

# LLOYD ESD RENEWAL

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DECEMBER 13, 2023

# Lloyd ESD Mission Statement

The Lloyd ESD builds community and political support for innovative, catalytic Lloyd initiatives by:

1. Engaging and building diverse neighborhood partnerships.
2. Facilitating investment in Lloyd.
3. Being a champion for Lloyd.



# Core Organizational Values

- **Efficient** – significant accomplishments across multiple programs with a modest budget
- **Effective** – provide needed services to local stakeholders and build value in the Lloyd neighborhood
- **Innovative** – fostering a unique approach to economic vitality through sustainable business practices and environmental stewardship
- **Responsive** – proactive efforts in the areas of transportation, public safety, sustainability, building community
- **Engaged** – Lloyd is an active participant in the broader Portland community and recognizes its responsibility to collectively develop solutions that benefit the whole city



# Lloyd ESD Board of Directors

Hank Ashforth, Chair  
The Ashforth Company

Wade Lange  
At-Large

Hannah Dondy-Kaplan  
Bonneville Power Administration

Emily Mandic  
American Assets Trust

Bob Gravely  
PacifiCorp

Chad Mitchell  
Kaiser Permanente

Tom Kilbane  
Urban Renaissance Group

Craig Stroud  
Metro Visitor Venues

Lisa Klein  
Colliers International

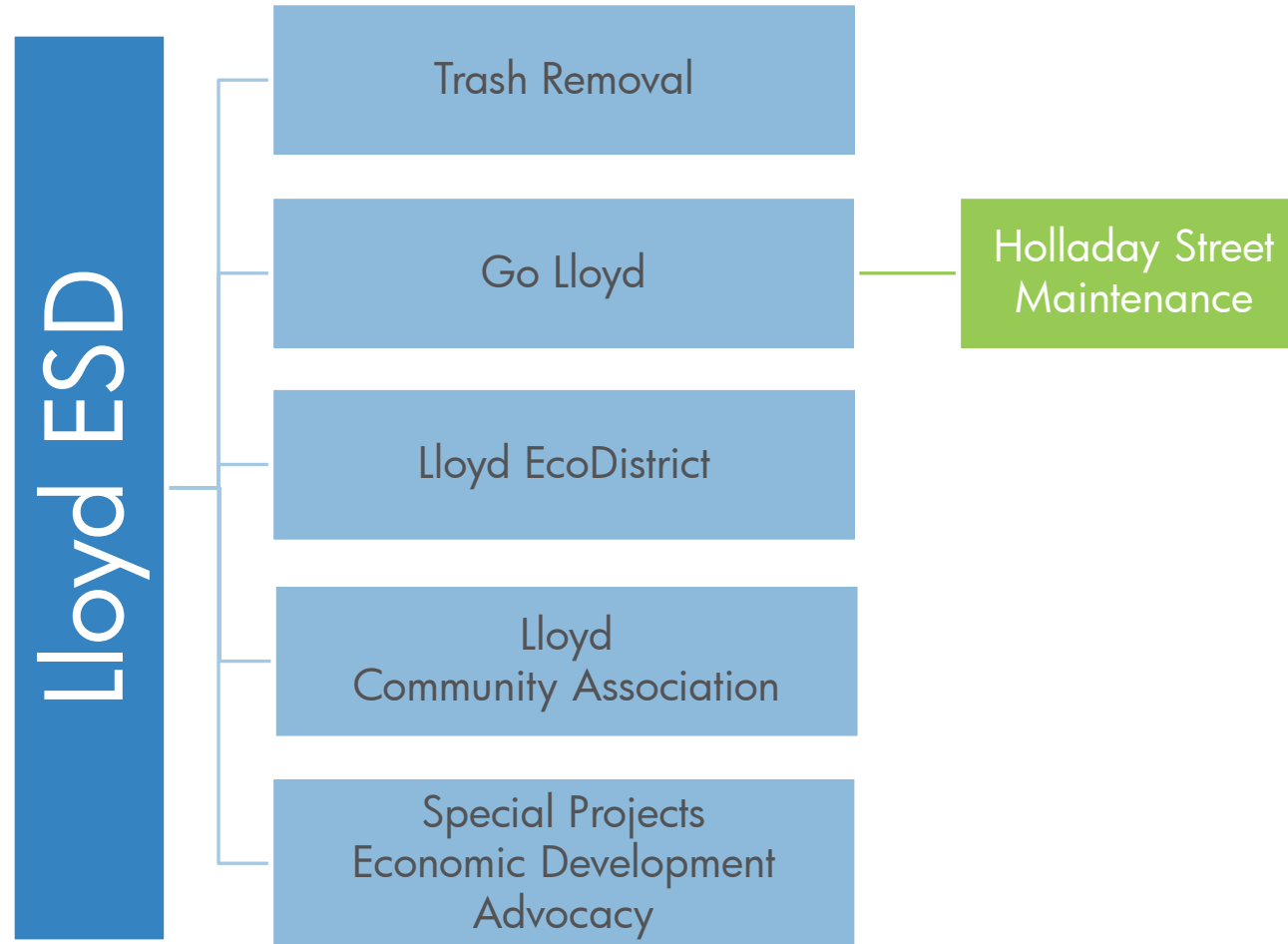


# Lloyd ESD Service Area

Lloyd ESD  
Boundary



# Lloyd ESD Services Funding



# Value of Lloyd ESD

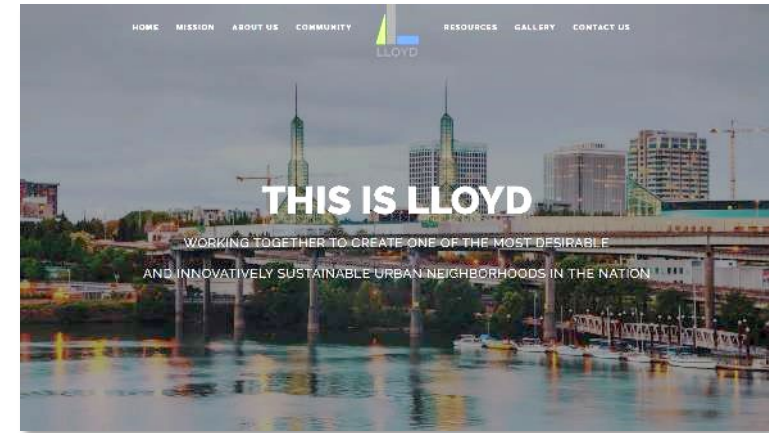
Assessments = \$530,000 annually

