. Areas that relied on tourism continued to have toilets, but shut them down at night or during the winter. By the 1970s, 50,000 toilet stalls had been fitted with Nik-O-Loks and other locks that required a dime. Grassroot advocacy not only eliminated pay toilets in the United States but ignited demands for "potty parity", that is, equitable toilet provision for women and men. This demand resulted from dual realities: men's urinals had always been free and, given the female anatomy and clothing, women simply required more time, privacy and space.[6]

1980s to 1990s In the later part of the century, urban redevelopment brought wealthier people and funding back into city centers. Although concerned with livability and shared urban space, urban planners and architects left toilet provision to private retail establishments. Architectural training was limited to toilets in buildings, where code requirements limited creative innovations that would advance toilet design. Few design and planning professionals had experience in open space toilet provision and, since it was not part of public discourse, they ignored the issue.

1990s to 2000s Whereas the Civil Rights Act of 1964 banned discrimination based on race, religion, sex, and national origin, the Americans with Disabilities Act (ADA) of 1990 goes further. It requires employers to accommodate disabled workers and mandates modifications permitting access to public places. For public toilets, this means ensuring all stall doors are wide enough and there is space in which a wheelchair-user can turn around, among other things. People who had been effectively closed out of shared public space were able to join the mainstream. The effect of the ADA on overall toilet availability is not clear, however. At the time it was passed, a typical women's restroom might include two stalls, a sink

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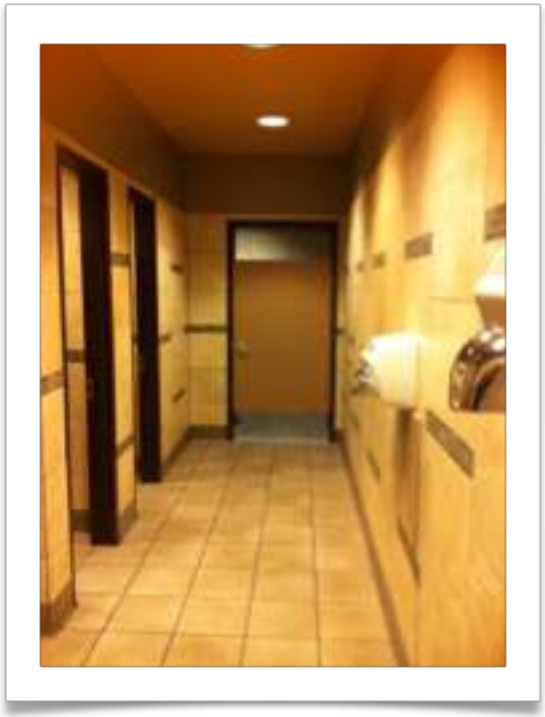
[6] Aaron Gordon, "Why Don't We Have Pay Toilets in America?" Pacific Standard, September 17, 2014, accessed September 23, 2015. http://www.psmag.com/business-economics/dont-pay-toilets-america-bathroom-restroom-free-market-90683.

and a mirror. This layout could serve four women at a time: two in stalls, one washing hands and one grooming at a mirror. To meet the new wheelchair turning requirements, stall partitions were sometimes removed and the main door to the toilet was fitted with a lock. While this particular alteration reduced service efficiency, it ushered in an important development in public toilet safety and comfort. Some toilets began to function as 'family', 'unisex' or 'gender-neutral' toilet rooms. Children, elderly and disabled people could be accompanied by opposite sex caregivers, and members of the LGBT community gained some protection from the risk of harassment.

2000s to 2010s In the wake of the September 11, 2001 attacks, new security concerns further prompted cities to close down public facilities. Periods of economic slump and shrinkage in the tax base slowed design and construction of appropriate facilities. Renovation to bring traditional facilities up to current standards became difficult. Many of the beautiful comfort stations built in America's cities in the early twentieth century had won protection as historic buildings and could not be easily changed.[7] While the decrease in the number of available stalls in the United States is unknown, a similar dynamic in Great Britain has led to an estimated closure of half of existing facilities in the decade between 2004 and 2014.[8]



The demise of tax-supported facilities have forced people to become customers of businesses that offer restrooms.

2010 to Present The 21st century has brought new dynamism in urban lifestyles and increased demand for toilet availability. North Americans' embrace of livability and their desire to reside in urban areas that serve walkers and cyclists has resulted in a revival of downtowns. Combined with the imperatives of climate change, this has resulted in public policy and urban design that favor smart growth, multi-modal transit and reduced carbon emissions. Unfortunately, public toilet construction has not kept pace with that of sidewalks, trails, bicycle infrastructure and transit systems. In this same period, social changes have highlighted the inadequacy of traditional men's and women's restrooms to serve those with opposite sex caregivers and to protect those who face harassment there. Revisions of the 2012 International Plumbing Code opened the way to assisted-use and all-gender toilets. Although voluntary and applicable only to a direct access, single-occupancy layout, it involves a simple change of signs that can significantly increase the number of users served.[9] Universally accessible toilets alleviate lines at the toilet room serving women and makes the overall flow of users more efficient. Since 2010, transgendered people and children with gender dysphoria have scored significant victories in local jurisdictions and institutions through North America. In 2013, the Philadelphia City Council led the way with a law requiring new or renovated city-owned buildings to include all-gender restrooms.

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[7] PHLUSH, "Comfort Stations," http://www.phlush.org/public-restroom-planning/portland-public-restroom/comfort-stations/, accessed October 7, 2015.

[8] Stephen Hayward and Phil Cardy,"Scandal of lost public toilets as council cuts leave us with nowhere to go, Mirror, August 1, 2015, http://www.mirror.co.uk/news/uk-news/scandal-lost-public-toilets-council-6177897, accessed September 25, 2015.

[9] American Restroom Association. National Model Comprehensive Building Code. http://www.americanrestroom.org/code/, accessed September 20, 2015.

Washington DC is enforcing an ordinance stating that single-occupancy restrooms can no longer be labeled as gender-specific. The White House and Eisenhower Executive Office Building have all-gender facilities. Seattle recently required both City-controlled and privately occupied public accommodations to label existing and future single-stall bathrooms as 'all-gender' restrooms.[10] While these laws have no impact on traditional, multi-stall men's and women's, they may spur a creative revolution in facility design that any city hoping to attract visitors will be unable to ignore.

Despite this new demand for facilities to meet rapidly changing societal needs, public toilet design remains, in the words of urban design scholar Clara Greed, "a despised, outcast branch of architecture, just as it is a stigmatized subject of general discourse."[11] Barbara Penner, who authored the book *Bathroom*, notes that "Toilets threaten to contaminate the purity of architectural discourse—its discipline—by contaminating the divide between high and low, matter and spirit, temple and outhouse, on which it still implicitly depends."[12] Although regrettable, it's not surprising that the New Urbanists have been nearly silent on the topic. States Greed, "My colleagues and I have argued from our research that if the government wants to get people out of their cars and back onto public transport, walking and cycling then public toilets are the missing link."[13]

There is a huge gap in the design and provision of this essential urban infrastructure that serves a universal human physiological need. We see this gap as an opportunity. This is a niche that welcomes the efforts of citizens striving to make their cities livable and their streets complete. Let's remember the words of Margaret Mead: *Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.*

Find your words

We're comfortable with the term "public toilet.' The alternatives do not seem as useful. 'Restroom' is misleadingly euphemistic as it implies you can dally and rest. 'Bathroom' works fine for some people even though we don't normally bathe in public toilets. 'Washroom', with which Canadians refer to shared public facilities, is not widely used elsewhere and for some individuals it means 'laundry room' or 'mudroom'.

The layout of traditional men's and women's contrasts with that of direct access toilets.

As for the terms 'men's room' and 'women's room' or the 'Gents' and the 'Ladies', they refer to facilities that have a number of partitioned stalls in a room with shared space around sinks and urinals. This kind of layout works best in places with fast-paced foot traffic such as airports, theaters, or stadiums. Men's and women's rooms contrast with direct access toilets in which the toilet stall is entered directly through a single door from a public area. Sometimes called 'unisex,'

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[10] Joel Connelly, Seattle moves to require all-gender-single-stall restrooms in city buildings and places of business, Seattle PI. August 10, 2015., http://blog.seattlepi.com/seattlepolitics/2015/08/10/seattle-moves-to-require-all-gender-single-stall-restrooms-in-city-buildings-and-places-of-business/, accessed September 25, 2015.

[11] Greed, Clara, "Creating a Nonsexist Restroom," in Moloch and Norén, *Toilet*, (New York: New York University Press, 2010), 117.

[12] Penner, Barbara. "Entangled with a User: Inside Bathrooms with Alexander Kira and Peter Greenaway." in Moloch and Norén. *Toilet*. (New York: New York University Press, 2010), 229.

[13] Greed, ibid, 139.

direct access toilets include both smaller single-user or larger family toilet rooms and better meet the needs of contemporary society.

Family toilets serve anyone who may require the assistance of an opposite sex caregiver: disabled people, young children, or the growing numbers of older Americans are opting for active downtown living where they can give up driving and 'age in place.' Single-user direct access stalls make it possible for young parents to watch their children from a distance as they safely enter and exit stalls. LGBT-activists are promoting sensible concepts of privacy and the new term 'all-gender toilet.'

The word 'Toilet', because of joint reference to the fixture and the space, may sound harsh to some. 'Public toilet' is an oxymoron because private bodily acts are performed in a space designated as 'public'. However, it is a term understood by everybody and doesn't imply you can rest or bathe. It's used in the United Kingdom, Australia, New Zealand, Hong Kong and Singapore. PHLUSH appreciates the practicality of the term 'public toilet' and uses it frequently, although not exclusively.

This comfort station in a Cincinnati park is typical of facilities built in the first half of the 20th century.

In discussing toilet matters, we advise using any words that work in your community. Listen for what terms people are comfortable using. Mix it up if you wish. Bathroom, restroom, latrine, comfort room, powder room, toilet room, washroom, water closet, W.C., public lavatory, lav, convenience, amenity, facility, necessity, whatever. The City of Portland made a good choice of the term 'loo' to name the singular new product developed there - The Portland Loo. We also like 'comfort station', a distinctly American term from the early 20th century, to refer to public toilets in parks, such as the modern Kellogg Park South Comfort Station in San Diego. The term'toilet facility' can refer to almost any free-standing open space toilet.

An issue that makes discussion of public restrooms even more challenging is Americans' sense of linguistic propriety. Victorian euphemism dominated American radio and television for years. In the 1950s, producers could not imply that married people had sexual relations nor describe a woman as "pregnant." By the end of the century all the formerly censored themes were being used: nudity, gay sex, incest, menstruation, masturbation. While the bedroom door has opened, the bathroom door remains largely closed.[14]

[14] PHLUSH, "Sanitation Policy Advocacy in Flush-and-Forget America," (presentation), World Toilet Summit, Philadelphia, PA, Dec. 3-6, 2010, accessed September 23, 2015, http://www.phlush.org/wp-content/uploads/2010/11/Sanitation-Policy-Advocacy-in-Flush-Forget-America.pdf

As for the products and processes of elimination, word choice remains difficult. Safe words include urine, urinate, and urination, but pee and peeing are words most people people are comfortable using in public. Similarly, feces, defecate and defecation can become poo and pooing or pooping - childish words rarely offend.

This otherwise simple and useful term 'shit' can't be used in the electronic media nor in most local print media[15], which are tools advocates use. It is, however, increasingly seen and heard in serious academic circles. Author and speaker Rose George uses it[16] and it appears in the name of an ongoing project[17] funded by the Bill and Melinda Gates Foundation. In a discussion among a small group of people assessing a toilet technology or designing a facility, however, avoiding the term is awkward. We recommend getting the okay from all parties to any discussion where the word may be used.

The first step is to get the conversation underway, starting wherever people are. Remember that as values evolve so do concepts of public space and the words used to talk about shared toilets. Our advocacy needs to capture the pace of societal change.

Frame the conversation

Sanitation issues can be framed by something larger, more important, less frightening, or simply more clearly aligned with "the right thing to do."

Is your business in a district with lots of "Restrooms for Customer Only" signs? A district where everyone would be served by a public restroom?

Then consider framing the conversation in terms of good business practice. Refer to the ample evidence on the impact of restrooms on businesses. Discuss costs and benefits of providing or denying access to restrooms. Point out that the negative signs are unfriendly and that a quality shared facility would make the whole district welcoming.

Are you a group of parents advocating for a restroom to serve a park or a Little League field?

Then consider framing the conversation in terms of health, fitness and the growing epidemic of childhood obesity. How come some kids never join in? Could it be the frequent need "to go"? Would kids abandon their video game and become more active if better accommodated? Can we get data from parents or the kids themselves? Would more community members, including grandparents, come to games and support local sports if there were better toilet facilities?

Does your downtown have unhoused residents who have access to toilets only during the day when social service agencies are open? Do you need a 24/7 facility?

Then frame the conversation in terms of basic dignity, human rights and everyone's need to meet physiological needs. And don't focus on the homeless - advocate for clean and safe toilets for everybody.

Does your local wading pool need a restroom?

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[15] Timothy Bella, ''The '7 Dirty Words' Turn 40, but They're Still Dirty," *The Atlantic*, May 24, 2012. http://www.theatlantic.com/entertainment/archive/2012/05/the-7-dirty-words-turn-40-but-theyre-still-dirty/257374/, accessed October 16, 2015.

[16] Rose George, *The Big Necessity,* New York: Henry Holt, 2008, and Rose George, "Lets Talk Crap. Seriously," TED, 2013, https://www.ted.com/talks/rose_george_let_s_talk_crap_seriously?language=en, accessed September 25, 2015.

[17] Sustainable Sanitation Alliance, SFD Promotion Initiative, http://www.susana.org/en/forum/96-shit-flow-diagrams, accessed September 23, 2015.

This is a situation where you might even count on the 'yuck factor.' Little kids will pee in wading pools. While this is not dangerous, people don't like it, even though they like little kids.

Are you talking with urban planners about the need for greater access to public restrooms?

Then speak their language. Make the case that urban livability is served by integrating safe toilets into shared urban space. Point out that multi-generational groups are unlikely to gather in places otherwise designed for them if toilets are absent. Mention that families that include the very old, the very young or pregnant and menstruating women may stay away. Activating outdoor city spaces means meeting people's needs.

Are you advocating with transportation for the inclusion of public toilets serving transit riders and pedestrians?

Then try to find out how many people do not walk or use transit because of the lack of facilities. Don't worry if you don't find statistics on this. Anecdotal evidence is often enough.The inconvenience of not having a place "to go" along their route keeps many people commuting by car. Find such individuals, get their stories, and protect their anonymity if requested. Engage bus, train and taxi drivers on the topic. How often do riders ask them where they can find a restroom? Have they had to take vehicles out of service following riders' "accidents"?

Are you meeting with law enforcement folks, some of whom think that the best restroom is one that stays closed?

If so, speak in terms of Crime Prevention through Environmental Design (CPTED). Show them some ways that public toilets can be made safer and more resistant to vandalism.

Are you speaking with engineers from the Department of Water and Sewer?

If you are advocating an open space or sidewalk toilet unit, their cooperation and knowledge of how the pipes lay underground will be essential in determining possible sites. As they may have less experience in toilet construction and use, take the opportunity to promote the advantages. Their technical teams work throughout the city, and labor laws and OSHA require employers to ensure toilet availability. Locations that can serve city workers and commercial and transit drivers may save hundreds of hours of labor lost when employees must return to their headquarters for bathroom breaks.

