

LLOYD **eco** DISTRICT

Roadmap submitted April 29, 2022
Updated & resubmitted June 10, 2022

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Lloyd EcoDistrict Roadmap

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Introduction

Lloyd is a neighborhood in North and Northeast Portland featuring an array of businesses, restaurants, entertainment, and housing, bringing together the best parts of what makes Portland unique. Millions of people each year visit the Oregon Convention Center, the Lloyd Center shopping mall, and the Moda Center sports arena for business and leisure. Public spaces like the Eastbank Esplanade, Peace Memorial Park, and a new pedestrian/bike bridge on the developing Green Loop play important roles for those biking and walking around the city.

Lloyd has a long history of both tension and transformation. Throughout much of the last century, the majority of Portland's Black community lived in Lower Albina, which overlaps with Lloyd, due to redlining. Many developers and public agencies set their sights on the economic potential of Lloyd after World War II, and over the ensuing decades, urban renewal projects largely displaced these communities and turned Lloyd into the business and entertainment district that remains the core feature of the area today. In the last two decades, Lloyd has seen significant construction of new multi-family residential properties, evolving Lloyd once again into a neighborhood with thousands of residents. [Appendix A: History of Lloyd](#) offers a more detailed history of the neighborhood.

Lloyd also has a history of environmental innovation. In 2004, the Portland Development Commission (now Prosper Portland) sponsored the Lloyd Crossing Sustainable Urban Design Plan, which envisioned an urban ecosystem focused on environmental goals, reduced carbon emissions, and increased solar. In 2009, the City of Portland, the Portland Development Commission, and other government agencies identified Lloyd as a potential "EcoDistrict" to support environmental performance, risk mitigation, and business competitiveness. Out of this, the organization Lloyd EcoDistrict emerged with a mission to make Lloyd the most sustainable neighborhood in North America. For the past decade, Lloyd EcoDistrict has operated as a successful EcoDistrict: accelerating neighborhood-wide sustainability by achieving resource conservation goals, guiding community action and neighborhood investments, and tracking the results over time. As a neighborhood, Lloyd still has enormous potential for sustainable development, resiliency, and placemaking that is fair and just for all.

In 2018, Lloyd EcoDistrict began the process of becoming EcoDistricts® certified. Lloyd EcoDistrict, the adopting entity and backbone organization, developed an Imperatives Commitment to evaluate the extent to which equity, resilience, and climate protection were integrated into our work. After a year-long process of community engagement, the Imperatives Commitment was approved in 2019.

EcoDistricts® certification efforts were paused in 2020 due to the COVID-19 pandemic. In 2021, Lloyd EcoDistrict undertook another year-long process of community engagement to develop and adopt this Roadmap. This process has included multiple brainstorming and feedback sessions with the Lloyd EcoDistrict Board of Directors; an interactive visioning session at the Lloyd EcoDistrict 10th Anniversary celebration in October 2021, a community-wide survey with over 200 respondents in November 2021, a virtual Town Hall with over 40 attendees in February 2022, a follow-up feedback survey distributed throughout the neighborhood, and numerous one-on-one conversations with key stakeholders, community members, and organizational leaders.

The valuable feedback, insight, and perspectives offered by each of these participants is reflected in the Lloyd EcoDistrict Roadmap.

The Lloyd EcoDistrict 2030 Roadmap was adopted by the Lloyd EcoDistrict Board of Directors in April 2022. The names and affiliations of the adopters include:

- Mike Kortenhof, Lloyd EcoDistrict Board Chair; Oregon Department of Environmental Quality
- Molly Hatfield, Lloyd EcoDistrict Board Vice-Chair; Bonneville Power Administration
- Kyle Andersen, Lloyd EcoDistrict Board Secretary; GBD Architects
- Carl Asai, Lloyd EcoDistrict Board Treasurer; Retired
- Elaine Aye, Lloyd EcoDistrict Board Immediate Past-Chair; RWDI
- Owen Ronchelli, Go Lloyd
- Tina Brooks, Pacific Power
- Elisa Taylor, Wells Fargo Bank; Lloyd resident

The principal authors include:

- Elaine Aye, Lloyd EcoDistrict Board Immediate Past-Chair; RWDI
- Marta Hanson, Lloyd EcoDistrict
- Joshua Baker, Lloyd EcoDistrict

For a full list of supporters and signatories, see the [Declaration of Collaboration](#).

District Boundary

The boundary for Lloyd EcoDistrict is a combination of the Lloyd boundaries recognized by the City of Portland, the Lloyd Community Association, and the Enhanced Services District, and has been informed by community stakeholders engaged throughout this process. The total area is just under 0.7 square miles.

The boundary of the Lloyd EcoDistrict is as follows:

- Western boundary: Along Willamette River, from the Duckworth Dock on the Eastbank Esplanade up to the Broadway Bridge.
- Northern boundary: Along NE Broadway from the Willamette River to NE Schuyler, then along NE Schuyler to NE 17th. This ensures businesses on both sides of NE Broadway are included.
- Eastern boundary: Along NE 17th from NE Schuyler to NE Multnomah, then along NE 16th to I-84. This ensures the residential buildings of Holladay Park Plaza are included.
- Southern boundary: Along I-84 from NE 16th to the Willamette River, including Duckworth Dock on the Eastbank Esplanade.

The boundary is depicted below and can be [viewed in Google Earth here](#).

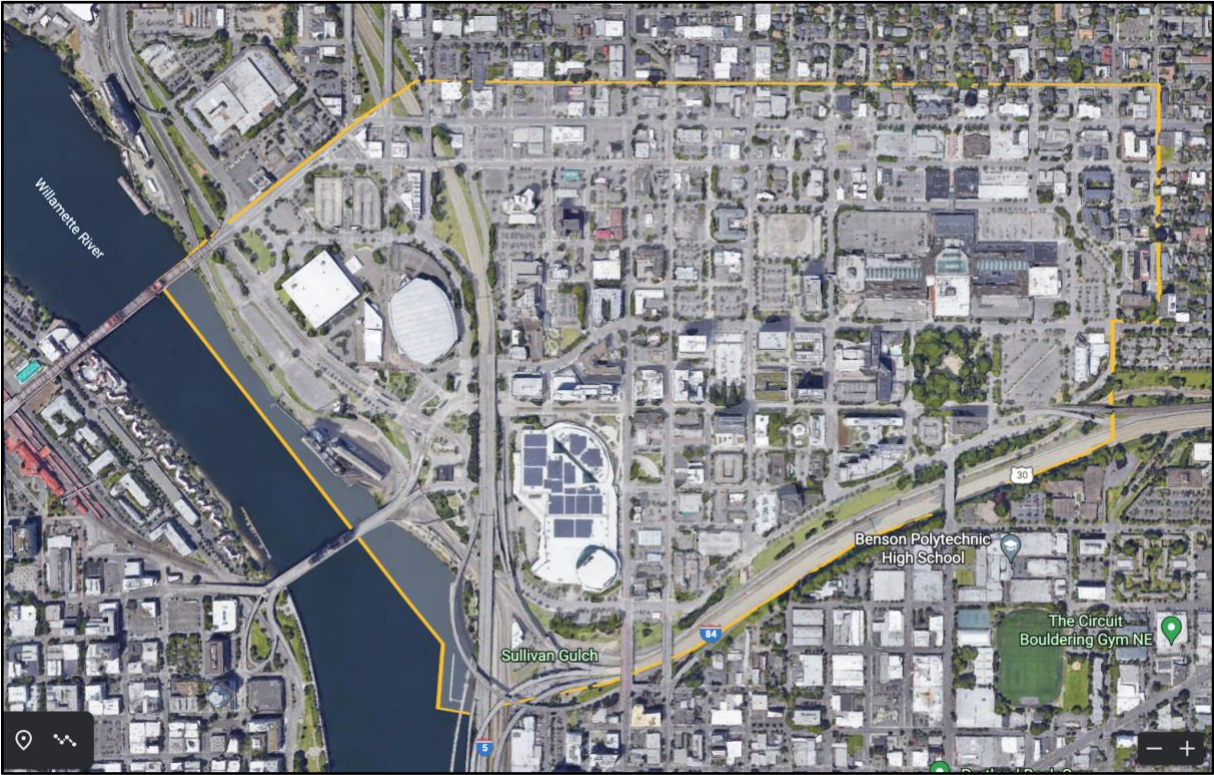


Image depicts an aerial view of Lloyd with the Lloyd EcoDistrict boundary outlined in yellow as described above.

Priority-based Asset Map

A detailed map of current assets in and around Lloyd EcoDistrict can be found in [Appendix B: Priority-based Asset Map](#). This asset map shows some, but not all, of Lloyd’s current assets, ranging from public spaces to community organizations to economic infrastructure.

The 2030 Roadmap lays out additional programs and projects for coming years that will require and/or create the opportunity for new partnerships and stakeholders to be engaged.

Assets are organized by organizational, physical/environmental, and economic/socioeconomic categories. Assets are characterized according to the location of the entity that controls them: primary assets are located within Lloyd and controlled by an entity within the district; secondary assets are located within Lloyd and controlled by an entity outside the district, and tertiary assets are located outside of Lloyd and controlled by entities outside the district. Assets are also organized by EcoDistricts Protocol Priority areas.

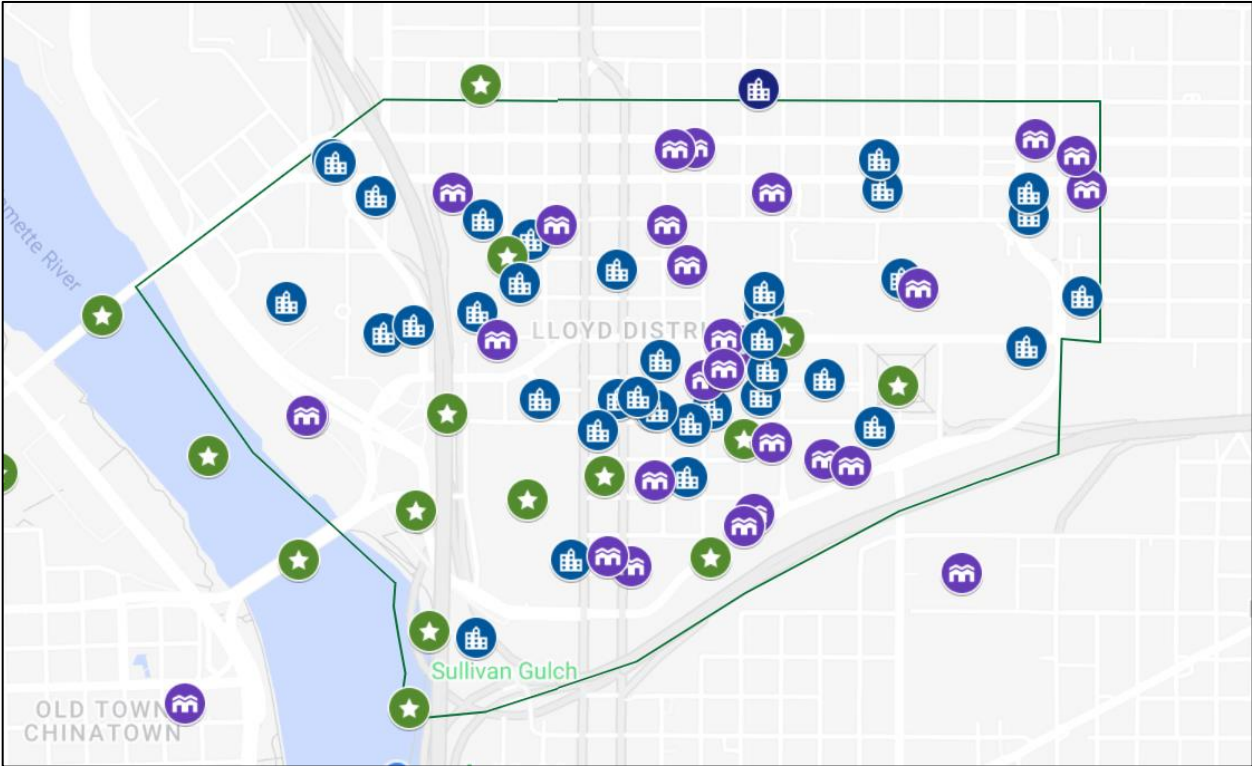


Image depicts a map of Lloyd with organizational, physical, and economic assets marked with purple, green, and blue icons respectively. See [Appendix B: Priority-based Asset Map](#) for complete details, including this asset map in spreadsheet form.

Census of Local Plans

Below is a list of the local plans applicable to Lloyd EcoDistrict, including title, brief description and adoption date, and the EcoDistrict Protocol Priorities to which the plan applies and how. The title of each plan includes a hyperlink to the plan itself; all of these plans are also found in a central folder [here](#). Plans are listed in alphabetical order.

[Albina Community Investment Plan](#)

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Connectivity, Equity, Resilience

The Albina Community Investment Plan introduced by Albina Vision Trust in November 2021. It seeks to create a framework for an inclusive community in Lower Albina, while also healing the wounds of previous urban development that displaced and disempowered Portland's Black community. The plan asks, "How will investment in Albina result in mixed-income housing, businesses, arts, and the elements of community all within a governance structure that assures affordability over time?" The Community Investment Plan will show how a community anchored in sustained affordability, livability, and diversity can provide value to Lower Albina.

[Benson Polytechnic High School Master Plan Report and Influencing Factors](#)

Addresses Priorities: Place, Resource Regeneration, Prosperity, Connectivity

This version of the Benson Polytechnic High School Master Plan Report was updated in March 2019; the most recent updates can be found on the Benson HS Modernization website [here](#). Benson Polytechnic High School, just across I-84 from Lloyd, is one of three high schools in the Portland Public Schools network being modernized through a May 2017 bond. Phased three-year construction began in 2021. The plans address topics including ADA accessibility, Fire, Life Safety, Public Engagement, Historic Landmarks Commission Review, and the site's relationship to Parks and City Land.

[Lloyd EcoDistrict 2012 Roadmap](#)

Addresses Priorities: Place, Prosperity, Resource Regeneration, Connectivity, Health & Wellbeing, Resilience, Climate Protection.

