



SERVICE PLAN FOR
LLOYD ENHANCED
SERVICES DISTRICT

SERVICE PLAN

Lloyd Enhanced Services District

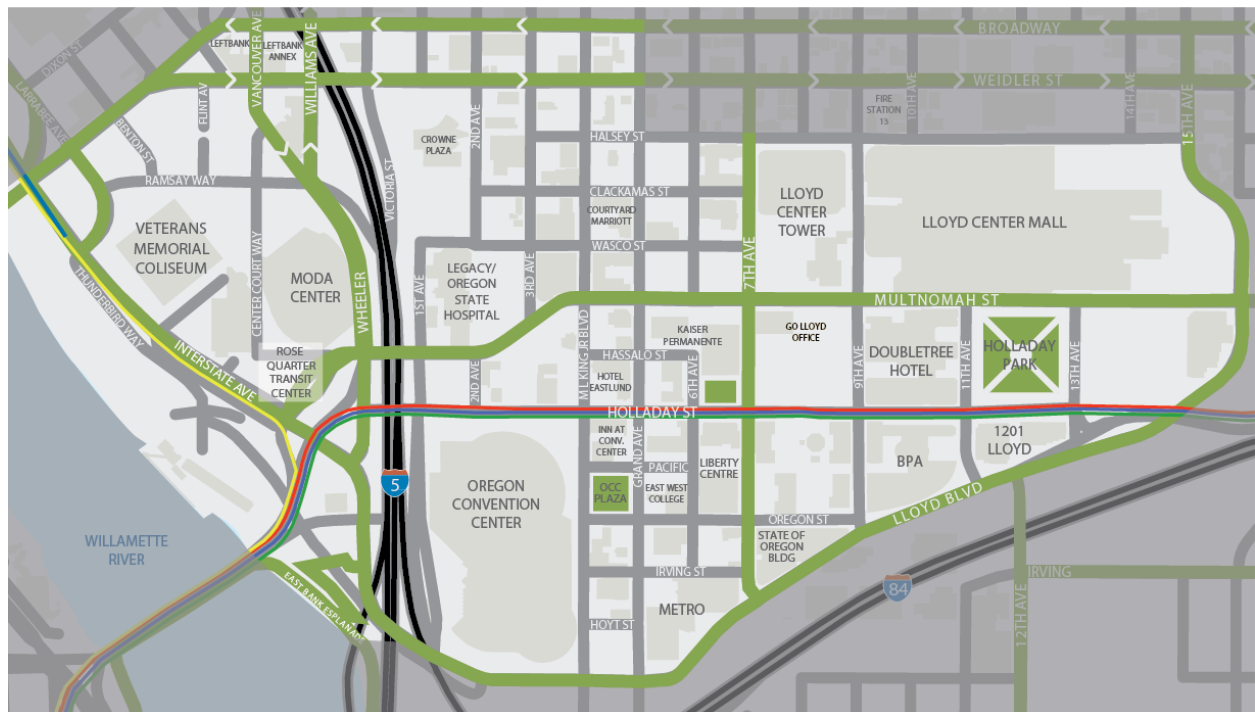
Since the creation of the Lloyd Enhanced Services District (ESD) in 2001, Lloyd property managers have financially supported programs and services that enrich the livability, sustainability, and economic vitality of the District. The ESD's current 10-year assessment cycle ends on January 31, 2023. This service plan details the ongoing programs and services included as part of the Lloyd ESD offerings.

The Lloyd ESD builds community and political support for innovative, catalytic Lloyd initiatives by engaging and building diverse partnerships, facilitating investment in Lloyd, and being a champion for Lloyd.

A. Enhanced Services District Boundaries

The ESD boundaries are the Willamette River, Lloyd Boulevard, 15th/16th Avenues, NE Halsey Street, NE Grand Avenue, and NE Broadway Street to the Willamette River. The boundaries are indicated in the figure below.