Are you looking for allies in the medical establishment?

These professionals may not have thought much about publicly available toilets. Using words like "urination"and "defecation," mention that you're interested in both the visible and invisible conditions of the "restroom challenged" population. Engage them with questions about the physical and psychological impact of restricted access and find out what diseases and injuries make toilet non-availability particularly troublesome.

Use fun facts and humor

Advocacy groups may want to eschew humor in the outset and focus on positive change. Humor requires care and a good sense of who you're conversing with. But what do you do when the people you're addressing keep making toilet puns? You go with the flow unless the flow is inappropriate.

Case Story:
CEPTIA founders say "We were just having fun with it"

When pay locks suddenly appeared on restroom stalls throughout the United States in the late 1960s, four Ohio boys decided to take action.

"We thought we could do something about it," said Michael Gessel. "Now, could we really do something about it? At the time, we were in high school. We really didn't know how to exercise political power, but we thought we'd have fun with it. And we didn't like pay toilets." They formed the Committee to end Pay Toilets in America (CEPTIA) and stayed in touch after they went off to college. With a budget of $25.20 they created a logo, a bumper sticker, a fight song anthem, and a quarterly Free Toilet Paper. CEPTIA's position that pay toilets are an infringement of a basic human right met fierce opposition from lock companies and businesses with toilets who saw payment as a constitutional right.

Allies appeared, however, in the feminist movement. Urinals in mens' rooms could not be locked while women needed to insert a dime at every stall. Guerrilla marketing and pre-Internet networking resulted in public toilet advocacy's most stunning success. By 1980, all 50,000 locks were gone from American restroom stalls!

Source: Gordon, 2015

Toilet history is fun, especially the stories of the valiant souls who have fought for urban public conveniences over the past century and a half. There were and still are lots of bumps on the road. Our light-hearted handout "A Brief History of Public Toilet Advocacy" will give your audience rare expertise they may enjoy.

A PHLUSH colleague has opened serious technical sessions with the question "Now, who here poops?" Hands go up slowly, people smile, and everyone comes together in the universality that drives the rest of the discussion. A local government official introduced a PHLUSH emergency sanitation workshop by asking professional and volunteer first responders to call out all the names they had for human excreta. Everyone was smiling and relaxed when the session began.

For Jack Sim, the Founder of the World Toilet Organization, humor is at the heart of his effectiveness as a sanitation advocate. Almost single handedly, this acclaimed social entrepreneur has broken the international taboo about talking about toilets and sanitation. His success lies in his use of humor to focus attention on complex and serious issues. Starting as a public toilet advocate in his native Singapore, by 2013 Sim had persuaded the United Nations to officially declare November 19 World Toilet Day.

Says Sim:

> *We tell jokes and we make it very funny, so the media really loves our stories.*
>
> *If we had not legitimized the toilet subject and turned it from a dirty word into a clean word, I think it would have been very difficult for a politician to do that.*
>
> *When people make fun, when they laugh, it is a positive. It means that they are listening and paying attention.There are thousands of agendas competing for attention. Our agenda is "shit". It is right at the bottom and if you want to compete with visibility for this agenda, then you need to get attention. We called ourselves the WTO (World Toilet Organization). That sounds like World Trade Organization. It gets attention. Then you tell about the serious facts of 2.5 billion people not having toilets, and the 1 million children dying of diarrhea and diseases every year, and how girls drop out of school because the schools have no toilets and all that. And if you start telling this too seriously, they fall asleep. So you tell them something quite funny, and then you tell them something quite serious.*

Make the case for public toilets

Once you have an idea of the type of language appropriate for your community, your group should agree on some basic messages. Why are you advocating public restrooms? What's the big deal? What difference will they make? Consider brainstorming ideas and then writing up the best ones in language everyone can remember.

When PHLUSH wanted to get the conversation started in our community, we settled on just a few sentences that we could remember. This helped us overcome the initial nervousness of speaking to city officials and the media. We couched several of our points in the language of urban livability because this is something the people of Portland, Oregon care about. Then we made sure we reached the business community and public health specialists. At first, we only talked about 'public restrooms' but in time moved toward 'public toilets', which includes both restrooms in buildings and facilities in open spaces and sounds more international.

Today our list looks more or less like what is below. Our points are general and speak to overall toilet availability. Note that they are all positive. We don't talk about the need to make restrooms vandal-resistant until someone brings up vandalism. (Which they will; those responses require additional message development discussed in later sections.)

Your group may use this list verbatim or change the language to suit your objectives. If you're promoting a specific installation in a given area, it would be advisable to explain how it will serve various people in your community.

Public toilets are fundamental to human dignity.

The ability to respond to a universal biological need is a human right. Beyond these fundamentals, public restrooms deliver multiple benefits to contemporary communities.

Public toilets make good business sense.

For visitors to a neighborhood or to an establishment, the restroom is often the place where first and lasting impressions are made.

Public toilets contribute to public health.

They support physical activity and fitness by enabling people to be moving and at ease in outdoor spaces away from home. Adverse health effects result from involuntary urinary retention. It can be mentally stressful when people want to be out with their families and friends and restrooms are not available.

Public toilets help revitalize downtown areas and foster urban livability.

People are comfortable being in places where they know they can find public facilities. They stroll, window shop, linger in commercial districts. Families organize multi-generational events in public parks that properly accommodate their youngsters and oldsters.

Public toilets inspire people to get out of cars and onto their feet, bicycles and mass transit.

Commuters need restrooms along their routes. Without facilities that serve public transit systems, more people will drive.

Public toilets serve people who are "restroom challenged."

We use the term 'restroom challenged' to refer to folks who really need toilets nearby when they're away from home. First, there are those who need to go almost hourly. These people may have normal conditions – young age, old age, females who are pregnant or menstruating – or medical

conditions, many of which are invisible. Second, there are those whose need for a toilet becomes urgent without warning. These include most people with chronic conditions such as Crohn's disease and colitis as well as those temporarily afflicted with food-borne illnesses. Third, there are people with mobility impairments for whom physically getting to and using a restroom just takes time and effort.

Combat 'toilet blindness'

The taboo against talking about our universal need to use the toilet is so deeply entrenched it's as if society is blind to toilets. When we engage the public in discussion of their priorities, we need to realize that they likely will not initiate talk about their need to use a bathroom when they and their families are away from home. At the same time, we know some people avoid physical activities that put them out of range of toilet facilities. Attitudinal research or public participation surveys that fail to allow or welcome respondents to state preferences regarding toilets may cause skewed results.

We suspect that the lack of available toilets may cause some people to alter their daily choices regarding transportation, outdoor recreation, and entertainment. Research into the factors that encourage active aging, childhood fitness, urban livability, and transit use has failed to look at toilets. Simply search a recent report using keywords: toilet, bathroom, restroom, washroom, WC, conveniences, amenities, and facilities. It's unlikely you will turn up anything on people's need and desire to meet universal physiological needs when they are away from home.

Surveys, questionnaires, checklists, appraisal forms, focus group guides and preference inventories need to specifically mention restrooms. Give people permission to talk about these things and they will.

Pay attention to surveys issued by urban planners, parks officials, transit authorities, and pedestrian advocates. Ask them to include one small item about toilet availability. This question works: *Have you or anyone you know ever hesitated to __(walk, bicycle, take transit, visit a farmers' market)____because of concern about toilet availability?* Or provide a list of amenities that includes restrooms and ask respondents to rank in order of preference or to rate individually using a simple 1-to-4 scale. This is the only way to find out how important public toilets are to a large group of respondents.

Case Story:
Survey validity requires specific mention of restrooms

Arlington, Virginia's parks department regularly surveyed users. It was not until researchers designed a survey that specified the otherwise "unspoken" issue of toilet availability that they understood how important the issue was. Once researchers designed a questionnaire that asked respondents to rank order a long list of priorities that "year round restrooms" shot up to second place after drinking fountains. By overcoming survey bias, Arlington was able to mobilize funding for more restrooms, support for winterization that allowed year round use and additional restroom signage.

Surveys need to allow people to use their voices in favor of something they really want but have been conditioned to not talk about.

Source: American Restroom Association http://americanrestroom.org/pnr/

The taboo against introducing toilet needs into public discourse has persisted too long. Simple steps like these can yield surprising results, leverage the conversation, and lead to policy change.

2. Recognize Good Restroom Design

Faced with an extreme toilet shortage in their historic Portland, Oregon neighborhood, six volunteers studied the situation for six months and issued *Public Toilets for Old Town Chinatown: A Report to the Community*.[1] Next, a group of Portland State University graduate students in Urban and Regional Planning formed Relief Works, partnered with the Office of the Mayor, and recommended policy and practice in their national award-winning *Going Public! Strategies for Meeting Public Restroom Need in Portland's Central City.*[2]

The result was that PHLUSH participated on the Mayor's Public Restroom Taskforce and invited San Diego restroom designer Mary Coakley to meet with city officials and to comment on proposed public toilet designs. In response to shortcomings in these proposals and inquiries from urban planners and architects, PHLUSH issued a simple set of design principles. The neighborhood association then adopted the document as official neighborhood policy in 2008. PHLUSH Co-Founder Barbara Lescher was invited to present them at the 2009 World Toilet Summit in Singapore.[3].

The PHLUSH Design Principles for Public Restrooms identify seven essential characteristics of successful facilities and specify the design elements required to meet each. They build on a variety of sources[4] and are aligned with the needs of diverse users and the realities of contemporary urban life.

Design Principles for Public Restrooms

Working Goal Cost effective public restrooms that provide maximum function in minimum space and are safe, accessible, available, attractive and easy to maintain.

Cost Effectiveness

- The high cost of not having public toilets can balance the cost of providing good ones.

Maximum Function in Minimum Space

- Save space with single door direct entry stalls rather than "gang toilets".
- Increase capacity and solve gender parity issues by making stalls unisex.
- Think public comfort station, i.e., a place where the public feels comfortable making short stops rather than an interior room for rest.

Safety

- Site restrooms to benefit from natural surveillance by the community.
- Apply Crime Prevention through Environmental Design (CPTED) in location, layout, lighting, surface, materials, fixtures and hardware.

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[1] PHLUSH, "Public Toilets for Old Town Chinatown: A Report to the Community," February 7, 2006, http://www.phlush.org/wp-content/uploads/2009/02/PHLUSH-Public-Restrooms-for-Old-Town-Chinatown.pdf, accessed September 23, 2015,

[2] Relief Works, "Going Public: Strategies for Meeting Public Restroom Need in Portland's Central City," prepared for the Office of Mayor Tom Potter. June, 2006, http://www.americanrestroom.org/us/portland/psu_gopubliccvr3.pdf, accessed September 23, 2015.

[3] "Barb Lescher presents the PHLUSH Design Principles," PHLUSH, December 4, 2009, http://www.phlush.org/2009/12/04/barb-lescher-presents-the-phlush-design-principles/, accessed October 16, 2015.

[4] Clara Greed, *Inclusive Urban Design: Public Toilets,* Architectural Press, 2003, La Jolla Shores Kellogg Park Comfort Station, Nomination document for APWA award winning restroom by designer Mary Coakley, 2006, accessed September 23, 2015, http://www.americanrestroom.org/us/lajolla/index.htm

- Protect users, especially children, from inappropriate contact with strangers in “gang toilets” by providing individual direct entry stalls.
- Design doors to ensure privacy with safety: full length with a 1.5 – 2” gap at the bottom and a lock that authorities can open from the outside in emergency.
- Activate surrounding area with retail, information kiosks, food carts, street performers, bus stops, or parking pay stations.

Accessibility

- Adhere to standards of the Americans with Disabilities Act (ADA).
- Choose unisex stalls to accommodate families and opposite sex caregivers.

Availability

- Place sinks outside of stalls so users do not tie up toilets while hand washing.
- Make the flow of users more efficient by using unisex stalls.
- Plan for restrooms that can function year round and 24/7.
- Use directional signage to restrooms, signs on facility listing hours, number to call for maintenance, etc. and print and web-based information to complement signs.

Attractiveness

- Focus on restrooms as positive attractors, incorporating historical artifacts, artwork and text in design.
- Involve users in restroom design and aesthetics as well as function.
- Give the community the opportunity to take pride in and responsibility for restrooms.
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Ease of Maintenance

- Use unisex stalls so individual toilets can be cleaned or repaired without closing facility.
- Choose vandal-resistant hardware and make surfaces graffiti resistant.
- Lower the risk of in-stall vandalism by putting sink and trash bin outside in the open.
- Install a tap for power washing and a utility cupboard for supplies.
- Establish a monitoring and evaluation plan for maintenance.

The Portland Loo is a simple, high-quality sidewalk toilet that illustrates design criteria of maximum function in minimum space, safety, cost effectiveness, accessibility, availability, attractiveness and ease of maintenance.

3. Explore Options: Renovate, Build, Purchase, or Rent

For your group to make a sound proposal you'll have to do some homework, for which we provide tools. Some groups quickly embrace their chosen solution and present only that to officials, only to have it die in committee on a technicality. In a really strong proposal, you demonstrate that you considered many options for increasing public toilet availability. Then explain why you are ruling some out and prioritizing others.

Start with a quick walk about to map existing restrooms, determine where more are needed and note or photograph sites where new ones could be established. As not all options fit all sites, a quick preliminary mapping exercise will get you started.

Public toilets can fit unused spaces such as under this stairway.

If your area has facilities that are closed or have fallen into disrepair, an option you'll likely consider is renovation. Comfort stations are often fine structures and may even be protected as historic monuments. Can they be renovated to meet needs of contemporary users and standards of the ADA? Determining the costs of renovation may take time and quality renovation may be prohibitively expensive.

If a new building is called for, you'll have to line up some technical help to design the facility. Student teams from a local university might be available. Since there are now tools for online conferencing and collaboration, you might pitch your design project to graduate students at institutions elsewhere. Civic groups or volunteer groups may be able to identify skilled volunteers able to serve without a fee.

These two direct access toilet rooms were built in Portland's Waterfront Park under an existing stairway to a bridge

Purchasing and installing a unit is generally less expensive than building one. Numerous models similar to those used in parks, golf clubs and campgrounds are available on the market. These units are delivered on site as a kit or entire unit and placed on a foundation. They may be fitted with toilets connected to water and sewer or be fitted with composting toilets or rainwater flush toilets with blackwater tanks.

Some models are transported to site as kits or fully assembled. Photo courtesy GreenFlush Technologies.

Sidewalk toilets are easier to site in urban areas. Automatic Public Toilets (APTs) are the enclosed, self-cleaning kiosks that first appeared in Paris. For a variety of reasons, they have enjoyed very limited success in North American cities. In contrast, the non-automatic Portland Loo[5], which fits on the sidewalk or in an adjacent parking space, is gaining popularity in cities throughout North America.

There are options for renting public toilets if purchasing one is not in the budget. First, there are portable sanitation units, which may be single plastic porta potties or trailer-mounted multi-stall restrooms with sinks and running water. Composting portable units have been available in Europe and Australia for nearly a decade and are becoming available in the United States. These are suitable for events, work sites and seasonal use. A town that is well served during most of the year may need to add portables when there is heavy foot traffic. What's more, some groups have used porta potties during their period of research to help determine the best site for a permanent structure.

