



MOVING. CONNECTING. GROWING.

2016 ANNUAL REPORT



MISSION

Go Lloyd creates a thriving environment for business and community by building partnerships, delivering targeted transportation programs, and fostering economic vitality.

WE SERVE:

24,000 Employees 

550 Businesses 

2,000+ Residents and growing 

MOVING

Whether you're on four wheels, two wheels, two rails, or two feet, we help keep you and the rest of the neighborhood moving.

CONNECTING

We're not just about transportation. We connect you to the people, places, and information you need. Consider us your neighborhood concierge.

GROWING

Portland is growing fast, and Lloyd even faster. Our programs and projects support the burgeoning business and residential communities while ensuring that as we grow, we do so smartly.

2015 MILESTONES



Owen Ronchelli becomes new Executive Director

JANUARY



Transportation store opens five days a week

MARCH



Bike to Work Day party #18

MAY

FEBRUARY

Go Lloyd office renovated with an open, customer-friendly design



APRIL

8th Annual Blazers Bike Night



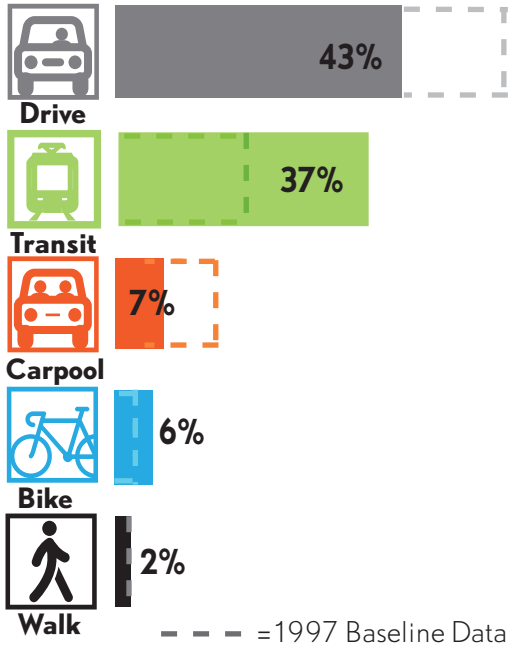
JUNE

Hotel Eastlund opens



2015 MODE SPLIT & WHY IT MATTERS

Transportation mode split—the percentage of people using a particular mode of travel—remained generally unchanged from 2014. The largest difference was a 7.4% increase in bicycle commuting. By contrast, data from 1997—when Go Lloyd began tracking annual mode splits—shows how far we’ve come in reducing drive-alone trips.



Go Lloyd’s work in trip reduction translates into fewer vehicle miles traveled (VMT), and in turn less greenhouse gases and toxins emitted into our air.

3.7 million VMT reduced in 2015 means the removal of:

+ 105 tons of carbon monoxide
 + 1,869 tons of carbon dioxide



= The equivalent of planting 77,833 trees



Source: 2015 Go Lloyd ECO survey data



Owen joins City of Portland delegation to study bike infrastructure in Denmark

JULY

AUGUST

First biannual business climate survey



New Go Lloyd website and promotional campaign unveiled

SEPTEMBER

OCTOBER

New residents move into Velomor at Hassalo on Eighth



Pedestrian committee launches anti-litter campaign

NOVEMBER

DECEMBER

Kathryn Doherty-Chapman hired as Employee & Bicycle Program Manager





2015 IN WALKING

Go Lloyd works with our public- and private-sector partners, residents, and many dedicated volunteers to The **Pedestrian Committee** works to make walking in Lloyd safe, fun, easy, and interesting.

In 2015 we:

Created a new crosswalk on NE 15th/16th Avenue near Multnomah Street.

Installed in partnership with the Portland Bureau of Transportation, the crosswalk, refuge island, and signage make the frequent crossings between Holladay Park Plaza and Lloyd Center much safer.



Hosted six guided walks attended by more than 65 people.

Maintained seven “Inspiration Stations”—our version of poetry posts, filled with words and pictures by Lloyd residents and employees. We also introduced an Inspiration Station walking map to our “Lunchtime Leisure” series.

