

2017 ANNUAL REPORT



MOVING. >>>

CONNECTING. >>>

GROWING. >>>

Mission

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

How do we do this? By helping people discover and use our amazing transportation options, by championing vital infrastructure projects, and by developing relationships with our partners and neighbors.

Our success is measured by the strength of those relationships, by the health of our neighborhood, and by the number of people walking, biking, ridesharing, and taking transit for their commute. This year marks the first time Go Lloyd surveyed residents as well as employees on their travel behavior and perceptions of the neighborhood. We'll use this information to gauge our effectiveness in working with those who call Lloyd home as well as those who work here.



GO LLOYD PROJECTS IN THE NEIGHBORHOOD *



*This is just a sample of Go Lloyd's many accomplishments over its 23-year history.

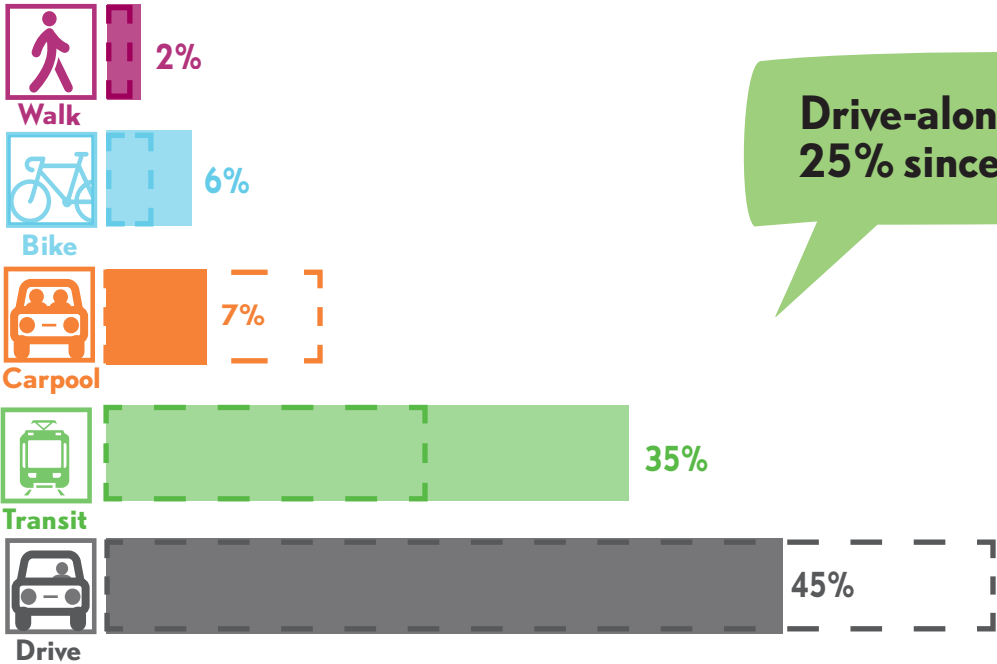
2016 Milestones



2016 Transportation Mode Split

“Mode split” is the percentage of people who report using a particular mode of transportation for their commute. Mode splits are derived from our annual Employee Commute Choice survey.