Second, municipalities may "rent" toilets in parking garages, restaurants and other private businesses. This approach is popular in the United Kingdom, where it is known as a Community Toilet Scheme. Hundreds of local governments, from the City of London to rural villages, now pay businesses to open to the public restrooms on their premises in return for a stipend. The UK Department of Communities and Local Government offers how-to guidance and the practice is documented by municipalities as well.

A crane lowers a Portland Loo from truck to sidewalk

A few U.S. cities have implemented similar

[5] The Portland Loo, http://theloo.biz/, accessed Oct 2015.

schemes, among them Santa Barbara, California[6] and Geneva, Illinois.[7] In late 2015, Canada's Northern Rockies Regional Municipality approved a strategy to pay gas stations, hotels and restaurants along the Alaska Highway to open their washrooms to the public. The immense municipality in British Columbia plans to reallocate budgetary funds currently used to pay contractors for roadside maintenance. Assuming that enough businesses opt in to the program, the old system of outhouses will be abandoned.[8]

A third option applies to Victorian era or larger comfort stations that have fallen into disuse. The local government can renovate the space to create a retail space along with smaller modern direct access toilet stalls. The space is then rented to a business that maintains the toilet facility at its own expense. As with any toilet in or adjacent to a business, signs and maps need to clearly indicate that the facility is public and open to customers and non-customers alike.

Your group may prioritize and develop a favorite solution such as the purchase and installation of a new toilet unit or the renovation of an existing structure. Just don't stop there without exploring other possibilities. Generating options is a great opportunity to educate decision makers who may have never thought much about public restrooms. Present the options one by one and show their strengths and weaknesses. Then explain why some should be rejected, why others might work, and why your chosen option is the best. Above all, stay excited about the creative possibilities eloquently expressed by architectural writer Lydia Grozdanic:

Over the years, we've seen a new trend emerge in the design of small urban facilities which often elevates objects of rather prosaic functions to the level of superb design work. The pavilion-like quality of public restrooms provides an opportunity to experiment not only with their volume, shape, and organization, but more importantly, to push boundaries when it comes to the relationship between extremely public spaces and one of the most private human acts. The character of the entrance, visual exchange between inside and outside, and the layout of the toilets are all elements that define the pace and intensity of traversing the line between complete exposure and extreme intimacy.[9]

Case Story:
Old facility is converted to a shop offering a public toilet

After local authorities closed aging public toilets in the Larkhall district of Bath, England, a developer proposed converting the structure into a one-bedroom house. Aware of the continuing need for toilet facilities, two local women made an alternate proposal: create a commercial space with an attached toilet facility. As tenants, they would open a shop selling toys, gifts, and housewares and maintain the public toilet during business hours. The city council quickly approved the plan.

Source: *Bath Chronicle,* Sept 2, 2015.

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[6] Downtown Santa Barbara. (Map of public restrooms and list with addresses). http://www.downtownsb.org/visit, accessed October 1, 2015.

[7] Rhonda Sciarra, ''At last, downtown Geneva residents will have a place to go.'' *Daily Herald*, Aug. 7, 2003, http://www.highbeam.com/doc/1G1-106432864.html, accessed September 23, 2015.

[8] Bronwyn Scott, Northern Rockies may compensate businesses for opening washrooms to the public Alaska Highway News, September 25, 2015, http://www.alaskahighwaynews.ca/regional-news/fort-nelson/northern-rockies-may-compensate-businesses-for-opening-washrooms-to-the-public-1.2069139#sthash.CI4FzSjK.dpuf, accessed September 27, 2015.

[9] Lydia Grozdanic. "Complete Exposure to Extreme Intimacy: 10 Stunning Public Restrooms." Archaizer, Sept 22, 2014, http://architizer.com/blog/complete-exposure-to-extreme-intimacy-10-public-stunning-restrooms/, accessed October 21, 2015.

4. Plan for Operational and Financial Sustainability

For a toilet facility to be successful, management and maintenance over the long term should be part of the plan before a project begins. Most people are surprised at how high these costs can be, particularly for ongoing maintenance and for upgrades of older larger or historic structures. However difficult it is to estimate future expenses, advocates need to anticipate budgetary constraints and opportunities.

While a formal cost-benefit assessment may be impractical, you certainly can pair the costs of toilet construction and operations with the costs of not having them. This enables you to show the larger context and develop messages that resonate with individual elected and appointed officials and their constituents.

- What does it cost to keep a downtown clean? How much cleaning is required for human waste alone?
- If public urination is a criminal offense in your city, what is the cost of policing, prosecution and punishment? And what are the social costs to the offender and the ethical deficit to a jurisdiction that criminalizes an essential bodily function?
- What is the cost of obesity in children who don't play outside because there aren't any toilets?
- What is the impact on family life and on society of multi-generational families no longer visiting parks because oldsters and youngsters need toilets?
- What are the skills needed for daily or twice daily maintenance and emergency cleaning? Can people in workforce re-entry programs do the job?
- Can volunteer groups mitigate costs of planning and design? Can they estimate user numbers, preferences, ages and abilities? Conduct CPTED assessments with local law enforcement?

Toward more innovative public-private initiatives

In the current economic environment, cities and counties are struggling to maintain existing services. Additional public toilets are likely to be a hard sell even in communities where residents and public officials see the need for them. Therefore, try to foster partnerships among those with a stake in public restrooms from the private, public and nonprofit sectors: business associations, business and job creation specialists, social service agencies, civic clubs, and social entrepreneurs.

Case Story:
"No money, no problem," says urban planner

Brant Birkeland, a planner with the City of Great Falls, Montana, says this about working with citizen groups: I didn't have a single dollar (other than staff time) budgeted for the development of this plan. We used city facilities for meetings, and if they weren't available we used other public spaces such as the library or schools. All communications and updates were handled through email, phone calls or the local media. Downtown restaurants donated food and coffee for the meetings. The key was to explain the financial situation to participants up front. Not only did they appreciate the honesty, it inspired them to contribute even more to the process.

Source: AARP & Walkable and Livable Communities Institute,From Inspiration to Action, 2012.

Look for practical synergies, even if short term. For example, construction sites are required under OSHA, the U.S. Labor Department's Occupational Health and Safety Administration, to provide sanitation facilities for their workers. As part of the contracting process, firms are also asked to mitigate the inconvenience that construction sites cause neighboring businesses and residents. Couldn't a construction firm keep their porta potties open for 24/7

use? Some cities have a 'percent for public art agreement' with new building developers. How about a percent for public restrooms?

Public restrooms are often needed in older neighborhoods, where urban renewal may be underway. Portland used tax-increment financing (TIF) to fund restrooms in a formerly blighted section of the city, which is now an extremely popular commercial, recreational and cultural gathering space. In developing the RiverPlace district, the Portland Development Commission covered capital costs of the restrooms and retail kiosks there. Today adjacent property owners share recurring maintenance and security costs.

Case Story: Oregon's tax-supported floating toilets

Publicly-funded floating restrooms serve boaters at fresh and saltwater locations throughout Oregon. Local communities apply for grants through the Oregon State Marine Board. Available funds include state fuel taxes paid by boaters and federal funds through the Clean Vessel Act. The toilets are pumped out using the same vacuum technology that boaters use to pipe the contents of their waste holding tanks into local sewer systems. By using these facilities Oregon boaters keep 750,000 gallons of sewage from entering Oregon's rivers, lakes, streams and coastal waterways.

Source: Oregon State Marine Board

Clara Greed makes toilet design suggestions that could bring partner support. For example, she recommends co-locating public toilets with public buildings such as fire stations and police stations where personnel are on duty around the clock. Where direct access facilities with private stalls are planned, she suggests equipping a single stall with a squatting toilet (also called a 'Turkish toilet') and a hose for personal washing.[10] Such a facility might win public advocacy support from cultural groups for whom washing after toilet use is the norm. Similarly, organizations such as the Crohn's and Colitis Foundation would benefit from places where their clients could wash in privacy following an accident. Advocates for people needing to change ostomy bags or women's or industry groups concerned with menstrual hygiene might also be inspired to lend political, financial or in-kind support.

Finding appropriate locations for public toilets requires carefully orchestrated collaboration among businesses, non-profit organizations and government groups. Use of a parking space can give around the clock toilet access to hundreds of pedestrians on the street, customers of businesses along it and users of adjacent parks. This is likely to be more practical and cost effective than acquiring land elsewhere. Calculating costs of using a parking space to site a toilet facility can be fairly straightforward. These costs are likely to rise as elected officials and urban planners agree that cities lose income by offering free or low-cost parking and wish to increase parking rates; the evidence has been well documented by researchers Donald Shoup and Todd Litman. When PHLUSH public toilet advocacy began, we proposed placing a non-sewered facility in a single space in a parking lot that also accommodated food carts. While this never happened, the City subsequently used on-street parking spaces to site the first Portland Loos. Curb extensions create sufficient space on the sidewalk to protect users from street traffic and allow placement of the water and sewer pipes.

Sponsorship and advertising

Public toilets offer many unexplored possibilities for advertising within and without. Ads and public service announcements are increasingly

[10]Clara Greed, "Creating a Nonsexist Restroom," in Moloch and Norén, Toilet, (New York: New York University Press, 2010), 332-333,336.

seen in restrooms in buildings. Health care corporations or public health agencies may be interested in sponsoring public toilet operations in return for advertising space. You will need to demonstrate the number of people reached both as toilet users and passersby. Compared with bus shelters or benches, street toilets have more usable outdoor space for printed posters or digital screens. Be aware, however, that many North American cities do not allow commercial advertising on public structures.

Automatic Public Toilets (APTs) are generally installed and operated by multinational advertising firms. Since their installation requires a market of several million people, they can be ruled out for any but the largest cities. Boston contracted with the US subsidiary of the German firm Wall AG, New York with the Spanish firm Cemusa, and San Francisco with the French multinational J.C.Decaux to install automatic toilets. New York's project has not been implemented, Boston's and San Francisco's APTs continue to face breakdowns and vandalism. However, the facilities can generate income. Between 1997 and 2014 San Francisco's APT project generated $96.8 million in revenue for JCDecaux and $5.8 million for the city in addition to the toilets themselves.[11]

The City of Nanaimo, British Columbia posts its calendar of events on this washroom door.

In cities that don't allow advertising on street furniture, the exterior surfaces can be used to display sponsored artwork, historical information, maps for visitors, public service announcements and messages from health and social services non-profits. The City of Nanaimo, British Columbia posts seasonal calendars of events on the front door of its strategically located street toilet. The Portland Loo in the city's prestigious Diana Krall Plaza has approximately the same amount of display space as an automatic public toilet unit.

Create a small business to operate facilities

Sanitation provides opportunities for small business development. Restroom cleaning and maintenance are increasingly outsourced to specialists. If your area lacks a small firm providing these services, explore feasibility with local business development experts. Full-time maintenance and cleaning jobs can provide individuals living wage employment with minimum barriers to entry. Workers develop employable skills while the costs of supervision are manageable. Restrooms need both periodic maintenance and emergency cleaning. Restaurants need to maintain bathrooms during peak hours. As for cleaning of tax-supported public restrooms, check to see how your city's contracting policies may favor women- and minority-owned small businesses, youth-oriented enterprises and programs to put offenders back to work.

Consider engaging attendants

Most public toilets in large US cities had attendants until the mid-1900s. These men and women would greet visitors, see that premises remained tidy and by their simple presence deter inappropriate behavior. Until the summer of 2015, Paris used

[11] Matier, Philip and Andrew Ross. City's latrine team tries to keep public toilets tolerable. San Francisco Chronicle. September 1, 2015.

attendants at various locations. Known as “dames pipi” the female attendants, many of whom were immigrants, became fixtures in key neighborhoods and took pride in their work as they collected tips in addition to modest salaries.

Now the City of Paris has joined other European cities and contracted with commercial firms such as 2theloo and Point WC to transform formerly free, tax-supported toilet facilities into fully attended high end conveniences. The facility at the Louvre in Paris was recently renovated by Sarvio. It costs about $1.70 per use and features a gift shop selling colored toilet paper with pictures of the Eiffel tower.[12] Young, attractively-uniformed multi-lingual attendants trained in retail customer service greet users and ensure the cleanliness of stalls and sinks after each use.

According to the Paris Convention and Visitors Bureau, ‘’PointWC are the first ‘luxury’ public toilets featuring a toiletries boutique and ‘well-being’ services. Disinfected by staff after every visit, they guarantee optimum cleanliness. Each cubicle is different: in 'design', ‘ethnic' or 'chic' styles. Coffee /drinks/make-up available. Baby-changing facilities with a towel freely available for use, as well as an area for breastfeeding. Price €1.50.”[13]

Given the successful advocacy of CEPTIA to outlaw pay toilets in many US cities and states in the 1970s, it’s unlikely that there is sufficient demand for luxury commercial toilets apart from those already existing in high-end businesses. Employing attendants to perform a variety of duties, however, should be considered.

The City and County of San Francisco Public Works has piloted the Pit Stop program, “which provides clean and safe public toilets, sinks, used needle receptacles and dog waste stations in San Francisco's most impacted neighborhoods.”[14] In collaboration with the job training program of a local non-profit, attendants hired at $16 an hour manage nine locations in key neighborhoods. Pit Stop workers monitor the area around the toilets and ensure the facilities remain available to legitimate users rather than occupied by those engaging in criminal activities. Some locations have portable sanitation units that are removed for cleaning every night while others have automatic self-cleaning kiosks. San Francisco hopes to cover the cost of the new monitors with the rebidding of the JCDecaux contract in 2016.

Case Story: Warsaw leases public toilets to businesses

In Warsaw, Poland, more than half of public restrooms have been transformed into thriving businesses - luncheonettes, bars, Chinese restaurants, a veterinary clinic. The premises were leased to business owners at nominal rents on the condition they renovate them and allow the public to use the toilets freely. By law, a public toilet sign must remain above the door. Of 42 public bathrooms in Warsaw, 28 have been leased and serve the public. The advantage is that public restrooms are maintained at no cost to the public or the city. The challenge is making sure the public and visitors recognize the signage marking them as truly public restrooms.

Source: Peter Finn, ‘’In Warsaw’s Public Restrooms, Capitalism Is the Bottom Line,’’ *The Washington Post.* Dec. 5, 1999.

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[12] Rubin, Alissa J. Paris Looks to Depose Keepers of a Different Throne. *New York Times*. September 28, 2015. http://www.nytimes.com/2015/09/29/world/europe/paris-looks-to-dispatch-keepers-of-a-different-throne.html, accessed Sept 30, 2015.

[13] Paris Convention and Visitors Bureau. "Toilets." http://en.parisinfo.com/paris-professional/74786/Point-WC, Accessed September 28.

[14] San Francisco Public Works, Pit Stop Program. http://sfdpw.org/index.aspx?page=1805. Accessed October 4, 2010.

Management by volunteers

World Toilet Organization Founder Jack Sim argues that the proper use of public toilets needs to be facilitated. If there's paper strewn about, provide a receptacle nearby. If there's water on the floor, make sure there are paper towels or hand dryers. "All this is facilitation," he says. ''You have to understand all the dynamics, ergonomics, all the behavioral issues, and facilitate it. But if you don't want to do that and you blame people and then you walk away feeling very justified, it's very irresponsible."[15]

Advocates working to increase toilet availability need to observe bathroom behavior unobtrusively, put themselves in the shoes of users and agree on standards. When community members recognize that access to restrooms is a widely shared value, they may literally take "ownership" for a public restroom.

