

Presented by Roger Brooks

A photograph of a modern public restroom. The stalls are made of blue panels with silver handles. The walls are covered in blue and white mosaic tiles. The floor is a light-colored, polished material. The lighting is bright and even.

# Restrooms Attract A Lot More Than Flies

Presented by Roger Brooks

 Destination Development Association

### Rule #12

## Toilets attract more

*The rule of necessity*

"I gotta go." These are the three most feared words in the family car. You know it will be miles before you've been that long since you passed the last one and aside. Of course, no one said a word. You pinch your foot closer, hoping to make time pass quickly as your child

Who would have ever thought that a small bladder w/ of a community's tourism strategy? Restrooms are one visitors into your community. After all, you never know them to stop.

Most state highway departments won't post signs for stops, but if communities can promote the fact that it benefits from additional visitor spending.

Should be surprised how a billboard with the words "access" can translate into voter spending. How? As have you ever said, "While we're here, why don't we. Or, "While we're here, why don't we get something

In fact, once people are out of their cars, you have a long time to spend money. With that in mind, always spend in the district.

If your public restrooms also incorporate a visitor or rest to an antique store, restaurant, or attraction, it's effective at bringing in customers. People like to stretch. Your town needs to take full advantage of the the number one reason passers-by make unexpected

## The 20 Ingredients of an Outstanding Downtown

- |   |   |
|---|---|
| <b>1</b><br><b>Razor sharp focus</b><br>Focus on one main activity, artwork, view, sightline... | <b>2</b><br><b>The Action Plan</b><br>How do we best use a 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, |
|---|---|



Call code to watch the video

**ROGER BROOKS**  
International



Imagine









Your downtown is your community living room

**Restroom availability**  
(7:00 am to 11:00 pm)  
**is absolutely critical**  
to your downtown and tourism success.

PERIOD



Top three reasons for  
stopping along a trip:

1. Restrooms
2. Food
3. Fuel









## The 3 big obstacles

1. The cost
2. Maintenance
3. Crime and vandalism

### **Bottom line:**

Public restrooms are worth the cost, the hassle, and there are ways to mitigate bad behavior



The ten things you need to know and do  
when it comes to public restrooms



Never send “customers” away





Never say no, tell us where we can go.







Public restrooms are important:  
Relieved visitors spend more





Placement:  
in the heart of your spending district



Once a person gets out of the car, there is a 60% greater chance of them spending money



Placing restrooms where there is lots of activity reduces illicit behavior.



## Stand-alone restrooms (single stall)



Madden Fabrication | Portland, Oregon





Madden Fabrication | Portland, Oregon







Sierra model 2003 - \$11,000

Romtec Inc. | Roseburg, Oregon



### Word of caution

Single stall restrooms can often be trouble spots:  
Homeless | drug dealing | illicit behavior



Napa, California | talking, self-cleaning | timed: 10 minutes



They have two sets | Open 7:00 am to 11:00 pm





30 flushes self cleans |



**Caution** Floor may be wet

**Safety**

Small children should be accompanied by an adult.

**Loiter Alarm**

After 10 minutes door will open and warning will sound.

**Power Failure**

Door can be opened manually.

**Cleaning Cycle**

When unoccupied, this toilet is programmed to self clean.

**Cuidado** Piso puede estar mojado.

**Para Su Seguridad**

Los niños deben de ser acompañados por un adulto.

**Alarma Para Los Rezagados**

Después de diez minutos la alarma sonará y la puerta se abrirá.

**Interrupción Del Encendido**

En caso de falta de electricidad la puerta puede abrirse manualmente.

**Ciclo De Limpieza**

Cuando no está ocupado este baño está programado para auto limpiarse.

In-line restrooms (multi-stall)



Edmonds, Washington

\$480,000

Funding: City Real Estate Excise Tax

\$60,000 from lodging taxes

\$20,000 from philanthropy, other orgs.

Mfg: CTX Inc.