Figure A: Lloyd Enhanced Services District Boundary



B. Property Management License Fee Formula

Most Business Improvement Districts have fee escalators built into them in order to maintain service levels even as labor and materials costs increase. The updated fee formula is shown below, with the baseline data being derived from Multnomah County Tax Assessor Records as of July 1, 2010:

1. **Improved Value:** \$0.40 per \$1,000 of improved value.
2. **Building Square Feet:** \$2.25 per 290 square feet of improvements less parking structure(s).
3. **Land Square Feet:** \$0.015 per square feet of land owned.
4. **Maximum Fee:** A maximum fee of \$35,000 per any one Licensee for non-residentially zoned properties and a maximum fee of \$8,500 per any one Licensee for residentially-zoned properties.
5. **Annual Escalator:** License fees are adjusted 2.3% annually since the beginning of the 2015 license year. This figure is equal to the 10-year average of Portland's consumer price index (CPI -W¹).

C. Budget and Funding

The following table illustrates the priority programs and services. (Section E below describes these services and programs in greater detail).

PROGRAM & SERVICE PRIORITIES
Neighborhood District Attorney
Go Lloyd
Lloyd EcoDistrict
Lloyd Community Association
Holladay Street Landscape Maintenance
Neighborhood Advocacy
Organizational Expenses

The following table illustrates the estimated funding levels for the remaining 2020-2023 period, using the fee formula and escalator described in Section B, above.

BUDGET PROJECTIONS				
	2020	2021	2022	2023
Estimated Income	\$532,189	\$568,673	\$574,007	\$579,465
Estimated Expenses	\$542,719	\$565,245	\$568,144	\$581,427
Annual Operating Surplus/ (Deficit)	(\$10,529)	\$3,427	\$5,863	(\$1,962)

¹ CPI-W is defined in PCC Chapter 6.06.020.D as "the Consumer Price Index for Urban Wage Earners and Clerical Workers for Portland-Salem, OR, not seasonally adjusted, as published semi-annually by the United States Bureau of Labor Statistics."

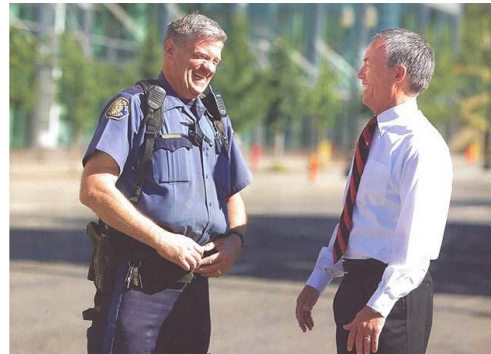
D. Current Services and Programs

In many cases, ESD funds are supplemented by contributions from other sources. Those funding “leverages” are described below, with background on current program accomplishments.

Multnomah County District Attorney – Neighborhood DA Program

Community Policing

The Neighborhood District Attorney program was established in 1990. This program represents a long-standing partnership between the ESD, Multnomah County, and the City of Portland’s Police Bureau. This program represents community policing and community prosecution at its best, and has become a national model for how communities, prosecutors and law enforcement can work successfully to eliminate serious public safety and livability issues.



The Neighborhood DA program augments and synergizes the nearly \$2.5 million that property owners and managers invest in private security services in the District. The primary providers have established a long-standing cooperative effort for coordination of services to benefit the entire community, facilitated through Lloyd’s DA & Portland Police Bureau neighborhood contact office.

The Neighborhood DA works directly with Lloyd stakeholders to help property managers, employers, and residents feel safe and secure in their homes and place of work. The ESD contributes approximately 50% of the cost of a deputy district attorney’s position and a portion of the contact office expenses. Program activities include:

- ◆ Strong partnership maintained between the DA’s office, property managers, Lloyd residents, TriMet’s Transit Police, private security providers, Portland Parks & Recreation Department, ODOT, City of Portland Crime Prevention, and the Portland Police Bureau. These partners identify public safety threats early, seek out solutions, and diminish threats as they emerge.
- ◆ Neighborhood DA convenes and facilitates monthly Lloyd Public Safety Committee meetings. Attendees include local law enforcement, security providers, area residents, and other interested members of both public and private sectors. This group actively addresses the “issues of the day” and resolves them in a communal effort – the ongoing communication between members of this group has effectively transformed the way the Lloyd neighborhood addresses public safety and livability issues.
- ◆ Ongoing implementation and maintenance of strategies that target aberrant street behavior and graffiti occurring in the neighborhood.
- ◆ Added the Lloyd neighborhood to City Council’s Drug Impact Area Initiative as a preventive measure against drug dealing. Conviction for any drug offense anywhere in the City is now grounds for the State to seek a condition of probation that restricts the convicted person from entry to the neighborhood.