Volunteer monitoring and management of restrooms need to be explored and assessed, particularly in pilot projects. Following installation of a new facility, volunteers can monitor and clean, choose cleaning products and equipment, set cleaning protocols, develop signage, write position descriptions, raise funds to pay cleaners, and recruit and hire them.

Among the volunteer-managed facilities we have observed are the following:

- In operating hospitality centers with restrooms, the Portland non-profit Our Peaceful Place found clients who felt that the need for a public toilet was so important that they offered to serve as volunteer hosts and cleaners.
- In a Salinas, California, a homeless encampment operated its own porta potty and made it available to people outside their community.
- In Singapore, volunteer members of the non-profit Singapore Restroom Association conduct toilet audits for a variety of advocacy and outreach tasks.
- Businesses such as Natural Event in Australia and the UK and Toilettes du Monde in France, which deploy composting toilets at large festivals and events, have engaged volunteers to maintain toilets. These firms are helping meet the increasing demand for waterless toilets by offering training courses.
- The all-volunteer Point Holmes Recreation Association in British Columbia manages a commercial porta potty housed within a handsome wooden structure.

As volunteer stewards of their local beach, these residents of Comox, British Columbia designed and built this attractive structure that encloses a commercial porta potty.

[15] Bharati Jagdish,'Toilet Man Jack Sim's push for the Flush Revolution," Channel News Asia, September 25, 2015, http://www.channelnewsasia.com/news/singapore/toilet-man-jack-sim-s/2150196.html, accessed September 27, 2015.

Rental of publicly-owned comfort stations to retail businesses that maintain public toilets

Many cities in Europe and North America have large comfort stations and toilet complexes that are no longer used except for storage. The larger structures are likely to have once held public baths as well as toilets. Some buildings have historic designations which make renovation especially costly.

Older comfort stations can be reconfigured to create rental space for small businesses that agree to manage the toilets. This is a win-win situation. In addition to increased toilet availability, this activation of unused space enhances safety and livability, creates jobs, and generates tax revenues for the first time.

Case Story:
City pays retailers to open toilets to public use

Geneva, Illinois Mayor Kevin Burns knew he had to do something. On Saturdays when he was catching up on work in his office, residents would knock at the door of City Hall asking to use the restroom. Understanding the city's lack nearby public facilities, the Mayor let these taxpayers and voters in. The decades-old issue was finally addressed when the city paid businesses to label their private restrooms public and made sure the public knew about it. The city covers the cost of supplies and maintenance in exchange for the public designation. Businesses that accepted the offer saw an immediate boost in business. "It's the quintessential partnership," Burns said.

Source: Sciarra, Rhonda. "At last, downtown residents will have a place to go." *Daily Herald*, Aug. 7, 2003.

Government subsidies to local businesses that open restrooms to the public

Local governments can pay businesses to provide restroom facilities to the public including non customers. The challenge is to ensure that restrooms are clearly designated as public and that people know about them. Clear, consistent signage is necessary to designate a business restroom as a public toilet. Locations and hours should be listed on city websites, visitor maps and in toilet apps for use on mobile devices.

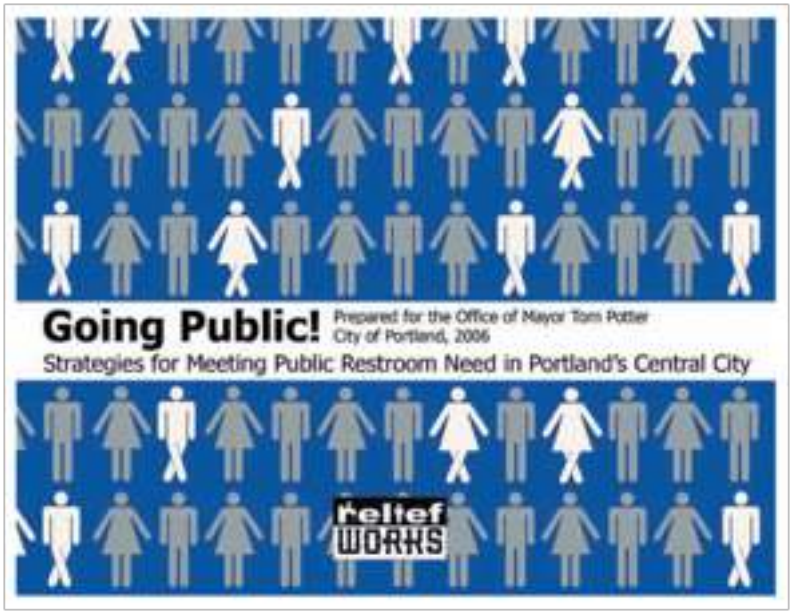
Part Two: PUBLIC TOILET PLANNING AND ACTION

5. Gather information: Walkabouts, Maps, Surveys

You'll probably start your advocacy research[1] by demonstrating the need for public restrooms. To do so, we recommend the following steps:

- Determine the area of study.
- Visit all facilities that are open, collect basic data, and photograph them (and the areas around them).
- Inquire about facilities that are closed and request a visit.
- Make a restroom map or use pre-existing maps to identify where there are service gaps.
- Talk informally to toilet users, neighbors and passersby to get their impressions.
- Assess the data, list remaining questions and figure out how to answer them.
- Prioritize topics for further study, decide whom to interview and divide work among team members.
- To solicit the views of residents and business owners in the area, develop questionnaires and surveys with both open ended and forced choice questions.
- Invite respondents to share contact information and receive updates.

PHLUSH was founded by six people who raised their hands at a community meeting and agreed to research the neighborhood restroom situation and make recommendations. The information in the 34-page *Public Toilets for Old Town Chinatown: A Report to the Community*[2] was compiled over a 6-month period and was presented in a well-attended public forum held at an art gallery. Press coverage was positive.



After working with grassroots activists, a graduate student team partnered with the Office of the Mayor to produce Going Public. The study won a national award.

Immediately following the community meeting, a group of seven graduate students in Urban and Regional Planning at Portland State University validated the work of PHLUSH neighborhood activists and

[1] "Conducting Advocacy Research," Chapter 31. Community Tool Box. Work Group for Community Health and Development. University of Kansas. http://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-research, accessed October 12, 2015.

[2] PHLUSH. "Public Toilets for Old Town Chinatown: A Report to the Community,". Feb 2006,http://www.phlush.org/wp-content/uploads/2009/02/PHLUSH-Public-Restrooms-for-Old-Town-Chinatown.pdf, accessed October 12, 2015.

illuminated the issues in *Going Public: Strategies for Meeting Public Restroom Need in Portland's Central City.*[3] This report, conducted for the Office of Mayor Tom Potter, went on to win the 2007 American Planning Association Contemporary Issue Student Project Award.[4]

Both studies documented needs and proposed a number of options for policy makers and neighborhood activists to pursue. Both studies were done by volunteers, not by consultants hired by the city. Recommendations from each were incorporated into city strategy.

Case Story: Restroom advocates do their homework before taking demands to local officials.

People for Fairness Coalition (PFC) is doing their homework before asking the District of Columbia Government to install and maintain clean, safe, public restrooms available 24/7 in key areas of need in the US capital city. The Downtown Washington DC Public Restroom Initiative has identified lessons from successful experiences in toilet provision elsewhere and carried out a Restroom Inventory. To find out whether pedestrians and individuals lacking housing have toilets available, they visited 85 restrooms in five downtown areas and used their data to document the magnitude of the problem.

With research in hand, they are pursuing three objectives: 1) to build awareness through education and outreach of the importance of having downtown public restrooms that are clean, safe, and available 24/7; 2) to obtain signatures petitioning the DC Council to support their initiative with funding; and 3) to engage other organizations and individuals to join them in lobbying government officials.

Source: PFC Public Restroom Committee communication.

This Toolkit is designed for people like you: community volunteers with the ability to get the ball rolling by making actionable proposals to local officials and shepherding their follow through.

You can create a similar report. It can be short (1-2 pages) or extensive (30+). Here's a simple format you might consider.

- Section One: Make "The Case for Public Toilets." Document the benefits for your particular location. Here you may include your research on available facilities. Create a simple map of your neighborhood using Google Maps showing available public toilets or insert an existing map. If statistics are available, consider mapping open defecation. San Francisco's (Human) Wasteland[5] map documents calls for clean up across the city and Miami's Downtown Development Authority created a similar "scatological atlas."[6]
- Section Two: Outline several "Types of Facilities" or "Options for Public Toilets." Here you include research on toilet facilities that might work in your community.
- Section Three: Propose "Next Steps" and outline a plan for moving forward.

A short initial concept paper can also be used to help you engage community members before you draft a fuller report. As you undertake your investigation, you'll generate additional questions and need to reach out. Request short meetings with individuals to share your concerns and request their help with unanswered questions. Your report will grow after you reach out to neighborhood groups. There will be even more information to incorporate once you start to plan with a larger circle of community members using Tools 6 and 7.

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[3] Relief Works. "Going Public: Strategies for Meeting Public Restroom Need in Portland's Central City," prepared for the Office of Mayor Tom Potter, June 2006, http://www.americanrestroom.org/us/portland/psu_gopubliccvr3.pdf, accessed October 12, 2015.

[4] American Planning Association. "National Planning Awards 20087." https://www.planning.org/awards/2007/. Accessed October 23, 2015.

[5] Jennifer Wong, "(Human) Wasteland," MochiMachine, http://mochimachine.org/web/wasteland, accessed October 9, 2015.

[6] David Smiley, "Feud over Miami homeless leads to creation of 'poop map'," *Miami Herald*, May 14, 2015, http://www.miamiherald.com/news/local/community/miami-dade/article21040056.html, accessed October 9, 2015.

6. Reach Out to the Community

Public toilet initiatives differ from other community-based projects where citizen groups take the lead. It's comparatively easy to rally your neighbors to advocate with your city's transportation department for a speed-bump or with the parks department for a children's playground. In restroom advocacy, significant numbers of supporters do not just appear; they need to be created. Restrooms are only beginning to have the constituencies that traffic safety and recreation have always enjoyed. Getting your issue onto the policy agenda takes consistent effort.

To keep the conversation positive and productive, it's best to meet with individuals and small groups. For certain individuals, any talk of toilets is awkward and disagreeable. That same individual, however, may refer you to a staffer or employee who is enthusiastic and supportive. Avoid confrontations or evoking disgust. Instead, for each person you meet with, frame the issue in appropriately positive terms: urban livability, social justice, basic rights, public health, or economic development. In time, you will find people willing to help as well as your true allies.

As your group studies the options for increasing public toilet availability, you'll need to meet with a wide range of people.

- You might start with neighborhood associations, nonprofit agencies and local faith-based groups to practice your messages and see what works and what doesn't.
- In the business community, talk to those in charge of downtown business improvement districts, your Chamber of Commerce or Main Street Program and members of neighborhood business associations. They can help analyze the problem and share concerns on the costs to business.
- Organizations that work with the disabled and the elderly may share information on the impact of the lack of restrooms on their clients.
- Tourism agencies and visitor and convention bureaus can share information on expectations of non-residents.
- Proposals for new facilities or new sites are likely to require working with several major city departments: parks, water and sewer, transportation and urban planning.
- Find allies in the police department, listen to them and ask others to listen to them. They understand human behavior, the factors that influence it and how to modify structures to "design out" crime.
- Invite key elected officials to join the conversation as soon as you've made progress with your preliminary assessment of the situation. Let them know what you have in mind and the steps you are taking. Promise to keep them informed, either directly or through a staff member.

Case Story: Award-winning comfort station follows seven years of collaborative work

When the La Jolla Shores Association began working with San Diego Parks and Recreation to jointly design a much-needed new beach comfort station, they had no idea it would take so long or be so difficult. An initial plan was rejected as being too large and bulky. A second plan was discarded when it came in at a bid of $880,000 and the city had only $316,000.

Led by local parks advocate Mary Coakley, the community pulled together in support of an affordable version. Coakley visited numerous facilities, met with CPTED experts, incorporated the best features and recruited an architect and other volunteers to put forward the proposal. The resulting complex provides maximum function in a minimum of space and features direct access unisex toilet stalls and outdoor sinks and showers. La Jolla Shores Kellogg Park Comfort Station won the Project of the Year Award from the local chapter of the American Public Works Association.

Source: APWA San Diego and Imperial Counties Chapter.

City officials welcome the constructive engagement of citizens in analyzing a problem and proposing actionable solutions. The more spadework you demonstrate that you are willing to do, the better. Since toilet issues are often sensitive or controversial, officials need your help to start the conversation..

Case Story:
Petition modeled on UN Universal Declaration of Human Rights wins grassroots & City Council support

In the summer of 2009 the lack of public toilets and clean drinking water threatened the survival, health and sense of human dignity of San Diego's homeless community. Members approached Girls' Think Tank (GTT), whose survey of over 200 homeless San Diegans confirmed their vulnerability.

Armed with a petition based on the United Nations' Universal Declaration of Human Rights, homeless volunteers gathered signatures from the larger community. Six months of organizing yielded 5,000 signatures! Confident of strong grassroots support, volunteer advocates met with City Council members, who in turn lobbied their colleagues. By June 2010, City Council approved state funding to purchase and install two Portland Loos.

Despite the struggling California economy and the disappearance of state funding, GTT did not lose focus. They persevered in working with stakeholders and addressing concerns until in 2013 the Mayor's office recommended, and the City Council approved, municipal funding for the project. The first of the new public toilets opened the next year.

Source: Girls' Think Tank, personal communication.

Take care, however, not to rush an elected official to back your project. When it comes to public toilets, most city council members are hesitant to get out in front of their constituents. It's your job as advocates to demonstrate not only that toilet facilities foster urban livability, human dignity and public health, but also that the voters want them.

7. Bring Stakeholders Together to Plan

Success in advocacy requires careful planning. To adequately plan for one or more of the options you find promising, you need to involve a diverse group of stakeholders.

Consider the groups of people who will be affected by the project. List their "stake" or interest in the project, discuss what you think would be a "win" for them and identify someone who fits the description. Giving a voice to potential obstructionists can turn them into eventual champions for the project.

According to the National Charrette Institute, "Stakeholders should include final decision makers, all people who will be affected by the outcome, people who have the power to help the project, and people who can block a decision."[1] Tools to identify and involve stakeholders in planning are also found in the literature of project management and conflict resolution. Bill Lennertz and Aarin Lutzenhiser suggest that you list the diverse points of view that need representation and then identify individuals with these views.

The working session in which stakeholders articulate a vision or design solutions to problems in urban space is often called a 'charrette.' The Walkable and Livable Communities Institute defines a contemporary charrette as "a collaborative session to solve urban-design problems that usually involves a group of designers working directly with stakeholders to identify issues and solutions," adding that "it is more successful than traditional public processes because it focuses on building informed consent."[2] For the National Charrette Institute "charrettes are a positive way to channel public interest that can otherwise manifest itself as uninformed opposition and protest."

