

Opiate Awareness Institute

Project Plan – Beach “Across the Sand” Assistance - Pinellas Beaches



Opiate Awareness Institute, Inc.

Awareness Through Service to Communities

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Established & serving our communities since 2011

Revised: July 18, 2014

“Across the Sand” Project

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1 . The Problem

Several of our beaches in Pinellas are as vast as they are beautiful. But, with over 2 football fields of loose sand between the beach-walk and the shore on many of our beaches, there are too many Pinellas residents and visitors who cannot wade in the surf... they cannot even reach the firmer sands by the shore because of physical challenges or ailments. Thousands of citizens have purchased condominiums, and even more visitors have reserved and rented apartments at the beach, only to find that traversing the deep, soft sand to reach the shore is impossible for them.

According to US Census, we have just under 25% of our residents either over 65 years of age, or having an ailment or physical restriction that prevents normal mobility. A large percentage of our tourist fall into the same classification.

2 . Description of Project

The project would entail the implementation of small XUVs (powerful golf carts) designed to carry up to 4 persons and gear from a loading point to a shore-side beach location, and to return them to the loading point after their desired stay.

In support of the primary objective of providing a safe and health conscious method for our in-need citizens to visit the beach and shore, the project includes the development of an easy to install and use phone app, for both Apple & Android, as well as a local phone number for text or calls to schedule pick-ups.

Additionally, signs marking pick-up points near public parking and high volume resorts will provide easy to understand instructions and conditions for use. Promotional material will be distributed by hotels and other hospitality providers along Pinellas beaches.

3 . Opportunity and Benefit

Fulfilment of the objective will affect Pinellas county residents and business by:

- Increasing the potential for more elderly and handicapped visitors on the beach.
- Reducing the fear and anxiety of those with limited mobility about visiting the beach.
- Enhancing the image of Pinellas county as a caring vacation destination.
- Providing additional security with crime-watch awareness by operators.
- Supplying assistance to those overcome with heat, exhaustion, or minor injuries.
- Reducing expensive ambulatory extractions for minor medical events.
- Promoting supporters and sponsors of the program.

4 . Proposed Strategy

The strategy is to commission small XUVs (powerful golf carts) in designated areas that will provide “across the sand” transportation for elderly, handicapped, disabled, or other persons with permanent or temporary mobility issues.

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Vehicles are to be staffed by OAI volunteers with First-Aid, AED & CPR training, in addition to crime-watch awareness training. Volunteer driven XUVs will be available during a set time period, and contacted through a simple phone app that specifies pick-up point, number of persons, and mobility qualification. 10 to 20 minute reservations may also be made by phone or text.

The availability schedule we suggest is Monday, Wednesday & Friday from 6 AM to 11 AM, and Tuesday & Thursday from 4 PM until 1 hour after sunset. Excluding holidays, special event days, and wildlife nesting periods where it may be relevant. No weekends or inclement weather days.

Pick-up points will be clearly marked at designated public parking areas, near high volume beach-side resorts, and along the beach-walks where practical. Travel is from marked pick-up point, to the shoreline and left or right up to 50 yards.

Promotions will be made to publicize the program and pick-up points, so those requiring the service will know where to park and access the service from.

All efforts to minimize impact on the environment will be exercised. Operator will insure complete restoration of operating area after each shift.

5 . Sponsor Recognition

Custom paint and graphics will be applied to each XUV in accordance with the vehicle's specific service area. Sponsor names and logos will be clearly visible on each XUV as it relates to the specific service area.

Print and other media used as promotional materials will include sponsors and supporters names and logos, in addition to press releases and other public announcements.

6 . Project Prerequisites

- John Deere XUV 550 S4 all-terrain utility vehicles
- State, city & municipality authorizations
- Trained volunteer staff

7 . Public Use Cost

The proposed service is offered for public use at no cost. The program will receive ongoing support from sponsors, grants, and other contributions. Although, tipping the volunteer operators is not discouraged, riders will not be solicited for financial contributions.

8 . Monitoring and Control

The board of directors of Opiate Awareness Institute maintains control of all media distribution, solicitations for funding, accounts and accounting, and day-to-day operations.

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All activity outside guideline standards requires specific approval of at least three board members to be sanctioned by the organization, and must conform to all applicable laws of the region in which the activity is taking place.

All daily, weekly & monthly activity is electronically documented in the form of reports, and submitted for recording and evaluation. Standard report formats are utilized to conform to recording standards.

Collection and distribution of funds are the sole responsibility of the corporate office, and at no time do individuals or volunteers have access to corporate financial resources. Petty cash funds are made available for fuel, equipment and supplies.

9 . Proposed Beaches

There are 5 specific areas where this service will have the greatest benefit. These beaches are Treasure Island, St. Pete Beach, Clearwater Beach, Sand Key Park, and Fort Desoto Park.

10 . Costs & Expenses

Beach Implementation Expense (Does not include volume discounts. Based on 1 beach)

John Deere XUV 550 S4	\$10,000.00
Posted Sign	\$350.00
Corporate expense to recruit, train & certify 4 volunteers	\$ 2,400.00
Required Permits	\$450.00
Total	\$13,200.00

Monthly Expense (Each Beach)

Media – Printing & Distribution	\$150.00
Operational Expenses: Fuel, maintenance, supplies	\$300.00
Service & media logistics, Ongoing volunteer training.	\$400.00
Total	\$850.00

Note: The above expenses are not associated with other Opiate Awareness Institute programs and do not reflect the organization everyday outreach services.

11 . Summary & Closing

Florida beaches, and specifically the beaches of Pinellas county are a vacation destination for millions of people throughout the United States. Businesses and our local economy are

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largely dependent upon tourism. Many of our permanent residents are living here for the same reasons the visitors come, and many were only visitors before they became residents.

We have an opportunity to make the beaches, with all of the positive attributes, available to more of our citizens and visitors by helping them overcome their limitations, duress and fears of accessing our beautiful beaches. By providing “across the sand” transportation to the elderly, handicapped, injured, and other needy parties, we will be showing them how much we value their patronage and are willing to accommodate their needs. As popularity and resources of this project grows, Pinellas beaches just may be known as the most accommodating beaches in the country. This service will benefit our citizens, our visitors, our communities, and our economy. This service will be provided free to the mobility challenged, and not available to those without certifiable or obvious mobility issues.

12 . Authorization & Verification

This is an official document (revised) of Opiate Awareness Institute, Inc., authorized by Ronald D. Hayward, President, on 18 July 2014.

Opiate Awareness Institute

Established 2011

Current IRS Classification

Public Charity 501 (c)3

Federal EIN

45-1824536

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