This initial Lloyd EcoDistrict Roadmap was approved in November 2012 and completed by the Portland Sustainability Institute on behalf of Lloyd EcoDistrict with funding support from the Portland Development Commission (now Prosper Portland). It provides an assessment of baseline conditions, adopted performance goals, and recommended strategies to support Lloyd's aspirations to become the most sustainable business district in the country. The Roadmap was created to guide the Lloyd EcoDistrict Board through project implementation, with an emphasis on meeting ambitious goals in the areas of Return on Investment, Job Growth, Water, Energy, Materials Management, Habitat+Ecosystem Function, and Access+Mobility. It proposes investment and partnership strategies to achieve long-term goals.

[Lloyd EcoDistrict 2019 Imperatives Commitment](#)

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Connectivity, Living Infrastructure, Resource Regeneration, Equity, Resilience, Climate Protection

The Lloyd EcoDistrict Imperatives Commitment was approved in January 2019. Throughout 2018, Lloyd EcoDistrict organized three workgroups, one for each priority area: Equity, Resilience, and Climate

Protection. Each workgroup met to plan effective community outreach strategies and to evaluate priorities within their respective areas of focus. This Imperatives Commitment describes the year-long community engagement process in more detail. Positive outcomes included building relationships among stakeholders, vetting project ideas and potential project resources, and recruiting new volunteers from among the residents, employees, business owners, and other stakeholders in Lloyd. The document describes ongoing priorities and implementation efforts.

Lloyd EcoDistrict Energy Action Plan and Energy Action Plan Update

Addresses Priorities: Resource Regeneration, Climate Protection

The Lloyd EcoDistrict Energy Action Plan was developed by Lloyd EcoDistrict in 2013 and introduced in February 2014. Lloyd EcoDistrict worked with district stakeholders representing approximately half of the large buildings in the district, as well as public partners, to create a plan that puts the district on track to reach its energy goals: no net increase in energy use above 2010 levels by 2035, despite a planned additional 22 million square feet of new commercial, retail, institutional and residential development in Lloyd. Lloyd EcoDistrict targeted a 33% reduction in the total energy use of existing buildings. The Energy Action Plan Update showed substantial progress: Lloyd reduced building energy use by 12.2%, nearly double the original five year goal. Partners developed 250,000 square feet of solar photovoltaics, and constructed new buildings that use 30% less energy. The district emerged as a leader for energy efficiency within the region: Energy Star scores are 13% higher in Lloyd than in the overall city.

Lloyd EcoDistrict Waste Reduction Action Plan

Addresses Priorities: Place, Health & Wellbeing, Resource Regeneration, Climate Protection

The Waste Reduction Action Plan (WRAP) was adopted by Lloyd EcoDistrict in October 2017. The plan outlines ambitious waste-reduction goals: by 2035, no net increase in 2016-level total waste generated by weight, and recycling or composting 93% of Lloyd's waste. WRAP presents the first five years of actions to engage the Lloyd community in achieving these goals. As interim targets, the plan sets five-year goals of increasing the volume of waste recycled or composted by 6% and maintaining the current rate of waste generated. In developing the plan, the committee applied best practices for each level of the waste hierarchy—avoid, reduce, reuse, recycle, recover, and dispose—to identify and prioritize strategies and actions for moving Lloyd toward its goals.

Metro 2018 Regional Transportation Plan

Addresses Priorities: Place, Health & Wellbeing, Connectivity, Equity

The 2018 Regional Transportation Plan was adopted by the Metro Council in December 2018. It is a comprehensive blueprint for the future of transportation in the greater Portland region. The plan includes a Vision Zero target of zero traffic deaths and serious injuries by 2035. The plan aims for a 16% reduction in deaths and serious injuries by 2020 and a 50% decline by 2025.

Metro 2040 Growth Concept

Addresses Priorities: Place, Prosperity, Living Infrastructure, Connectivity

The 2040 Growth Concept was adopted by the Metro Council in 1995. It is a 50-year plan for growth in the Portland metropolitan area, and sets a regional framework for how growth will be concentrated based on goals for making efficient use of land, protecting natural areas and farm land, and promoting a multi-modal transportation system. Policies in the 2040 Growth Concept encourage safe and stable

neighborhoods for families, compact development that uses land and money efficiently, a healthy economy that generates jobs and business opportunities, protection of farms, forests, rivers, streams and natural areas, a balanced transportation system to move people and goods, and housing for people of all incomes in every community.

Multnomah County Natural Hazards Mitigation Plan

Addresses Priorities: Place, Prosperity, Resilience, Climate Protection

The Multnomah County Natural Hazards Mitigation Plan was completed in 2017 by Multnomah County Emergency Management and will be updated in November 2022. Hazard mitigation is the work that is done before a disaster occurs to lessen the severity of future natural disasters and make the community more resilient. This plan uses the best available information about natural hazards to come up with actions to protect life, property, and the environment in future natural disasters. The plan addresses the hazards of earthquakes, floods, landslides, severe weather, volcanoes, and wildfires in Multnomah County.

N/NE Neighborhood Housing Strategy and 2020 Report

Addresses Priorities: Place, Prosperity, Connectivity, Equity, Resilience

The N/NE Neighborhood Housing Strategy was presented to Portland City Council in January 2015. It is an initiative by the Portland Housing Bureau to address a legacy of displacement in North and Northeast Portland through investments in new affordable rental housing, opportunities for first-time homebuyers, and home retention programs for longtime residents. The initiative began as a community-led effort and resulted in a \$20 million housing plan. The 2020 Report indicates that the City's funding commitment to this priority has grown to about \$70 million. A central feature of the strategy is the N/NE Preference Policy, which prioritizes current and former longtime residents of the N/NE Portland community for the City's affordable housing investments in the Interstate Corridor Urban Renewal Area.

Portland 2035 Transportation System Plan

Addresses Priorities: Place, Connectivity, Health & Wellbeing, Equity, Climate Protection

The City of Portland's 2035 Transportation System Plan (TSP) was adopted in December 2016. It is the 20-year plan to guide transportation policies and investments in Portland. TSP outlines plans to support the City's commitment to achieve Vision Zero by saving lives and reducing injuries to people using the transportation system; help transit and freight vehicles to move more reliably; reduce carbon emissions and promote healthy lifestyles; keep more money in the local economy while spending less on vehicles and fuel; and create great places. The updated landing page with interactive maps can be found [here](#).

Portland and Multnomah County Climate Action Plan

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Living Infrastructure Connectivity, Resource Regeneration, Equity, Resilience, Climate Protection

The *Climate Action Plan: Local Strategies to Address Climate Change* document was adopted by the City of Portland and Multnomah County in June 2015. It lays out a 2050 vision for a prosperous, connected, equitable, healthy, and resilient city and county. The plan establishes a goal of reducing local carbon emissions by 80% from 1990 levels by 2050, and 40% by 2030. The plan outlines integrated responses to the intertwined challenges of climate change, social inequity, economic volatility, degraded natural systems, and the rising cost of living.

Portland Central City 2035 N/NE Quadrant Plan

Addresses Priorities: Place, Prosperity, Living Infrastructure, Connectivity

The Central City 2035 N/NE Quadrant Plan (CC2035) was adopted by the Portland City Council in October 2012. It was created by a variety of stakeholders, including Portland City Council, Portland Planning and Sustainability Commission, N/NE Quadrant Stakeholder Advisory Committee, Portland Bureau of Planning and Sustainability, Portland Bureau of Transportation, Oregon Department of Transportation and various consultants. CC2035 includes plans for land use, urban design, transportation, open space and green systems, housing, and economic innovation.

Portland Central City in Motion Implementation Plan

Addresses Priorities: Prosperity, Living Infrastructure, Connectivity, Climate Protection

The Central City in Motion plan was approved by the Portland City Council in November 2018, with funds first released in 2019. Central City in Motion is Portland Bureau of Transportation's effort to plan, prioritize, and implement transportation improvements in the city's core. This planning effort prioritized eighteen projects, including new pedestrian crossings, bus lanes, and bikeways. Four of the projects are located in Lloyd: NE Broadway/Weidler; NE Lloyd; NE Multnomah; and NE/SE MLK/Grand/6th/7th.

Portland Climate Emergency Declaration and One Year Progress Report

Addresses Priorities: Place, Prosperity, Resource Regeneration, Living Infrastructure, Connectivity, Equity, Resilience, Climate Protection

The Climate Emergency Declaration (CED) was adopted by the Portland City Council in June 2020. This Resolution acknowledges that the Portland metro area faces a human-made climate emergency and that frontline communities are the least responsible for, but most impacted by, climate change. The one-year progress report, prepared by the Portland Bureau of Planning and Sustainability in July 2021, details the progress made by the City implementing the CED, including launching the Climate Justice community process; adopting an internal cost of carbon for City operations; supporting a youth-led summit on climate justice; and improving transit flexibility & affordability. It also reports that the city is still advancing net-zero-carbon buildings policy, EV-ready homes and buildings, analysis of decarbonization pathways, 100% clean, renewable electricity, and anti-displacement actions.

Portland Economic Relief and Stabilization Strategy

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Equity, Resilience

The Portland Economic Relief and Stabilization Strategy was introduced in November 2020 as a joint effort by the City of Portland Economic Recovery Task Force and many city agencies, with staff support from Prosper Portland. Following Mayor Ted Wheeler's emergency declaration on March 12, 2020, the City of Portland formed a COVID-19 Economic Relief and Stabilization Framework. The framework concentrates on four areas of economic stabilization, all grounded by the fundamental priority of racial equity and serving the most vulnerable: household stabilization, business stabilization, community partner stabilization, and neighborhood stabilization.

Portland Plan

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Connectivity, Equity, Resilience

The Portland Plan was adopted by the Portland City Council in April 2012. It sets short-term and long-term goals for the city, focusing on the core priorities of prosperity, education, health, and equity. It

introduces three integrated strategies: thriving educated youth, economic prosperity and affordability, and a healthy connected city. These three strategies each include an overall goal (for 2035) and a short-term action plan (on a 5 year time horizon).

[Prosper Portland \(Portland Development Commission\) Strategic Plan and Final Report](#)

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Equity, Resilience

Prosper Portland (formerly the Portland Development Commission) introduced a 2015-2020 Strategic Plan in 2015. The plan focused the organization's efforts on fostering widely-shared prosperity among all residents of Portland, and making Portland one of the most globally competitive, equitable, and healthy cities in the world. The 2020 Final Report shares the successes from the five key objectives: healthy neighborhoods, jobs, wealth creation, partnerships, and a sustainable agency.

Several additional reports have been considered during Roadmap preparation due to their significance for the district. They can be found in [Appendix C: Reports](#).

Ongoing and Imminent Activities by Others

This section includes a list of various ongoing and imminent activities by others that are applicable to Lloyd EcoDistrict. Each includes a title, brief description, timeline (if applicable), and the EcoDistrict Protocol Priorities to which the activity applies and how. The title of each activity includes a hyperlink to an external site with additional information. Plans are listed in alphabetical order.

[Albina Vision Trust](#)

Addresses Priorities: *Place, Prosperity, Health & Wellbeing, Connectivity, Equity, Resilience*

Albina Vision Trust is honoring the neighborhood’s past by transforming what exists today into a socially and economically inclusive community of residents, businesses, artists, makers, and visitors. Their Albina Community Investment Plan (see [Census of Local Plans](#)), envisions a vibrantly diverse community anchored by intentionally conceived parks and plazas, combined with civic and cultural event spaces, that is seamlessly connected to the Willamette River and surrounding neighborhoods. In 2022, Albina Vision Trust announced a partnership with Edlen & Company to develop an affordable housing and community theater project in Lower Albina located between North Flint and Wheeler avenues—a first step toward the dream of restoring a historic Portland neighborhood.

[Earl Blumenauer Bridge](#)

Addresses Priorities: *Place, Connectivity, Living Infrastructure, Climate Protection, Resilience*

The Congressman Earl Blumenauer Bicycle and Pedestrian Bridge will open in summer 2022. The Portland Bureau of Transportation is constructing the Blumenauer Bridge (originally called Sullivan's Crossing) to serve as a connection for pedestrians and bikers between Lloyd and the Central Eastside, crossing I-84. The bridge will have a path for two-way bicycle traffic and a pedestrian path with beautiful views of downtown and Lloyd. In addition, the bridge will be seismically resilient, and will be able to serve as a backup route for emergency vehicles over I-84 in the event of a significant seismic event.

[Enhanced Services District](#)

Addresses Priorities: *Prosperity, Connectivity, Living Infrastructure, Resilience*

The Lloyd Enhanced Services District (ESD) was established in 2001 as one of three enhanced services districts in Portland. The purpose of the Lloyd ESD is to encourage growth and ensure the continued health and development of, and pride in, the Lloyd neighborhood by making it a better place to live, work, and visit. Lloyd ESD core programs are supported by a property management license fee and focus on public safety, transportation access, sustainability, economic development, and neighborhood advocacy. Lloyd ESD is a primary funder of Lloyd EcoDistrict.

[Go Lloyd](#)

Addresses Priorities: *Place, Prosperity, Connectivity, Living Infrastructure, Equity, Climate Protection*

Go Lloyd was founded in 1994 as the Lloyd District Transportation Management Association (TMA), a public/private partnership formed so employers, developers, building owners, and government entities can work collectively to establish policies, programs, and services to address local transportation issues and foster economic development. Today, Go Lloyd develops programs that encourage Lloyd commuters and

residents to engage in travel options outside of single-occupancy vehicles, offers public education of available transportation resources, and reduces traffic in the process.

Green Loop

Addresses Priorities: Place, Health & Wellbeing, Connectivity, Living Infrastructure, Equity, Resilience, Climate Protection

The Green Loop emerged from the Portland Central City 2035 Plan to address increasing diversity, congestion, and development. The Green Loop will be a six-mile loop throughout the city, providing a combination of leafy green canopy, urban pedestrian plazas, comfortable mobility zones, and engaged adjacent development for residents and visitors alike to enjoy. The Green Loop aims to prioritize equity and create new spaces—while improving and revitalizing existing ones—to support economic growth opportunities for small businesses. The distinct identities and conditions of each neighborhood will help inform the design and placemaking strategies for the loop’s different segments, creating a variety of experiences throughout. The Green Loop will go through parts of both Lloyd and Lower Albina, though the exact path is yet to be determined.

