

Celebrating 25 years of service to the Lloyd community

ANNUAL REPORT 2018



Go Lloyd: Good for business. Good for residents. Good for community.

Learn how our partnerships and programs contributed to an extraordinary Lloyd in 2018.





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A WORD FROM OUR EXECUTIVE DIRECTOR

■ *Marking 25 years of work in the Lloyd community*

In 2019, Go Lloyd marks its 25th year as an organization. As I reflect on a quarter-century of achievement, I'm reminded of how it all began and how we're able to continue doing what we do—through strong public-private partnerships.

The Lloyd community, the Portland Bureau of Transportation, and TriMet were committed to making it easier to travel to, from, and through our neighborhood, and together we did that. From eliminating free on-street parking and reducing parking development, to reinvesting meter revenue back into our streets, to enhancing transit service and buying thousands of transit passes, we all had our role to play. These partnerships were the solid foundation on which Go Lloyd was built.

The neighborhood has changed quite a bit since then, with more residents and employees, more hotels, more transportation options, and definitely more food options. Go Lloyd has

expanded its mission to include residents and visitors as well as employees. We operate one of the few dedicated transportation stores in Portland, where we sell Hop cards and create transit pass photo IDs, rent bike storage and shower facilities, provide walking resources and bike accessories, and assist visitors with trip planning. And that's just one example of the many active transportation programs Go Lloyd provides.

As our neighborhood grows, welcoming new residents, new businesses and employees, and new and returning visitors, so too does the transportation landscape grow and change around us. Go Lloyd and its partners will continue to invest, promote, educate, and ensure viable access to transportation options for the Lloyd community. The last 25 years have been quite a ride—we can't wait to see what the next 25 have to offer.

A handwritten signature in black ink that reads "Owen Ronchelli". The signature is fluid and cursive, with a period at the end.

Owen Ronchelli
Executive Director

ABOUT GO LLOYD

■ *We believe smart transportation systems promote rich, vibrant communities*

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 new 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 Programs

Each of our programs supports our mission by empowering Lloyd's residents and employees to stop driving alone.

Meter Revenue Reinvestment takes money spent on on-street parking and puts it toward projects that improve everyone's access to transportation and reduce the need to drive alone.

Universal Pass allows Lloyd employees to offer every employee a steeply discounted annual transit pass.

The **Go Lloyd Transportation Store** sells transit fares and a selection of bike tools and accessories, and provides free resources to help people walking, biking, or using transit have a safer, more worry-free journey.

The Pedestrian Committee coordinates projects and events that focus on safe, healthy, walkable infrastructure.

The Bicycle Committee works to install and improve bike infrastructure and hosts free events that encourage people to bike.



OUR MISSION:

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

MAKE LLOYD EXTRAORDINARY

2018 PROGRAM OUTCOMES

This year Go Lloyd served, met with, and shared information with over 12,000 people in person or online

SPECIAL INITIATIVES

■ 2018 was a year of innovative partnerships with transformative results.



Helmet Loaner Program

Many people are interested in BIKETOWN, Portland's city-wide bikeshare system, but don't feel comfortable biking without a helmet. We created a free short-term bike helmet rental program to fill that need, making it easy to take BIKETOWN for lunch rides, to a meeting, or as part of a daily commute. Go Lloyd can check out a helmet directly to an individual, or work with building managers to create an in-house loaner program and checkout system.



Central City in Motion Community Meeting

Go Lloyd hosted a Central City in Motion community meeting for Lloyd residents, employees, and businesses to weigh in on transportation investments in Lloyd. Staff from Portland's Bureau of Transportation (PBOT) presented project concepts and heard feedback from the community on our priorities.



All-Hazards Employer Transportation Demand Management (TDM) Guide

In cooperation with Portland State University, Go Lloyd developed the All-Hazards Employer Transportation Demand Management Guide. The guide offers a wealth of information on using TDM strategies to help build a continuity-of-business plan and get businesses back on their feet quickly following a hazard event.

LLOYD CYCLE STATION

■ A world-class bike parking facility in the heart of the Central City

In partnership with American Assets Trust, Go Lloyd has operated the station, centrally located at Hassalo on 8th, since 2016. Amenities include more than 600 controlled access bike parking spaces; deluxe shower and locker facilities; repair stands, bike pump, and bike wash room; and drop-in repair clinics with local mechanics.



Lloyd Parking Study

Go Lloyd's survey teams recorded usage data for more than 13,000 on- and off-street parking spaces.

