



ANNUAL
REPORT
2021

ABOUT GO LLOYD

OUR MISSION

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

OUR APPROACH

Go Lloyd is invested in developing programs that encourage Lloyd commuters and residents to engage in travel options outside of single-occupancy vehicles. Our goal is to make the public more aware of the transportation resources available to them, and reduce traffic in the process. Through these efforts we hope to make every visit to Lloyd an extraordinary one, with safe, easy-to-use biking and walking amenities, efficient mass transit, easier parking, and less automobile congestion. These strategies open the neighborhood up to more visitors, allow businesses to thrive, and enrich the community as a whole.

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STAFF

Owen Ronchelli

Executive Director

Jenny Taylor

Administrative / Transit Program Director

Ophelia Cavill

Transportation Demand Management and Outreach Program Manager

Michael Vasbinder

Office Manager

Amber Johnson

Program Coordinator

PROGRAM OUTCOMES

GARBAGE CANS

In 2021, Go Lloyd's Public Place Garbage Can program grew again, with the addition of 12 new cans. This third installation brought the total to 50 garbage cans located throughout the neighborhood. Once again, we worked with seniors from Benson High School's Digital Media Arts program, who produced original art for the cans.

12 new garbage cans

The program has been so well received that Portland's Bureau of Environmental Services has continued working with the Digital Media Arts program at Benson. We're very pleased to have created this program.



50

garbage cans in Lloyd featuring local artists

NEIGHBORHOOD CLEANUPS

ADOPT ONE BLOCK

In October of 2021, Go Lloyd officially adopted the Lloyd Center Tower block (between NE Multnomah and Halsey Streets and NE 7th and 9th Avenues).

Keeping this block clean helps us achieve our goal of creating and maintaining a safe, healthy, and walkable neighborhood for all. We hope that our efforts will encourage others to do the same.



GRAFFITI REMOVAL

Go Lloyd worked with Graffiti Removal Services, a Portland-based company that uses non-toxic products to remove graffiti from community surfaces. In Lloyd, over 5,200 square feet of graffiti was removed from wayfinding and street signs, garbage cans, parking meters, and more.

5,262 sq. ft. of graffiti removed

NEIGHBORHOOD TRASH MOB

In the spring of 2021, Go Lloyd, along with many partners, neighborhood- and city-wide, participated in a huge clean-up effort in preparation for the Portland Trail Blazers hosting several home games in the 2021 NBA playoffs. The community came together not only to support and cheer on the Blazers, but to welcome visitors back to the neighborhood.

HUNDREDS
of pounds of
trash removed



BLUMENAUER BICYCLE AND PEDESTRIAN BRIDGE

The Congressman Earl Blumentauer Bicycle and Pedestrian Bridge, or “The Earl,” as it is affectionately known, is nearing completion. This major piece of infrastructure is the culmination of a 30-year vision to strengthen the physical connections between Lloyd and the Central Eastside, and will be a vital link in the future Green Loop. In addition to our financial contribution to the bridge’s construction, Go Lloyd is funding a pedestrian and bicycle counter to be placed on the northern landing.

20 bicycle parking spaces



BICYCLE INFRASTRUCTURE

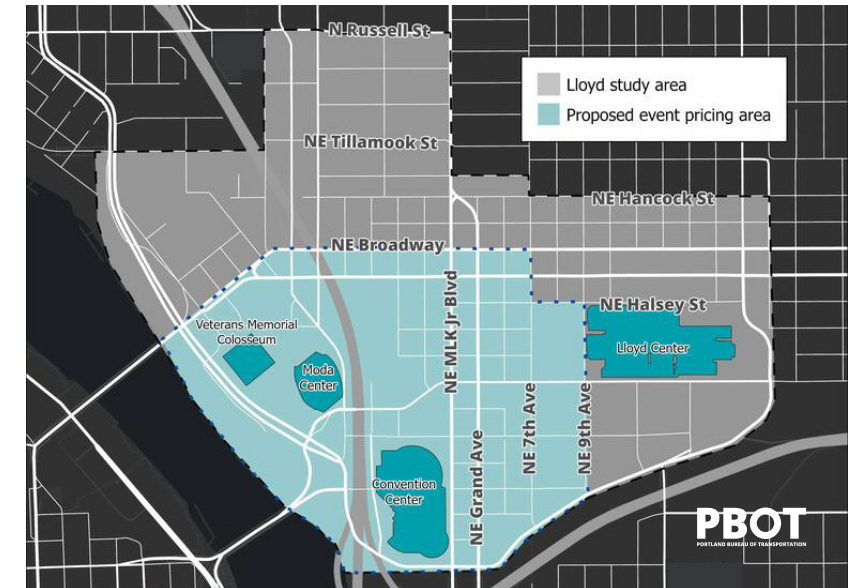
Two summers ago, we supported the work of the Human Access Project to create a public swimming location on the Willamette River at the Duckworth Dock. Go Lloyd provided funds for the purchase of eight swim ladders, helping transform this once underutilized dock into a world-class destination for swimmers and sunbathers. In 2021, we continued that partnership with the addition of 20 bicycle parking spaces to help Portlanders get to the river by bike.