I-5 Rose Quarter Improvement Project

Addresses Priorities: Place, Prosperity, Connectivity, Living Infrastructure

The Interstate 5 Rose Quarter Improvement Project is an initiative of the Oregon Department of Transportation. According to ODOT, this project aims to provide new local street connections and I-5 improvements that create new community connections, as well as a safer, more reliable I-5 that fosters economic growth. There are ongoing discussions between the local residents, the Historic Albina Advisory Board, the City of Portland, and ODOT to develop a plan that integrates the high density, pedestrian emphasis for the Broadway/Weidler corridor with the urban freeway exchange. The current concept includes a highway cover to connect streets that are currently divided by I-5 and add additional land, allowing wider sidewalks and new spaces for community activities. Once built, the cover will be able to hold buildings two to three stories tall. The process and proposed project has received criticism from racial and environmental justice groups and activists for potentially leading to worse local air quality and failing to meet long-term climate change goals. Construction is anticipated to begin as soon as late 2023 and last through 2029.

Lloyd Center Redevelopment (Urban Renaissance)

Addresses Priorities: Place, Prosperity, Connectivity, Resource Regeneration

Urban Renaissance Group (URG) manages the Liberty Centre and the Lloyd Center. Lloyd Center was hailed as the largest shopping center in the world when it opened in 1960. Numerous tenants have left in recent years—accelerated by the pandemic—though several new small businesses have opened in recent months. For the redevelopment of Lloyd Center, URG has committed to begin a visioning process for future investment that will recognize the property’s importance to Portland by listening to, and engaging with, existing tenants, neighbors, community members, and City officials.

Lloyd Community Association

Addresses Priorities: Place, Health & Wellbeing, Connectivity, Equity, Resilience

The Lloyd Community Association is a group of business leaders and residents working together to make Lloyd a better place to live, work and play. LCA provides an open process for Lloyd stakeholders to

involve themselves in neighborhood affairs, promotes and enhances the Lloyd community, and acts as a liaison between business, residents, government agencies, and other neighborhoods.

[Oregon Square Development \(American Assets Trust\)](#)

American Assets Trusts (AAT) owns multiple properties in Lloyd, including the Lloyd 700 Building and Hassalo on Eighth. Hassalo on Eighth is an eco-friendly urban apartment complex completed in 2015 that boasts numerous on-site sustainability strategies including rainwater harvesting and treatment, on-site wastewater treatment and re-use with infiltration, district energy, natural daylighting, access to public transportation, and more. AAT has plans for a redevelopment at Oregon Square, which will include between 400,000 and 600,000 square feet of commercial office space. The Oregon Square redevelopment project will be bounded by the Green Loop and include a *woonerf*, or “living street.”

[Prosper Portland Development Projects](#)

Addresses Priorities: Place, Prosperity, Health & Wellbeing, Connectivity

Prosper Portland focuses on building an equitable economy based on four cornerstones: growing family-wage jobs, advancing opportunities for prosperity, collaborating with partners for an equitable city, and creating vibrant neighborhoods and communities. Prosper Portland invests financial and human capital to serve the city and its residents. Assets that Prosper Portland currently owns in Lloyd and has identified for possible future development include:

- 100 Multnomah (air rights for sale above parking garage that serves the Hyatt)
- Oregon Convention Center Plaza
- 83 Weidler (where an alternative shelter for BIPOC neighbors experiencing houselessness is currently operating)
- Action Sports (next to the Inn at the Convention Center, which is also owned by Prosper Portland)

District Build-out

According to the [Portland Plan Growth Scenarios Report](#) published by the Bureau of Planning and Sustainability in 2015, the Portland metropolitan region will grow by 410,000 new households and 518,000 new jobs between 2010 and 2035. Metro expects Portland to accommodate 30% of that new household growth, with 123,000 new households, and to create 27% of the new regional employment growth, with 142,000 new jobs in Portland.

For build-out estimates specific to Lloyd, the [Portland Central City 2035 N/NE Quadrant Plan \(CC2035\)](#) is the primary guiding document. This plan aims to make Portland's urban core, including Lloyd, more vibrant, innovative, sustainable and resilient as more jobs, housing units, and transportation options are added in the coming decade: 5,000 new housing units and 10,000 new jobs in Lloyd by 2035. While this plan was developed about a decade ago, it remains the primary guiding document for district build-out estimates.

Per [CC2035](#), major redevelopment with high-density, mixed-use development is envisioned within the Central Lloyd area, which is expected to have the highest degree of change. Other areas that are currently well established, such as the Office Core and Irvington edge, are expected to have a relatively low degree of change. See below for more specifics.

Increased residential density will require amenities and services necessary for residents to meet their daily needs. It is essential that the area develop as a complete neighborhood with convenient and safe access to neighborhood businesses, park and recreation facilities and schools in a clean and healthy environment. Development of new open spaces and creating an environment that is supportive of local, neighborhood serving businesses are high priorities. Safe and attractive regionally available alternative transportation options, such as walking, biking and taking transit, are also important for promoting healthy lifestyles and meeting climate action goals for reduced greenhouse gas emissions.

On the next page, a rendering from CC2035 illustrates a possible development scenario meeting targets for 5,000 new housing units and 10,000 new jobs in Lloyd by 2035.

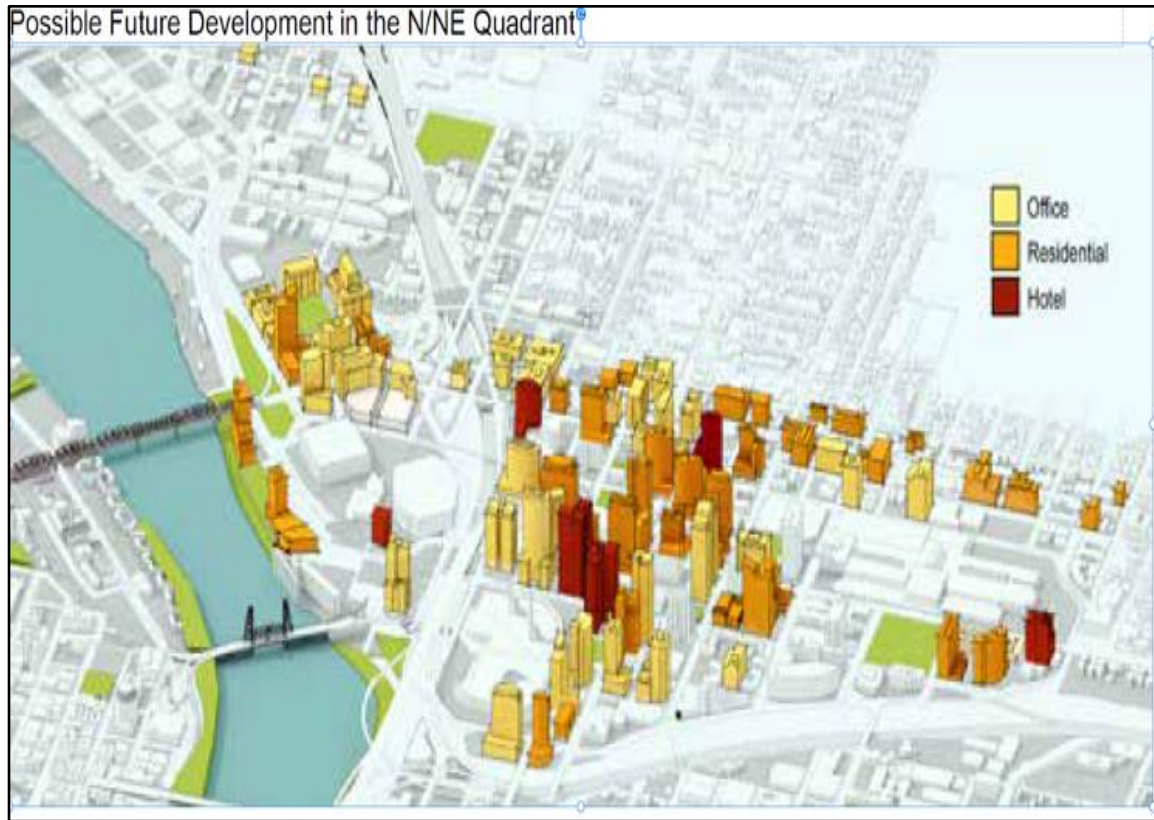


Image depicts a possible office, residential, and hotel development scenario in Lloyd. Source: [CC2035](#)

Housing:

[CC2035](#) sets a district built-out estimate of 5,000 new housing units in Lloyd and a jobs-to-housing ratio of 5 to 1 by 2035, compared to the 2010 estimate of 1,100 existing housing units and a jobs-to-housing ratio of 17 to 1. Housing development is proposed to be emphasized in the Central Lloyd area, upper Broadway, and the eastern edge. CC2035 established a set of implementation actions to achieve this, including:

- Develop regulatory tools to encourage housing development and the inclusion of affordable housing
- Supporting connections between district employers and employee housing through employer-assisted housing programs and coordinated mixed-use development
- Monitor residential population growth and related school needs

Transportation:

[CC2035](#) sets a district built-out estimate of infrastructure allowing for 75% of commute trips to/from Lloyd to be public transit, walking, biking, and carpooling by 2035, up from 44% in 2010. CC2035 established a set of implementation actions to achieve this, including:

- Implement a 7th Ave pedestrian/bike bridge over I-84 (the Earl Blumenauer Bridge, to open July 2022)
- Improve the Rose Quarter Transit Center area, including exploring water transportation options
- Study the feasibility of adding a new light rail station on the Yellow line to serve the N Broadway area

Employment:

[CC2035](#) sets a district build-out estimate of 10,000 new jobs in Lloyd by 2035, up from about 18,000 existing jobs in 2010. CC2035 established a set of implementation actions to achieve this, including:

- Adjust and increase maximum allowed heights to support high density development and encourage the provision of public amenities
- Adjust regulations and incentives to encourage new development that supports the Convention Center, such as new or expanded hotel development and retail
- Pursue development on publicly owned sites in and around the Rose Quarter through public-private partnerships

The [Lloyd EcoDistrict 2012 Roadmap](#) noted that, from construction to clean tech, development of the Lloyd EcoDistrict has the potential to generate well over the 10,000 job goal by 2035. Development of Lloyd as a center for innovation and application of sustainable business and development practices provides direct investment and job opportunities for the clean technology industry: assuming an office efficiency of 80% and an employee space area of 200-225 sf per employee, new commercial development within Lloyd could provide space for over 50,000 employees. Construction associated with development of the Lloyd EcoDistrict has the potential to generate over 25,000 temporary construction jobs by 2035.

For all of these build-out estimates, it is important to know that each of the ongoing and imminent activities by others detailed in the previous section will significantly influence the build-out of the district in the next decade. These projects—from the Lloyd Center redevelopment to the I-5 Rose Quarter Improvement Project—are expected to enhance neighborhood vitality and draw more consumers, employers, and residents to Lloyd, yet the specific results may vary.

Introducing the 2030 Roadmap

The Lloyd EcoDistrict 2030 Roadmap was developed over several years with extensive community input. Hundreds of residents, employees, business owners, and other stakeholders in Lloyd responded to surveys, attended in-person and virtual events, and provided their input throughout the roadmap creation process. Despite the challenges brought on by the COVID-19 pandemic, we are confident this roadmap reflects the needs and priorities of the community.

Lloyd EcoDistrict's horizon year is the year 2030. This is in alignment with the Imperatives Commitment approved in 2018. Due to the numerous imminent and possible developments within Lloyd over the coming years, it is anticipated that the neighborhood will have a different context at the end of the current decade from which to establish future priorities; see [Ongoing and Imminent Activities by Others](#) for more. As such, it was the decision of the Lloyd EcoDistrict Certification working group to keep the target date of 2030. Lloyd EcoDistrict aims to be carbon neutral before the year 2050; see [Pathway to Carbon Neutrality](#) for more.

The Lloyd EcoDistrict 2030 Roadmap addresses each of the six EcoDistrict Protocol Priorities, plus an added seventh Priority of Peace. For each of these, Lloyd EcoDistrict has identified objectives (vision statements of where we want to be) and indicators (what we will measure), as well as current baselines, targets, and strategies. These are all detailed with narrative context in the next section.

The roadmap can be viewed in spreadsheet format at [Appendix D: Lloyd EcoDistrict Roadmap](#).

Priority Area Deep Dive: Existing Conditions, Baselines, Targets, Strategies, and Feasibility

This section includes a deep dive into each of the three Imperatives and seven Priorities. Each subsection includes narrative context of existing conditions that informed the development of the roadmap objectives, as well as current baselines, horizon year performance targets, implementation strategies, and a feasibility assessment.

Given the complexity and changing conditions introduced by the COVID-19 pandemic since 2020, and the working assumption that by 2030 the pandemic will no longer impact tourism, transportation, or in-office work, the baseline year for this roadmap includes a range of 2019-2022. Baselines are identified based on indicator type: annual measurements are from 2019 (most recent non-pandemic complete year) or 2021 (most recent complete year), and discrete measurements are from 2022.

It was the decision of the Lloyd EcoDistrict Certification working group to organize this content by priority area for a more seamless flow of information. To reference this information in a more digestible spreadsheet format, without the narrative context, see [Appendix D: Lloyd EcoDistrict Roadmap](#).

Equity in Lloyd

The Lloyd neighborhood has a long history of injustices and inequities, as outlined in detail in [Appendix A: History of Lloyd](#). Today, Lloyd is home to a higher percentage of older adults than the Portland metro region, as well as a higher percentage of people living in poverty. For detailed information on current Lloyd neighborhood demographics, see [Appendix E: Lloyd Neighborhood Demographics](#).

The Lloyd EcoDistrict organization was initially envisioned as focusing primarily on businesses and corporate sustainability initiatives: as a 501(c)(6), its work focused on creating a business case and value proposition for sustainability, directed mainly to employers and employees of Lloyd. As the work developed, however, the organization became a 501(c)(3), and its mission and vision expanded to include a wider definition of sustainability, and a more inclusive view of the community beyond businesses.

Because of this history, Lloyd EcoDistrict is not where it would like to be with regards to embodying and promoting equity. However, in recent years, the organization has come to recognize the importance of integrating an equity lens into its initiatives. Currently, Lloyd EcoDistrict board and staff are completing a three-month equity initiative to better prepare the organization to engage, serve, and prioritize the needs of communities that might not currently be represented. The roadmap also outlines strategies for building more meaningful partnerships with BIPOC-serving organizations in Lloyd and Lower Albina.