Visitor information should always be downtown with restrooms

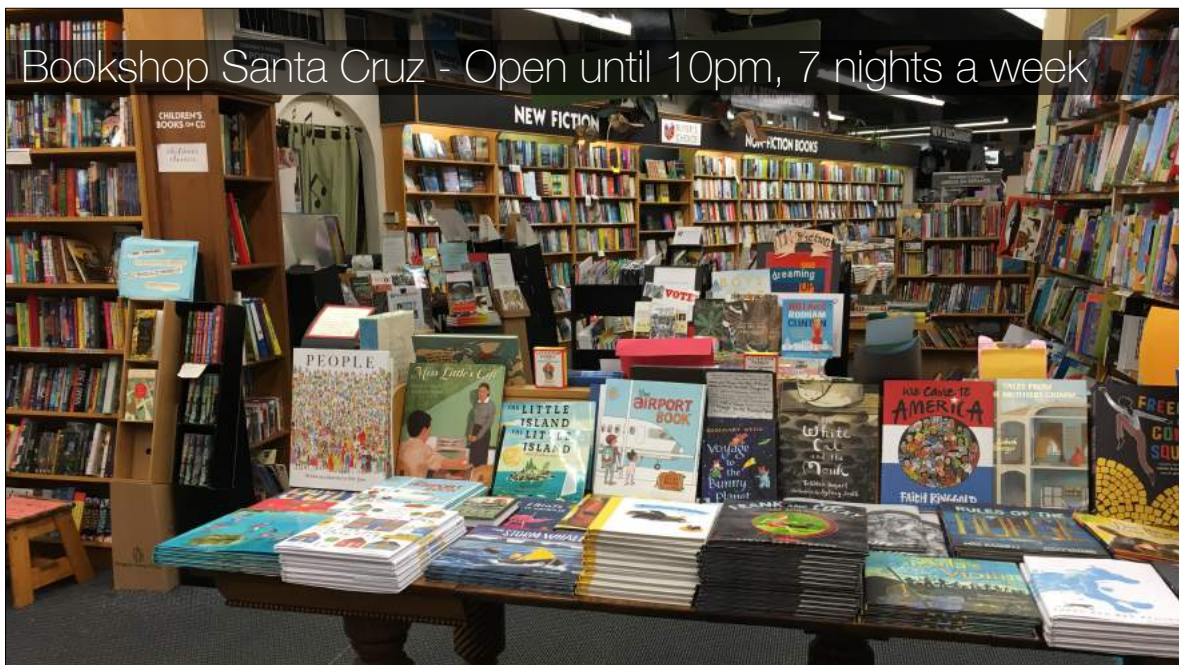


Using business restrooms





Santa Cruz, CA - Visitor Restroom Program



Bookshop Santa Cruz - Open until 10pm, 7 nights a week



Traverse City, Michigan  
Downtown Development Authority  
\$250 a month for first toilet  
\$50 mo. for each additional

## The Nice Toilet Program or *Nette Toilette*



- Introduced in Germany and now has more than 200 member cities
- Cities pay \$30 to \$100 to businesses that offer their restrooms to the public
- They place the "Nice Toilet" sticker on their front door or display window
- In Santa Fe: Places to Go Map would feature these businesses