Public Toilets in Kawakawa New Zealand. Photo by Reinhard Dietrich "Hundertwasser-WCaussen"- Wikimedia Commons

[1] Bill Lennertz and Aarin Lutzenhiser, "Charrettes 101: Planning for Community Change." Fannie Mae Foundation, 2003, http://www.charretteinstitute.org/resources/files/BuildingBlocks4_1.pdf, accessed October 9. 2015.

[2] AARP and Walkable and Livable Communities Institute. "From Inspiration to Action: Implementing Projects to Support Active Living." 2012. http://www.aarp.org/content/dam/aarp/livable-communities/act/transportation/inspiration-to-action-implementing-projects-to-support-active-living-2011-aarp.pdf. Accessed October 12, 2015.

Begin by articulating a vision to guide the charrette process. Invite participants to identify the issues, voice their views, anticipate challenges and create a shared vision. If resources allow, consider doing this in a separate session.

- Choose a time, a venue and plan for refreshments and equipment. Select a moderator and a note taker.
- Bring together 8 to 20 stakeholders who have different perspectives and types of expertise.
- Provide background information on the purpose and desired outcome of the event.
- After introductions, the moderator summarizes the background, sets goals and leads the discussion.
- Brainstorm in the full group or in break out groups. Generate as many ideas as possible without discussion. Encourage creative thinking and notions that seem wild or unfeasible.
- Record results of group brainstorm so everyone can see them.
- Discuss and prioritize the ideas brainstormed until you have several actionable ideas for individuals or small groups to work on.
- Develop your group's vision. Look for similarities among views of the issues and write a short vision statement.
- Email participants a summary of key themes, issues and the vision. Let participants provide feedback before making anything public.

While creating a shared vision might require only a couple of hours, moving a design to the point it can be become an actionable proposal might take a full day or two. The vision helps keep the group focused until a suitable design emerges.

Guided by the vision statement, charrette participants work together to create visual representations of ideas and architectural sketches of physical projects. If resources allow, engage a facilitator and architects or illustrators who can quickly transform key ideas into images.

During ongoing planning and site identification, you can likely mobilize commitment and resources for a charrette with professionals who can produce more detailed drawings and advise on technical options. Urban planners and designers are trained to turn ideas into images. City officials may be able to help identify an appropriate person. The American Institute of Architects sees pro bono work as part of its professional practice and encourages individual members and firms to serve their community.[3] Engineers Without Borders and Architects Without Borders may also be interested in your project.

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[3] AIA Best Practices. "Pro Bono Services: Improving the Profession." April 2002. http://www.aia.org/aiaucmp/groups/secure/documents/document/aiap017690.pdf. Accessed October 12, 2015.

8. Tools to Choose Sites Using CPTED

The design of a toilet facility has to complement the site on which it is built and the choice of a site should complement the intended uses of the public toilet.

Facility design and site choice can be considered simultaneously. Or if you have a suitable site, available infrastructure and many other factors will dictate features you'll need to consider in the design of the structure. Conversely, if you've decided on a facility type, you need to take extraordinary care in choosing a site that will allow the public toilet to serve its intended function.

This public restroom in Seaside Oregon serves walkers, cyclists, users of the nearby boat launch and amphitheater audiences. They in turn keep an eye on the facility.

Best practices in site choice

An open space toilet facility needs to be integrated with its surroundings and fit its context. There is strong interplay between structure design and choice of site.

Environmental design looks at several environments all at once. The physical environment may be urban, suburban, rural or wilderness. Aspects to consider are climate, availability of water and sewer, terrain, soil quality, position of paths, trails, roads, and rail lines, and access to maintenance and treatment.

In a built or urban environment, site choice requires an understanding of where sewer and water pipes lay and the expense of laying and connecting new pipe. Early on in your site assessment process, you'll consult maps of underground infrastructure, preferably with the assistance of experts in your local planning or permitting department. There may be underground obstacles related to current transportation systems or leftovers from early industrial ventures, some of which may not be charted. Electricity to power the unit will need to be connected, or if you opt for a solar alternative, ensure that the sun is not obstructed by buildings, trees or snow. There are right of way stipulations that govern anything that is placed in or adjacent to a sidewalk, street, highway, or transit station. Mandated environmental impact assessments may require physical modifications.

Smooth technical functioning alone does not make a good restroom. Some of the social, cultural and historical factors may be covered in additional official reviews that take place before a structure is built. Many cities and towns require visual impact reviews so that streets maintain their character. Designated historic districts, which in many cities attract visitors day and night, will likely impose their own historic guidelines relating to construction type, material use, lighting, and signage. Understanding the multiple features of the physical

Case Story: Choosing a site for the Portland Loo

When the City of Portland decided to deploy its first sidewalk toilet in the Old Town Chinatown neighborhood, members of the Mayor's Restroom Task Force were asked for input. Two members took a stroll around the neighborhood discussing strengths and weaknesses of various options. They knew that the Portland Loo fit a parking space and that the budget included a curb extension but little about the water and sewer pipes under the pavement. Six locations seemed fine in terms of user convenience plus offered sightlines that enabled passers by and people in buildings around and above to see the Loo.

One person photographed the other in each of the spaces. They printed the photos on letter sized paper and stuck them on a cardboard exhibit board they took to community meetings. Attendees were asked to choose and comment using sticky notes. The Task Force members then recorded comments and prioritized sites. Although a couple of locations were ruled out owing to the high cost of moving water and sewer pipes, the Loo was eventually installed at an ideal location - on a busy street near the bus station on a block bounded by two light rail stations.

Source: PHLUSH.

environment and the policy requirements that affect them is not enough, however.

What is more important in planning for public toilets, is the social environment. Is the toilet serving users in a historic district, on a city street, in a large urban park, at the beach or in a remote mountainous area. Who are these users? Why are they there? How do they behave? How do they misbehave? How much diversity is there in terms of users' ages, abilities, cultures, and reasons for being in the space the toilets serve? What are their values and expectations? Are they comfortable using public toilets or do they avoid them? Apart from users, what are the attitudes of neighboring residents, local businesses, and local officials?

Cities, towns and park districts vary, however, in the attention they give to the social environment. This is where activists can make a huge contribution. In fact, a public toilet project is not likely to succeed without citizen collaboration. And CPTED is a tool that enables collaborating stakeholders - including ordinary adults, teens and children - to discover the site-specific solutions for public toilet success.

This restroom in a New Orleans park illustrates CPTED features: location near right of way, co-location with other public activities, and all around pedestrian circulation, including door through the middle to the toilet stalls.

CPTED history, goal and definitions

The goal of CPTED (pronounced “sep-ted”) is to reduce specific crimes (and fear of them) by manipulating environmental variables. CPTED is a creative, holistic, and cross discipline collaboration among planners, architects, crime prevention specialists and community members. It anticipates and designs out security problems and safety vulnerabilities from the start.

The term *Crime Prevention Through Environmental Design* originated with C. Ray Jeffery in his 1971 book of that title. The 1972 work *Defensible Space* by architect Oscar Newman advanced the discussion.[1] CPTED found its fullest elaboration in the work of criminologist Timothy Crowe in the 1990s.[2]

Environmental design is defined like this:

> **Environment =** physical surroundings + social surroundings **> Natural access control**
>
> **Design =** physical, social and management decisions that affect human behavior **> Natural surveillance**

Natural access control defines space in ways that “create a perception of risk in the mind of an offender.” Natural surveillance makes it easy for users and passersby to keep an eye on the facility. CPTED relies on natural, intuitive approaches. When people enter a place, they pick up on environmental clues and act accordingly. A well-designed restroom needs to signal to users that it is a safe place and they are not vulnerable. Conversely, it signals to potential trouble makers that it’s not safe to make trouble as it would put them at risk of being caught. Natural access control can be supplemented by the presence of cleaners and attendants and by the placement of locks.

CPTED uses simple, transparent tools to analyze space in terms of designation, definition and design. Human space has a designated purpose, has legal, social or cultural definitions that determine acceptable behavior, and is designed to support or control the desired behavior.

This Portland facility benefits from the presence of café patrons as well as motorists who use a pay station on the curb opposite the door.

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[1] Oscar Newman, “Creating Defensible Space, (Washington,” DC: U.S. Department of Housing and Urban Development, 1996), 9, http://www.huduser.gov/portal/publications/def.pdf, accessed October 10, 2015.

[2] Timothy D. Crowe, *Crime Prevention Through Environmental Design: Applications of Architectural Design and Space Management Concepts* (Boston: Butterworth Heinemann, 2000).

What's great about CPTED is that it empowers ordinary citizens to examine the relationship of the environment to human behavior and crime and to make their communities safer. Professionals can help. Local police understand the motivations behind inappropriate behavior and can provide crime statistics. Architects can help determine what constructions options are feasible. Technicians can explain different types of doors and locks. Landscapers know how to replace thick foliage that blocks sightlines with planter boxes or lower vegetation that is both attractive and resilient.

But these professionals can't do the job alone. The normal users of a space - neighbors, business owners, visitors, potential toilet users, etc - can learn to apply CPTED concepts as well. Not only do they know more about what is going on in the neighborhood, they have a vested interest in the livability and safety of their immediate environment.

For CPTED principles applied to toilet facilities, see the *Publicly Available Toilets Problem Reduction Guide.*[3]

- Produced by the British Toilet Association in collaboration with a crime prevention design service.
- Easy to use 56-page illustrated guide is available free online.
- Considers location, building exterior, building interior, accessible toilet, family toilet rooms, automatic units, and street urinals.
- Looks at maintenance and income generation.
- Recommends ample plumbing chase that allows repairs to ducted systems without closing the facility.
- Notes that visible piping makes cleaning more difficult and allows visitors to hide illicit items.
- Design internal signage to be welcoming, to state expected standards of cleanliness, and to invite feedback.
- Since the presence of a disposal box for hypodermic needles can be controversial, include a safety pin on the sign to make it “less threatening and more user friendly.”
- Design external signage with opening hours, symbols for wheelchair access and baby changing, the address of nearby facilities should the unit be closed, and telephone, text and email contact information where users can report problems.

Angled slats at the bottom of the Portland Loo allow passers by and law enforcement to see if a user has fallen while not compromising privacy. Most toilet doors can be fitted with similar slats.

[3] “Hertfordshire Constabulary Crime Prevention Design Service and The British Toilet Association, ”Publicly Available Toilets Problem Reduction Guide,” 2010, http://www.britloos.co.uk/wp-content/uploads/2014/01/PubliclyAvailableToiletsProblemReductionGuide.pdf, accessed October 12, 2015.

CPTED for existing restrooms

You can apply CPTED principles to existing restrooms in your community. Your group probably knows most of the restrooms in your area by now, but why not take a tour to practice applying the tenets of CPTED and siting?

You can go back to the restrooms already on your list, visit sites in another part of your town or visit another town. Spending some time in and around each toilet facility helps develop your sense of what works and what doesn't. You'll discover changes that can be made to the structure or the area around it to encourage bona fide users and discourage inappropriate users.

This is a tour you can take by yourself or in a group. The insights of individual 'toilet tourists' need to be balanced by others who represent as much diversity as possible. Once you exchange your new insights and the photos you'll take, your group will have a much deeper understanding of toilet design and provision.
You can also take a group tour and invite the stakeholders that you've identified and need to involve in your project. The mom with the kids. The water and sewer engineer. Fellow advocates from partner organizations. The urban planner. The beat cop. The gender non-conforming person. The elderly person. The public toilet naysayer. The person with a disability. The non-profit leader. The dog walker. The transportation planner. The homeless person. The pedestrian commuter. Folks from the faith community. The architect. The skateboarder. The public health official.

Provide everyone with a copy of the toilet tour handout accompanying this Toolkit[4] and enjoy your walkabout.

Case Story: Lessons from a poor choice of site

Following a half decade of advocacy by a group championing the rights of its unhoused residents, the City of San Diego installed a Portland Loo on the edge of a parking lot adjacent to the baseball stadium. Within the first year of operation, crime had spiked around the facility and there were calls for its removal. What went wrong?

Although there had been outreach to stakeholders, it was not sufficiently thorough. Nearby businesses that had not been consulted voiced negative sentiments. Public works employees complained that high water and sewer connection costs could have been avoided had they been consulted on the location. The advocacy group liked the site for its proximity to the homeless community but had requested a security guard.

The following stakeholders needed to be involved in the site choice. Advocacy mustn't lag when funds are finally allocated. In cities lacking strong public engagement policies and procedures, citizen groups have to take the lead in ensuring the site will work.

Source: 'City mulls removal of downtown public toilet'. Fox 5 News. San Diego. July 30, 2015 and PHLUSH.

[4] ''A Toilet Tour Discussion Checklist.'' Public Toilet Advocacy Toolkit, http://toolkit.phlush.org/, accessed November 8, 2015.

9. Understand Codes and Regulations

As a public toilet advocate, you need to be aware of building and plumbing codes, disability access requirements, historic design guidelines, permitting procedures and other regulations that guide the design, construction, and use of a public toilet facility. Some of these regulations operate at the federal level, others at the state and local levels. Some are mandatory, others voluntary but subject to review. Most documentation for your area can be found online, in the reference section of your local library or through inquiries to the relevant public officials.

As for the rights of restroom users, the laws are fairly inconsistent in the United States. The Occupational Safety and Health Administration (OSHA) of the US Department of Labor ensures that employees "will not suffer the adverse health effects that can result if toilets are not available" when needed. The rights for workers under OSHA are specified in the Code of Federal Regulations 29.[1] Note that as soon as workers are off the job, they are no longer protected under OSHA. There are far fewer protections for the rights of the general public to use toilets away from home.[2]

The number and type of toilets required in a building is determined by the occupancy stipulated for the building. Consequently, building and plumbing codes relate to the rights of toilet users. Restroom access is building-related; health and other codes and one's status as a customer should not apply. However, businesses have been effective in declaring homeless individuals non-customers and therefore denying them the access enshrined in the building codes. Although codes are usually adopted at the state level, they are enforced at the local level. If someone is denied access to the restroom in a business, the city code enforcement officer is the person to contact.

The Americans with Disabilities Act (ADA) specifies protection to disabled people in retail establishments and in local and state government facilities. In other areas of the public sphere - transit systems, pedestrian areas of the city, commuter routes for cyclists and walkers - regulations that protect the basic right to a toilet are weak or non-existent.

Building and Plumbing Codes

Local governments issue permits for the construction and renovation of buildings according to prevailing building and plumbing codes. Codes are generally adopted by states and may apply statewide, although enforcement is done at the local level. The section of the building code that applies to toilet facilities is the plumbing code. Individual states generally follow one of three code models: the International Plumbing Code (IPC), the Uniform Plumbing Code (UPC), or the National Standard Plumbing Code (NSPC). Plumbing codes based on building occupancy determine the number and type of toilet facilities required. Commercial code enforcement applies to all buildings where the public has access for any commercial reason.

Water Use Regulations

Worsening drought conditions in the western portion of the US are bringing new state and local regulations regarding water use. For example, the California Energy Commission has set new limits for 2016 and beyond. All commercial and residential toilets sold are required to have water use of not more than the following: 1.28 gallons per toilet flush, 0.125 gallons per urinal flush, and 0.5 gallons per minute from public lavatory faucets. In contrast with home bathrooms, toilets alone use an estimated 44% of water use in public restroom. According to Environmental Protection Agency estimates,

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[1] 29 CFR 1910.141. http://www.gpo.gov/fdsys/granule/CFR-2011-title29-vol5/CFR-2011-title29-vol5-sec1910-141. Accessed October 23, 2015 and 29 CFR 1926.51 http://www.gpo.gov/fdsys/granule/CFR-2011-title29-vol8/CFR-2011-title29-vol8-sec1926-51. Accessed October 23, 2015.