With regards to the Lloyd EcoDistrict board: today, the Lloyd EcoDistrict board is primarily made up of representatives of larger organizations in both public and private sectors: engineering sustainability,

architecture, federal government, utility, banking, and not-for-profits. It is common for some Lloyd EcoDistrict board members to represent partner community organizations, such as Go Lloyd. Current board demographics can be found in [Appendix F: Lloyd EcoDistrict Board Demographics](#).

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

	Objectives	Indicators
Equity Imperative	Lloyd EcoDistrict uplifts and supports the efforts of BIPOC-serving organizations in Lloyd and Lower Albina.	Number of meaningful partnerships (e.g. board members, shared programs, etc.) with BIPOC-serving organizations, specifically in the Lloyd and Lower Albina regions.
	The staff & board of Lloyd EcoDistrict reflect the population of the neighborhood as a whole.	Representation of small/large businesses, residential/commercial interests, etc.
		Social demographics (race, age, gender, etc.) of the staff & board are representative of the neighborhood.

Objective #1: Lloyd EcoDistrict uplifts and supports the efforts of BIPOC-serving organizations in Lloyd and Lower Albina.

Indicator: Number of meaningful partnerships (e.g. board members, shared programs, etc.) with BIPOC-serving organizations, specifically in the Lloyd and Lower Albina regions.

Baseline: In 2021, no Lloyd EcoDistrict board members also represent BIPOC-serving organizations in the neighborhood. Lloyd EcoDistrict staff members are regular participants in the Justice for Keaton Otis collective meetings and initiatives, including grant development.

Target:2024: 2 Lloyd EcoDistrict board members also represent BIPOC-serving organizations.

Programs/Strategies:

1. Prioritize developing more meaningful relationships with BIPOC-serving organizations in Lloyd and Lower Albina.
2. Identify joint opportunities for grant development.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict board and staff

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: primarily staff time. This will be implemented in the medium-term, as meaningful relationship-building takes time. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Objective #2: The staff and board of Lloyd EcoDistrict reflect the population of the neighborhood as a whole.

Indicator #1: Representation of small/large businesses, residential/commercial interests, etc.

Indicator #2: Social demographics (race, age, gender, etc.) of the staff & board are representative of the neighborhood.

Baseline:

As of February 2022, the Lloyd EcoDistrict board includes:

- 1 Lloyd resident
- 4 Lloyd employees
- 0 Lloyd business owners

Lloyd EcoDistrict board demographics include:

- 67% white
- 60% male
- 80% heterosexual
- 50% ages 30-49 and 50% ages 50-69
- 80% never experienced financial, housing, or food insecurity

For complete details, see [Appendix F: Lloyd EcoDistrict Board Demographics](#).

Target:

2022: Board recruitment efforts prioritize increasing representation of people with the following backgrounds and experiences:

- People who identify as BIPOC
- People who have and/or are experiencing houselessness or housing insecurity
- Residents, including seniors/older residents
- Youth and/or people who work with young people
- People with a public safety and/or mental health background
- People who own small businesses in the neighborhood
- People who identify as LGBTQIA+

2023 and ongoing: Lloyd EcoDistrict board is representative of social demographics across the community.

Programs/Strategies:

1. Revamp recruitment and hiring materials and processes to reduce bias and ensure retention.
2. Complete board recruitment and expansion with equity lens.
3. Complete annual staff and board demographic survey.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: primarily staff and board time. This will be implemented in the short-term as the board expands in 2022, as well as ongoing. This strategy received a feasibility assessment cumulative score of 20. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Resilience in Lloyd

Both community resilience and environmental resilience have room for improvement in Lloyd. For community resilience, Lloyd EcoDistrict established baselines around emergency preparedness and the dearth of emergency preparedness resources and training in the neighborhood. Most current emergency preparedness resources are not relevant for Lloyd’s residents: 80.3% of housing in Lloyd is multifamily units, compared to 33.3% across the metropolitan area, and most emergency preparedness resources are directed towards people living in single-family homes. Similarly, most of the Portland Neighborhood Emergency Teams are oriented towards residents in single-family homes.

For environmental resilience: at the time of the development of these objectives and indicators, no neighborhood-wide vulnerability assessment of potential environmental shocks and stressors had been completed, nor had general recommendations for building resilience at building and infrastructure level been published. However, this assessment was completed by RWDI in late April 2022 and can be found in the [Pathway to Carbon Neutrality](#) section below. The assessment includes an exposure screen to identify projected climate hazards specific to Lloyd, a list of potential impacts and vulnerabilities to people and infrastructure, and recommendations for climate resilience mitigation strategies.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

	Objectives	Indicators
<i>Resilience Imperative</i>	Community resilience is strengthened.	Number of buildings with active Neighborhood Emergency Teams (NETs) and/or emergency preparedness plans.
		Number of participants in emergency preparedness trainings.
		Number of people who live in Lloyd who are NET trained.
	Environmental resilience is strengthened.	Completion of a Lloyd climate change resilience assessment of potential environmental shocks and stressors.

		Development and implementation of a summary document/presentation and an outreach strategy based on the Lloyd climate change resilience assessment for local neighborhood and business community to educate stakeholders on localized vulnerabilities and mitigation strategies.
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Objective #1: Community resilience is strengthened.

Indicator #1: Number of buildings with active Neighborhood Emergency Teams (NETs) and/or emergency preparedness plans.

Baseline: 0 buildings in 2021

Target: 5 buildings by 2030

Programs/Strategies: Work with buildings to create emergency preparedness plans and Neighborhood Emergency Teams (NETs).

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, partnering with building managers across the neighborhood and residents interested in NET participation.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: primarily staff time for outreach. This will be implemented in the medium-term, with opportunities for grant funding to support. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The City of Portland has ongoing emergency preparedness initiatives, including supporting Neighborhood Emergency Team training.

References, Notes, and/or Data Sources: Additional information about NETs in the City of Portland can be found [here](#).

Indicator #2: Number of participants in emergency preparedness trainings.

Baseline: 0 participants in 2021

Target: 500 total participants by 2030

Programs/Strategies: Offer emergency preparedness training and encourage active participants to go through Neighborhood Emergency Team training.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, partnering with the Portland Bureau of Emergency Management (PBEM).

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: staff time for planning and implementing trainings, and donated time

from PBEM for the trainings. This will be implemented in the medium-term, with opportunities for grant funding to support. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The City of Portland has ongoing emergency preparedness initiatives, including supporting Neighborhood Emergency Team training.

References, Notes, and/or Data Sources: Additional information about NETs in the City of Portland can be found [here](#).

Indicator #3: Number of people who live in Lloyd who are NET trained.

Baseline: 5 active NET-trained residents in Lloyd in 2021

Target: 15 active Neighborhood Emergency Team members (NETs) by 2030

Programs/Strategies:

1. Recruit participants of building teams and training participants to complete the Portland Bureau of Emergency Management’s formal training.
2. Support a Lloyd neighborhood team.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, partnering with the Portland Bureau of Emergency Management (PBEM).

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: staff time to recruit participants and support a Lloyd neighborhood team. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The City of Portland has ongoing emergency preparedness initiatives, including supporting Neighborhood Emergency Team training.

References, Notes, and/or Data Sources: The Active NET Teams Directory and NET Dashboard Reports for the City of Portland can be found [here](#).

Objective #2: Environmental resilience is strengthened.

Indicator #1: Completion of a Lloyd climate change resilience assessment of potential environmental shocks and stressors.

Baseline: No assessment has been completed as of 2021.

Target: Lloyd climate change resilience assessment completed by 2023.

Programs/Strategies: Design and conduct a comprehensive Lloyd climate change resilience assessment. *Note: This assessment was completed in late April 2022 by RWDI and can be found in the [Pathway to Carbon Neutrality](#) section below. The assessment includes an exposure screen to identify projected climate hazards specific to Lloyd, a list of potential impacts and*

vulnerabilities to people and infrastructure, and recommendations for climate resilience mitigation strategies.

Implementers, Partners, and/or Stakeholders: RWDI

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs, as RWDI has donated staff time to complete the assessment. This will be implemented in the short-term. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland and Multnomah County 2030 target: build city and county staff and community capacity to prepare for and respond to the impacts of climate change, including preparing for hotter, drier summers and warmer winters.

References, Notes, and/or Data Sources: [City of Portland and Multnomah County Climate Action Plan](#)

Indicator #2: Development and implementation of a summary document/presentation and an outreach strategy based on the Lloyd climate change resilience assessment for local neighborhood and business community to educate stakeholders on localized vulnerabilities and mitigation strategies.

Baseline: No document has been developed as of 2021.

Target:

- 2022: Development of summary document/presentation
- 2022-2024: Stakeholder outreach, education, and engagement

Programs/Strategies:

1. Develop a summary document/presentation.
2. Develop and implement an outreach strategy to share findings and recommendations with stakeholders throughout Lloyd and beyond.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, RWDI.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs: we are seeking grant funding to develop this summary document and outreach and education strategy to share findings with other localities. This will be implemented in the medium-term, following the completion of the climate change resilience assessment. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: For city, county, regional, and state efforts, see [Census of Local Plans](#).

Climate Protection in Lloyd

Portland and Multnomah County have been tracking local carbon emission for nearly 30 years using an annual sector-based emissions inventory. The [Multnomah County Carbon Emissions and Trends: 2018 Summary](#) summarizes Portland and Multnomah County's carbon emissions inventory and trends for the years 1990-2018. Its findings include: Multnomah County's total 2018 emissions were 19% below 1990 levels, and emissions declined in 2018, a decrease of 4.6% from 2017 levels, but still slightly higher than 2016 levels. United States emissions increased 3% from 2017-2018 and are currently nearly 5% above 1990 levels. In 2015, Portland and Multnomah county committed to reducing local carbon emissions by 80% below 1990 levels by 2050, with an interim goal of a 40% reduction by 2030, in the [City of Portland and Multnomah County Climate Action Plan](#). In 2020, the City of Portland amended its emission reduction targets to at least 50% reduction in carbon emissions by 2030 and net-zero carbon emissions before 2050, as outlined in the [Portland Climate Emergency Declaration One Year Progress Report](#).

The Lloyd EcoDistrict Energy Action Plan (see [Census of Local Plans](#)) guides energy benchmarking and analysis in Lloyd. Lloyd EcoDistrict currently completes biennial reviewing and reporting of energy use intensity (EUI), ENERGY STAR scores, and greenhouse gas emissions with support from RWDI. However, no outreach and/or educational training for building owners and operators is currently available. There is also room for growth for multifamily residential properties.

The [Lloyd EcoDistrict Energy Star Performance 2019-2020 Report](#) reflected a district-wide reporting rate of 88% for 2019 and 50% for 2020 for commercial properties. In 2019, properties in Lloyd performed slightly worse in overall building energy performance compared to similar properties across Portland, but buildings in Lloyd achieved 9% better Energy Star scores than the overall Portland median score that same year. Greenhouse gas emissions have reduced roughly 8.5% in 2019 and 23.7% in 2020 from the 2010 baseline.

Emissions related to transportation are tracked by Go Lloyd. One of Go Lloyd's flagship programs, Universal Pass, allows Lloyd employers to provide their employees with a steeply discounted annual transit pass to empower commuters to drive less. Historically, Go Lloyd has surveyed Universal Pass holders annually on their commute habits to track shifts in commute choices and transportation habits. The [Go Lloyd 2019 Commute Choice Survey](#) reported 3,536,124 lbs of carbon dioxide not released into the air in 2019. The survey has not been completed since 2019 due to the COVID-19 pandemic, and participating organizations vary somewhat from year to year due to their involvement in the employer Universal Pass program. However, Go Lloyd plans to continue this survey in the future as more employees return to their offices in Lloyd.

Lloyd EcoDistrict has a long history of supporting local businesses to increase cost effectiveness, including the active LED Member Advantage Program (LAMP), an LED retrofit program. LAMP had a record year in 2019 as detailed in the [Lloyd EcoDistrict 2021 Biannual Report](#). In 2020, Lloyd EcoDistrict increased energy efficiency education through a new series of blogs and webinars.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

	Objectives	Indicators
<i>Climate Protection Imperative</i>	District level carbon emissions are tracked, reported, and reduced to move towards carbon neutrality.	Biennial reviewing and reporting of energy use intensity (EUI), ENERGY STAR score, and greenhouse gas emissions from stationary energy use in district buildings and facilities show a reduction in carbon emissions.
		Number of district buildings and facilities that regularly track and report carbon emissions.
		Biennial reviewing and reporting of emissions from transportation activity to/from Lloyd by local employees.
		Number of new opportunities identified to increase renewables and reduce carbon.

Objective #1: District level carbon emissions are tracked, reported, and reduced to move towards carbon neutrality.

Indicator #1: Biennial reviewing and reporting of energy use intensity (EUI), ENERGY STAR score, and greenhouse gas emissions from stationary energy use in district buildings and facilities show a reduction in carbon emissions.

Baseline: 10.8 kilograms of CO2e per square foot in 2019

Target:

- 2022: 10% below 2019 levels
- 2026: 25% below 2019 levels
- 2030: 50% below 2019 levels

Programs/Strategies:

1. Review and report energy use intensity (EUI) every other year.
2. Target outreach and training of building owners/operators not currently using ENERGY STAR Portfolio Manager accounts to track energy use in ESPM.

Implementers, Partners, and/or Stakeholders: RWDI

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: RWDI manages reporting and Lloyd EcoDistrict manages outreach. This will have ongoing implementation every other year. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland and Multnomah County have committed to reducing local carbon emissions by at least 50% by 2030 and achieving net-zero carbon emissions before 2050.

References, Notes, and/or Data Sources: [City of Portland and Multnomah County Climate Action Plan](#); [Portland Climate Emergency Declaration One Year Progress Report](#)

Indicator #2: Number of district buildings and facilities that regularly track and report carbon emissions.