Add visitor information at each public restroom





Gig Harbor, WA





Make them easy to find





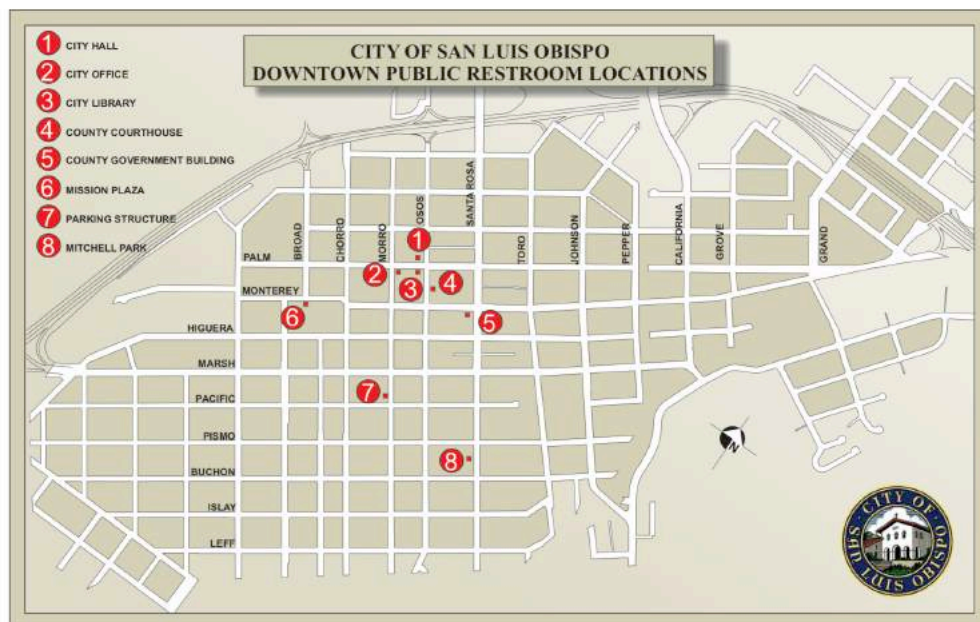


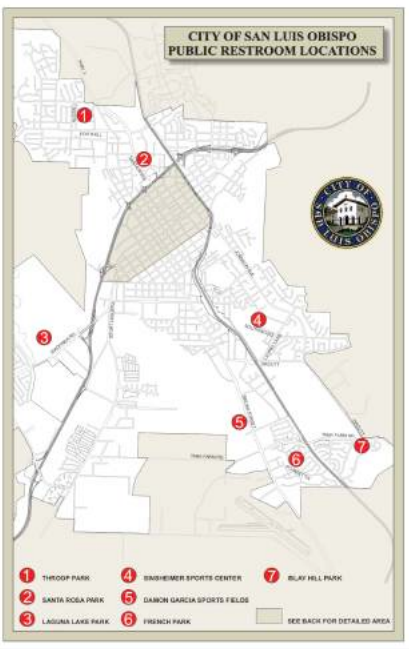
On mobile apps and on your website

**The trick:**

Make it easy to find!

On downtown readerboards





## PUBLIC RESTROOM FACILITIES



### PUBLIC RESTROOM FACILITIES LOCATED IN DOWNTOWN:

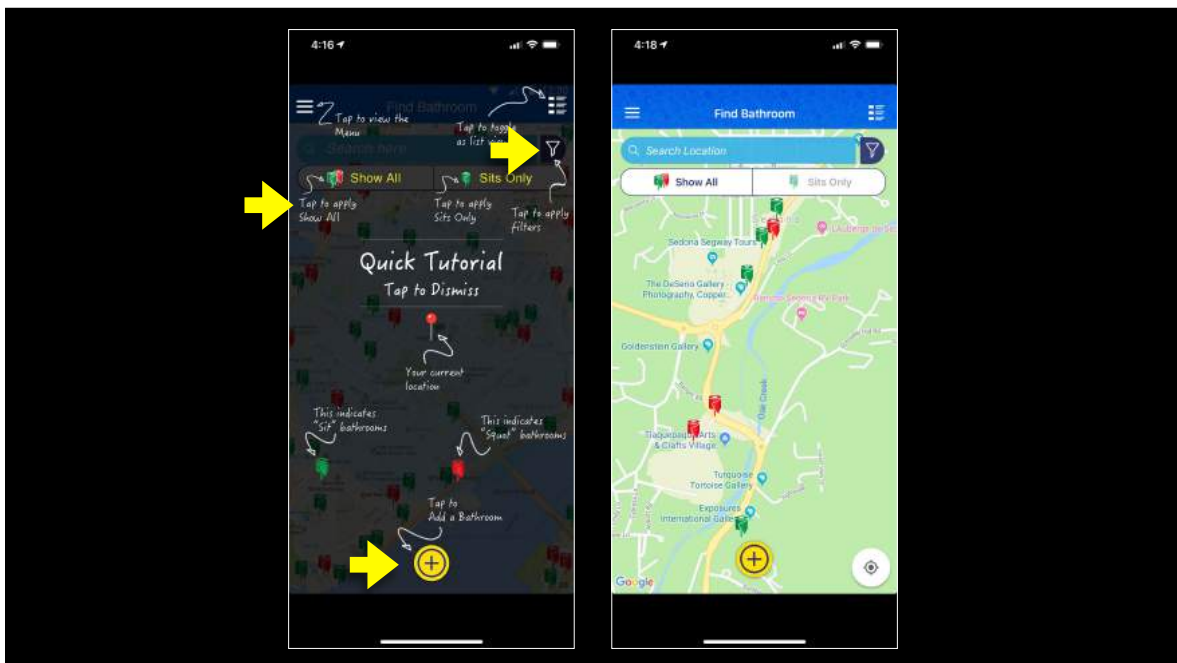
- Bryan Street Garage**  
100 East Bryan Street  
912.651.6477
- Liberty Street Garage**  
301 West Liberty Street  
912.644.3734
- Visitor Center**  
HLK & Louisville Road  
912.944.0440
- River Street Hospitality Center**  
River Street & Bull Ramp  
912.651.4462