EVENT PARKING DISTRICT

Portland Bureau of Transportation (PBOT) has proposed a new Event Parking District in Lloyd. This will set higher parking rates during events with more than 10,000 people in attendance (approximately 90 days of the year). Higher parking rates encourage Portlanders to bike, take public transit, or carpool when they attend one of the many major events Lloyd hosts annually.

In 2021, Go Lloyd worked with PBOT to collect and measure parking data during non-event days, as well as both weekday and weekend events, which will determine future meter hours and rates.

Revenue from the Event Parking District will help fund a transportation wallet program for low-income Lloyd residents that Go Lloyd will administer through its Transportation Store.



METER REVENUE REINVESTMENT

\$1.95 MILLION invested in Lloyd transportation in the past 11 years.

Go Lloyd is grateful for its role in shaping parking policy and guiding infrastructure investments in Lloyd, including the Blumenauer Bridge, bicycling amenities, and public garbage cans. Additional funding has gone to pay for streetcar vehicles, and for real-time transit trackers at bus stops and MAX platforms, as well as building lobbies.

By rule, 51% of net revenue from the Lloyd parking meter district gets reinvested in the neighborhood, and the Meter Revenue Allocation Committee prioritizes those funds to projects that enhance the transportation system and the neighborhood as a whole. Over the years, nearly \$2 million dollars has been reinvested in Lloyd. And while revenues have decreased due to the pandemic, through some austere budgeting we continue to strategically invest those funds into priority projects for the neighborhood.



\$250,000

Blumenauer bicycle and pedestrian bridge



\$262,500

transit service



\$81,000

Transit Trackers



\$138,750

bicycle infrastructure



\$50,000

Portland Streetcar vehicle purchase



\$119,000

parking utilization studies



\$101,500

pedestrian infrastructure



\$124,000

streetlight pole painting



\$585,000

NE Multnomah streetscape improvements



\$55,000

public garbage can purchase



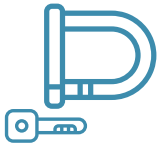
\$51,000

neighborhood-wide mode split study



\$31,500

Business Climate Survey



Lloyd Cycle
Station remained
open for
350
active members

TRANSPORTATION STORE

The Go Lloyd Transportation Store remained open part-time throughout 2021, continuing to provide support to our customers and to approximately 350 Lloyd Cycle Station members.

Beginning in spring of 2022, the store will be open four days a week (and by appointment) with expanded services as a low-income verification center for TriMet's reduced fare programs.



208
Hop Fastpass
sales

UNIVERSAL PASS

Throughout 2021, Go Lloyd continued to work with TriMet to adapt the Lloyd Universal Pass program for COVID-19, and saw a 71% increase in the number of employees on Universal Pass over 2020.



355
personalized Hop
Fastpasses printed

71%
more employees
on Universal Pass

LOOKING FORWARD

Communication and coordination with our community partners is essential to the long-term vitality of Lloyd, and of Portland at large. We are diligently working with our public partners to support and maintain our transportation infrastructure, making it as safe, inviting, and inclusive as possible for everyone coming to Lloyd. As more people begin to head back to work, it will be our task to get them to rethink how they get here, and encourage them to form new habits that are better for their health and for their pocketbook. The road back may take some time, but with patience and perseverance we can make Lloyd, and the Central City, extraordinary.





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