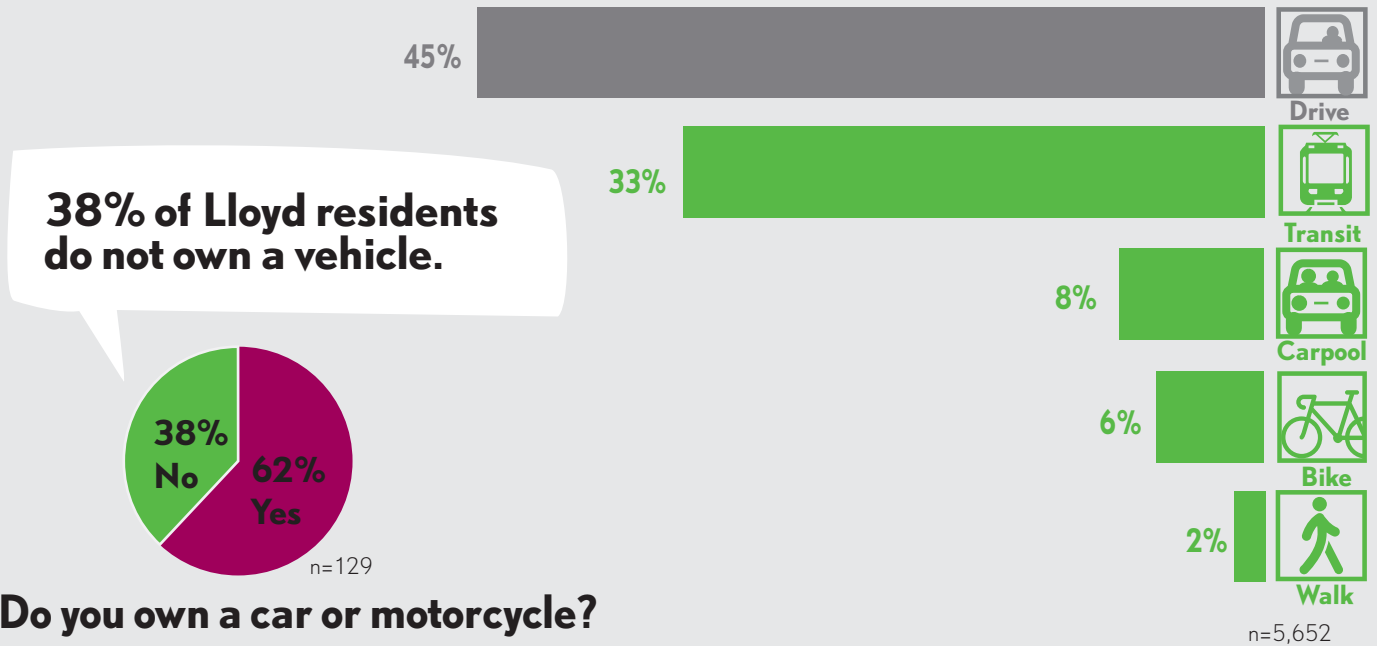
Universal Pass employees, 2016 vs. 1997 baseline



Drive-alone rates are down 25% since 1997.

Source: Go Lloyd Employee Commute Choice Survey 2016, n=4,911 - - = 1997 data ■ = 2016 data

2016 combined Lloyd residents & employees



Impact

Since 1997, Go Lloyd has helped to reduce the number of single-occupant vehicle trips and vehicle miles traveled (VMT), a key measurement of the organization's success. Lower VMT equals less traffic, cleaner air, quicker travel times, and fewer parking spaces needed. Between 1997 and 2016 Go Lloyd eliminated approximately 78,133,051 VMT.

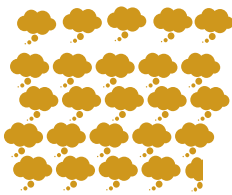
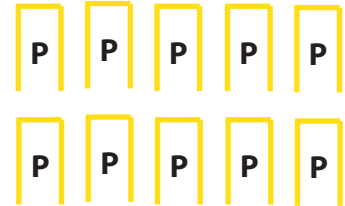
Since 1997

Go Lloyd has helped eliminate:



18,603 daily car trips

= 1,000 daily car trips



2,490 tons of air pollution

= 100 Tons of Smog & Air Toxins



\$ = 1 million dollars

Approximately 1,000 fewer parking spaces are needed to accommodate the same number of trips. That saves more than 40 million dollars in construction costs and frees up parking for visitors and shoppers.

Cost of daily commuting access to Lloyd



Driving = \$24 \$\$\$\$



Carshare = \$15 \$\$\$



Transit = \$5 \$\$



Transit with Universal Pass = \$0*



Biking = \$0.55 \$



BIKETOWN = \$0.57 ** \$



Walking = \$0

Leaving your car at home can save thousands of dollars a year. Parking alone can cost more than \$1,400 per year, and that's before gas and insurance. People who choose not to drive can save that money or invest it in our local economy.

Costs are calculated at 50 weeks of full-time work at the average regional commute distance of 16.8 miles, using the federal mileage reimbursement rate of \$.535 per mile.

*Not all Universal Pass employers subsidize the full cost.