Get your public restrooms listed on the  
SitOrSquat app

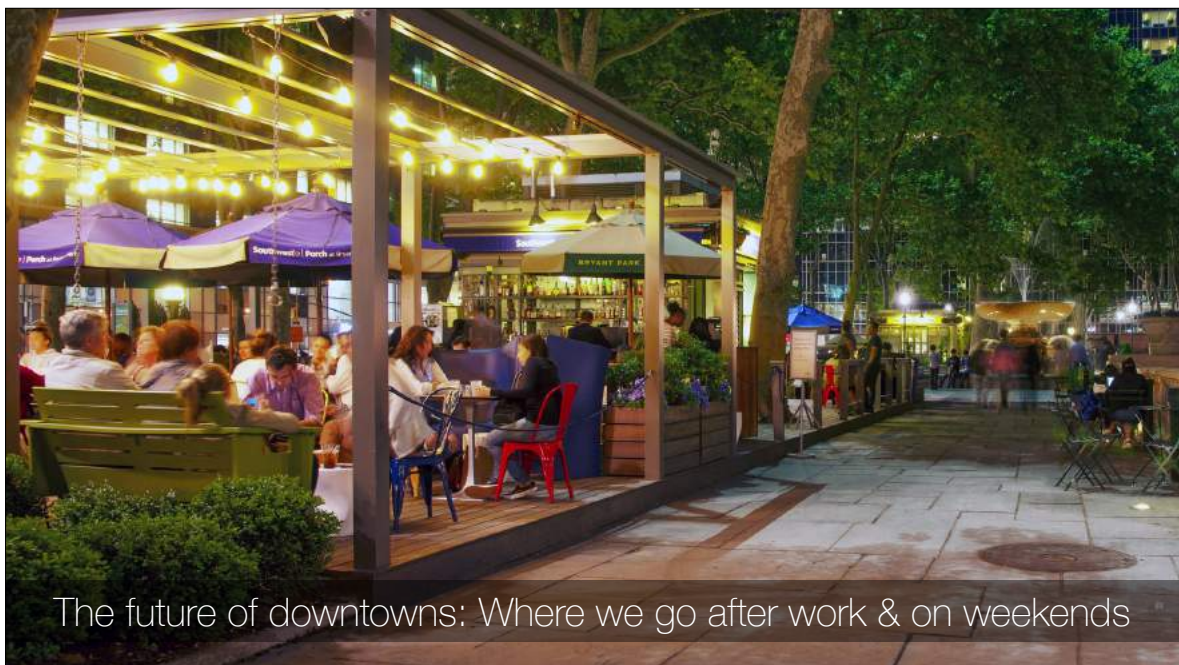




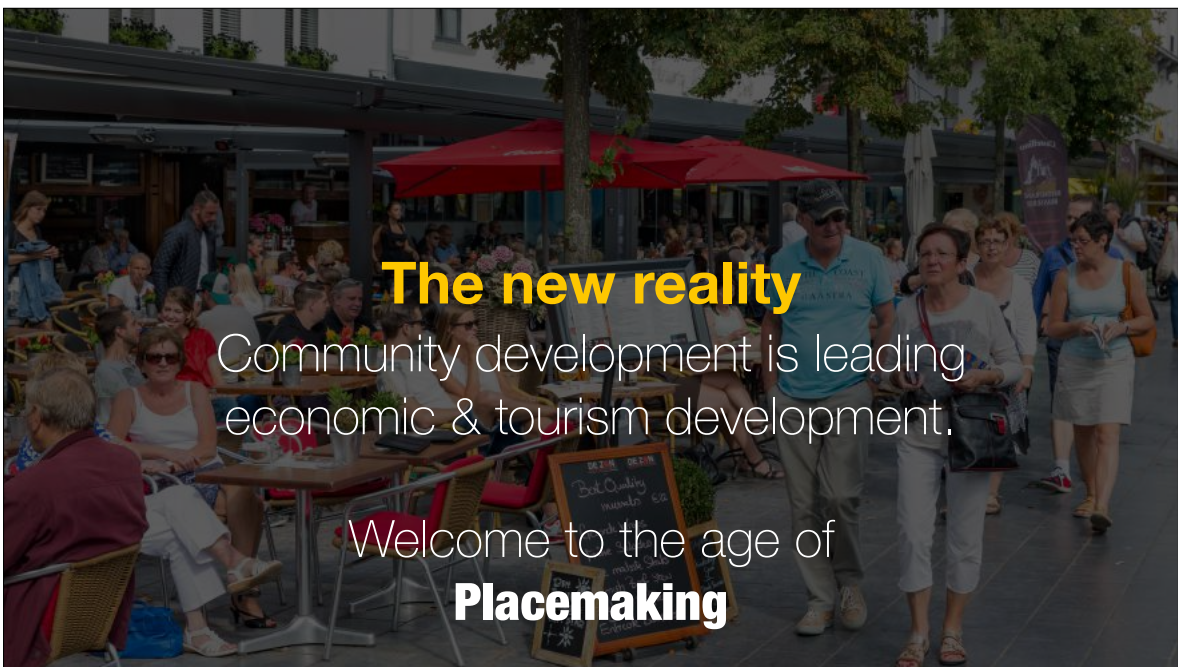
Make sure they are open well  
into the evening hours



**70%** of all retail spending: After 6:00







## The new reality

Community development is leading economic & tourism development.