Go Lloyd

Transportation Management Association

Lloyd has created an effective Transportation Management Association (TMA), which has evolved to serve as a national model for neighborhood-based access management. Go Lloyd has been providing transportation services to the neighborhood since 1994. The program is best recognized for its organizing efforts for transit, bike, and walking programs in the neighborhood.



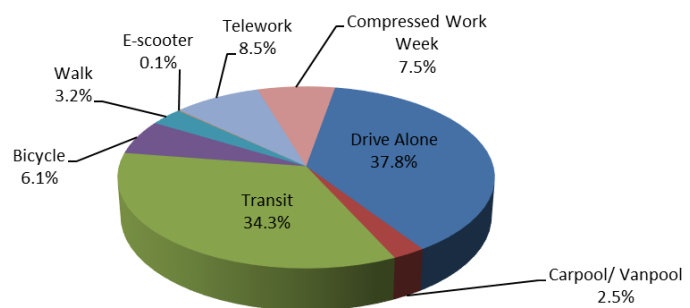
Go Lloyd provides a comprehensive program of business-to-business outreach and education, individualized trip planning assistance to employees and residents, operates a transportation store, offers a wide variety of educational programs, and hosts community events.

Go Lloyd connects people and places by creating partnerships and transportation solutions to make Lloyd extraordinary. This is achieved through cooperative, business-supported programs promoting efficient, balanced transportation systems and land use patterns.

Program highlights include:

- ◆ Increased transit mode split (percentage of employees riding transit to work) from 21% in 1997 to 34% in 2019, a 62% increase.
- ◆ Administer the Lloyd (flat-rate) Universal Transit Pass program to 28 businesses representing nearly 4,000 employees.
- ◆ The Universal Pass program saves participating businesses a combined \$2.5 million annually.
- ◆ Employer and resident participation in Go Lloyd transit, bicycle and pedestrian programs have helped remove over 1,000 single occupant vehicles from the peak commute hour, freeing up valuable parking for customers and visitors alike. This has saved the region approximately \$45.5 million in parking development costs.
- ◆ Reduced vehicle miles traveled (VMT) to the neighborhood by approximately 4.4 million miles annually, which has resulted in significant air quality improvements (e.g., annual removal of nearly 2,000 tons of carbon dioxide).
- ◆ Secured funding and reconvened the Multnomah Street Task Force to create a permanent streetscape plan and preferred bikeway design for NE Multnomah Street.
- ◆ Partnered with the Portland Bureau of Transportation (PBOT) on a pedestrian improvement project that provided enhanced safety improvements at mid-block pedestrian crossings at NE 16th Avenue between Multnomah and Halsey Streets.
- ◆ Hosted over a dozen bike events annually (Bike to Work Day, workshops, evening bike rides, Bike More Challenge, Bike Breakfasts) to promote employee bicycle commute trips.

2019 Transportation Mode Splits



Lloyd EcoDistrict

Living Lab for Sustainability

The Lloyd EcoDistrict is a different kind of economic development strategy. They work with community members to facilitate conversation, resource sharing, and development. They engage with neighbors—residents, small and large businesses, and partner organizations—to foster a more connected place for people to live, work, and play.



LLOYD eco DISTRICT

The EcoDistrict has been in place for the past nine years providing sustainability and community engagement-based services to Lloyd employers and residents. During this time, the EcoDistrict has completed the Lloyd EcoDistrict Roadmap, an Energy Action Plan, and a Waste Reduction Action Plan.

In the beginning, Lloyd EcoDistrict's work focused on creating a business case and value proposition for sustainability, directed mainly to employers and employees of Lloyd. As their work developed and as they became more involved in the community, their mission and our vision expanded to include a wider definition of sustainability, and a more inclusive view of the community.