[2] Robert Brubaker and Carol McCreary, "US Public Health Mandates and the Restroom Problem in America: A Call To Action," (presentation at World Toilet Summit, Delhi, November 1, 2007), http://www.phlush.org/wp-content/uploads/2009/02/americanrestroomcalltoactionpaper.pdf, accessed October 9, 2015.

the Unites States has 27 million automatic flush toilets with no-touch flush sensors. There is growing concern about the current lack of water-saving standards related to sensor accuracy.[3]

Sensors on toilets are responsible for 'phantom flushes' and increased water use.

A 2010 study compared water use on one floor of a Florida office building before and after the installation of automatic sensors to control water flow. Researchers found that "the total average daily demand of the men's and ladies' restrooms almost doubled from 654 to 1,243 gallons per day when all faucets, urinals, and toilets were converted to sensor-operated units." They attributed this to the "phantom flushes" set off if a user lays toilet paper on the seat or makes unpredictable moves.[4] The removal of automatic sensors from toilets in the main airports of Los Angeles and San Francisco would save more than 80 million gallons of water a year.[5]

Historic Design Guidelines

Historic design guidelines help establish a common understanding of the character of a city's oldest districts. Preserving finite historic resources maintains a community's identity and can leverage economic development through heritage tourism. Written for permitting authorities and property owners, these standards and recommendations apply to all properties within a designated district. They may include anything from removal or demolition of structures to the addition of a window, door, or sign. Citizen advocates should take local historic design guidelines into careful account before making any specific proposal. Failure to observe the character of an historic district can bring opposition from respected neighborhood leaders.

Access for People with Special Needs

The Americans with Disabilities Act of 1990 is a broad civil right law that not only prohibits discrimination based on disabilities but also imposes accessibility requirements on public accommodations such as toilets. The ADA was updated in 2010. There are numerous tools available online to help architects and designers of toilet facilities comply with the law. Among them are *A Practical Guide to 2010*

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[3] Sara Jerome,"'Phantom Flush' In Public Restrooms May Be Hurting Conservation," Water Online, September 29, 2015, http://www.wateronline.com/doc/phantom-flush-in-public-restrooms-may-be-hurting-conservation-0001, accessed October 1, 2015.

[4] Bill Gauley and John Koeller, Sensor-Operated Plumbing Fixtures Do They Save Water? March 2010, http://www.map-testing.com/assets/files/hillsborough~study.pdf, accessed September 27, 2015.

[5] Marika Shioiri-Clark. "How phantom flushing wastes water, and how to fix it." *Los Angeles Times* (Op-Ed), May 15, 2015. http://www.latimes.com/opinion/op-ed/la-oe-shioiri-clark-drought-phantom-flushes-20150510-story.html, accessed September 27, 2015.

ADA-Compliant Restroom Design[6] and the ADA Checklist for Existing Facilities - Priority 3 Toilet Rooms.[7]

Important standards of physical accessibility are also found in the Accessible and Usable Buildings and Facilities of the American National Standards Institute (ANSI). ANSI is a neutral forum for the development of policies and serves as a watchdog for standards development. ANSI coordinates voluntary standards but does not develop them.

In *Publicly Accessible Toilets: An Inclusive Design Guide*[8], Gail Knight and Jo-Anne Bichard offer practical solutions to making restrooms accessible to people with disabilities. While the work addresses some requirements specific to the United Kingdom, the full color illustrations and avoidance of the technical language of codes are helpful.

All-gender and family toilets

Architects, urban planners, and building code officials have long failed to anticipate the needs of contemporary society. Until recently most new restrooms were built in a traditional, mid-20th century style designed to serve conventional families. Little effort was made to accommodate single parents, same-sex parents, or anyone with an opposite-sex caregiver.

Today, gender non-conforming people who are at the forefront of the toilet revolution understand that facilities need private all-gender stalls that can be entered directly from public spaces. Therefore, PHLUSH recommends this type of stall for all sites where members of the general public gather. Known in the United Kingdom as 'direct access' toilets, they are highly efficient in terms of use. Without extra doors they are easier to enter. They do not have the shared semi-public space where LGBT people and gender non-conforming individuals may face harassment. Older facilities that have men's and women's rooms need be fitted with at least one family restroom that can accommodate single users, families and people with mobility devices and caregivers.

The term 'all-gender' has replaced 'unisex' and 'gender-neutral' in jurisdictions such as Seattle.

In the United States, the federal law known as Title IX prohibits discrimination on the basis of sex in any federally funded education program or activity. The Departments of Education and Justice have stated that under Title IX, *discrimination based on a person's gender identity, a person's transgender status, or a person's nonconformity to sex stereotypes constitutes discrimination based on sex. As such, prohibiting a student from accessing the restrooms that matches his gender identity is prohibited sex discrimination under Title IX. There is a public interest in ensuring that all students, including transgender students, have the opportunity to learn in an environment free of sex discrimination.* In turn, many state education departments are issuing guidelines that call for all-gender toilet rooms.

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[6] Pitts, Jeanette Fitzgerald. A Practical Guide to 2010 ADA-Compliant Restroom Design. Architectural Record Continuing Education Center. September 2014, http://continuingeducation.construction.com/article.php?L=314&C=926&P=1, accessed October 12, 2015.

[7] Institute for Human Centered Design. The ADA Checklist for Existing Facilities - Priority 3 Toilet Rooms, http://www.adachecklist.org/doc/priority3/p3.pdf, accessed October 12, 2015.

[8] Gail Knight and Jo-Anne Bichard, ''Publicly Accessible Toilets An Inclusive Design Guide,'' Royal College of Art, Helen Hamlyn Centre for Design, 2011, http://www.hhc.rca.ac.uk/CMS/files/Toilet_LoRes.pdf, accessed October 12, 2015.

10. Mobilize Support from Residents, Business and Local Officials

Advocacy means speaking up, drawing a community's attention to an important issue, directing decision-makers toward a solution, and working in partnership for the desired change.

These students built a kiosk, placed it on a public path, and interviewed passers by. Public toilet champions were then filmed to provide material for message development and advocacy.

Identifying allies and forging partnerships

Not everyone will be be enthusiastic and supportive of your goal to expand public toilet availability. But to succeed you'll need an array of allies. The more people who are moving toward a common goal, the more you can achieve. After all, you are addressing a universal physiological need and one which impacts human rights, social equity, physical and mental health, environmental sustainability, and the quality and livability of our cities and towns.

So you might start by finding groups working on these broader issues. Partnering with other groups gives you access to larger segments of the community, to elected officials and to technical experts.

You also want to check to see if parts of the advocacy research you are setting out to do are already being done or whether other organizations have data that can inform your efforts. Public toilet advocates certainly need local partners when they make proposals or seek funding for specific local projects. At the same time, activists in other cities may be great allies in the early stages and in pointing the way to what works and what doesn't.[9]

Message development

Messages about public toilets are a bit challenging to develop. As you've probably discovered, toilet talk can elicit giggles or guffaws, embarrassment or shame, mild distaste or horror. As you may have discovered, in time people take you seriously. Listen to everyone and when you find people who are clear on the need for public restrooms, pay special attention. Once you've experimented with ways to frame the issue and won allies, it's probably time to go public with broader more universal messages.

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[9] "Principles of Advocacy," Community Tool Box, Work Group for Community Health and Development, University of Kansas, http://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles, accessed October 12, 2015.

The following questions can help you develop messages that resonate with your audience and move them to action.

- Who's your audience?
- Are there different segments of this audience?
- What action do you want them to take?
- What do you need to communicate?
- What words and level of formality are appropriate?
- What's the best way to frame the issues?
- What channels will you use?
- Now draft, discuss, revise and agree on key messages with your group.
- Test messages on audience members and tweak to get them just right.

Meeting with elected officials

Public officials want to hear concerns of constituents. Face-to-face meetings give them an opportunity to react and you an opportunity to hear their perspectives.

Prepare for meeting

- Arrange a meeting in advance with the appointment secretary. Don't expect more than 30 minutes; if the topic is urgent request 15. Provide a topic and names of attendees.
- With your group, decide on your message and the action you want them to take.
- Prepare limited background material in print form for use in the meeting or to leave with the official.

At the meeting

- Dress for the occasion. When talking toilets at City Hall, business attire is best.
- Gather before the meeting and enter together.
- Thank the person for their time and acknowledge their work and busy schedule.
- State your issue briefly and say why it's important to you. Find out the person's position on the issue.
- If you can't answer a question, promise to get back to them after doing the research.
- When your allotted time is up, thank them for meeting with you.

Case Story:
Advocates inject public toilet issue into City Council election

Cambridge Advocates for a Common Toilet (ACT) combined the resources and voices of several community organizations to persuade the Cambridge (Massachusetts) City Councilors and City Administrators to provide a toilet facility on the Cambridge Common. In the period leading up to City Council elections, they contacted each candidate and asked for a statement. Candidates names were then posted online with their statements, or with ' No Response' noted. Visitors to the site were asked to contact each by email by clicking on buttons marked "Thank him!" or "Thank her!" or, for non-responding candidates, "Tell him to speak up!""

Source: Cambridge Advocates for a Common Toilet, "Where does your candidate stand?" accessed September 23, 2015, http://www.cambridgeact.com/city-council-election.html.

After the meeting

- Follow up with a collective thank you letter or a short personal note from each attendee.
- Send in any materials or information you promised.
- Stay in touch with the official through a staff person to whom you may send news, annual reports and the like.

Advocacy guidelines for nonprofit organizations

Many non-profit organizations in the U.S. fall under category 501(c)(3) United States Internal Revenue Code and are exempt from federal income tax if their activities address certain specifically stated purposes. It's important to understand and remain within the scope of what is allowed.

What is the difference between lobbying and political activity?

- Lobbying is influencing the outcome of legislation. Lobbying is a legitimate function of citizen associations and 501(c)(3) organizations. It's fine to work for the passage of ordinances that further the group's cause.
- Political activity in support of candidates in local, state or federal elections of officials is prohibited.

If your group is tax exempt in the United States under IRS 501(c)(3) you can:

- Publish and distribute a voting record that lists proposed measures, describes them, and notes how an elected official voted.
- Inform candidates of your position on issues and urge them to support your interests.
- Host a public forum to allow all candidates to discuss their views on subjects of interest to the organization.
- Distribute position papers to the general public and your members.

As a 501(c)(3), or as a non-profit aspiring to tax exemption, you cannot:

- Work as an organization for or against the election of a candidate, or endorse or oppose a particular candidate.
- Donate, as an organization, money or in-kind contributions to a candidate, political party, or political action committee.[10]

[10] ''How much lobbying can you do? '' Community Tool Box, Work Group for Community Health and Development, University of Kansas, http://ctb.ku.edu/en/table-of-contents/implement/changing-policies/increase-funding/main, accessed October 23, 2015.

11. Orchestrate Media Advocacy and Work with Journalists

What is media advocacy and how does it work?

Media advocacy grows from the following premise: *Members of the general public are the ultimate decision-makers and opinion leaders in our society. Community attitudes, beliefs, norms, and practices are shaped by the dialogues that take place within families and the social networks we experience in our everyday lives.*[1]

The goal of our media advocacy is to promote public discussion of public toilet facilities and generate community support for new approaches and policies. Communication experts, particularly in the field of public health, stress the importance of understanding the societal context, the community enthusiasms or taboos, and the degree of comfort or discomfort that individuals bring to a discussion of the issues. Media advocacy builds on the knowledge and skill acquired in research, in framing the public toilet issue for different stakeholders, in refining messages, in using the social media to invite participation and in facilitating meetings. Public toilet advocacy needs to be sustained, broadened and deepened. This calls for a strategic approach to media relations and the way advocates engage with journalists and media professionals.

Professor Lori Dorfman of Berkeley Media Studies Group notes that getting our messages out is not enough. Since society bombards us with advertising and public service messages, we learn to become deaf to them. Instead she says, “the business of advocates is news and newsmaking because news is where the policy clout is."[2]

In explaining how advocates need to frame their issues, Dorfman uses examples from the long fought and highly successful anti-tobacco campaign. This campaign started out as an “anti-smoking campaign.” Until this campaign was redesigned it was not successful. The anti-smoking campaign framed the smoker and the effect was to blame the victim.

While unhoused city residents need toilets, vertically framing the issue with a portrait of homelessness is not sufficiently broad or inclusive.
Photo by Leroy Allen Skalstad Wikimedia Commons

When the frame shifted to "tobacco," the public started to look at a more complex range of issues. They saw the big corporations in the industry and understood their power to fill advertising space and support highly-paid lobbyists. They looked to government agencies entrusted with public health, authorized to fund research and mandated to regulate harmful substances.

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[1] Health Professionals Creating Solutions to Alcohol Abuse, “What is Media Advocacy?” accessed Sept 2015, http://www.alcoholpolicymd.com/take_action/what_is_ma.htm

[2] Lori Dorfman, “More than a Message: Framing Messages in Public Health,” (keynote address on video), True Spin Conference, Denver, 2011), accessed September 15, 2015, https://www.youtube.com/watch?v=OTncEwyIXvY

The issue of smoking and health soon had a completely new frame. The vertical frame - the portrait of the smoker - was replaced with a horizontal frame, a landscape of power relationships that called citizens and legislators to action. This reframing made all the difference.

Promote toilets for everybody. Urban livability depends on them. Choose a horizontal frame to show the broad landscape in which public toilets serve a wide range of different users.

We need to shift the frames when talking about our issues. From "toilet" to "public". From "restroom" to ''community well-being.'' From "bathroom" to ''shared availability away from home that benefits everyone.'' And if people associate public toilets with people who lack homes with bathrooms, then we need to link them to the needs of a pregnant mom with a toddler or the retiree on an outing with his or her wheelchair-using spouse and everybody else. If the portrait in the mind of an opponent is a scruffy homeless person, then we need to show a more inclusive landscape with healthy, happy, active people who need public toilets to stay healthy, happy and active.

What is news?

Media advocacy involves the strategic use of newsmaking.[3] Your group of advocates probably follows news about people denied use of restrooms, news about new facilities, or news about the role of toilets in physical and mental health.

You're a public toilet advocate if you

- Post local news about toilets on Facebook.
- Use Google Alerts to track public toilet news everywhere.
- Set up a Facebook page and Twitter account for your group of liked minded people.
- Follow @WorldToilet @Poop_Project @susana_org @worldtoiletday @SOILHaiti @ToiletHackers on Twitter
- Complain when a public toilet that's supposed to be open isn't.
- Take pictures of cool new public facilities you discover.
- Follow #worldtoiletday on instagram
- Speak out on behalf of folks who need a place to go even more than you do.

In time you're likely to become news! Let's say you and your fellow advocates continue research into existing local public toilet availability. If you make a proposal or call for action, this is news. When a diverse set of stakeholders come together for a design charrette, that's news. The recommendations and preliminary

[3] Work Group for Community Health and Development, "Media Advocacy," Community Tool Box, University of Kansas, accessed September 23, 2015, http://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy

drawings you make to inform others - elected officials, city planners, and residents - are certainly news. The quality of this information and your relationships with journalists are what shape the public dialogues that lead to change.