- Hourly occupancy rates are 10% higher on average compared to the previous year
- In heavily used areas, the average occupancy rate exceeds 85% for four hours each weekday

METER REVENUE REINVESTMENT

Transit Screens, Research, Surveys, and Studies	\$237,500
Transit Service and Rolling Stock	\$312,500
Bicycling and Walking Infrastructure Investments	\$217,700
NE Multnomah Streetscape	\$335,000
NE 7th Ave Bridge	\$250,000

Total:

\$1,352,700

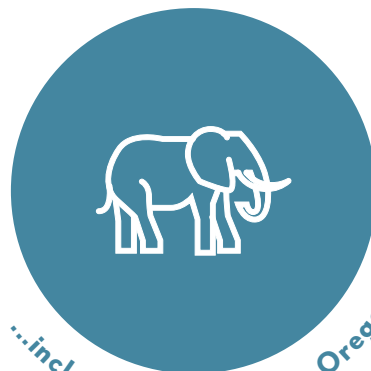
UNIVERSAL PASS

■ Go Lloyd provided annual transit passes to about 5,000 employees at over 30 Lloyd businesses and agencies

648 Universal Pass Photo IDs...



...including 144 IDs for Oregon Zoo



GO LLOYD TRANSPORTATION STORE

■ More than a thousand customers served in 2018



THE PEDESTRIAN COMMITTEE

■ The Pedestrian Committee engaged 385 community members in walking events



Cigarette Litter Prevention Program—installed 4 new ashtrays, handed out 50 pocket and cup-holder ashtrays.

Reduced cigarette litter by **50%** in program area!

Completed Night Workers Study and published Lloyd Night Access Guide.

Maintained seven Inspiration Stations to spark interest in walking.

THE BICYCLE COMMITTEE

■ The Bicycle Committee hosted 29 events to inspire and motivate Lloyd's new and veteran cyclists

13 bike repair events 



Our 21st annual **Bike to Work Day Party** was a smash hit, with lunch catered by Mixteca, a free bike repair station, local vendors, and more!

6 bike rides 

3 bike breakfasts 

5 BIKETOWN membership giveaways 

6 bike workshops 

Workshop partners included PBOT, The Street Trust, Gladys Bikes, and personal injury attorneys from Thomas, Coon, Newton & Frost.

OUTREACH AND COMMUNICATIONS

■ We got our message across to more than 15,600 people in 2018!



Instagram Followers
+ 44% since 2017



Twitter Followers
+ 2% since 2017



Facebook Followers
+ 10% since 2017

OUR IMPACT IN 2018



INCREASED ACCESS TO ACTIVE TRANSPORTATION

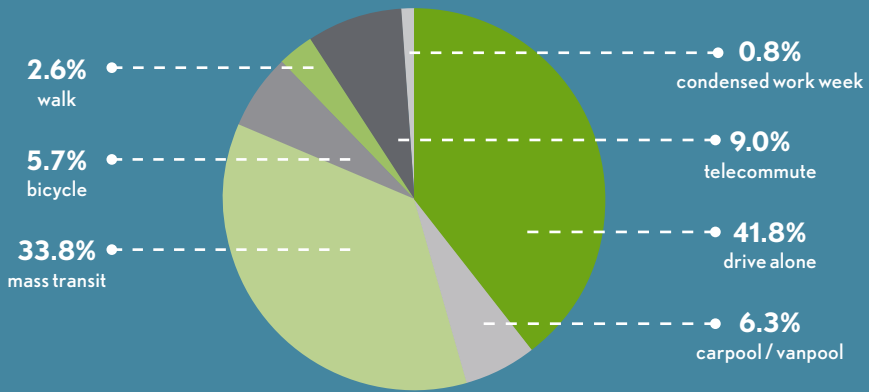
■ We made using active transportation safer and easier for Lloyd residents and employees by distributing these free resources



REDUCED SINGLE-OCCUPANT VEHICLE USE

We continued to improve the ratio of Lloyd residents and employees who choose active transportation to those who choose to drive alone

2018 Transportation Mode Splits



Vehicles Removed from Daily Commute:

1,140

A MORE EFFICIENT LLOYD

By reducing the number of vehicles on the road, we made our neighborhood more economically and environmentally efficient



1,140
vehicles removed
from daily commute



4,900,000*
vehicle travel miles
not traveled



203,700 gallons*
gasoline not used



\$676,100**
saved



11,600 lbs*
smog and air toxins
not released



101,600 lbs*
carbon monoxide
not poisoning the air



3,982,100 lbs*
carbon dioxide not contributing to
climate change

*Source: US EPA Office of Transportation and Air Quality, Publication EPA420-F-08-024, 2008

**Current average cost of regular unleaded in Portland metropolitan area July 2018 (source: AAA)



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