



ANNUAL REPORT 2019



Learn how our partnerships and programs contributed to an extraordinary Lloyd in 2019.

A WORD FROM OUR EXECUTIVE DIRECTOR

Twenty-six years ago, the Lloyd community came together with local transit agencies and the City of Portland to tackle problems that were stifling economic growth, including congestion, lack of parking, and limited public transit options. Since then, we've eliminated free on-street parking, drastically reduced new parking minimums, and heavily invested in transit service. Today we can see measurable success, as the number of daily auto trips to Lloyd has decreased by more than a thousand.

The strong partnerships created in those early days still stand, and together we work tirelessly to bring new and expanded services to our constituents. In the pages ahead you'll learn more about our accomplishments in 2019. We're proud of all of them, but at Go Lloyd we're never content to rest on our laurels. Already in 2020, we've refreshed and expanded the offerings in our transportation store, and become a verification site for low-income transit fare programs.



We're equally excited about improving infrastructure in Lloyd for businesses, employees, residents, and visitors. Our advocacy efforts, along with a modest financial contribution, helped bring to fruition the Earl Blumenauer Bicycle and Pedestrian Bridge. This connection between Lloyd and the Central Eastside will be a vital new link in Portland's transportation system.

Go Lloyd is motivated by both the opportunities and the challenges that lie ahead for our neighborhood, the city, and beyond. Working with our partners, we'll ensure that everyone has safe, abundant, and convenient travel options, now and in the future. Together, we will make Lloyd extraordinary.

Owen Ronchelli
Executive Director

THE GO LLOYD TEAM

Board of Directors

- Lisa Klein, *Chair* Colliers International
- Sarah Moore, *Vice Chair* Bonneville Power Administration
- Mick O'Connell, *Treasurer* At-Large
- Chris Armes Portland Bureau of Transportation
- Joanne Bosworth Hotel Eastlund
- Dan Bower Portland Streetcar
- Mark Brennan Inn at the Convention Center
- J.R. Burwell CBRE
- Nathan Corser Irvington Community Association
- Jonathan Cross J Café
- Steve Day PacifiCorp
- Ann Grimmer Lloyd Community Association
- Sarah Heinicke Lloyd EcoDistrict
- Alan Huston DoubleTree by Hilton, Portland
- Wade Lange American Assets Trust
- Amy Nagy Prosper Portland
- Young Park TriMet
- Allie Stewart Lloyd Center
- Craig Stroud Oregon Convention Center
- John Sullivan Kaiser Permanente
- Ty Wyman At-Large

Staff

- Owen Ronchelli Executive Director
- Jenny Taylor Administrative / Transit Program Director
- Michael Vasbinder Office Manager
- Paul Comery Employer Outreach / Pedestrian Program Manager
- Alex Zimmermann Employee Outreach / Bicycle Program Manager
- Amber Johnson Program Coordinator

ABOUT GO LLOYD

Our History

Go Lloyd was founded in 1994 as the Lloyd District Transportation Management Association, with the goal of bringing together employers, developers, property owners, and government agencies to address local transportation issues and foster economic development in the Lloyd neighborhood. In 2014, we refocused our mission and operations, and became Go Lloyd.

Our evolved approach? Making every visit to Lloyd an extraordinary one, with safe, easy-to-use biking and walking amenities, efficient mass transit, easier parking, and less automobile traffic. These strategies open the neighborhood up to more visitors, allow businesses to thrive, and enrich the community as a whole.

Our Mission

Go Lloyd connects people and places by creating partnerships and transportation solutions to make Lloyd extraordinary.



Our Programs

- Meter Revenue Reinvestment
- Universal Pass
- Transportation Coordinators
- Bicycle Committee
 - Bike Parking Infrastructure Fund
 - Helmet Loaner Program
- Pedestrian Committee
 - Trash Mobs
 - Cigarette Litter Prevention Program
- Transportation Store
- Commuter Rewards
- Lloyd Links
- Transit Trackers

SPECIAL INITIATIVES

Representing the combined efforts of nearly 25 community groups, businesses, and government agencies, the plan reduced police service calls by as much as 40% in some categories, and brought greater social engagement to Holladay Park.

HOLLADAY PARK SAFETY PLAN

Go Lloyd installed 18 new public garbage cans in the neighborhood, featuring art from local artists Alex Chiu, Maryanna Hoggatt, and Ben Patterson. At least 30 additional cans will be installed in 2020.

PUBLIC PLACE GARBAGE CANS

One of the biggest items on Go Lloyd's wish list took a step closer to reality, as ground was broken on a new pedestrian- and bicycle-only bridge over I-84. Set to open in 2021, the bridge will be named for Congressman Earl Blumenauer in recognition of his tireless advocacy for active transportation.