Launched an anti-litter campaign with posters, flyers and ideas for residents and employees to help stamp out litter.

Organized three “Trash Mobs” with 52 volunteer registrations. More than 45 bags of garbage and countless cigarette butts were collected.



“I can’t tell you how much it means to receive such a warm and personal response, not only addressing the concerns I brought up, but also reaching out in such a friendly way.”

 Shelly of PacifiCorp

“You are my go- to for Lloyd District questions!”

 Megan of Milano Apartments



Owen Ronchelli
Executive Director

Kathryn Doherty-Chapman
Employee Outreach & Bicycle
Program Manager

Moira Green
Employer Outreach & Pedestrian
Program Manager

Jenny Taylor
Administrative & Transit
Program Manager

Michael Vasbinder
Administrative Coordinator

Connor Williams
Communications Coordinator

2015 BOARD OF DIRECTORS

J.R. Burwell, Chair
CBRE

Wade Lange, Vice Chair
American Assets Trust

Guy Kyle, Treasurer
Bonneville Power Administration

Chris Armes
Portland Bureau of Transportation

Joanne Bosworth
Hotel Eastlund

Dan Bower
Portland Streetcar

Irene Bowers
Portland Development Commission

Mark Brennan
Inn at the Convention Center

Adam Cook
Portland Trail Blazers

Nathan Corser
Irvington Community Association

Jonathan Cross
J Café

Scott Cruickshank
Oregon Convention Center

Steve Day
PacifiCorp

Robert Dye
Lloyd Center

Beth German
Leftbank Project

Brian Griffis
Lloyd District Community Association

Sarah Heinicke
Lloyd EcoDistrict

Alan Huston
DoubleTree by Hilton, Portland

Lisa Klein
Colliers International

Mick O'Connell
Schlesinger Companies

Young Park
TriMet

John Sullivan
Kaiser Permanente

Ty Wyman
Dunn Carney

AND BICYCLING



design, advocate for, and implement improvements in safety and ambience for people walking and bicycling.

Our **Bike Committee** works to achieve a 10% bicycling mode split by supporting the Lloyd cycling community and motivating employees and residents to commute by bike.

In 2015 we:



Installed 66 new bike parking spaces at neighborhood businesses.



Hosted 23 education and encouragement events, including service stations, repair workshops, and bike breakfasts. Altogether we reached more than 230 people riding bikes.



Held our 18th annual Bike to Work Day party in Oregon Square, with 35 vendors and more than 130 attendees.



Advocated for and funded improvements to the **NE 7th Ave Bikeway**.



"You guys are the best! Seriously, I wouldn't have bike commuted if it wasn't for your help."



Steve of PacifiCorp

"I've meant to send my appreciations for years! Things are definitely better for bicyclists than when we moved into the neighborhood in 2006."