- Go Lloyd
- Lloyd EcoDistrict
- Trash Removal
- Lloyd Community Association
- Holladay Street Landscaping

Leverages = \$577,000 annually (\$1.09 match for every \$1.00 ESD)

- Go Lloyd (\$200K annual match to LESD contribution)
- Go Lloyd/City transportation infrastructure (\$250K annual transportation projects)
- Go Lloyd Metro grant (\$57K annually)
- Lloyd EcoDistrict grants (\$70K various sources)

Lloyd employer savings on Go Lloyd Universal Pass = \$2.5 million annually







# Enhanced Service District Overview

## By the Numbers:

- Started in 2001
- 125 affected properties  
(77 rate payers)
- 99% assessment compliance
- Generates ~\$530,000 annually
- \$8.1 million reinvested in the neighborhood since 2001

## Public Sector Partners:

- Metro/Oregon Convention Center
- TriMet
- Prosper Portland
- City of Portland
- Bonneville Power Administration
- Multnomah County



# Our Ratepayers

- Assessments range from \$21 to \$35,000 (current commercial cap)
- Average payment = \$7,444
- 48 rate payers pay less than \$5,000
- Currently, top 11 ratepayers represent approximately 70% of the ESD's FY 2023-24 assessment



# Existing Programs

- Go Lloyd
- Lloyd EcoDistrict
- Lloyd Community Association
- Trash Removal
  - Trash for Peace and Ground Score Association
- Holladay Street Landscaping
  - Landscape islands from NE 1<sup>st</sup> Avenue to NE 13<sup>th</sup> Avenue
- Other special projects
  - Community murals, Lloyd banners, marketing





Go Lloyd is a nonprofit organization assisting employers in improving transportation options for employees, customers, and visitors.