Welcome to the age of  
**Placemaking**



Make sure people feel safe



Pipe in classical music



Make sure they are well lit (LED) | speakers | cameras



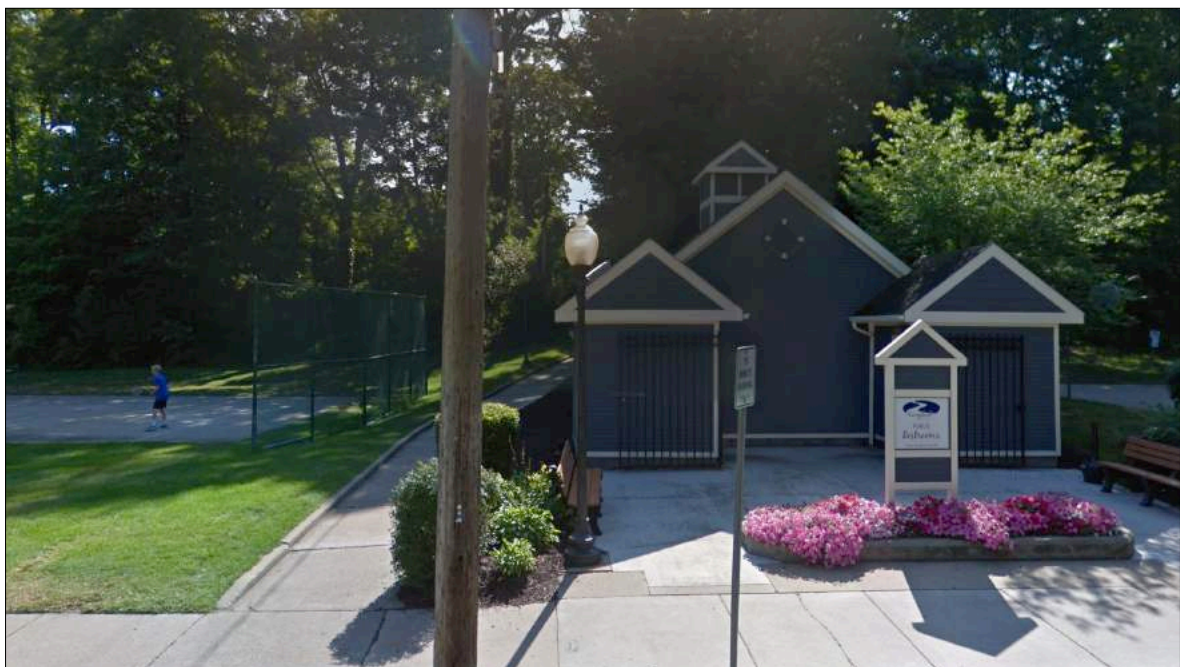
Security cameras tied to the police station | with recording



Timed: 10 minutes | doors always open | cannot be locked from inside



Make sure they are maintained regularly  
(Every three to four hours)







Downtown Winnipeg  
Pop-up Restroom facility  
Kiosk selling goods  
Lead: DowntownBiz  
Siloam Mission's social enterprise program