Baseline: 0 in 2022

Target: 8 multifamily residential properties track & report carbon emissions by 2030

Programs/Strategies: Conduct outreach and training of multifamily residential property managers to track and report energy use in ENERGY STAR Portfolio Manager

Implementers, Partners, and/or Stakeholders: RWDI

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, including costs for outreach and training to multifamily residential property managers, as well as tracking transportation activities. This will have long-term implementation, likely with the support of grants. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The City of Portland has committed to adopting new policies that reduce carbon from buildings and the transportation sector. City Council has stated the expectation Portland General Electric and PacifiCorp deliver 100% clean, renewable electricity to all Portland residents and businesses no later than 2030, and calls on NW Natural to fully decarbonize its gas pipeline no later than 2050.

References, Notes, and/or Data Sources: [Portland Climate Emergency Declaration One Year Progress Report](#)

Indicator #3: Biennial reviewing and reporting of emissions from transportation activity to/from Lloyd by local employees.

Baseline: Biennial Go Lloyd employee commute choice survey last completed in 2019.

Target: 2024, 2026, 2028, 2030: Biennial employee commute choice survey and report of emissions from transportation activity undertaken by employees in Lloyd.

Programs/Strategies: Conduct outreach and surveys for emissions from transportation activity.

Implementers, Partners, and/or Stakeholders: Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs with ongoing implementation every two years. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Go Lloyd 2019 Commute Choice Survey results](#)

Indicator #4: Number of new opportunities identified to increase renewables and reduce carbon.

Baseline: 1 event annually in 2021

Target:

2024: 2 public-facing educational opportunities offered annually to inform the community on how to increase renewables and/or reduce carbon.

2030: Research feasibility of increasing the number of EV charging stations.

Programs/Strategies:

1. Connect building owners and operators of underperforming buildings with resources to improve efficiency (e.g. LEAF).
2. Develop two public-facing educational opportunities each year to inform the community on how to increase renewables and/or reduce carbon. This includes the development of two documents to share with business owners: “Reducing Your Carbon Footprint” and “Healthy Building Strategies for Indoor Environmental Quality.” *Note: these documents were completed in late April 2022 and updated in May 2022 by RWDI and can be found in the [Pathway to Carbon Neutrality](#) section below.*

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, with partners RWDI, Energy Trust of Oregon, Northwest Energy Efficiency Alliance, City of Portland, Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, mostly for supporting public-facing educational opportunities. This will be implemented in the short-term and medium-term, in collaboration with key stakeholders. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland and Multnomah County have set the following 2030 objectives: reduce total energy use of buildings built before 2010 by 25%; achieve zero-net carbon emissions in all new buildings and homes; supply 50% of all energy used in buildings from renewable resources. Portland has also committed to adopting new policies that reduce carbon from buildings and the transportation sector, including becoming an EV-ready city that prioritizes action, benefits and protections for renters and low-income residents;

References, Notes, and/or Data Sources: [City of Portland and Multnomah County Climate Action Plan](#); [Portland Climate Emergency Declaration One Year Progress Report](#)

Place in Lloyd

Engagement & Inclusion

Community engagement is active in Lloyd. The [Lloyd Community Association](#) (LCA) is a group of business leaders and residents working together to make Lloyd a better place to live, work, and play, and

organizations such as LCA and Lloyd EcoDistrict regularly host networking and volunteer events, including park clean-ups.

In community outreach efforts for the creation of this roadmap, there was significant interest expressed in having an increased presence of cultural events and festivities in Lloyd that celebrate Black communities, Indigenous communities, and other communities of color. Currently, Lloyd EcoDistrict promotes these types of events rather than actively being involved in the planning or implementation, though this roadmap prioritizes building deeper partnerships with people and organizations leading this work in order to more meaningfully support these efforts.

In addition, one of the most significant opportunities for increased community engagement is the redevelopment of Lloyd Center. Various community groups have discussed the possibility of creating a community space in Lloyd, and this roadmap will support those conversations.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Engagement & Inclusion</i>	Community engagement is strong for those who live, work, and recreate in Lloyd.	Number of volunteer hours.
	Lloyd is a place where people of all backgrounds see themselves celebrated and represented.	Number of BIPOC cultural events & festivities promoted throughout the year.

Objective #1: Community engagement is strong for those who live, work, and recreate in Lloyd.

Indicator: Number of volunteer hours.

Baseline: Total: 809 hours in 2021 (Lloyd EcoDistrict: 559hrs; Lloyd Community Association: 0hrs; Go Lloyd: 250hrs).

Target: 5% increase year over year: 1,000 hours in 2026 and 1,200 hours in 2030

Programs/Strategies: Partner with organizations and businesses to host more volunteer events and encourage employees and community members to attend.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association, Go Lloyd. While other organizations also provide volunteer opportunities in Lloyd, focusing on volunteer hours with these three main community engagement organizations proved to be the most straightforward way to consistently measure this indicator over time.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low/medium implementation costs: volunteer engagement events are generally low cost, and can be funded by the Enhanced Services District or grants. This will have ongoing implementation

each year. This strategy received a feasibility assessment cumulative score of 22. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Lloyd Community Association and Go Lloyd regularly hold volunteer events throughout the year to engage members of the Lloyd community.

References, Notes, and/or Data Sources: [Lloyd Community Building and Engagement Events](#)

Objective #2: Lloyd is a place where people of all backgrounds see themselves celebrated and represented.

Indicator #1: Number of BIPOC cultural events & festivities promoted throughout the year.

Baseline: Lloyd EcoDistrict promotes events via newsletter in 2022.

Target: By 2030, Lloyd EcoDistrict supports the creation and implementation of events throughout the year.

Programs/Strategies: Develop meaningful partnerships with local BIPOC cultural events and festivities, and support event success through communications, event partnerships, and more.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association. Currently, Lloyd EcoDistrict only promotes these types of events; we hope to spend several years building deeper partnerships with people and organizations doing this work so we can more meaningfully support these efforts.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low/medium implementation costs; costs may rise as event partnerships become more substantive. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 13. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Culture & Identity

A critical component of understanding culture and identity as part of Place in Lloyd is acknowledging and telling the history of the neighborhood—particularly that of urban renewal, displacement, and structural racism—by the communities most impacted. For an introduction of this history, see [Appendix A: History of Lloyd](#).

Several specific places within Lloyd have their own unique history that should be told. One notable historical location in Lloyd is The Dude Ranch, which was located in what is now called the Left Bank building at N Weidler and N Wheeler. This used to be Portland’s premier jazz venue, when jazz clubs proliferated along North Williams Avenue, the center of the city’s Black community.¹

The corner of NE Halsey and NE 6th, on the other hand, has a history of tragedy: on May 12, 2010, Keaton Otis’ 25-year-old life was cut short by Portland Police for “looking like a gangster” while driving.

¹ [The Dude Ranch](#)

Afterward, his father Fred Bryant began a monthly vigil at the site where his son was fatally shot by police to rally around police reform. Fred passed after a stroke—with a broken heart—in 2013. The Justice for Keaton Otis collective continues to host monthly vigils, and since 2019, has convened racial and community justice organizations to vision an artistic memorial to Keaton’s life, and to link it to the struggle for justice for all of those killed by police, the larger Black community as a whole, and love for Black imagination, justice, and community thriving in Portland. An initiative is underway to develop a “memorial corridor” at the site. Lloyd EcoDistrict is an active supporter of the Justice for Keaton Otis collective.

In addition to these specific sites, Albina Vision Trust is currently working on a Community Investment Plan (see [Census of Local Plans](#)) to restore a historic Portland neighborhood. As part of this roadmap implementation, Lloyd EcoDistrict plans to spend several years building deeper partnerships with people and organizations doing this work in the community in order to uplift this history and more meaningfully support these efforts.

Lloyd also has a number of murals and public art throughout the neighborhood. Go Lloyd developed a walking map that highlights these sites in the neighborhood and plans to update it every few years.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Culture & Identity</i>	The history of the neighborhood is acknowledged and told throughout (particularly that of urban renewal, displacement, and structural racism) by the communities most impacted.	Number of new historic landmarks or educational markers added to infuse the landscape with stories.
	The rich cultural diversity of today's Lloyd is uplifted and celebrated.	Number of murals and/or other public art installations newly installed or maintained.
		A walking tour map of murals and/or public art is regularly updated and accessible.

Objective #1: The history of the neighborhood is acknowledged and told throughout (particularly that of urban renewal, displacement, and structural racism) by the communities most impacted.

Indicator: Number of new historic landmarks or educational markers added to infuse the landscape with stories.

Baseline: 0 new historic landmarks or educational markers installed in 2021.

Target: Install 1 new site-specific marker every other year (4 by 2030).

Programs/Strategies: In collaboration, install markers at Peace Memorial Park, Keaton Otis Memorial, Rose Quarter/Moda Center, and Left Bank Building (or other sites, as collectively determined).

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Portland Bureau of Transportation, Regional Arts and Culture Council, Justice for Keaton Otis Collective, Albina Vision Trust.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, mostly related to the creation and installation of these markers. Funding from the Regional Arts and Culture Council may be available, as well as other grants. Implementation will be ongoing, with benchmarks every two years. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland Bureau of Transportation will be a key partner in implementation at Peace Memorial Park. Albina Vision Trust is currently working on a related initiative, as is the Justice for Keaton Otis Collective.

References, Notes, and/or Data Sources: See [Census of Local Plans](#) for additional details.

Objective #2: The rich cultural diversity of today's Lloyd is uplifted and celebrated.

Indicator #1: Number of murals and/or other public art installations newly installed or maintained.

Baseline: 0 newly installed murals and/or other public art installations in 2021.

Target: A mural and/or other public art project is either newly installed or maintained every 2 years (4 by 2030).

Programs/Strategies: Identify murals and/or public art projects to be touched up and/or newly installed.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, Regional Arts and Culture Council, Portland Bureau of Transportation

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, mostly related to the installation and/or maintenance of these projects. Funding from the Regional Arts and Culture Council and/or Enhanced Services District may be available, as well as other grants. Implementation will be ongoing, with benchmarks every two years. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Regional Arts and Culture Council arts opportunities](#)

Indicator #2: Walking tour map of murals and/or public art is regularly updated and accessible.

Baseline: Walking tour map was last updated in 2018.

Target: Regularly update a walking map that highlights the murals and/or public art installed in the neighborhood every 2-3 years.

Programs/Strategies: Update mural walking tour map every 2-3 years.

Implementers, Partners, and/or Stakeholders: Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: Go Lloyd staff time. This will be implemented in the medium-term, with benchmarks every 2-3 years. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Go Lloyd walking tour maps](#)

Public Spaces

It is estimated that there is roughly 20 acres of public and green space in Lloyd. Most notable is Holladay Park, a large public park maintained by Portland Parks and Recreation. Near the Oregon Convention Center are two other public parks: the Convention Center Plaza and Peace Memorial Park. The Vera Katz Eastbank Esplanade, named after former Portland mayor Vera Katz, provides bike and pedestrian paths between the Hawthorne Bridge and the Steel Bridge, along the west side and east sides of the Willamette River. The Lloyd section of the Eastbank Esplanade includes Duckworth Dock, a former boat dock becoming a key Portland attraction and world-class swimming amenity—and an exceptional place to watch the sunset.

Several green spaces in Lloyd, such as Oregon Square and the Kaiser Park, are privately owned and not accessible to the public at all times. The question of accessibility regularly came up during community engagement sessions: residents and employees want more accessible public space that is open to all. From this feedback, non-accessible green spaces were excluded from calculations. For a full list of the places included and excluded from the calculation of public space in Lloyd, see [Public & Green Spaces in Lloyd](#).

In the roadmap, objectives pertaining to public spaces mostly focus on community gardens, the Green Loop, the Keaton Otis memorial corridor, and redevelopment opportunities of vacant lots.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Public Spaces</i>	Public community spaces are engaging, active, inclusive and available in Lloyd.	Community stakeholders have met and assessed the needs and feasibility of developing a community space in Lloyd.

	Public and green spaces are safe and accessible to all in the neighborhood.	Square footage of publicly available public and green space that is ADA compliant and/or accessible through multiple modes of transportation.
		Number of safe, well-lit Street Plazas and/or Portland Bureau of Transportation (PBOT) Public Spaces.

Objective #1: Public community spaces are engaging, active, inclusive and available in Lloyd.

Indicator: Community stakeholders have met and assessed the needs and feasibility of developing a community space in Lloyd.

Baseline: No public discussion in 2021.

Target: Reach a community-based decision about whether to pursue a community space in Lloyd by 2030, and the feasibility of such a project.

Programs/Strategies: Convene community stakeholders to have meaningful input and discussion.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict can manage the community engagement portion of this conversation. Urban Renaissance Group or others would support the actual building of the space, if a Lloyd Center site is prioritized.

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs for the convening of community groups for public discussion. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The ultimate outcome of whether such a community space is developed, especially in Lloyd Center, is very dependent on the redevelopment of Lloyd Center, which is being managed by Urban Renaissance Group.

Objective #2: Public and green spaces are safe and accessible to all in the neighborhood.

Indicator #1: Square footage of publicly available public and green space that is ADA compliant and/or accessible through multiple modes of transportation.

Baseline: 873,571 ft² (20.06 acres) in 2021

Target: 5% increase by 2030: [917,249 ft² (add 43,679 ft²); 21.063 acres (add 1.003 acres)]. This is equivalent to about one quarter of Holladay Park or two Peace Memorial Parks.

Programs/Strategies: Prioritize development of community gardens, Green Loop, Keaton Otis memorial corridor, waterfront; redevelopment of vacant lots and parking lots.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Friends of Green Loop, Justice for Keaton Otis Collective, private developers

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs for the development of additional public space, with a long-term implementation horizon. Funding may come from grants or local developers, depending on the project. This strategy received a feasibility assessment cumulative score of 14. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Green Loop, Keaton Otis Memorial Corridor

References, Notes, and/or Data Sources: For a full list of the places included and excluded from the calculation of public space in Lloyd, see [Public & Green Spaces in Lloyd](#).

Indicator #2: Number of safe, well-lit Street Plazas and/or Portland Bureau of Transportation (PBOT) Public Spaces.

Baseline: No designated Street Plazas or PBOT Public Spaces in Lloyd in 2021.

Target: Creation of a Public Street Plaza in Lloyd by 2030.

Programs/Strategies: Continue to advocate for public spaces as development occurs.