- Removed 1,100 single occupant vehicles from peak commute hour in Lloyd, saving \$55 million in parking development costs.
- Reduced 4.4 million vehicle miles traveled annually, resulting in 2,000 fewer tons of CO<sub>2</sub> in the atmosphere.
- Operates a transportation store where anyone can purchase transit fares, gain access to the Lloyd Cycle Station, get assistance with trip planning, or get verified for TriMet's reduced fare program.





LLOYD eco DISTRICT

# Lloyd EcoDistrict



Lloyd EcoDistrict provides sustainability and community engagement-based services to Lloyd employers and residents.

- Achieved **EcoDistrict Certification** (1<sup>st</sup> in Oregon, 7<sup>th</sup> in world)
- Developed the **2030 Roadmap**, a long-term plan with 62 highly collaborative goals, partnerships, and programs for Lloyd
- Organized or collaborated on **36** community events since 2021, actively engaging over 1,000 community members annually
- Mobilized **237** volunteer shifts in **505** hours of public space improvements



# LLOYD

COMMUNITY ASSOCIATION



- The Lloyd Community Association (LCA) was formed to promote and enhance the Lloyd community as a desirable and livable place where neighborhood stakeholders and visitors can patronize and/or conduct business.
- The LCA believes that a connected community of businesses and residents will grow economic prosperity in the neighborhood.
- They strive to create strong connections with each other and their neighbors; work together to provide a prosperous, safe, and livable community; and represent the Lloyd's common interests among local and regional stakeholders.

# Trash Removal



- Ground Score's G.L.I.T.T.E.R program employs houseless and formerly houseless individuals in low-barrier waste management jobs while providing competitive wages.
- Crews also make regular contact with our unhoused community members, ensuring they are aware of support services and where to find them.
- Trash For Peace removed 42,061 pounds of trash from the neighborhood in 2022.



# Holladay Street Landscaping

- The ESD maintains island plantings, leaf removal, irrigation, bark dusting, and removes litter from NE Holladay Street.
- Since ESD oversight began, Holladay Street's appearance has improved markedly and tenant satisfaction with the streetscape has increased, rendering Holladay a more visually appealing and welcoming corridor.





# Public Outreach

- Outreach was a critical component in determining what ESD services to retain, conclude, or add as new
- Crafted surveys for stakeholders to provide feedback
- Hosted open houses to solicit ideas and general input
- Sought out community events to table and share the proposed changes with folks

# Outreach Timeline



## April

- info table at Lloyd Open House
- survey of attendees + neighborhood stakeholders
- emailed survey, posted flyers, worked with stakeholders to promote/distribute survey



## May

- ESD board reviewed survey results, determined programs to pursue and fund with potential rate increases.



## June

- S360 hosted 2 open houses (virtual + in-person). Invited survey respondents and community members.
- After open house feedback, a second survey was distributed asking for feedback on specific programs & funding scenarios.



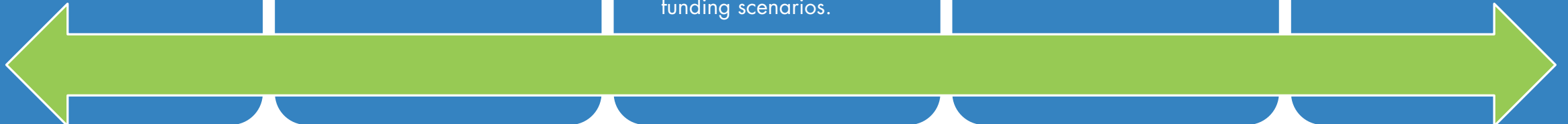
## August

- S360 tabled at *Party on Portland*, a Lloyd neighborhood event at Holladay Park
- Letters were sent to all ESD ratepayers informing them of the proposed changes and asking for updated contact information.