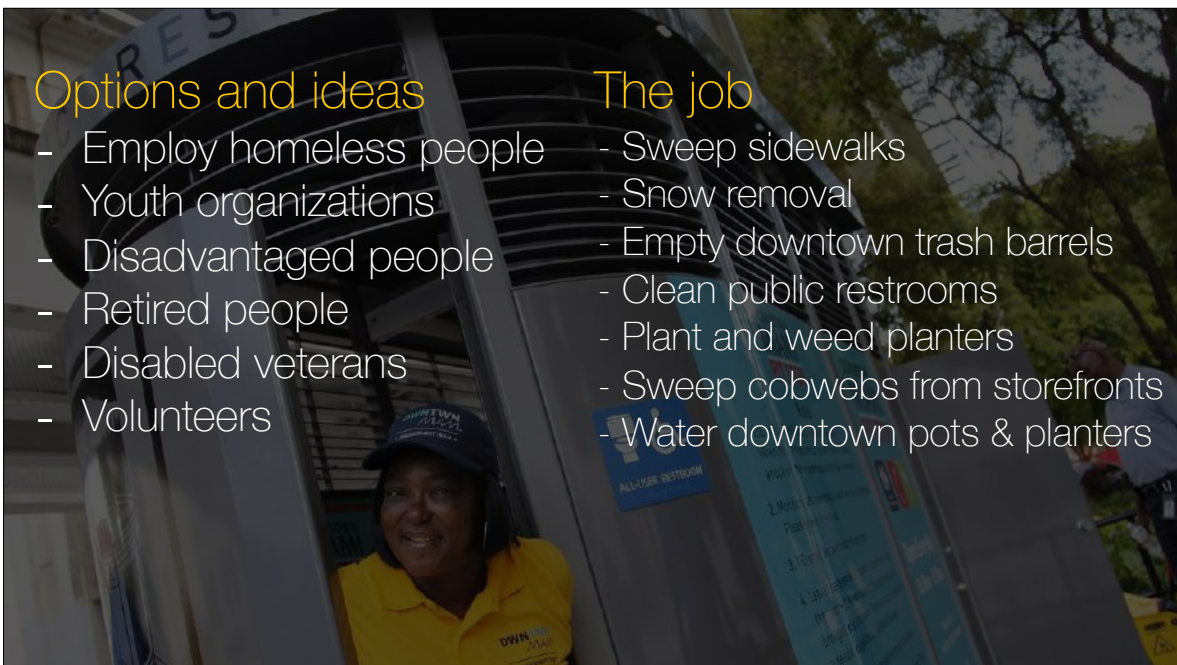
7:30 am to 7:30 pm  
 Later on weekends  
 Moving each month to a new location  
 Two sets of pop-up restrooms  
 Managed by two people on-site at all open times

## Options and ideas

- Employ homeless people
- Youth organizations
- Disadvantaged people
- Retired people
- Disabled veterans
- Volunteers

## The job

- Sweep sidewalks
- Snow removal
- Empty downtown trash barrels
- Clean public restrooms
- Plant and weed planters
- Sweep cobwebs from storefronts
- Water downtown pots & planters





Have fun with it!