Implementers, Partners, and/or Stakeholders: PBOT Pedestrian Advisory Committee, Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs for this project. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 13; relatively low due to the uncertainty of development in Lloyd and the requirements of working with the City of Portland. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [PBOT Vibrant Spaces program](#); [Portland Public Street Plazas program](#); [PBOT Pedestrian Advisory Committee](#)

Housing

Lloyd is primarily known as a business district, though there are an increasing number of residential options as well. This includes market-rate, affordable housing, senior housing, and resting places for people experiencing houselessness.

Lloyd has a much larger percentage of older residents than the Portland metro area population: 17.4% of the Lloyd area population is over the age of 70, compared to 8.8% of the Portland metro area population. Senior housing in Lloyd includes Holladay Park Plaza and Pacifica Senior Living Calaroga Terrace.

The percentage of Lloyd-area residents classified as living in poverty is 25% higher than the Portland metro average. Affordable housing in Lloyd includes The Louisa Flowers, a twelve-story building named

after a prominent Black civic leader in the area; Madrona Studios, a five-story building with fair market, rent subsidized (Section 8 and HUD McKinney), and program units; and Miracles Central, a six-story affordable alcohol- and drug-free community.

Houseless residents and houseless-serving organizations have a strong presence in Lloyd. There are two alternative shelter sites in Lloyd, composed of tiny houses/pods that offer increased safety, security, community, and basic human needs to people who are living unhoused. Right 2 Dream Too (R2DToo) moved to Lloyd in 2017 and is a nighttime rest stop that provides sleeping spaces to 15 to 100 people each night and longer-term shelter for those who help run the rest stop. BIPOC Village, managed by All Good Northwest, moved to Lloyd in 2021. This alternative shelter serves 38 individuals, focusing on Black, Indigenous, & People of Color community members.

The N/NE Neighborhood Housing Strategy (see [Census of Local Plans](#)) is an initiative to address a legacy of displacement in North and Northeast Portland through investments in new affordable rental housing, opportunities for first-time homebuyers, and home retention programs for longtime residents.

For ease and consistency in housing calculations over time, housing numbers for this roadmap are calculated based on the Lloyd boundary recognized by the Lloyd Community Association and the City of Portland in its 2035 N/NE Quadrant Plan. This excludes several large buildings included in the Lloyd EcoDistrict boundary: Holladay Park Plaza, Axess 15, and several multifamily buildings on the block between NE Broadway and NE Schuyler.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Housing</i>	A distribution of housing options are available throughout the neighborhood, including affordable housing.	Number and distribution of housing units (market rate, affordable, etc.).
	Houseless residents and houseless-serving organizations are supported and welcomed in Lloyd.	Number of projects (emergency preparedness, tiny homes, food or clothing drives, hygiene stations, etc.).

Objective: A distribution of housing options are available throughout the neighborhood, including affordable housing.

Indicator: Number and distribution of housing units (market rate, affordable, etc.).

Baseline: 2,345 housing units in Lloyd in 2022 (see note above re: neighborhood boundaries)

Target: 6,100 housing units in Lloyd by 2035

Programs/Strategies: Track distribution of housing and regularly report it out.

Implementers, Partners, and/or Stakeholders: Portland Housing Bureau

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs and long-term implementation. This strategy received a feasibility assessment cumulative score of 14. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The Portland Central City 2035 N/NE Quadrant Plan outlines a target of 6,100 housing units in Lloyd by 2035.

References, Notes, and/or Data Sources: [Central City 2035 N/NE Quadrant Plan](#); [Lloyd housing calculation from Portland Bureau of Planning and Sustainability](#)

Objective: Houseless residents and houseless-serving organizations are supported and welcomed in Lloyd.

Indicator: Number of projects (emergency preparedness, tiny homes, food or clothing drives, hygiene stations, etc.).

Baseline: 5 initiatives between 2017-2021

Target: 5 additional initiatives between 2022-2030

Programs/Strategies: Collaborate on new initiatives every year or two (solar, showers, etc.).

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Right 2 Dream Too, All Good NW, Lloyd Community Association

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, with ample funding support from grants. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 18, given significant success with past initiatives. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Right 2 Dream Too](#), [All Good NW](#)

Prosperity in Lloyd

Access to Opportunity

Benson Polytechnic High School is a specialty technical high school just outside the Lloyd boundary that has had various partnerships with organizations in Lloyd over the years. Benson has a history of collaboration with Lloyd EcoDistrict specifically, including on the development of the Right 2 Dream Too rest area for unhoused people in 2017. Benson is currently undergoing a modernization project, so its students are currently attending school at Marshall High School during the renovations. Students are expected to return to Benson in 2025.

For school-aged children in Lloyd, the [public school options](#) are all on the other side of I-84 in Southeast Portland: Buckman Elementary (about 1.5 miles away), Hosford Middle School (about 2.5 miles away), and Cleveland High School (about 3 miles away). Two Portland Public Schools (Irvington Elementary and Harriet Tubman Middle School) are closer in proximity to Lloyd to the north, but not included as options for Lloyd residents per Portland Public Schools.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Access to Opportunity</i>	Schools are supported in providing high-quality educational and mentorship opportunities for students.	Number of students who are connected with local businesses for mentorship.

Objective: Schools are supported in providing high-quality educational and mentorship opportunities for students.

Indicator: Number of students who are connected with local businesses for mentorship.

Baseline: 0 students in 2021

Target: 50 students by 2030 (5 cohorts of 10 starting in 2025)

Programs/Strategies: Develop a mentorship program in collaboration with Benson Polytechnic High School once students have returned to the completed Benson campus.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Benson Polytechnic High School

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs and funding opportunities from grants and local businesses. This will be implemented in the long-term; development will begin once Benson students have returned to the campus near Lloyd. This strategy received a feasibility assessment cumulative score of 14. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Portland Public Schools Career and Technical Education \(CTE\) Mentorship Programs](#)

Economic Development

Lloyd is most known for its destinations of business and recreation: the Oregon Convention Center, Lloyd Center, Moda Center (home to the Portland Trail Blazers, concerts, and other events), and Veterans Memorial Coliseum (home to the Winterhawks). During the past two years, the Oregon Convention

Center has served as a shelter for unhoused people, a warming shelter during cold weather events, and a rapid testing and vaccination hub for COVID-19.

Lloyd is a significant employment center for the city of Portland, including housing the city's major regional attractions at the Rose Quarter, the Oregon Convention Center, and Lloyd Center. A 2010 estimate from the Bureau of Planning and Sustainability estimated 18,000 jobs in Lloyd, with the biggest employment sectors being services (30%); retail, arts, and accommodation (30%); and public sector (12%). New commercial and residential development in the district will total over 22M sf by 2035: this development has the potential to increase property values for the private sector, property taxes for the public sector, and availability of employment opportunities throughout the neighborhood.

Lloyd Center is the most prominent retail location in the neighborhood. Though the mall has struggled to stay relevant in recent years—many of its anchor stores left even before the COVID-19 pandemic—it is now managed by Urban Renaissance Group. URG has plans for its redevelopment that include embracing and preserving features of the property that make it special, including retail and creative workspaces and ice skating. A number of small businesses are making their mark in Lloyd Center, including several that opened in early 2022. Other small businesses—including retail and food/beverage—make up the majority of businesses in the neighborhood. The Lloyd Community Association (LCA) supports and promotes businesses in the Lloyd neighborhood and the NE Broadway Business Association (NEBBA) supports businesses on NE Broadway.

Lloyd EcoDistrict has a long history of supporting local businesses to increase cost effectiveness, including the active LED Member Advantage Program (LAMP) and the former Street Smart pilot program, which provided retail merchandising and design assistance to property and business owners along NE Broadway. Programs like these will continue to support economic development in the neighborhood.

Throughout community engagement initiatives, residents and employees expressed interest in developing new events and initiatives for people in Lloyd—and to bring others to the neighborhood. Some of these efforts will be restarting past initiatives: for example, the Lloyd farmer's market closed during the pandemic, and residents expressed interest in bringing it back during evenings or weekends (rather than midday on weekdays, when it was held previously). As with many other areas, the community indicated a strong preference for supporting BIPOC business owners and businesses. Come Thru Market is an incubator market centering Black and Indigenous Farmers and Makers in the Central Eastside that could be a potential partner in expanding to Lloyd.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Economic Development</i>	Renovation and opportunities for increased cost effectiveness encourage local businesses to thrive.	Number of businesses that participate in Lloyd EcoDistrict programs or projects such as renovations/upgrades and/or group buy-in programs that increase cost effectiveness.
	Existing & emerging businesses in Lloyd bring people to the neighborhood.	Number of seasonal/farmers markets offered on nights/weekends for residents and visitors.
		Creation of a BIPOC mobile vending pod (e.g. food/retail).

Objective #1: Renovation and opportunities for increased cost effectiveness encourage local businesses to thrive.

Indicator: Number of businesses that participate in Lloyd EcoDistrict programs or projects such as renovations/upgrades and/or group buy-in programs that increase cost effectiveness.

Baseline: 2 businesses in 2021

Target: 5 businesses annually participate in these programs

Programs/Strategies:

1. Continue to promote LAMP participation (ongoing).
2. Encourage Lloyd Street Smart 2.0 participation.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, Enhanced Services District, Lloyd Community Association, NE Broadway Business Association

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs; funding is available via grants, public funds, the Energy Trust of Oregon, and the Enhanced Services District. This will be implemented both short-term and ongoing, building on current work already being done. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Objective #2: Existing & emerging businesses in Lloyd bring people to the neighborhood.

Indicator #1: Number of seasonal/farmers markets offered on nights/weekends for residents and visitors.

Baseline: 0 markets offered in 2021

Target:

1. Twice-monthly farmer's market accessible by residents (e.g. evenings/weekends).
2. One established annual holiday market at/near Holladay Park.

Programs/Strategies:

1. Work with Come Thru Market and/or Portland Farmers Market to establish a regular weekend farmer's market.
2. Work with Lloyd Community Association to establish an annual holiday market at/near Holladay Park.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Come Thru Market, Portland Farmers Market, Lloyd Community Association, Crafty Wonderland

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, and funding available through grants or private funds. This will be implemented in the medium-term with the intention of having it be ongoing. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Come Thru Market](#); [Portland Farmers Market](#)

Indicator #2: Creation of a BIPOC mobile vending pod (e.g. food/retail).

Baseline: No mobile vending pod in 2021

Target: One BIPOC mobile vending pod by 2030

Programs/Strategies: Work with neighborhood partners to support creation of a BIPOC mobile vending pod (e.g. food/retail) along the completed Green Loop.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association, Friends of Green Loop

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs, with the possibility of city funds being available to support this as a site developed along the future Green Loop in Lloyd. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 15, largely due to the uncertainty with the City of Portland and the future of the Green Loop development. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Green Loop (see [Census of Local Plans](#))

Innovation

There are two business associations in the EcoDistrict: Lloyd Community Association and the NE Broadway Business Alliance. Both seek to support and amplify small businesses in Lloyd. Lloyd EcoDistrict also provides resources for businesses, including the Lloyd EcoDistrict Action Forum (LEAF), which provides a forum for interested individuals from local buildings, utilities, and city agencies to share ideas, pool resources, develop and promote new solutions for the neighborhood.

Throughout the roadmap process, an explicit focus on equity emerged, and the roadmap reflects the community priority to ensure small businesses and BIPOC-led businesses in particular have access to resources to succeed.

There are currently three maker spaces, accelerators, incubators, and coworking spaces in the district: We Work (Oregon Square), Regus (Liberty Centre), and the Encorepreneur Cafe, a community resource center for seniors who want to build an engaged life in post-retirement. Community members have expressed an interest in a new maker space or accelerator in Lloyd Center, with a specific focus on independently- and/or locally-owned spaces. Lloyd EcoDistrict would be able to manage the community engagement portion of this conversation, though Urban Renaissance Group or others would support the actual building.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Innovation</i>	Small businesses and BIPOC-led businesses have access to resources to succeed.	Number of events and/or opportunities specifically focused on uplifting BIPOC business owners.
	Innovation is fostered throughout the neighborhood.	Number of maker spaces, accelerators, incubators, and coworking spaces in the neighborhood.

Objective #1: Small businesses and BIPOC-led businesses have access to resources to succeed.

Indicator: Number of events and/or opportunities specifically focused on uplifting BIPOC business owners.

Baseline: 0 such events in 2021

Target: 2 events per year (fall/spring)

Programs/Strategies:

1. Host LEAF technical resources events
2. Support community ideas including BIPOC pop-ups and Black business incubators

Implementers, Partners, and/or Stakeholders:

1. Lloyd EcoDistrict
2. Prosper Portland, Venture Portland, Lloyd Community Association, Broadway Business Corridor, Chambers of Commerce, or others

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs for LEAF technical resources events, and medium costs for other community-driven initiatives which could be supported by grant funding. This will be

implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Albina Vision Trust is developing plans for a Black business incubator; see [Census of Local Plans](#) for more.

Objective #2: Innovation is fostered throughout the neighborhood.

Indicator: Number of maker spaces, accelerators, incubators, and coworking spaces in the neighborhood.

Baseline: 3 coworking spaces in Lloyd in 2021 (Encorepreneur Cafe, We Work, and Regus coworking space)

Target: 1 additional by 2030, for 4 total innovation spaces (maker spaces, accelerators, incubators, and coworking spaces, etc.)

Programs/Strategies:

1. Support community partners in maintaining the three that currently exist.
2. Work with Urban Renaissance to encourage the development of a maker space/ accelerator in Lloyd Center, with a focus on independently- and/or locally-owned spaces.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Urban Renaissance Group

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs, with the option of grants or private funding. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 12, given that the redevelopment of Lloyd Center is very uncertain. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Lloyd Center redevelopment (see [Census of Local Plans](#) for more).

Health & Wellbeing in Lloyd

Active Living

Lloyd is a hub for active living. The work in recent decades by the Enhanced Services District and Go Lloyd has increased cycling and alternative transportation options, as well as pedestrian-friendly street access. Today, despite some challenges around current traffic conditions, Lloyd has a Bike Score of 98, a Walk Score of 91 and a Transit Score of 81.

About six percent of Portlanders bike to work, nine times the national average. Lloyd is currently home to 15.03 miles of bike lanes and 1.74 miles of neighborhood greenways. For a map of bike lanes and neighborhood greenways within Lloyd, see [Appendix G: GIS and Maps](#).