## November

- Revenue Division mailed letter to all ratepayers showing new service offerings, revised assessment, final open house, and Council date.
- Conducted virtual open house, provided background on ESD, existing and new services, revised budget, and Council hearing date.

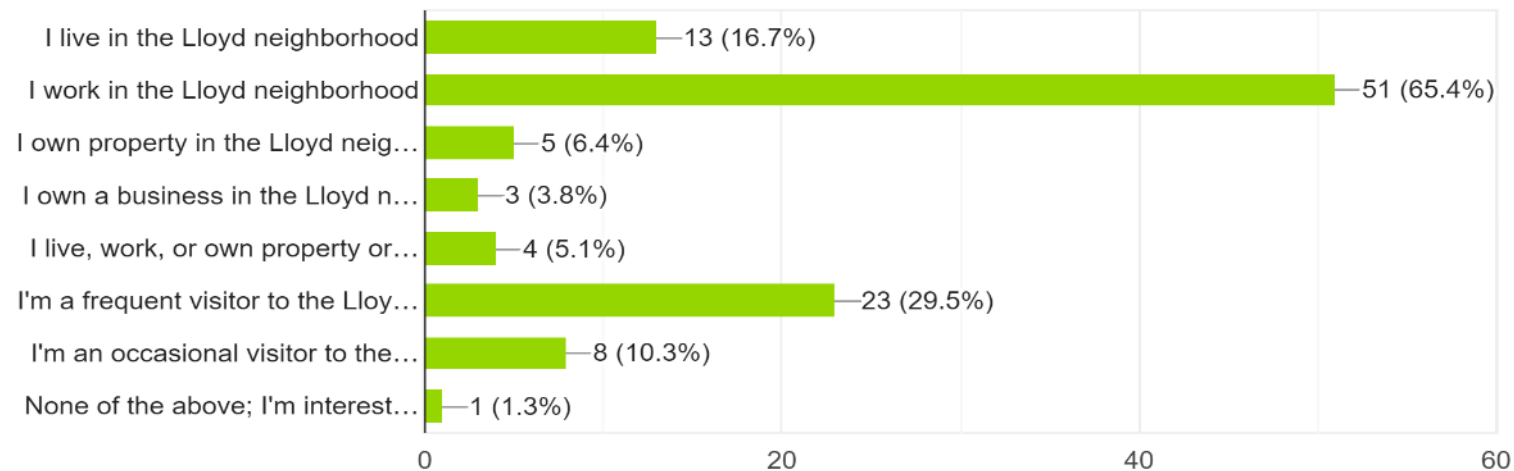


# Outreach Survey:

## Affiliation & Responses from New Services Questions

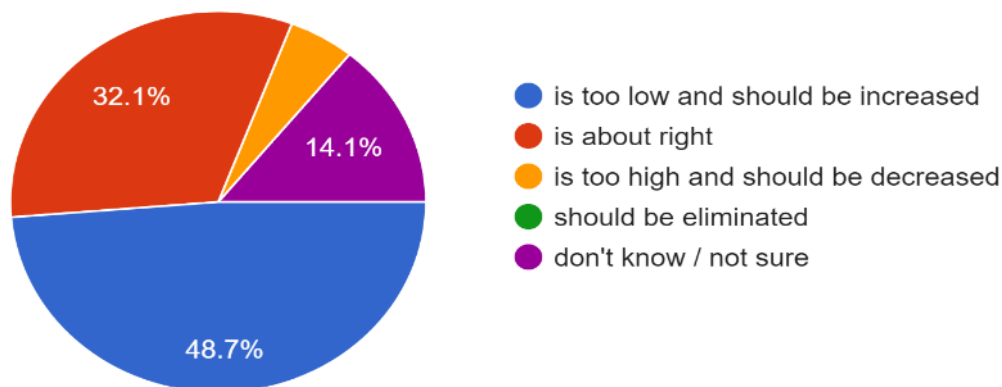
### How are you Lloyd- affiliated?