Media advocacy includes an interlocking chain of strategies to:

- Educate media professionals about the issues and their impact on community well-being.
- Pressure policymakers to change policies or take action.
- Influence the media to give your campaign a voice and enable your members and partners to speak out and improve a situation that compromises their quality of life.
- Persuade the media to cover certain specific issues, events, projects and people.

Timing is important! Your group might want to put more energy into media relations not only when you're announcing a new project or have scored a success that benefits the community, but also when you have knowledge that relates to current news. You'll also want to direct more resources to media when a policy, regulation, ordinance, or law you support or oppose is coming to a vote and when you have an opportunity to keep your opponents from meeting their goals.

Working with journalists

Your goal as advocates is to create strong, ongoing relationships with media people so they can do their jobs.

- **Be available.** They work at all hours and under tight deadlines. Pick up the phone when they call or get back to them as soon as possible.
- **Be helpful and generous with information that you have the right to give out.** Consult notes. If your group has a website or a Facebook page, refer reporters to posted documents or copy some text and email it to them.
- **Establish trust.** If for some reason you can't share information, politely refuse to comment. Always be truthful.
- **Get it right.** Accuracy is equally important to your group and to journalists. If you don't have the information requested, offer to get it for your contacts and say and when you will call them back.
- **Share with journalists occasional national or international reports that complement your views**. Using Twitter to do this can avoid the interruption of a phone call or the time burden of an email.

Be careful, however. All people have biases and reporters are people despite their professional commitment to objectivity. Remember that they probably will talk to your opponents as well. What's more, reporters may get things wrong in their efforts to understand in a day what you have spent months or years learning. When this happens, assess the situation. Politely bring it to the attention of the reporter if a misquote seriously compromises your goals or your name has been misspelled and can be corrected in subsequent or online editions. Otherwise thank the journalist and continue to nurture your relationship.

Using the entire multi-media mix

By now you may be wondering about how to get the media attention in the first place. For grassroots activists, the first priority is effective advocacy at the grassroots level, not media attention. So let’s just review some of the other elements in the mix.

- **Outreach to individuals** In conducting research and meeting with stakeholders, you’ll be meeting with individuals in your local community and then beyond. Follow basic business protocol in requesting and participating in meetings with civic groups and elected officials. Many city council members state their availability to meet with constituents on their website and sometimes include their calendars.

Consider sharing a business card and a simple leaflet. If you're more comfortable illustrating your words with slides, put together a five minute presentation of not more than ten slides.

- **Business cards** Cards are cheap and easy. They can be homemade and can change. As soon as your group has come together, try one out in your core community and see how people react. Then once you all agree on a name for your group or campaign and have an online presence, create a logo and get business cards printed. Everybody in our organization - PHLUSH - uses a single double-sided card with space to write individual names and contact information.

- **Leaflets** Given the realities of climate change and deforestation, many people are uncomfortable about glossy brochures. A good per-copy price requires a large order and makes updates more difficult. Keep your paper handouts simple. Three panel, two fold leaflets made of a single sheet of paper that can be photocopied in black and white are cheap and effective. Make changes as necessary so that when you need something more professional you will have accurate text and pre-tested messages ready.

- **Tabling** Tabling is the art of setting up a table at an event and engaging passersby. Typically groups cover the table with a bright cloth, put up a sign, lay out business cards, leaflets and a contact information sheet on a clipboard. What's more important is your purpose. What information do you want to convey and what action do you want visitors to take? To educate people about public toilet design, you could lay out large photos of toilets in your area along with examples of much better facilities. Talk about improvements that could be made or sites where new structures could be located. Provide strong visuals and, if possible, physical objects such as a small model of a prototype or sample construction materials. Take care not to let the table become a barrier between you and the public.

- **Writing an op ed** An op ed is an opinion piece of about 750 words that has moved beyond the page *opposite* the *editorial* page in a traditional print newspaper. Writing an op ed in the name of your organization is one of the best ways to reach a broad audience at almost no cost. If you've done your homework, your group can probably demonstrate that you are the expert local voice on long-neglected public toilet issues. Op eds usually respond to current news. To spot these opportunities you need to keep tracking the news; Google Alerts or Twitter hashtags are useful for this. Or write one for World Toilet Day on November 19th and submit at least two or three weeks in advance. There is a wealth of guidance online on how to write great op eds.[4] A published op ed is a great addition to your media advocacy kit. An unpublished op ed is a good thing to have approved internally and at the ready for the next opportunity that presents itself.

- **Conference presentations** Registration fees put conference attendance out of the reach of most grassroots activists. However, fees are usually waived for presenters. Look for opportunities to adapt some of your research for presentation at conferences for urban planners, health professionals or active living advocates. You may be asked to submit only an abstract or an outline of your proposed presentation. If accepted, you have great motivation and usually about nine months to complete a paper and/or presentation tailored to the interests of your audience. Volunteering before and during a conference is also a way to get registration fees waived.

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[4] See, for example, David Jarmul, "How to Write an Op-Ed Article," Duke University, 2013. http://newsoffice.duke.edu/duke_resources/oped, accessed October 8, 2015.

- **White papers** A white paper is a report by a government agency or advocacy group that provides authoritative information and proposals on an issue. If you present at a conference and receive input that validates or strengthens your position, consider writing or rewriting the presentation as a white paper. An element of media advocacy, the white paper can be passed to a journalist by anyone in your group and the journalist may liberally share your ideas, attributing them to your group.

- **Conference booths** Exhibit space at large conferences in hotels or convention centers is also very expensive. However, if you design a display that is pertinent and compelling you might request a fee waiver or sponsorship. You can justify the expense in materials and time if you can also use elements of the display when you table at smaller events.

- **Letters to the editor** Challenge members of your group to write letters to the editor on toilet issues. Letters should be personal, although the writer may make mention of the work of the group. Most letters are now submitted online and guidelines for submission are provided. There are also opportunities to comment on articles and letters in local media in other regions. One caveat, however: online comments may be dominated by anonymous writers who are negative and impolite. In this case it's simply best not to engage.

Digital advocacy and social media

Social media is shorthand for digital tools such as websites, blogs, Facebook, Twitter, Instagram, email, and texts. Since their use in advocacy is developing so quickly and with so much innovation, we'll stick to strategy essentials and provide only the broadest guidelines. For the specifics of how to use each social media platform, only regularly updated online resources, including ''Help" sections, are reliable.

Your website homepage will probably have logos to connect people to your social media accounts. Your social media tools should work together. Messages on different platforms are similar but not identical and all are consistent with your stated mission and goals. For a campaign that is shorter term and more focussed than a broadly educational website, a Facebook cause page is an option. Choose the tools most likely to attract and engage supporters. Get comfortable using these tools. At first, simply observe how others use them, paying attention to etiquette and to the customs of each particular platform.

Social media objectives need to support your advocacy goals. The world of blog posts, digital news, and Tweets is noisy and cluttered. Choose a few tools and develop them. Find out where your supporters are most likely to be online. Go where they are, use the tools they use, and engage powerfully with each online community.

Case Story: WTO toilet advocates piggyback on unrelated media event.

You've probably heard of Black Friday, but what about Brown Friday?

The World Toilet Organization (WTO) needed to raise the $30,000 to build a toilet building for a school in KwaMashu, South Africa. So in launching their fundraising effort, they appropriated the U.S. shopping event in late November known as Black Friday. Their more principled alternative was an Indiegogo crowdsourcing campaign dubbed Brown Friday. "So instead of just shopping for shit," said WTO, "People can give a shit too,"

Source: ''Brown Friday'' https://www.youtube.com/watch?v=7js_35tCpqQ

The Community Tool Box, an open source, regularly updated 7000-page compendium of communication in English, Spanish, French and Arabic, advises social media users to balance non-self-interested material with self-interested material in a ratio of about three to one.

> *Resist the urge to solely promote your cause. Instead, listen and monitor the activity of other users, just as you would do if you were walking into a room and speaking to people in person. Once you have a good sense of the ongoing conversation or interaction, begin to engage. Likewise, as you begin to interact with others, develop a tone of voice that is authentically your own – you don't want to come across as promotional, corporate, or bureaucratic. Share your point of view in a way that is open, positive, and enthusiastic. Be sure to credit others when repeating information.*[5]

Social media tools need to work with printed materials and personal outreach. Strive for a consistent look, tone and use your group's logo, tagline or key campaign message across all media in your mix.

It's helpful to have a brief written communications policy. This is especially important if several people are representing the organization on one account. If you give responsibility to a specific volunteer, you may wish to provide approved material which can be issued at optimal times. Digital advocacy peaks on Tuesdays, Wednesdays and Thursdays and these are the days you're likely to get attention. Twitter, Facebook and most blogs allow you to schedule posts.

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[5] ''Using Social Media for Digital Advocacy.''Chapter 33. Section 19. Community Tool Box. Work Group for Community Health and Development. University of Kansas. ctb.ku.edu/en/table-of-contents/advocacy/direct-action/electronic-advocacy/main, accessed Oct 15, 2015.

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Toilet availability requires people to know where facilities are located. This London sign tells a great deal about this and neighboring public toilets

The doors and sides of stand-alone facilities are perfect places to display local maps, historical photos, interpretative material, and artwork. An artist's colorful rendering of a nearby scene in Portland's Pearl District adorns the door of this Portland Loo.

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This hand dryer is less vulnerable to misuse or breakage because it is embedded in the wall.

This built in diaper-changing table is sturdy enough for use by a parent with an older disabled child and low-enough for use by a disabled parent in a wheelchair.

A Brief History of Public Toilet Advocacy

www.PHLUSH.org

We have tried to include in this Toolkit information relevant and useful to public toilets advocates. Applicability of tools depends, however, on local context, community history, advocacy group resources, and other factors. Public restroom projects can be expensive, time consuming and divisive rather than unifying. We recommend that you work closely with urban design specialists, public officials, and those with knowledge of the legal environment.

Waterless toilets have served humanity in the past and ecologically sound technologies are likely to prevail in the future. The rise of cities, however, brought waterborne sanitation. The Indus Valley Civilization, Ancient Egypt and the Roman Empire all had flowing water systems and Roman toilets were built over them. Nonetheless, water borne sanitation got a slow start. John Harrington designed a flush system in 1596 but it didn't catch on until the 1800s. Here we start in the 19th century.

1829 First record of shared toilet facilities is in Boston's Tremont House, designed by architect Isaiah Rogers. Ground floor toilets and basement bathrooms become common in hotels while municipally owned facilities are extremely rare, except in Europe.

1840s Thomas Carlyle and Charles Dickens advocate with the Commissioners of Sewers. When they refuse to act, the Society of Arts engages George Jennings to build facilities for the Crystal Palace. Public health awareness increases with Chadwick's Report on the Sanitary Condition of the Laboring Population of Great Britain.

1843 By 1843, Paris has 468 urinals as well as elegant privately-run 'cabinets' to serve both men and women. London has only 74 urinals by the end of the decade. Public toilets in the United States get a slow start because it's thought their presence will offend the sensibilities of women.

1850s In this period of sewer building, scientific and technical papers circulate among cities. Toilets in homes and businesses are popular but still not connected to an integrated sanitary system.

1851 The Great Exhibition at London's Crystal Palace features public conveniences for women and men designed by sanitary engineer and public toilet crusader George Jennings. Urinals were free but good revenue was had from the 22 men's and 47's women's WCs. Many visitors return to their home cities requesting public conveniences.

1852 Society of Arts builds model public conveniences in central London in an attempt to prove they can become financially self-sustaining with users paying a penny. However, these fail.

1858 The Great Stink. With the summer heat, the smell of untreated human waste and industrial effluent permeates central London.

1857 Baron Haussmann begins upgrade of Paris' sewer system.

1861 European cities follow sanitary trends of rivals London and Paris. Vienna sends city official to London to buy urinals.

1862 Glasgow foundry owner Walter MacFarlane includes in his catalogue of affordable cast iron urinal and water closet offerings an essay entitled "A New System of Sewerage, and Other Sanitary Arrangement, for Converting the Excrementary Refuse, Dry Garbage, Ashes, etc of Towns into their Proper and Most Valuable Purposes"

1863 Florence Nightingale writes about hospital sanitary facilities.

1867 Tourists at the Grand Exposition in Paris take tours of Haussmann's famous sewers, which carry only storm and grey water.

1875 Thanks to James Moir's activism, Glasgow builds nearly 200 urinals. George Jennings and Walter MacFarlane both were passionate about the civilizing properties of sanitary appliances.

1870s Ladies' Sanitary Association campaigns for public conveniences for women in the face of popular sentiments that women had more self control and could hold it.

1889 London's first municipal public convenience for women is built underground in Piccadilly Circus.

1890s The number of facilities for women lags behind those of men. Many feel that public conveniences will bring women to city streets in ways not congruent with contemporary ideals of femininity. Advocates such as George Bernard Shaw point out that working-class women cannot afford the penny charge.

1892 Overall progress in British sanitary system is source of civic pride - waterborne sewerage combined with public health laws. Underlying civic pride: the public may not have wanted to engage or even was opposed to measures but sanitation is a source of civic pride.

1893 Chicago World's Fair has 3,000 toilets with washbasins, most installed by the Chow Sanitary Company, at 32 locations around the fair. Simple ones are free to users; fancier ones cost 5 cents.

1894 *Tout a l'égout* campaign in Paris hooks buildings and businesses to sewer. London initiates inspections of WCs for workers in bakeries and food establishments.

1894 National Purity Congress finds no toilets or urinals in Chicago and only a few in parks in St Louis and Brooklyn but 500 in Birmingham and 800 in Liverpool and urges US to follow Europe.

1897 New York Mayor sends committee to Europe to assess various models of what Americans call 'comfort stations'. London facilities impress them but the street urinals of Paris offend.

1900s The subway system had 1,676 toilets and employees conducted regular inspections.

1907 As its first community service project, the service club Rotary builds a comfort station near Chicago City Hall. It serves only men.

1930s By this time, many cities have built fairly elegant underground restrooms with attendants below their main squares. By end of decade, all New York City's 1,500 parks have comfort stations.

1941 The Pentagon is built with extra restrooms to accommodate racial segregation laws. Following complaints, signs for "white"and "colored" are never painted on doors.

1950s Jim Crow laws in the US South start to fall. The federal highway system expands, people flee cities for suburbs, restrooms in the urban core fall into disuse.

1960s As women flood the workforce and are elected to office, they fight for restrooms in factories, offices, and in US and state capitols.

1970 Committee to End Pay Toilets in America (CEPTIA) forms to protest the 50,000 US toilets now fitted with coin operated locks. As women pay to use stalls but men use urinals for free, the campaign focus moves from basic human rights to gender.

1974 California Secretary of State March Fong Eu sledgehammers a toilet on the steps of the State Capitol in Sacramento to protest pay toilets. California outlaws them and New York follows.

1987 First successful potty parity legislation passes in California By 2009, 21 states in the US have them.

2000s A mere 78 public toilets serve New York's 468 subway stations. Fear of terrorism closes toilets in cities across the US.

2010s The second decade of the 21st century sees transgendered people win significant victories claiming their right to safe restrooms.