Business leaders, residents, and community organizations want to work together to make Lloyd a better place to live, work, and play. This theme came up throughout community conversations: a yearning for more open houses, park cleanups, block parties, and other social and educational events.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Active Living</i>	Movement through the neighborhood is safe and accessible using alternative modes of transportation.	Miles of protected bike lanes. Walk score, transit score, and bike score.
	Accessible activities and opportunities for interaction foster a sense of community.	Number of events/programs offered that create opportunities for community building and/or engagement.

Objective #1: Movement through the neighborhood is safe and accessible using alternative modes of transportation.

Indicator #1: Miles of protected bike lanes.

Baseline: 15.03 in 2019

Target: Add bike lanes along NE 7th and Blumenauer Bridge

Programs/Strategies: Work with community partners to build out bike lanes in Lloyd on the Blumenauer Bridge and along NE 7th Ave.

Implementers, Partners, and/or Stakeholders: Go Lloyd, Friends of Green Loop, PBOT

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs with city funds. This will be implemented in the long-term, alongside development of the Green Loop. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: PBOT 2024 target: additional 95 miles funded to be installed throughout Portland

References, Notes, and/or Data Sources: [Appendix G: GIS and Maps](#)

Indicator #2: Walk score, transit score, and bike score.

Baseline: In 2022, Lloyd has a walk score of 91, a transit score of 81, and a bike score of 98.

Target: Maintain or improve walk score, transit score, and bike score.

Programs/Strategies: Support community efforts to build out the Green Loop and promote neighborhood safety (see [Safety](#) for more).

Implementers, Partners, and/or Stakeholders: Go Lloyd, Friends of Green Loop, PBOT

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs. This will have ongoing implementation. This strategy received a feasibility assessment cumulative score of 21. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [WalkScore.com](#) (accessed April 2022)

Objective #2: Accessible activities and opportunities for interaction foster a sense of community.

Indicator: Number of events/programs offered that create opportunities for community building and/or engagement.

Baseline: 23 in 2021

Target: 3 per month (approx. 36 annually)

Programs/Strategies: Work with community partners to host and promote open houses, park cleanups, block parties, public meetings, workshops, listening sessions, happy hours, etc.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association, Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs with potential funding from grants and the Enhanced Services District. This will be implemented in the short-term as well as ongoing. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Ongoing efforts by LCA and Go Lloyd

References, Notes, and/or Data Sources: [Lloyd Community Building and Engagement Events](#)

Health

Lloyd EcoDistrict regularly hosts trash and needle pick-ups in collaboration with SOLVE. These are always well-attended events that engage the community and create a collective sense of health and safety in the neighborhood.

There are a variety of small and medium health care providers in the Lloyd neighborhood, including women's health centers, primary care, community health clinics, and dental offices. The largest health care providers include the Kaiser Permanente Northwest Region Headquarters, Legacy Medical Group - Broadway, the Legacy Laboratory Central, and the Unity Center for Behavioral Health.

Most environmental hazards that might impact human and ecological health—such as brownfields—have been addressed and mitigated in Lloyd. However, there is currently no easily accessible public information specifically for Lloyd for properly dealing with contaminated properties.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Health</i>	Resources supporting community health are affordable and accessible.	Availability of up-to-date information to access resources like street response, public restrooms, etc.
	Environmental hazards that impact human and ecological health are addressed and mitigated.	Information and resources for properly dealing with contaminated properties are easily accessible.
		Number of public trash receptacles.
		Number of trash and needle pick-ups organized each year.

Objective #1: Resources supporting community health are affordable and accessible.

Indicator: Availability of up-to-date information to access resources like street response, public restrooms, etc.

Baseline: No central place for information in 2021

Target:2022: Resource page is regularly updated and accessible

Programs/Strategies: Develop an accessible, up-to-date website that includes resources for community health in Lloyd.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association, Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: staff time only. This will be implemented in the short-term and will be ongoing. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Objective #2: Environmental hazards that impact human and ecological health are addressed and mitigated.

Indicator #1: Information and resources for properly dealing with contaminated properties are easily accessible.

Baseline: No easily-accessible public information specifically for Lloyd in 2022

Target:2024: Create informational resource for property owners about the value of early identification of contamination sites, including resources for cleanup (DEQ, engineering firms)

Programs/Strategies: Develop this informational resource and have it available on the Lloyd EcoDistrict website.

Implementers, Partners, and/or Stakeholders: DEQ, Lloyd EcoDistrict

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: staff time. This will be implemented in the short-term and will be ongoing. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Indicator #2: Number of public trash receptacles.

Baseline: 86 public trash cans under BPS management in 2021 (Note: there are also trash cans at parks, transit stops, and private businesses, but BPS does not have those numbers)

Target:Increase the number of BPS public trash receptacles in Lloyd to 100 by 2022

Programs/Strategies: Encourage community members to respond to BPS’s survey about where to place more trash receptacles.

Implementers, Partners, and/or Stakeholders: Portland Bureau of Planning and Sustainability

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs from the Portland Bureau of Planning and Sustainability. This will be implemented in the short-term. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Portland Bureau of Planning and Sustainability public trash can program](#); [BPS Survey: New public trash cans in NE Portland](#)

References, Notes, and/or Data Sources: 86 public trash cans per an email from Quintin Bauer, Public Trash Collection Program, City of Portland Bureau of Planning & Sustainability

Indicator #3: Number of trash and needle pick-ups organized each year.

Baseline: 21 in 2021

Target:2-3 trash and needle pick-ups each year

Programs/Strategies: Continue to host trash and needle pick-ups. (Our long-term hope is that these will no longer be needed as frequently.)

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, SOLVE, Metro, Enhanced Services District

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs, with short-term and ongoing implementation. This strategy received a feasibility assessment cumulative score of 22. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: SOLVE’s regular clean-ups

References, Notes, and/or Data Sources: [Lloyd Community Building and Engagement Events](#)

Safety

Public safety is a priority in Lloyd, especially given the number of visitors in the area. Throughout the roadmap creation process, community members regularly shared concerns with wanting to ensure Lloyd feels safe, especially for those from historically marginalized and/or targeted backgrounds.

In response to increased public support for non-police options for responding to public safety crises, the Portland Street Response program was launched in February 2021 by Portland Fire & Rescue and was expanded to the entire city in March 2022. Portland Street Response offers compassionate mobile crisis response for people experiencing non-life-threatening mental or behavioral health crises. The program is staffed with medical personnel, licensed mental health crisis workers, case managers, and peer support specialists. Portland Street Response has a city-wide data dashboard, which can be found in [Appendix H: Public Safety Data](#).

The Portland Police Bureau (PPB) hosts Lloyd Security Representative monthly meetings to share trends and concerns, and PPB also releases regular data showing crime patterns in the neighborhood. For PPB data for Lloyd for the past few years, see [Appendix H: Public Safety Data](#).

One overarching goal to promote public safety in Lloyd is to promote buildings that encourage foot traffic after 5pm. The Lloyd Community Association, the NE Broadway Business Alliance, residents, and others are keeping this priority top of mind as future development occurs. Similarly, many community members expressed interest in continuing to support infrastructure that promotes public safety. While the 15.03 miles of bike lanes and 1.74 miles of neighborhood greenways in Lloyd present numerous biking and scooting routes, community members did express not feeling safe riding in many parts of Lloyd due to car traffic, dangerous street crossings, and lack of street lights. See [Appendix G: GIS and Maps](#).

Metro’s 2018 Regional Transportation Plan includes a Vision Zero target of zero traffic deaths and serious injuries by 2035. The plan aims for a 16% reduction in deaths and serious injuries by 2020 and a 50% decline by 2025. Vision Zero has a partnership with Multnomah County’s Public Health Department, the Homelessness Urban Camp Reduction Program, and other services to help make these goals a reality.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
Safety	Built environment is designed for safety and accessibility.	Number of streetlights.
		Number of traffic deaths and serious injuries annually.
	Residents, employees, and visitors—especially those from historically marginalized and/or targeted backgrounds—feel safe in Lloyd.	Number of compassionate response trainings offered (e.g. trauma-informed care, first aid, anti-racism, etc.).
		Availability of up-to-date information to access resources related to safety in Lloyd.

Objective #1: Built environment is designed for safety and accessibility.

Indicator #1: Number of streetlights.

Baseline: 1181 streetlights in 2022

Target: 5% increase in target areas (e.g. along 9th) by 2030

Programs/Strategies: Work with community partners to increase lighting in target areas.

Implementers, Partners, and/or Stakeholders: Portland Bureau of Transportation, Pacific Power, and Bonneville Power Administration all own some

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs and local power companies and city government as funders and implementers. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 14. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Appendix G: GIS and Maps](#)

Indicator #2: Number of traffic deaths and serious injuries annually.

Baseline: 10-year rolling average in Lloyd as of 2020: 1 bike fatality, 3 pedestrian fatalities, and 5 fatalities of people inside of the cars

Target: 2025: 50% decline in traffic deaths and serious injuries

Programs/Strategies: The Vision Zero program has plans to expand its partnership with Multnomah County’s Public Health Department, the Homelessness Urban Camp Reduction Program, and other services in order to collaborate more closely to make Portland’s streets safer for the most vulnerable community members.

Implementers, Partners, and/or Stakeholders: Vision Zero, Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs and funding from Metro. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Metro’s 2018 Regional Transportation Plan includes a Vision Zero target of zero traffic deaths and serious injuries by 2035. The plan aims for a 16% reduction in deaths and serious injuries by 2020 and a 50% decline by 2025.

References, Notes, and/or Data Sources: [Vision Zero](#); [Metro 2018 Regional Transportation Plan](#)

Objective #2: Residents, employees, and visitors—especially those from historically marginalized and/or targeted backgrounds—feel safe in Lloyd.

Indicator #1: Number of compassionate response trainings offered (e.g. trauma-informed care, first aid, anti-racism, etc.).

Baseline: 0 in 2021

Target: 1-2 each year beginning in 2022

Programs/Strategies: Offer workshops on Stop the Bleed, trauma-informed response, anti-racism, etc.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict; Portland Street Response

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs to offer these workshops: primarily staff time for outreach and organizing. This will be implemented in the short-term and ongoing. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Portland Street Response](#) is currently evaluating how they might sponsor a volunteer program for people who want to assist with compassionate mobile crisis response.

Indicator #2: Availability of up-to-date information to access resources related to safety in Lloyd.

Baseline: No central place for information specific to Lloyd in 2021. The [Portland Street Response Data Dashboard](#) is updated weekly with city-wide information.

Target: 2022: Resource page is regularly updated and accessible.

Programs/Strategies: Develop an accessible, up-to-date website that includes resources for sharing public safety concerns and/or reporting crime in a non-emergency way in Lloyd.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Lloyd Community Association, Go Lloyd, Portland Street Response

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs. This will be implemented in the short-term. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Portland Street Response Data Dashboard](#); [Portland resources for non-emergency reporting](#); [Portland Community Safety Team](#)

References, Notes, and/or Data Sources: [Appendix H: Public Safety Data](#)

Food Systems

With the closure of Green Zebra Grocery in September 2020 and the closure of the Lloyd Farmers Market in December 2021, access to healthy food and grocery stores in the neighborhood plummeted. Currently, only 61.6% of the neighborhood is within a half mile walking distance of a grocery store. For a map of the area of Lloyd within a half mile of a grocery store, see [Appendix G: GIS and Maps](#).

As the roadmap lays out a plan for reintroducing a farmers market, residents requested it be held on evenings and/or weekends rather than during weekdays to increase accessibility.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Food Systems</i>	Community nutritional status is improved by enabling equitable access to healthy food and grocery stores.	Percentage of neighborhood within 0.5 miles of a grocery store.
		Number of days per year that a farmers market is available.

Objective: Community nutritional status is improved by enabling equitable access to healthy food and grocery stores.

Indicator #1: Percentage of neighborhood within 0.5 miles of a grocery store.

Baseline: 61.60% in 2021

Target: 10% increase by 2030

Programs/Strategies: Advocate for grocery stores in parts of the neighborhood that don't currently have access.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, City of Portland

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs, especially if a new grocery store is constructed. This will be

implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 13. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland Central City 2035 N/NE Quadrant Plan target: 80% residents live within 0.5 mi of a grocery store by 2035; Portland and Multnomah County 2030 target: reduce consumption of carbon-intensive foods and support a community-based food system.

References, Notes, and/or Data Sources: [Appendix G: GIS and Maps](#); [Portland Central City 2035 N/NE Quadrant Plan](#); [City of Portland and Multnomah County Climate Action Plan](#)

Indicator #2: Number of days per year that a farmers market is available.

Baseline: 0 in 2021

Target: 50 days each year (approx. once per week) by 2030

Programs/Strategies: Build back up to pre-pandemic levels of having a twice monthly evening/weekend farmers market year-round in Lloyd.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Come Thru Market, Portland Farmers Market

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs: establishing a farmers market is a much lower cost than building a new grocery store. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Come Thru Market](#); [Portland Farmers Market](#)

Connectivity in Lloyd

Street Network

Despite being well-connected to the other parts of the city, Lloyd can feel somewhat isolated: I-84 to the south and the Willamette River to the west, along with traffic-heavy streets like Grand, MLK, Weidler, and Broadway, can make the neighborhood feel like an island. Initiatives such as the Green Loop will improve walking and biking connections to the Central Eastside and other parts of the city, and initiatives like the Duckworth Dock will improve connectivity to the Willamette River. There have also been some community conversations about creating a fully pedestrianized street, such as Holladay; however, concerns from TriMet and local businesses would likely prevent this from happening permanently.

In the spring of 2016, Lloyd EcoDistrict—in partnership with Go Lloyd, City Repair Project, and Portland Parks and Recreation—began the first phase of a Pollinator Corridor. A pollinator corridor is a social sculpture that combines ecology, community engagement, and design. It serves to turn a pre-

existing urban area, like a curbside or a rooftop, into a bustling environment for pollinator animals and bugs. As bee populations have steadily been declining, pollinator corridors in urban areas are a way to support the healthy growth of these communities. In June 2017, Lloyd EcoDistrict, City Repair Project, and volunteers with Wells Fargo completed the second phase of the corridor, expanding the project from NE 15th Avenue all the way down to NE 7th Avenue. In May 2018, the final stretch of the corridor was completed from NE 7th to NE 2nd.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Street Network</i>	The street network supports safe walking, biking, scooting, and other forms of active transportation.	Number of days per year that a street in Lloyd is fully pedestrianized.
		Number of new sites of interest built out along the Green Loop.
	Street network includes elements to improve aesthetics, provide shade, and create habitat.	Square footage of street and right-of-way pollinator corridors.