Check all that apply (78 responses)



### Level of Support for Trash Removal

78 responses



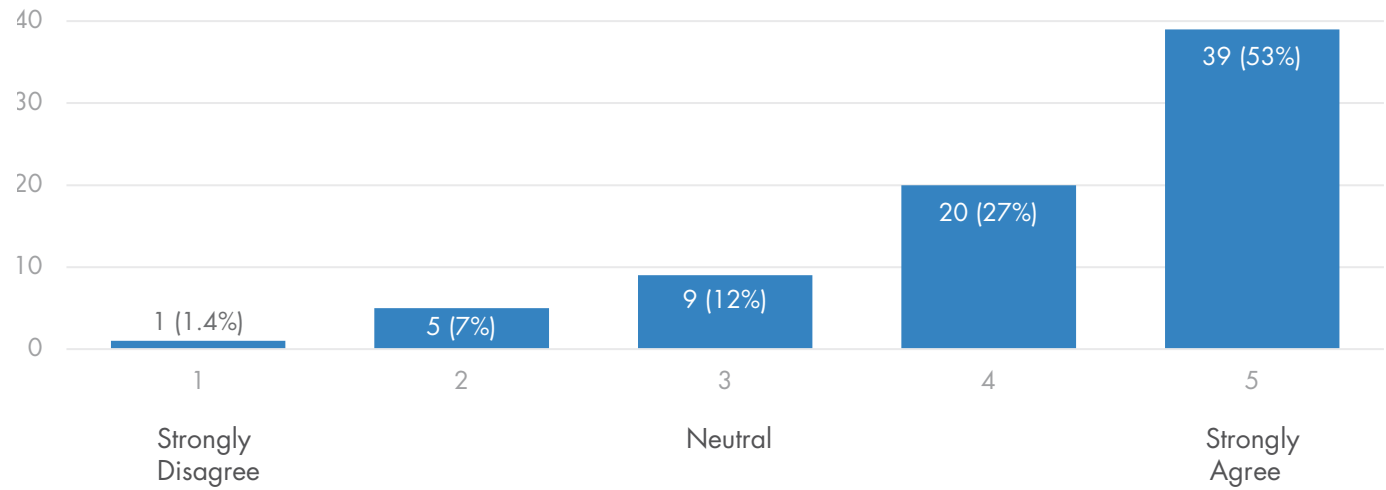
# Outreach Survey:

## Responses from New Services Questions



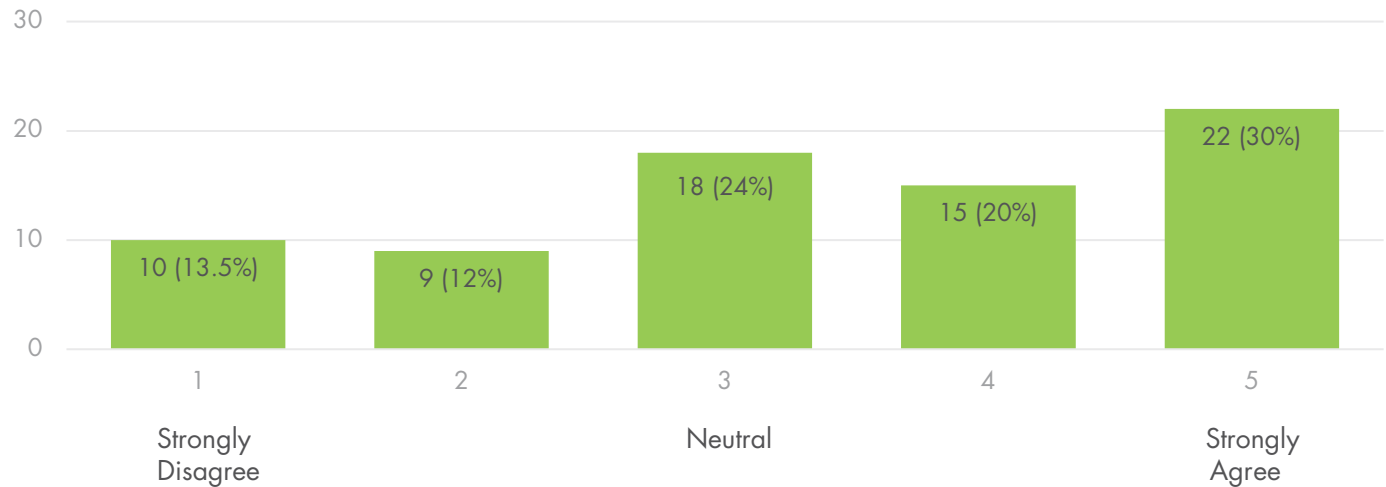
Lloyd ESD level of support for street ambassadors and additional cleaning

74 responses



Lloyd ESD support for Right 2 Dream Too operations

74 responses

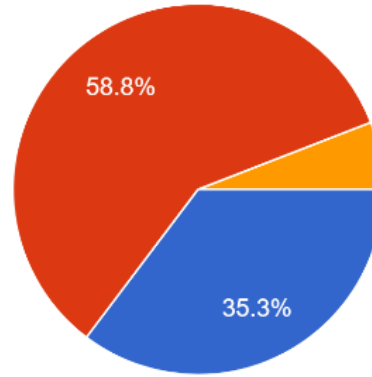


# Outreach Survey:

## Feedback on Assessment Levels

The rate I/we currently pay to the Enhanced Service District...

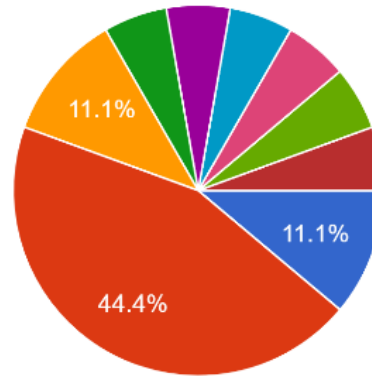
17 responses



- could be increased slightly to fund additional programs.
- is about right, and should not be changed.
- is too high for the programs currently supported.

What's your role with this properties or these properties?

18 responses



- Property owner
- Property manager
- Employee
- Project Manager
- Employee in Lloyd mall
- Tenant
- Funder, business
- Store manager





# NEW PROGRAMS AND SERVICES

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2024-2029 REAUTHORIZATION

# Cleaning Ambassadors



- A different program than current Trash for Peace model
- Would have a more active and full-time presence in the neighborhood
- Cleaners on cargo bikes will serve an ambassadorial role:
  - First point of contact for tourists and visitors
  - Able to assist in limited de-escalation

# Right 2 Dream Too Operations

- Right 2 Dream Too is a nonprofit-run rest area and haven for houseless individuals in Portland
- Lloyd ESD would fund approximately \$15,000 of Right 2 Dream Too's operations.





# Executive Director & Marketing Assistant



- An executive director will improve coordination between the ESD, local stakeholders, and the city (including the new ESD Coordinator position).
- Until now Go Lloyd has performed all ESD administrative duties; this would be gradually phased out.
- The proposal will add a part-time marketing person to assist with communications and promotions.

# The Future of Lloyd

## Key Objectives



Maintain a Clean & Safe District

Redevelop Lloyd Center

Welcome Back Office Workers

Welcome & Promote Lloyd Event Venues

(Moda Center, Oregon Convention Center, Veterans Memorial Coliseum)

Advocate for Neighborhood Retail