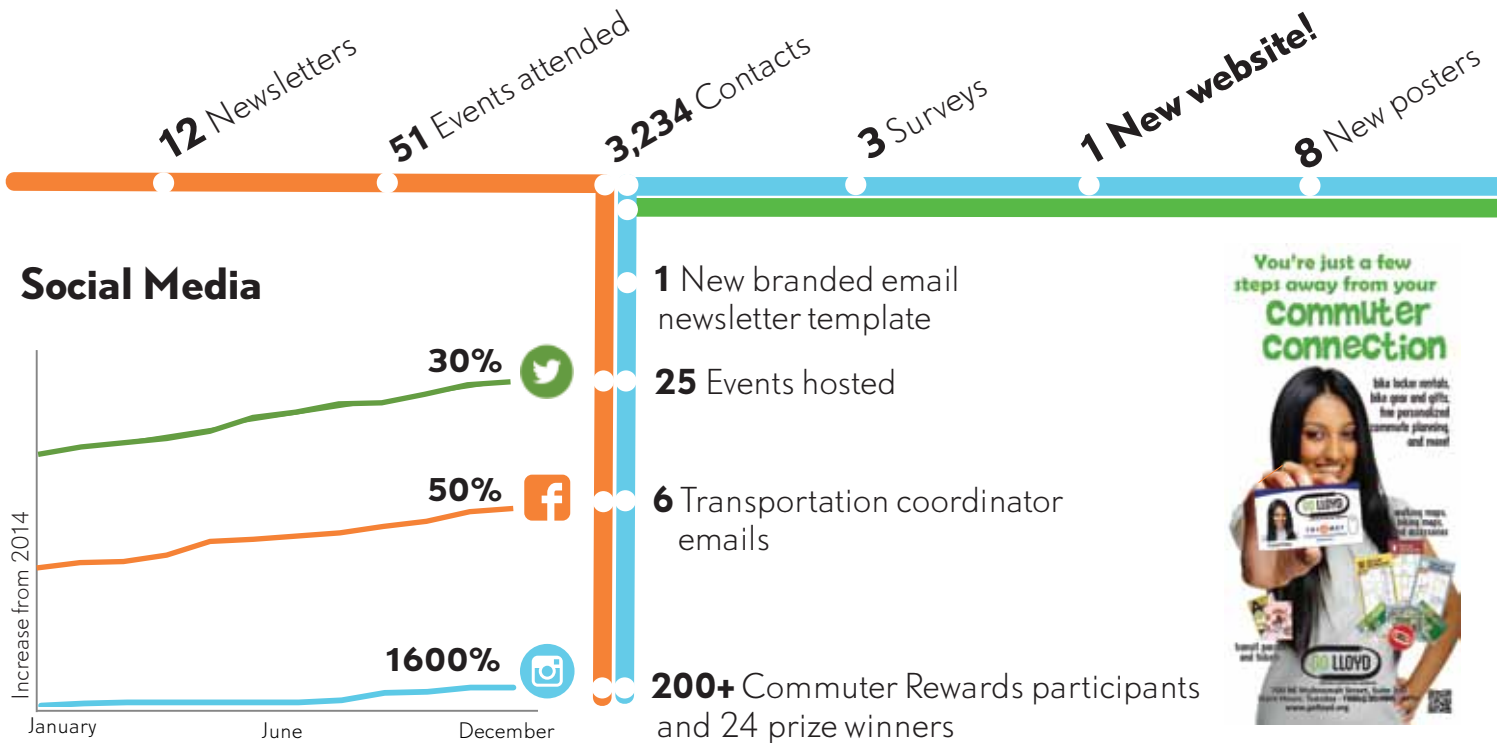


Catriona of Sullivan's Gulch



Outreach & Communications

After getting a new name and logo in 2014, we continued to upgrade and expand our marketing efforts in 2015, with a completely redesigned website and a new focus on social media.



Business Climate Survey

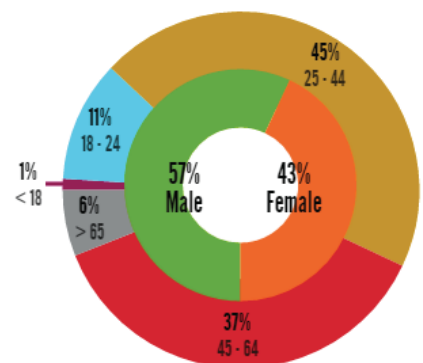
In 2015 we conducted a survey of Lloyd businesses, asking owners and managers for their thoughts on doing business in the neighborhood. This business climate survey will be conducted every two years and will help us continue to meet the needs of our fast-growing business community. Here are some highlights from the 2015 survey:

TOP THREE ADVANTAGES OF DOING BUSINESS IN LLOYD

- Central Location**
- Public Transportation**
- Parking Availability**



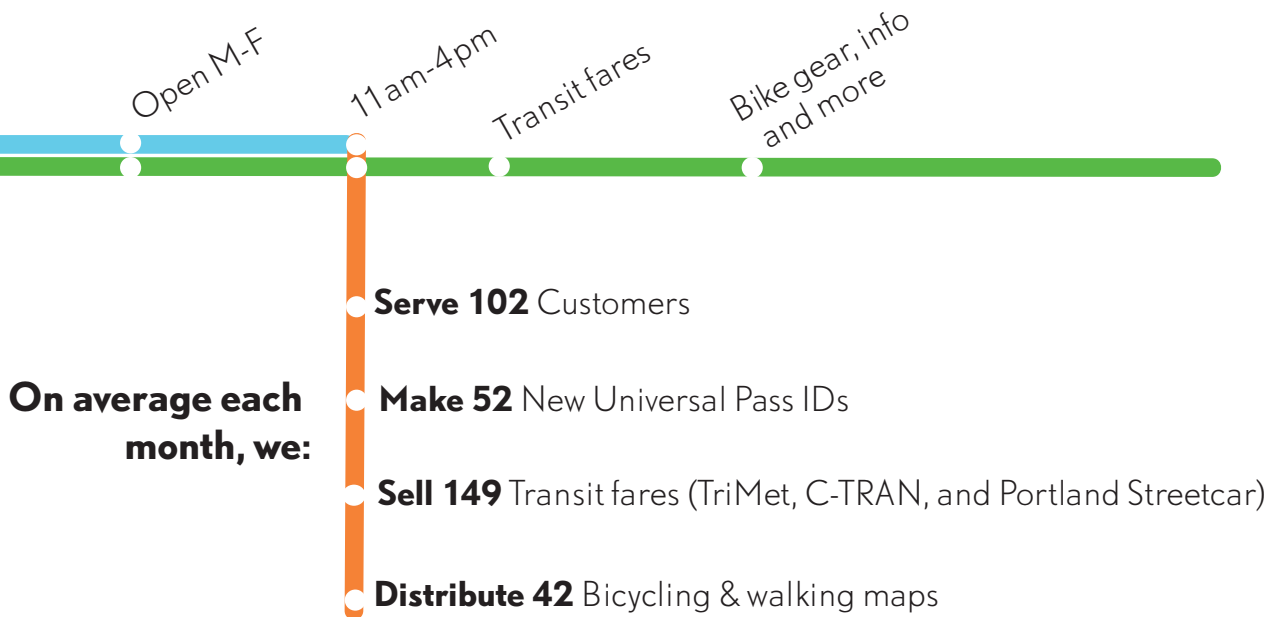
EMPLOYEE DEMOGRAPHICS



94% of businesses have no plans to relocate in the next two years.
6% of businesses plan to relocate **within** Lloyd.

Transportation Store

In March 2015, our transportation store began serving customers five days a week instead of four. In the 10-month period following the change, store sales were up **15.4%** over the previous 10 months.



A Look at What's Ahead

Even as little as three years ago, our long-term vision for Lloyd was based on its identity as a business district focused on large employers. Now we've seen 860 residential units open in the last nine months, with 2,000 more potentially on the horizon. What was viewed as a somewhat sterile business district is evolving into a real neighborhood, with bustling street activity and an array of small businesses to serve its new residents.

Go Lloyd continues to advocate for projects that support this transformation and strengthen our ties to nearby neighborhoods. Connecting Lloyd and Kerns with a new bike and pedestrian bridge over Interstate 84 remains a priority. We want to make the separated bike lane along NE Multnomah Street permanent, and establish similar separation for bikes along NE 7th Avenue. We're also exploring the possibility of a protected intersection, all as part of our ongoing efforts to make our fast-growing neighborhood safer for people walking and riding bikes.

Additionally, Go Lloyd is working closely with other organizations in the neighborhood to create a stronger sense of community. This collaboration will engage a broader coalition of stakeholders in our work, and ultimately bring us together under a common vision to speak for the neighborhood with a unified voice. Together we'll create focused neighborhood promotions and a combined "State of the Neighborhood" report for our members and partners.

As always, we look to grow our membership and continue our core mission of supporting Lloyd businesses through our programs and partnerships. We are more excited than ever about the future of our neighborhood, as Lloyd takes its rightful place as a vibrant and thriving part of Portland's Central City.

Alex Ronchell
Executive Director