Sources: Gerling, ''American Wasteland: A Social and Cultural History of Excrement;'' George, R. *The Big Necessity*; Gershenson, O and B. Penner; *Ladies and Gents: Public Toilets and Gender*; Molotch, H. and L Norén. *Toilet*; Penner, B. *The Bathroom*; Vogel, ''The Pentagon;' and various articles in Wikipedia.

Why Public Toilets?

www.PHLUSH.org

Public toilets are fundamental to human dignity.

The ability to respond to a universal biological human need is a human right. Beyond these fundamentals, public restrooms deliver multiple benefits to contemporary communities.

Public toilets make good business sense.

For visitors to a neighborhood or to an establishment, the restroom is often the place where first and lasting impressions are made.

Public toilets contribute to public health.

They support physical activity and fitness by enabling people to be moving and at ease in outdoor space away from home. Adverse health effects result from involuntary urinary retention. Mental health suffers when people want to be out with their families and friends but stay home because restrooms are not available.

Public toilets help revitalize downtown areas and foster urban livability.

People are comfortable being in places where they know they can find public facilities. They stroll, window shop,and linger in commercial districts. Families can better organize multi-generational events in public parks that properly accommodate their youngsters and oldsters.

Public toilets inspire people to get out of cars and onto their feet, bicycles and mass transit.

Commuters need restrooms along their routes. Without facilities that serve public transit systems, many people will drive instead.

Public toilets serve people who are "restroom challenged."

We use "restroom challenged" to refer folks who really need toilets available when they're away from home. First, there are those who need to go almost hourly. These people may have normal conditions – young age, old age, females who are pregnant or menstruating – or medical conditions, many of which are invisible. Second, there are those whose need for a toilet comes urgently, suddenly and without warning. These include most people with chronic conditions such as Crohn's disease and colitis as well as those temporarily afflicted with food borne illnesses. Third, are people with mobility impairments for whom physically getting to and using a restroom just takes time and effort.

PHLUSH Design Principles for Public Restrooms

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<u>Working Goal</u> Cost effective public restrooms that provide maximum function in minimum space and are safe, accessible, available, attractive and easy to maintain.

Cost Effectiveness

- The high cost of not having public toilets can balance the cost of providing good ones.

Maximum Function in Minimum Space

- Save space with single door direct entry stalls rather than “gang toilets”.
- Increase capacity and solve gender parity issues by making stalls unisex.
- Think public comfort station ie a place the public feels comfortable making short stops rather than an interior room for rest.

Safety

- Site restrooms to benefit from natural surveillance by the community.
- Apply Crime Prevention through Environmental Design (CPTED) in location, layout, lighting, surface, materials, fixtures and hardware.
- Protect users, especially children, from inappropriate contact with strangers in “gang toilets” by providing individual direct entry stalls.
- Design doors to ensure privacy with safety: full length with a 1.5 – 2” gap at the bottom and a lock that authorities can open from the outside in an emergency.
- Activate surrounding area with retail, information kiosks, food carts, street performers, bus stops, or parking pay stations.

Accessibility

- Adhere to standards of the American with Disabilities Act (ADA).
- Choose unisex stalls to accommodate families and opposite sex caregivers.

Availability

- Place sinks outside of stalls so users do not tie up toilets while hand washing.
- Make the flow of users more efficient by using unisex stalls.
- Plan for restrooms that can function year round and 24/7.
- Use directional signage to restrooms, signs on facility listing hours, number to call for maintenance, etc. and print and web-based information to complement signs.

Attractiveness

- Focus on restrooms as positive attractors, incorporating historical artifacts, artwork, and text in design.
- Involve users in restroom design and aesthetics as well as function.
- Give the community opportunity to take pride in and responsibility for restrooms.

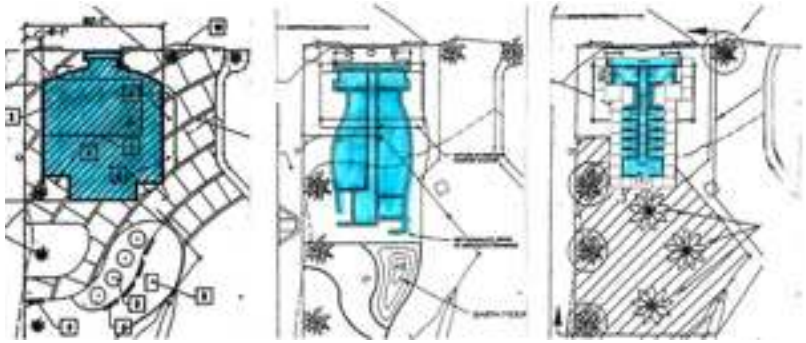
Ease of Maintenance

- Use unisex stalls so individual toilets can be cleaned or repaired without closing facility.
- Choose vandal-resistant hardware and make surfaces graffiti resistant.
- Lower risk of in-stall vandalism by putting sink and trash bin outside in the open.
- Install tap for power washing and utility cupboard for supplies.
- Establish monitoring and evaluation plan for maintenance.

The PHLUSH Design Principles for Public Restrooms were approved by the Portland, Oregon Old Town Chinatown Visions Committee on May 14, 2008 and approved with amendment by Portland's Old Town Chinatown Neighborhood Association on June 3, 2008. San Diego-based restroom designer Mary Coakley assisted PHLUSH in developing these principles.

Along with other La Jolla Shores park activists, Mary had fought for a replacement for their aging comfort station but was alarmed when the city showed plans for a 2,000 sq. ft. structure surrounded by 5,000 sq. ft. of concrete. She led the community in redesigning the structure to a third of the size, or 650 sq. ft.

Built in 2007, the award-winning Kellogg Park South Comfort Station offers maximum function in minimum space to serve the park's 2 to 3 million visitors a year with toilets, showers, drinking fountains and a hand washing area. A key innovation are the small stalls with floor to ceiling walls that are paired with larger family restrooms and entered directly from outdoor public areas. These anticipate the direct access all-gender and family restrooms that cities such as Seattle have recently mandated for all facilities.



The final design for the Kellogg Park South Comfort Station was reduced from 2000 to 650 sq ft with the introduction of private, direct entry stalls and common washing areas.

After this photo of the South Kellogg Park Comfort Station was taken, a colorful 2,300 sq. ft. plaza was installed to show the marine features of the La Jolla Underwater Park and Ecological Reserves. The public art is embedded with 52 life-sized bronze species, positioned in the locations where they can most often be found offshore.

Key Documents and Related Design Resources

American Public Works Association. Nomination document for Project of the Year Award 2006. La Jolla Shores South Kellogg Park Comfort Station. http://www.americanrestroom.org/us/lajolla/index.htm. Accessed October 10, 2015.

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Direct Access Family and All-Gender Toilet Rooms

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What do we mean by direct access?

Direct access toilet facilities are composed of individual toilet rooms with doors that open directly onto a public space. They may designate ‘unisex’, ‘handicapped’, ‘family’ and ‘all-gender’ toilets.

The majority of toilet rooms, or stalls, are designed for use by a single individual. Walls that extend to the floor mean privacy but small, constrained spaces encourage users not to linger. Facilities can be served by hand washing stations located in the surrounding common space.

Family toilets with larger rooms serve users with special needs. Rooms are large enough for a child in a stroller or an adult in a wheelchair and related attendants or family members. They have washing facilities within. More elaborate family toilets, such as those found in large airports, may be equipped with toilets bowls and urinals of different sizes and heights, ceiling-mounted lifts, both baby and adult changing tables, emergency call buttons and the like.

How do direct access facilities differ from traditional men’s and women’s?

Direct access is what differentiates these toilets from the traditional men’s and women’s or ladies’ and gents’ toilets. Traditional facilities have rows of partitioned stalls, rather than individual toilet rooms. Short walls and doors with gaps of 1 to 2.5 feet (30 to 75cm) at the bottom seldom offer a comfortable level of privacy. Noises and odors carry from stall to stall and users are only partially out of sight. Men’s rooms have several urinals on a single wall, with or without partitions between them.

Traditional gendered facilities have shared space between the public space and the toilet stalls in which strangers come into contact. Facilities in which strangers use common space out of public view can be considered “gang toilets”. They are frequently sites of bullying, harassment, acting out, dangerous horseplay, and other inappropriate behavior.

The flow of users is inefficient in traditional facilities. Lines form at the women’s room during intermission at theaters and breaks at conferences because it simply takes women longer to use the facilities. With direct access, anyone can use any stall. There’s no need to insist that women’s stalls outnumber men’s at a ratio of 3:1 or 2:1. Potty parity - the equitable provision of toilet facilities for women and men within a public space - is inherent for direct access facilities.

Traditional facilities require more space than direct access. Main entrance doors into a men’s or women’s room must be ample enough to not impede flow. Many users at heavily trafficked facilities in airports or at the beach are pulling bags or pushing strollers. To best accommodate them, entrances are broad doorless S-curves that require space.

What are the benefits of direct access toilet rooms?

- Respect human rights laws because they inherently protect users from discrimination on the basis of gender identity or expression.
- Offer the privacy to which people are accustomed at home.
- Protect users, especially children, from inappropriate contact with strangers.
- Allow parents to observe their children entering and leaving a stall on their own.

- Accommodate opposite sex caregivers.
- Present a clear boundary between public and private spaces.
- Meet the expectations of international visitors.
- Serve the estimated 7% of the U.S. population who suffer from paruresis, a social anxiety disorder also known as “Shy Bladder Syndrome”. These individuals find it difficult or impossible to urinate in the presence of others who might observe or hear them. For them privacy is a medical necessity.
- The small size of single user stalls deters sleeping and collective activities.
- Ensures bad behavior is not broadcast but occurs out of sight.
- Can accommodate preference for urinals. Urinals can be put in stalls marked ‘Urinal.’
- Feature a balance between privacy and safety. Stall doors are designed so it’s possible to see if a user has fallen to the floor. Doors can have louvres that permit foot level views or extend all the way to a gap from the ground of 2-6 inches (5 to 15 cm) at the bottom.
- Have locks that can be opened from the outside in emergencies by passers-by, attendants, or emergency responders or law enforcement officials, as appropriate.

Engage the community by making a clear case for direct access facilities. People will raise concerns. Listen respectfully and address their concerns one by one. If you haven’t got an answer, promise to get back to them and contact us at PHLUSH.

Point out that most people have shared home bathrooms with minimal problems while growing up. They can learn to share public toilets as long as individual stalls are truly private.

As aging in place grows in popularity, there are more elderly people out and about in the company of opposite sex spouses and children. Family stalls that accommodate caregivers reduce the danger of unaccompanied elders falling or becoming disoriented. People with disabilities are not only protected by law, their mental and physical well being depends on their ability to meet toilet needs in privacy, safety and comfort. Wheelchair users require space and adequate turning radiuses to gain access to toilets. It takes considerable extra effort for them to enter a traditional restroom and they enjoy less privacy when there. Young people disabled while serving in recent wars deserve the support of welcoming, direct access restrooms. Gently remind community members and local officials that we are all TABs - temporarily able-bodied.

Child safety is a growing concern. In fact, “stranger danger” often looms larger than evidence warrants. Direct access stalls enable parents to ensure the safety of their children, whether they are accompanied or use the toilet facility on their own. Moms can take their sons, and dads their daughters, into a family restroom when they are too young to use the toilet. When they are older, parents and caretakers can watch from a distance as their charges enter and exit direct access stalls.

Common facilities are likely to foster civility, hand washing, and overall cleanliness. People may note that behavior in a typical women’s room differs from that of the men’s room. Women make eye contact, chat or even joke while men do not. Over time these behaviors are likely to mitigate one another as all genders pass through in the shared public space or hand washing areas outside the private stalls. Fifty years ago men and women did not frequent the same gyms or hairdressers. Today no one thinks twice about the mixing. Public places call for a level of mutual respect.

Laws have changed to keep up with changing values and realities. Years of advocacy and action by gender non-conforming individuals have shown that all-gender stalls are workable. Their recently won legal guarantees show that direct access may be the only way to meet the needs of everyone.

A Toilet Tour

Discussion Checklist

www.PHLUSH.org

Location_____

Date and Time_____

1. The Approach to the Facility

Do you know it's a toilet? How? Signage? Is it hidden or out in the open? What about sight lines on the door? What kind of surveillability? Are there "eyes" on it? Who walks past? Who might look down on it? Any cameras on the space? What about lighting? How does the site serve pedestrians? Cyclists? Motorists? Is it attractive and inviting? Any decorative elements? Do they work?

Takeaways? Suggestions for improvements?

2. Space Designation, Definition, and Design

What's designated purpose of this facility? What are some of the actual uses? How does the space support intended and actual uses? How is the space in and around the facility defined? Walkways, doors, benches, partitions? What social and cultural definitions affect use of space? What about legal or administrative rules? How do women's rooms differ from men's rooms? Thier space definitions? The behavior of their users? What spaces are defined as private? As semi-private? How do they connect with public spaces? Does each feel safe? Comfortable? What about the design? Does the physical design support the designated use or distract from it? How? Does the design enable normal users to promote desired behavior? Can users control access and provide surveillance in a natural way? What about the layout? Is it efficient? Does hand washing or personal grooming keep other users waiting?

Takeaways? Suggestions for improvements?

3. Proximity to Businesses and Services

Where do users come from? Who else is around and why? What's nearby? Retail? Office buildings? Transit? Recreational space? Parking lots? Parking pay stations? Which places are attractive and why? Opening hours and days? Peak and off times? Any vacant storefronts? Any useable space adjacent to the public toilet? What businesses might fit? Would a portable cart business work? What kind? Coffee? Food? Toys and balloons? Flowers? Information booth? Bike rental? Chair massage? Shoeshine? Tee shirts?

Souvenirs? Dog walking service? Potential impact of business? How could this toilet facility better support the surrounding community?

Takeaways? Suggestions for improvements?

4. Cleaners and Attendants

Who takes care of this toilet? Does it meet minimal standards of cleanliness? What should those be? Is a cleaner or attendant present now? What are their hours? Who do they work for? Are they specialized in restroom operations? Do they maintain a larger area? Are they mobile? Where do they take lunch breaks? Do female attendants clean the men's room? Do male cleaners clean the women's room? When cleaning is in progress, if the place closed? If so for how long? Is this necessary? Is work seasonal? Are volunteers involved? Weekend or seasonal interns? Does the facility have a storage area? Powering washing facilities? What's the graffiti situation? What kind of surfaces are there? Walls, partitions, mirrors, floor? Appropriateness of surfaces? Cost of materials? Any evidence of vandalism? Construction types and alternatives? Decor? Potted plants? Flowers? Ideas on how attendants could be engaged? What other services might attendants offer? What kind of tips might they attract? Can an attendant's room or counter space be created? On how cleaning could be supplemented by volunteers?

Takeaways? Suggestions for improvements?

5. Safety and Comfort

Does this public toilet seem to offer a comfortable level of safety? What environmental clues are there when you enter? Does it signal to legitimate users that "this is a safe place" or not? Does it signal to potential offenders that "this is a safe place" or not? Why? Does the facility offer a balance of privacy and connection with its surroundings? Is there anywhere where a user could be trapped? Is it dungeon-like? Can sound travel? Could an intruder enter and lock the door from the inside? Is the door locked open? Could it be? What about the type of locks? What situations might put users at risk? is it designed so that water and soap are kept off the floor? Do the users of this restroom feel safe and comfortable here? Can you ask them?

Takeaways? Suggestions for improvements?