BLUMENAUER BRIDGE

LLOYD BLOCK PARTY & CHALK ART FESTIVAL

The first annual Lloyd Block Party featured local vendors, live music, and our Sidewalk Chalk Art Festival. More than 400 neighbors and visitors enjoyed a beautiful afternoon on the plaza at Hassalo on Eighth, with ice cream, drinks, and Caesar The No Drama Llama!

LCA LLOYD COMMUNITY MAP

Go Lloyd supported development of the community map by providing expertise and resources and collaborating with LCA members to refine transportation elements. The map also includes a coupon to the Transportation Store.

BPA E-BIKE FLEET

Go Lloyd partnered with Bonneville Power Administration to establish an employee e-bike fleet, offering environmentally friendly active transportation for local business travel, integrated into BPA's motor pool program.

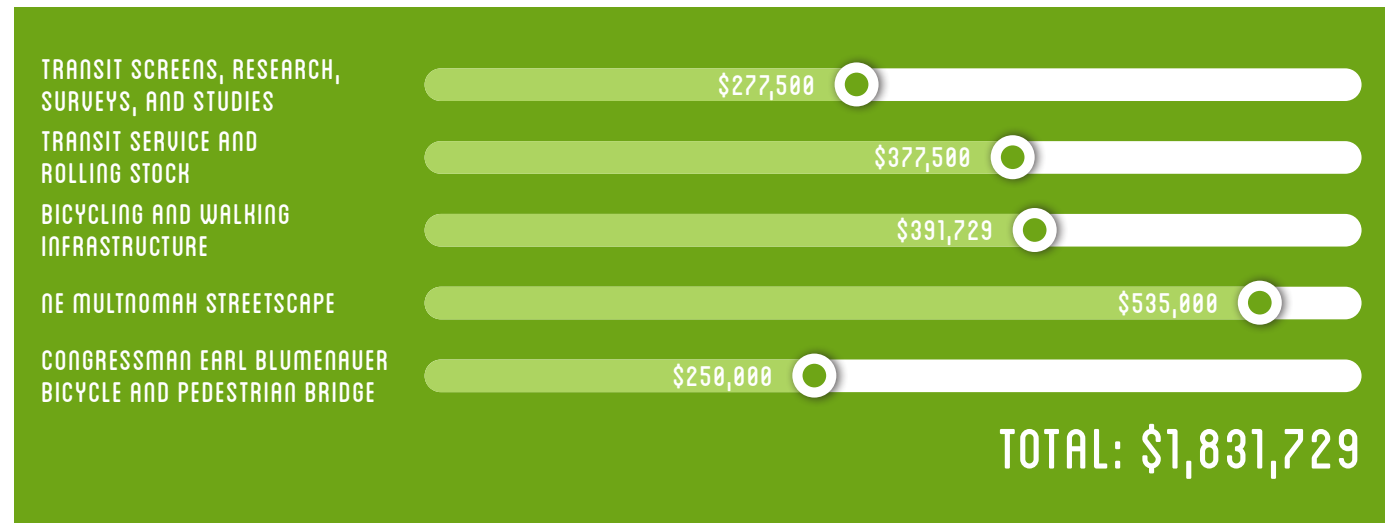
Lloyd Parking Study

Go Lloyd's survey teams recorded usage data for more than 14,000 on- and off-street parking spaces.

- In the central core, the average occupancy rate exceeds 80% for five hours each weekday and 85% for three hours
- Hourly occupancy rates are an average 2% higher than occupancy rates in 2018

2019 PROGRAM OUTCOMES

METER REVENUE REINVESTMENT



Notable Projects



Twin ornamental streetlight painting on NE Holladay and NE Multnomah Streets



Public garbage can purchase and installation on NE Grand Avenue and NE MLK Jr. Blvd

These funds are leveraged every year by private investment in transportation services through Go Lloyd and millions of dollars in annual transit passes from employers in Lloyd. Key partnerships like these contribute to improved access for all and help reduce the number of single-occupancy vehicles on Lloyd streets.