James Bond inspired - Schilthorn Piz Gloria - Murren, Switzerland









Jungle Jim's International Market  
Cincinnati, Ohio





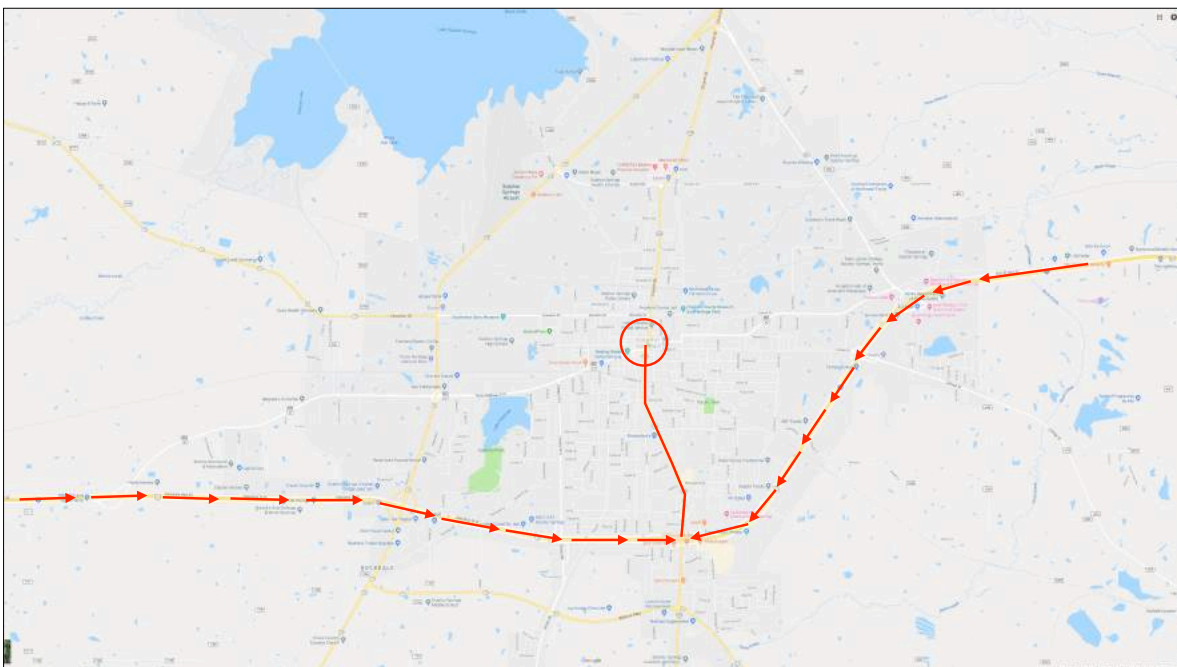
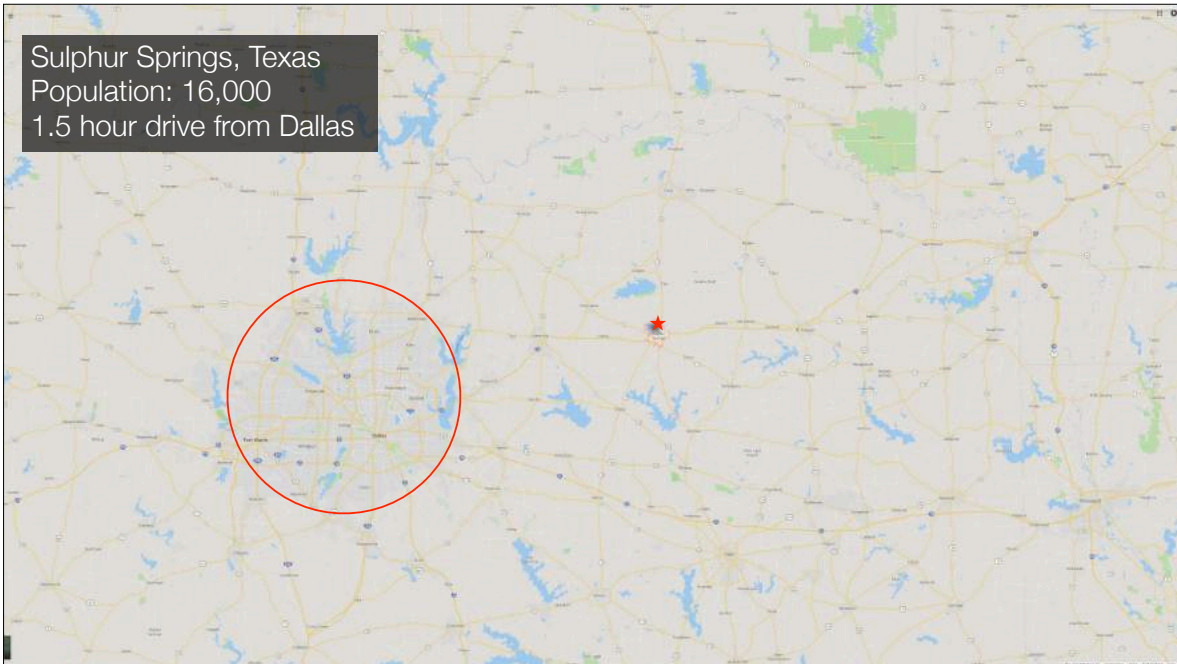






