



ANNUAL REPORT 2022

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 to 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.

BOARD OF DIRECTORS

Mick O'Connell Chair, *At-Large*

Sarah F. Moore Vice Chair, *Bonneville Power Administration*

Ty Wyman Treasurer, *At-Large*

Kristan Alldrin *Portland Bureau of Transportation*

Dan Bower *Portland Streetcar*

Jeff Brown *Hotel Eastlund*

J.R. Burwell *CBRE*

Steve Day *PacifiCorp*

Lisa Klein *Colliers International*

Wade Lange Chair Emeritus, *American Assets Trust*

Chad Mitchell *Kaiser Permanente*

Amy Nagy *Prosper Portland*

Craig Stroud *Oregon Convention Center*

Clay Thompson *TriMet*

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

MOBILITY PROGRAM

Breakfast on the Blumenauer Bridge

Go Lloyd donated a new canopy and regularly provides food items to the Blumenauer Bridge team of Shift volunteers who run Breakfast on the Bridges the last Friday of each month across Portland. The Lloyd neighborhood is now home to two permanent locations—the east end of the Steel Bridge and the north landing of the Blumenauer Bridge.

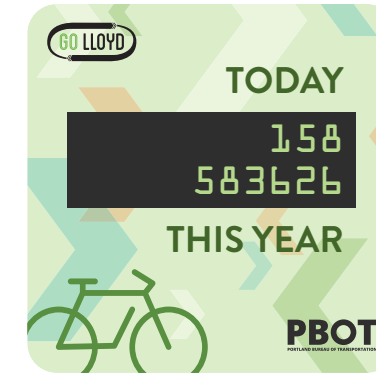


E-scooter Partnership

Go Lloyd now offers direct sign-up for low-income programs with local e-scooter companies, increasing access to transportation options for Portland residents who qualify.

Guided Walks

Using Go Lloyd's curated walking maps (available in our Transportation Store), our Mobility Committee members and the community got moving and learned about Lloyd's history, art, bridges, and water features on four guided walks during STEPTember 2022.



Ped and Bike Counter

Go Lloyd sponsored the Blumenauer Bridge pedestrian and bicycle counter that will be installed at the North bridgehead in summer 2023.

Transportation Wallet

In partnership with the Portland Bureau of Transportation (PBOT), Go Lloyd will be rolling out low-income residential transportation wallets in summer 2023. The wallet will offer free passes and credits for use on transit, car-share, bike-share, and e-scooters, helping people get around our community.



BICYCLE INFRASTRUCTURE

Go Lloyd assisted Liberty Centre in installing 12 short-term bike parking spaces for their building on NE Holladay Street. Go Lloyd purchased and delivered the racks, which now provide expanded access for bike trips to and from Liberty Centre and the surrounding Lloyd neighborhood.

12 new bicycle parking stalls



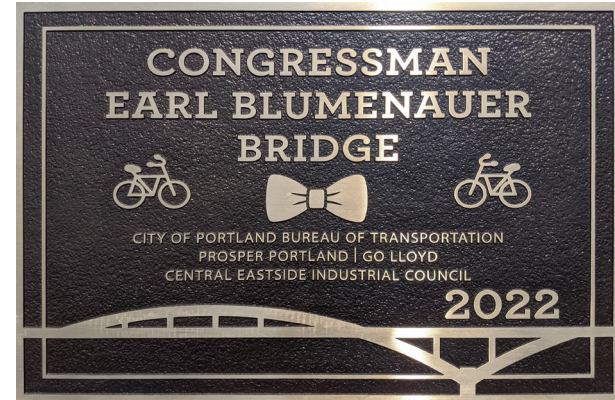
METRO MURAL

Go Lloyd helped fund the Metro mural, painted by muralist Jeremy Nichols. This 2,614 square-foot artwork on the Metro parking garage incorporates references unique to the Lloyd neighborhood, including our many transportation resources. Located at the intersection of NE Lloyd Boulevard and NE 7th Avenue (at the north landing of the Blumenauer Bridge), this vibrant mural now greets visitors as they enter the neighborhood.

BLUMENAUER BICYCLE AND PEDESTRIAN BRIDGE OPENING

The long-anticipated Congressman Earl Blumenauer Bicycle and Pedestrian Bridge opened to the public on July 31, 2022. This major new piece of infrastructure is the culmination of a 30-year vision to strengthen the physical connections between Lloyd and the Central Eastside, and serves as a vital link in the future Green Loop. Go Lloyd helped fund construction of the bridge, and fully funded a pedestrian and bicycle counter, similar to the one on the Tilikum Crossing, installed at the bridge's north landing.