** Based on annual membership cost of \$12/ month.

Program Highlights from 2016

Led 8 bike rides

Took 896 photos for Universal Pass

Conducted 12 guided walks

Wrote 41 custom commute plans

Worked with 18 dedicated volunteers

Held 7 workshops

Increased store sales by 22%

Helped an average of 161 customers per month



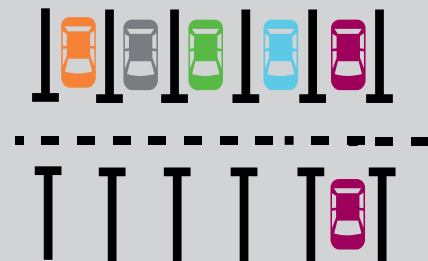
2016 Lloyd parking study highlights

Parking supply



Peak parking occupancy

59 % Occupied in the peak hour



Despite eliminating almost 1,000 off-street spaces since 2012, the Lloyd neighborhood still has an abundance of available parking. During the peak hour only six in ten spaces are occupied.

The Multnomah Street pilot project added almost 30 on-street spaces, and there's room for more. As development increases we hope to see fewer off-street spaces and greater use of on-street spaces.

\$118

Average monthly parking price

Surveyed 5,000 employees for Universal Pass

Reached more than 2,000 people at events

Hosted 19th Annual Bike to Work Day Party

Developed new partnerships with BIKETOWN & AARP

Introduced new merchandise to store

Participated in more than 50 partner events

Worked with Lloyd EcoDistrict on Multnomah Pollinator Corridor

Sent monthly e-newsletter to 1,200 contacts

Message from the Executive Director

Go Lloyd has a new mission statement—and it still has that new car(-free) smell!

Last year our Board of Directors engaged in strategic planning and, inspired by the amazing changes in our neighborhood over the last couple of years, decided it was time to update our mission as well. This marks the fourth time our mission statement has changed since the organization was founded in 1994.

Our original statement was straightforward but lacked emotion, perhaps indicative of a nascent organization focused more on results and less on relationships. Over the years we've loosened up a bit and tried to put a friendlier face on Lloyd, remembering that people are at the heart of what we do. Of course that means the thousands of employees who work here, but increasingly it also means those who live and play here, a group whose numbers grow daily.

Connecting people—to each other and to the places they need to go—is the most important aspect of our mission, and that's reflected in our new statement. As we move forward, Go Lloyd will focus not only on our employees and residents, but also on the tens of thousands of visitors who come to Lloyd each year to shop, eat, watch games and concerts, attend conventions, and more.

As our neighborhood grows, Go Lloyd will continue to advocate for and shepherd projects that support the dynamic changes underway. The NE 7th Avenue Bridge will offer a new connection to the burgeoning Central Eastside and all of SE Portland. The NE Multnomah Streetscape project will continue to make our central thoroughfare safer and more attractive for all users. Together with our public partners and other neighborhood organizations, we'll bring these and other vital improvements to fruition, and make Lloyd extraordinary.



Owen Ronchelli

Owen Ronchelli

BOARD OF DIRECTORS

J.R. Burwell, Chair
CBRE

Guy Kyle, Treasurer
Bonneville Power Administration

Joanne Bosworth
Hotel Eastlund

Mark Brennan
Inn at the Convention Center

Jonathan Cross
J Café

Steve Day
PacifiCorp

Brian Griffis
Lloyd District
Community Association

Alan Huston
DoubleTree by Hilton, Portland

Kelsey McAlpine
Leftbank Project

Mick O'Connell
Schlesinger Companies

John Sullivan
Kaiser Permanente

Wade Lange, Vice Chair
American Assets Trust

Chris Armes
Portland Bureau of Transportation

Dan Bower
Portland Streetcar

Nathan Corser
Irvington Community Association

Scott Cruickshank
Oregon Convention Center

Robert Dye
Lloyd Center

Sarah Heinicke
Lloyd EcoDistrict

Lisa Klein
Colliers International

Amy Nagy
Portland Development Commission

Young Park
TriMet

Ty Wyman
Dunn Carney

STAFF

Owen Ronchelli
Executive Director

Jenny Taylor
Administrative &
Transit Program Manager

Kathryn Doherty-Chapman
Employee Outreach &
Bicycle Program Manager

Hope Estes
Employer Outreach &
Pedestrian Program Manager

Michael Vasbinder
Administrative Coordinator

Connor Williams
Communications Coordinator



503-236-6441
www.golloyd.org

VISIT US AT YOUR ONE-STOP TRANSPORTATION STORE



700 NE Multnomah St., Suite 340
Portland, OR 97232

Open Monday-Friday
11 am - 4 pm



**Transit tickets
& passes**



**Bicycle locks,
lights, tubes & tools**



**Free maps, information
and more!**