Work Plan projects include:

- ◆ Created an employer-based LED lighting upgrade program and energy tracking program.
- ◆ Worked with community partners to plant and maintain a Pollinator Corridor along the NE Multnomah bikeway. A pollinator corridor is a social sculpture that combines ecology, community engagement, and design. It serves to turn a pre-existing urban area into a bustling environment for pollinating insects and other animals.
- ◆ Piloted an on-demand electric bike fleet aimed at introducing businesses and individuals to benefits of electric bikes.
- ◆ Partnered with Portland Pedal Power to create Lloyd Delivers, a food rescue program that works with Lloyd businesses to promote upstream and downstream solutions to food waste and hunger.
- ◆ Collaborated with Rather Severe and Color Outside the Lines, completed the first intersection mural in the Lloyd neighborhood (NE 2nd and Clackamas Street).
- ◆ Fostered a partnership with Right 2 Dream Too focused on providing a safe place for the houseless community to sleep. Actively raised funds and helped construct 10 tiny homes for the R2DToo members that live onsite.

Lloyd Community Association

Neighborhood/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.

Holladay Street Landscaping

A Better Street for Great Business

In 2006 the ESD entered into a partnership with the City of Portland's Bureau of Transportation to take over coordination for maintaining the landscape islands on NE Holladay Street (from NE 1st to NE 13th Street). 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.



Neighborhood Advocacy & Promotion

Lloyd Focused Promotions Campaign

The ESD worked with local firm Watson Creative to design and develop a brand that pays homage to neighborhood history while embracing the future and innovative quality of the employers and residents that call Lloyd home. The Watson team created an open source brand toolkit for all Lloyd organizations and employers to use for their own marketing purposes.



The ESD also created and distributed window clings with the “Lloyd” logo for employers to place in their front windows. This design effort was paired with the deployment of streetlight pole banners at strategic intersections throughout the neighborhood.

E. Public Sector Partners

Lloyd has a number of publicly owned/managed properties ownership that provide employment and generate visitor activity in the neighborhood. Since the District's inception, the public entities acknowledged below have participated, in or with the ESD, as paying property managers or active service providers in support of the ESD's mission and fulfillment of the service plan.

- Metro
- Oregon Convention Center
- TriMet
- City of Portland – Prosper Portland
- City of Portland – Revenue Division
- City of Portland – Police Bureau
- Bonneville Power Administration (BPA)
- Multnomah County – District Attorney

F. Organization

Lloyd ESD, Inc. is a nonprofit organization established in 2001, charged with administering District agreements and managing the day-to-day operations of the District. It also serves as a forum for neighborhood stakeholder input and provides program compliance. Its Board of Directors participates in development of annual budgets, review of financials and goal setting for the ESD. The current members of the Board of Directors are:

Hank Ashforth
The Ashforth Company

Scott Bolton
PacifiCorp

Lisa Klein
Colliers International

Wade Lange
American Assets Trust

Peter Cogswell
Bonneville Power Administration

Scott Cruickshank
Oregon Convention Center

Allie Stewart
Lloyd Center

Jeremy Taylor
Lloyd Community Association

Chris Oxley
Portland Trail Blazers

John Sullivan
Kaiser Permanente

G. Summary

The ESD and the package of services it provides to the Lloyd community provides a business-based initiative designed to keep and grow the Lloyd neighborhood as a great place to work, live and visit.

The ESD has a 19-year track record of success. Its services have provided support for economic development and livability. Since initiation of the District in 2001, jobs have grown by 28% (from 17,600 to 22,500).

Concurrently, the value of property has increased 203%, from \$570 million (1997, base assessment year) to \$1.73 billion (2010, renewal base assessment year). The ESD has supported growth, increased value, and leveraged the District assessment with additional public and private matching resources. This trend will continue in the future with the continuation of the District and its core services, as well as ongoing advocacy and periodic promotional campaigns to meet the ongoing demands of the neighborhood.

Lloyd ESD - Change in Market Value