8,000 attendees (**6,000** bicyclists, **2,000** walkers)



350+

attendees at Lloyd Block Party
in Hassalo Plaza

50+ vendors at both landings

\$40,000+

spent at local participating businesses
through Kuto app promotion

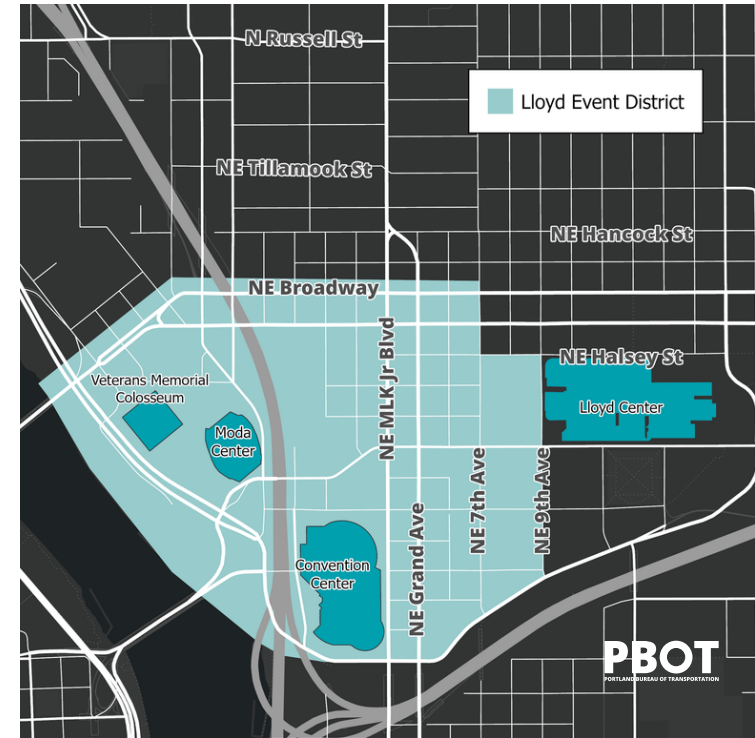


DIVERSITY, EQUITY, AND INCLUSION

Go Lloyd has been working with a diversity, equity, and inclusion (DEI) consultant to engage under-represented populations in and around the Lloyd neighborhood. In October 2022, we began conducting multiple rounds of focus groups that will continue through spring 2023. Each focus group was facilitated in various languages by a Community Engagement Liaison. The four groups were Chinese and Vietnamese, Hispanic and Latinx, Russian and Ukrainian, and Black, Indigenous, People of Color (BIPOC) and the LGBTQ+ community. We have developed a DEI-informed outreach plan framework to hear from and engage with the broader underserved audience of local stakeholders. As part of this work, in 2023 we will deploy a survey in five languages to gauge community awareness of Go Lloyd's programs and services and provide demographic information on Lloyd residents.



EVENT PARKING DISTRICT



PBOT, in cooperation with Go Lloyd, instituted an Event Parking District in Lloyd. During events with more than 10,000 people in attendance, parking meter rates are tripled. There are approximately 90 such events each year. The higher parking rates will encourage some event goers to bike, take public transit, or carpool when they attend one of the many major events Lloyd hosts annually.

Go Lloyd works with PBOT to collect and measure parking data during event and non-event days (both weekday and weekends), which helps determine potential meter rate adjustments.

Revenue from the Event Parking District helps fund the Transportation Wallet: Access For All program. Transportation wallets provide free fares and credits for use on TriMet, Uber, Lyft, BIKETOWN, e-scooters, taxis, and more. Low-income Lloyd residents at participating affordable housing communities can take advantage of the program, which is facilitated by Go Lloyd in collaboration with PBOT.

METER REVENUE REINVESTMENT

\$1.95 MILLION invested in Lloyd transportation in the past 12 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 City administrative 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 for 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.



\$270,000

Blumenauer bicycle and pedestrian bridge



\$262,500

transit service



\$81,000

Transit Trackers



\$143,250

bicycle infrastructure



\$50,000

Portland Streetcar vehicle purchase



\$119,000

parking utilization studies



\$101,500

pedestrian infrastructure



\$124,000

streetlight pole painting



\$535,000

NE Multnomah streetscape improvements



\$55,000

public garbage can purchase



\$51,000

neighborhood-wide mode split study



\$31,500

Business Climate Survey

TRANSPORTATION STORE

The Go Lloyd Transportation Store is open four days a week to provide support to our customers and to approximately 370 active Lloyd Cycle Station members.

As an expanded service, the store now serves as a low-income verification center for TriMet's reduced fare programs.



660 Hop Fastpass sales

175 C-TRAN pass sales

\$16,000

in Transportation Store sales



2,200+ Lloyd employees on Universal Pass

2 Employers added

UNIVERSAL PASS

Though progress has been gradual, we have begun to see a return of employers to Go Lloyd's Universal Pass program. This year more than 1,900 employees responded to our annual Commute Choice Survey, and we retained 15 businesses on the program. We also added two new employers: Courtyard by Marriott and the Federal Energy Regulatory Commission. With those additions, we now have over 2,200 Lloyd employees on the Universal Pass program. Though overall transit ridership numbers are comparatively low, we continue to administer and actively promote this highly effective program.

LOOKING FORWARD

Given the diminished state of transportation demand management and program delivery in the current hybrid work environment, Go Lloyd has used the opportunity to look more introspectively at the organization as a whole. We've conducted a staff retreat to modify our work plan and how we engage our businesses, residents, and visitors. We're working with Metro's RTO group to pursue grant opportunities that will allow us to continue delivering programs and services at a high level. Our board of directors undertook a long overdue review and update of our 30-year-old bylaws, helping to streamline our organizational processes and bring us fully into the 21st century.

Though conditions related to supporting employer and employee access are more challenging in the current work environment, we remain optimistic that Lloyd, and the city at large, will bounce back with the vigor and resilience it has long been known for.



700 NE Multnomah Street
Suite 340
Portland, OR 97232

503-236-6441
www.golloyd.org