If you have the opportunity:  
Make them a key attraction

Sulphur Springs, Texas  
Population: 16,000  
1.5 hour drive from Dallas

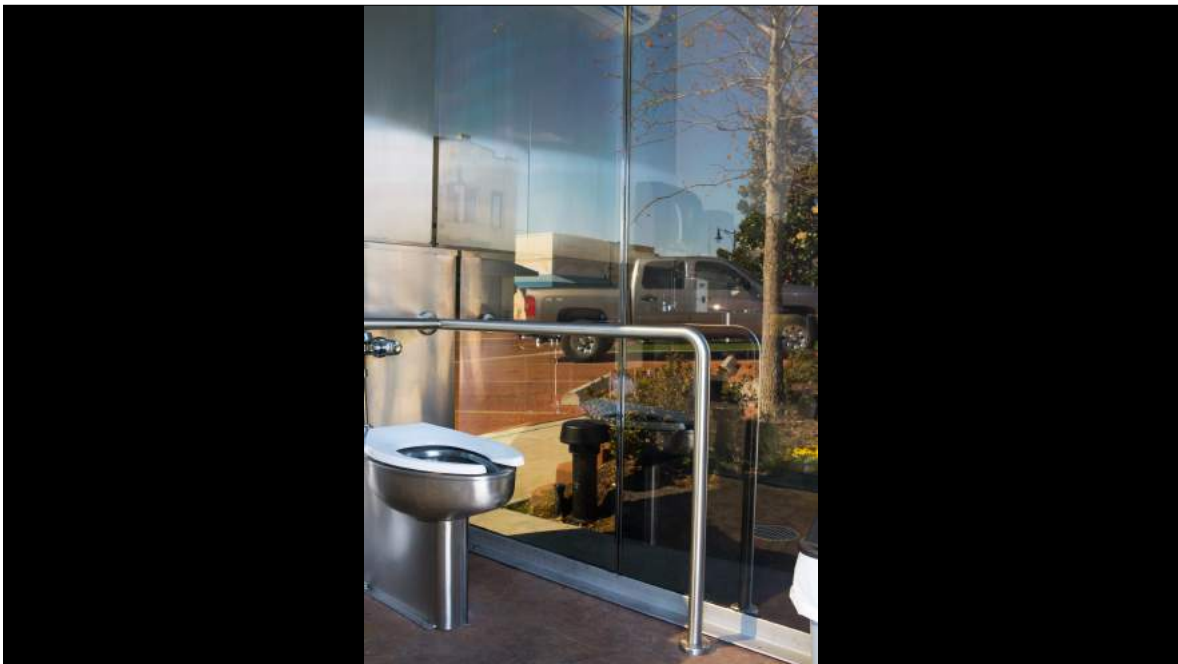








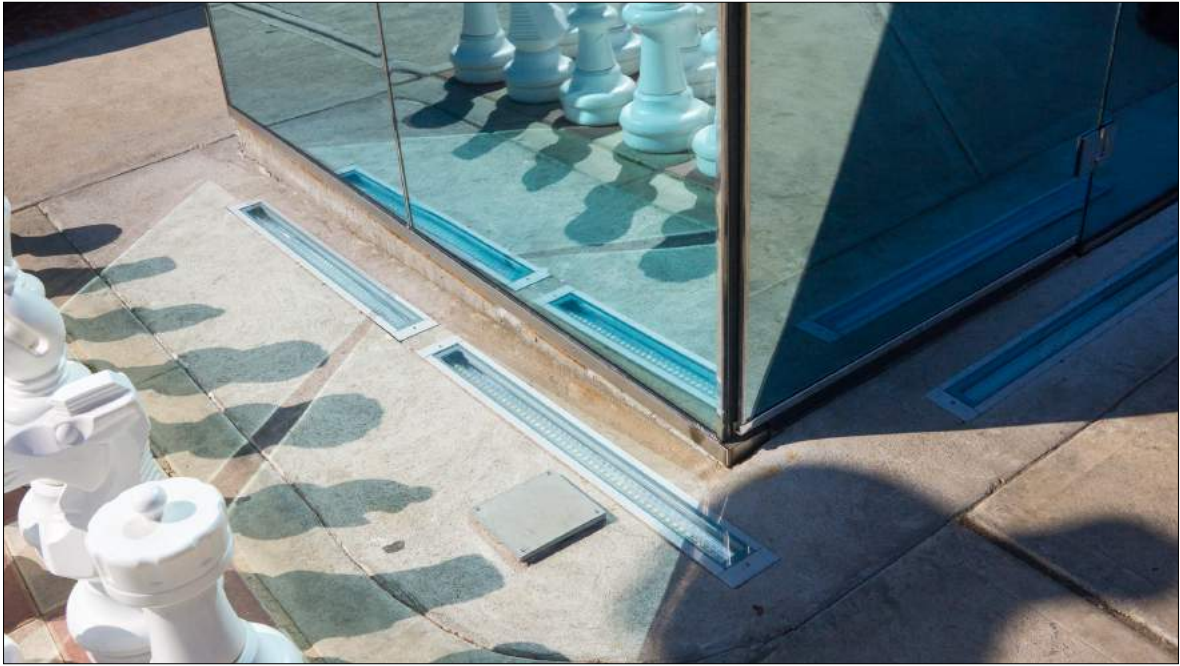
















Welcome to the world of  
Toilet Tourism!







Downtown restrooms provide a  
solid return on investment

## Toilets: More influential than you think

**60% of shoppers:** Visit specific shops because they have nice restrooms

**50%:** Will spend more as a result

**50%:** Will post negative social media comments after using a dirty bathroom

**86%:** Dirty restrooms in a restaurant = a dirty kitchen

**85%:** Restrooms translate to the overall quality of the business

## The 3 big obstacles

1. The cost (\$15,000 to \$450,000)
2. Maintenance (\$1,000 mo.)
3. Crime and vandalism (solvable)

**Bottom line:**

Public restrooms are worth the cost, the hassle, and there are ways to mitigate bad behavior