TRANSPORTATION STORE



Universal Pass holders transitioned to Hop Fastpass

219 Universal Passes printed prior to transition
688 personalized Hop Fastpasses printed after transition



Customer transactions

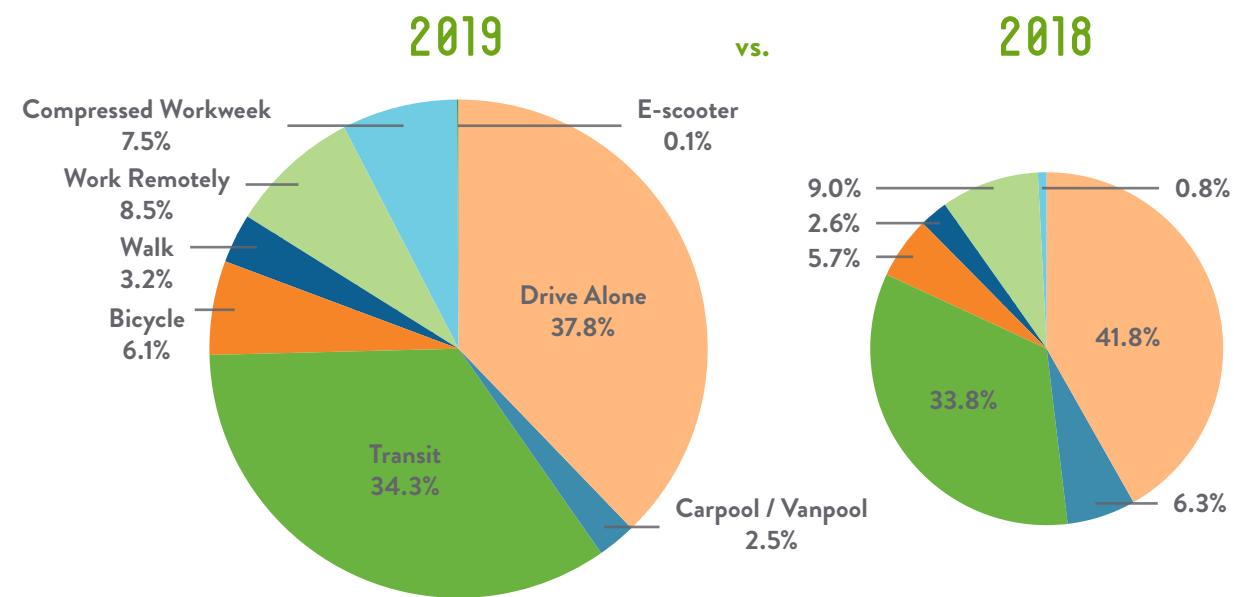
1,581 Hop tickets
115 Hop cards
462 Hop fares (re)loaded
59 bicycle tools and accessories



Lloyd Cycle Station members

97 new members registered

TRANSPORTATION MODE SPLIT



1,013 vehicles removed from the daily commute



644,232
Transit trips taken by Lloyd employees



4357766
Vehicle miles NOT traveled¹

180,847 gallons of gas and
\$598,604 saved this year²



10,339 lbs of hydrocarbons,
90,228 lbs of carbon monoxide,



and
3,536,124 lbs of carbon dioxide NOT released into the air in 2019

Sources:
¹ US EPA Office of Transportation and Air Quality, Publication EPA420-F-08-024, 2008
² AAA: \$3.31 per gallon, the average cost of regular unleaded in Portland metropolitan area July 2018-June 2019

TRANSIT TRACKERS



In 2019, Go Lloyd installed 3 new Transit Trackers and updated 6 slideshows featuring neighborhood news, events, and arrival times for nearby transit options.

PEDESTRIAN COMMITTEE



Lloyd walking tours **2**

Vision Zero Street Teams **4**

Hired Integrated Avian Solutions to keep neighborhood sidewalks free from winter-roosting crow droppings.

group walks **14**

flashlight-handle umbrellas handed out **15**

public garbage cans installed **18**

Trash Mobs in Lloyd **21**

Pedestrian Committee events **41**

mini flashlights handed out **300**

community members engaged **315**

walking maps handed out **700**

pounds of trash cleaned up **2,000**

BICYCLE COMMITTEE



community bike rides **2**

BIKETOWN annual memberships given away **5**

Bike More Challenge mini grants awarded **5**

bike workshops **7**

bike repair days **10**

Bicycle Committee events **15**

new bicycle parking spaces donated **26**

Hosted Lloyd Cycle Station tour for We Ride Australia's visiting delegation from overseas.

tamales served at Bike to Work Day **120**

reflective ankle bands handed out **300**

community members engaged **375**

bike lights handed out **446**



400
Lloyd Block Party attendees

nearly **2,000**
event attendees

300
TDM consultations

Go Lloyd served, met with, and shared information with **13,300** people in 2019

800
Transportation Store customers

10,300
digital engagements

7,900
website visitors

1,300
e-newsletter recipients

1,000
social media followers



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700 NE Multnomah Street, Suite 340
Portland, Oregon 97232

503-236-6441
www.golloyd.org