Objective #1: The street network supports safe walking, biking, scooting, and other forms of active transportation.

Indicator #1: Number of days per year that a street in Lloyd is fully pedestrianized.

Baseline: 0 in 2021

Target: Designate Holladay Street (or similar street) as pedestrian-only on one weekend day each week (e.g. Sundays) by 2030.

Programs/Strategies: Work with TriMet, PBOT, Go Lloyd, residents, and business owners to pilot a no-car day.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, TriMet, PBOT

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs, with a long-term implementation horizon. This strategy received a feasibility assessment cumulative score of 15, as this effort is still mostly in a conceptual stage. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland and Multnomah County have set the following 2030 objective: create vibrant neighborhoods where 80% of residents can easily walk or bicycle to meet all basic daily, non-work needs.

References, Notes, and/or Data Sources: [City of Portland and Multnomah County Climate Action Plan](#)

Indicator #2: Number of new sites of interest built out along the Green Loop

Baseline: 0 in 2021

Target: 2 new or built-out sites by 2030 (e.g. food cart pod, Earl Blumenauer Bridge)

Programs/Strategies: Continue to collaborate with Friends of the Green Loop, Lloyd Community Association, City of Portland, and other local developers to develop specific “pearls in the necklace,” or sites of interest that can then be connected by biking paths to complete the Green Loop.

Implementers, Partners, and/or Stakeholders: Friends of Green Loop, Lloyd Community Association, City of Portland

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs, with funding likely to come from the city. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Friends of Green Loop](#)

Objective #2: Street network includes elements to improve aesthetics, provide shade, and create habitat.

Indicator: Square footage of street and right-of-way pollinator corridors.

Baseline: 340 ft² of pollinator planters in 2021

Target:

1. Add square footage as part of Peace Memorial Park replanting (circle would add 3,285 ft²; wings would add 3,160 ft²)
2. Add pollinators on NE 7th (Earl Blumenauer Bridge)

Programs/Strategies:

1. Spearhead efforts to increase the number of pollinator planters and/or raised beds
2. Designate new streets as pollinator corridors.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, Portland Parks and Recreation, volunteers for planting events

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs with grant funding support. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 18. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: Calculation: 39 planters, 40 inches in diameter; each is 8.73 ft², x 39 = 340 ft². Additional information on pollinator corridors, including photos from recent pollinator corridor planting events, can be found [here](#).

Mobility

Lloyd is one of the most well-connected neighborhoods in Portland. In large part due to infrastructure investments by the Enhanced Services District and Go Lloyd, today Lloyd has a Bike Score of 97, a Walk Score of 92 and a Transit Score of 78.

Due to Lloyd’s central location and previous infrastructure investments, Lloyd is well-served by public transit routes. With four TriMet Max light rail stations, the Blue, Green, Red, and Yellow lines all stop in Lloyd. The Portland Streetcar’s A and B loops also run through the Lloyd, along with 9 different TriMet bus lines (4, 6, 8, 17, 35, 44, 70, 77, 85), the C-Tran’s 105 I-5 Express bus line, and the Swan Island Evening Shuttle.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Mobility</i>	District travel, internally and externally, is safe, efficient, accessible, and multimodal.	Transportation mode split, including the percentage of transportation that is not single occupancy vehicle (non-SOV).
	Public transit and shared mobility options are available, accessible, and affordable to residents and employees.	Number of businesses that participate in the Lloyd Universal Hop Pass Program.

Objective #1: District travel, internally and externally, is safe, efficient, accessible, and multimodal.

Indicator: Transportation mode split, including the percentage of transportation that is not single occupancy vehicle (non-SOV).

Baseline: 62.2% non-SOV in 2019

Target:2030: 75% non-SOV

Programs/Strategies: Go Lloyd will continue to register Lloyd Cycle Station members, host community bike rides, host pedestrian/bike community events, and other opportunities for engagement to encourage non-SOV transportation options.

Implementers, Partners, and/or Stakeholders: Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs with ongoing implementation. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Go Lloyd 2040 target: 80% non-SOV; Portland and Multnomah County 2030 target: reduce daily per capita vehicle miles traveled by 30% from

2008 levels; Central City in Motion 2035 target: hold traffic congestion steady despite 130%+ increase in residents and 40% increase in jobs

References, Notes, and/or Data Sources: [Go Lloyd 2019 Annual Report](#); [City of Portland and Multnomah County Climate Action Plan](#); [Central City in Motion](#)

Objective #2: Public transit and shared mobility options are available, accessible, and affordable to residents and employees.

Indicator: Number of businesses that participate in the Lloyd Universal Hop Pass Program.

Baseline: 27 businesses in 2019

Target: 10% increase in number of businesses participating by 2030

Programs/Strategies: Go Lloyd will continue business outreach to encourage program participation.

Implementers, Partners, and/or Stakeholders: Go Lloyd

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs with ongoing implementation. This strategy received a feasibility assessment cumulative score of 20. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Central City in Motion 2035 target: 2% of Central City's land is dedicated to buses and MAX, and 4% is dedicated to bicycle transportation and new mobility options (up from 1% and 3% in 2018, respectively).

References, Notes, and/or Data Sources: [Go Lloyd 2019 Annual Report](#); [Central City in Motion](#)

Digital Network

The Lloyd Center and Oregon Convention Center both offer free WiFi to guests and visitors. There is an interest in expanding opportunities for digital connection to other parts of Lloyd. In the neighboring community of Central Eastside, the [Central Eastside Mobility Hub](#) concept is moving forward, and many stakeholders in Lloyd are eagerly watching this endeavor to see if it might be replicated in Lloyd.

There are many events regularly happening throughout Lloyd that are all published separately from one another—on the websites and newsletters of Go Lloyd, the Lloyd Community Association, Lloyd EcoDistrict, and others. Community members have expressed an interest in streamlining these into one calendar.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Digital Network</i>	Publicly accessible quality wired or wireless connections are available throughout Lloyd.	Number of locations throughout Lloyd where wired/wireless connection is available.
	Online resources increase awareness of Lloyd activities, available resources, and how to connect with others in Lloyd.	Number of local events posted to a Lloyd community calendar that are free and accessible to all.

Objective #1: Publicly accessible quality wired or wireless connections are available throughout Lloyd.

Indicator: Number of locations throughout Lloyd where wired/wireless connection is available.

Baseline: Public WiFi currently available in Lloyd Center and Convention Center in 2022

Target:2026: Convene stakeholders to discuss strategies to expand wired/wireless connection and availability throughout Lloyd, including the possible development of a mobility hub that includes wireless connections.

Programs/Strategies: Follow and evaluate Central Eastside Mobility Hub strategy and see what can be replicated. Convene stakeholders (such as AAT, Pacific Power, Lloyd Center, Convention Center) to discuss feasibility and strategies for developing a mobility hub.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, AAT

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs to convene stakeholders, and high implementation costs if such a hub were to be developed. Lloyd EcoDistrict can convene stakeholders, but the long-term feasibility of developing a mobility hub is reliant on AAT. Convening will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 13. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: AAT redevelopment at Oregon Square (see [Ongoing and Imminent Activities by Others](#))

References, Notes, and/or Data Sources: [Central Eastside Mobility Hub](#); [PBOT Mobility Hub Typology Study](#)

Objective #2: Online resources increase awareness of Lloyd activities, available resources, and how to connect with others in Lloyd.

Indicator: Number of local events posted to a Lloyd community calendar that are free and accessible to all.

Baseline: 6 per month in 2021 on average, but none on a shared community calendar

Target:

- 2022: Create Lloyd community calendar
- 2030: Average of 8 events per month posted on average

Programs/Strategies:

1. Create a joint community calendar to publicize local events
2. Encourage community partners to post events

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Go Lloyd, Lloyd Community Association

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs, with short-term implementation for the calendar creation and ongoing implementation for calendar maintenance. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Lloyd Community Building and Engagement Events](#)

Living Infrastructure in Lloyd

Natural Features

Lloyd is home to significant existing living infrastructure. To the west is the Willamette River, where the Duckworth Dock is a revitalized community gathering place for summertime events. Green infrastructure throughout the neighborhood, such as the pollinator corridors along NE Multnomah, reinforce the green brand of Lloyd and encourage human/nature connection. Peace Memorial Park, at the entrance to the Eastbank Esplanade and intersected by one of Portland’s busiest bikeways, was established as a public place to honor victims of war, both military and civilian, and to honor the intersection of conflict, climate and social justice. Holladay Park, just south of the Lloyd Center, has ample space for community engagement events and easy connection to the light rail.

Currently, there are no community garden plots available in Lloyd. This came up regularly during roadmap outreach and community engagement, accompanied with creative ideas of places to put the community garden plots—including several of the unused parking lots in the central part of the neighborhood.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Natural Features</i>	Natural features, including parks, green spaces, and pollinator corridors, are improved and protected.	Number of community garden plots available.

Objective: Natural features, including parks, green spaces, and pollinator corridors, are improved and protected.

Indicator: Number of community garden plots available.

Baseline: 0 in 2021

Target: 20 plots by 2030

Programs/Strategies: Establish a location for a community garden

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs, likely funded through grants. This will be implemented in the medium-term. This strategy received a feasibility assessment cumulative score of 20 given broad community support. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Ecosystem Health

Tree canopies and green space create habitat and shade from the heat island effect and help in the management of rainfall, while the built infrastructure helps deliver resources and carry away stormwater and wastewater.

The Lloyd area is full of a wide array of new and some very old infrastructure for conveying water. In many cases the infrastructure of sanitary and sewer are combined. These combined systems that run throughout the area overflow into the Willamette River. This means that when the pipe carrying wastewater is inundated with heavy rainfall and reaches capacity, it will then overflow into the Willamette River as a safety, rather than creating back pressure upstream from the flows.

New and future development will adhere to current City of Portland Bureau of Environmental Services (BES) Stormwater management requirements. Examples of these improved facilities can be found at the Hassalo on Eighth development and the Convention Center expansion, which both demonstrate interesting examples of landscaped stormwater facilities. These stormwater facilities by design retain and treat stormwater water which at a minimum will soak up rainfall, delay the charge of a system, and avoid spilling sewage into our river.

Improvements such as rainwater harvesting, on-site wastewater treatment and greywater reuse should be explored in future developments. Given the proliferation of surface parking, the expected future development of these impervious surfaces given the city design standards of 60% required eco-roofs will ultimately result in net-positive change in water management.

Currently, 100% of new buildings have stormwater retention strategies installed, including The Louisa Flowers and Hassalo on Eighth. As further major redevelopment happens in the neighborhood—including

Lloyd Center, Oregon Square, and Cinema Blocks—this attention to the built environment is of paramount importance, especially given the proximity of the Willamette River. The City of Portland currently requires that 60% of new roofs be greenscape (i.e. eco-roofs). Lloyd EcoDistrict will work with the upcoming major developments to ensure roof greenscape targets are met or exceeded.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<p><i>Ecosystem Health</i></p>	<p>The built environment promotes ecosystem health.</p>	<p>Percentage of new buildings that have stormwater retention strategies installed.</p>
		<p>Square footage of new greenscape included in new building developments (e.g. green roofs).</p>

Objective: The built environment promotes ecosystem health.

Indicator #1: Percentage of new buildings that have stormwater retention strategies installed.

Baseline: 100% of most current new buildings (Louisa Flowers & Hassalo on Eighth) in 2021

Target: 100% of new buildings by 2030

Programs/Strategies: Work with any new developments to ensure stormwater retention targets are met or exceeded.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Urban Renaissance, American Assets Trust

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs that will be part of developers’ budgets. This will be implemented in the medium-term as development occurs. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: [Stormwater Management in Portland](#)

Indicator #2: Square footage of new greenscape included in new building developments (e.g. green roofs).

Baseline: Baseline of 0 in 2022

Target: 60% of new roofs will be greenscape (i.e. eco-roofs), as required by the City of Portland

Programs/Strategies: Work with any new developments to ensure roof greenscape targets are met or exceeded.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Urban Renaissance, American Assets Trust

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs that will be part of developers’ budgets. This will be implemented in the medium-term as development occurs. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: The City of Portland currently requires that 60% of new roofs be greenscape (i.e. eco-roofs). Portland and Multnomah County 2030 target: expand the urban forest canopy to cover at least one third of the city with a minimum canopy cover of 25% of each residential neighborhood and 15% of the central city, commercial, and industrial areas.

References, Notes, and/or Data Sources: [Lloyd Tree Canopy Explorer](#), [City of Portland and Multnomah County Climate Action Plan](#)

Connection with Nature

The [Lloyd District Street Tree Inventory Report](#) and [Lloyd District Street Tree Map](#) show the results of a street tree inventory conducted in the Lloyd District neighborhood in 2014, along with the Portland Parks & Recreation Urban Forestry staff. Over the course of one workday, 16 volunteers contributed 64 hours collecting data on each of the neighborhood’s 1,417 street trees. However, while the Portland Metro average tree canopy percentage is 29.7%, the Lloyd tree canopy percentage is just a third of that (10.5%), resulting in the neighborhood being one of the metro area’s urban heat islands.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Connection with Nature</i>	People who live, work, and/or recreate in Lloyd have accessible, enjoyable, and safe connections with nature.	Percentage of neighborhood within a 0.25mi walk of a public park or community garden.

Objective: People who live, work, and/or recreate in Lloyd have accessible, enjoyable, and safe connections with nature.

Indicator: Percentage of neighborhood within a 0.25mi walk of a public park or community garden.

Baseline: 61.40% in 2022

Target: 10% increase by 2030

Programs/Strategies: Advocate for public parks and/or community gardens in parts of the neighborhood that don't currently have access.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs and medium-term implementation. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Portland Central City 2035 N/NE Quadrant Plan: 80% residents within 1/4 mile of a public park by 2035.

References, Notes, and/or Data Sources: [Appendix G: GIS and Maps](#); [Lloyd District Street Tree Inventory Report](#); [Lloyd District Street Tree Map](#)

Resource Regeneration in Lloyd

Air

Throughout the Portland metro area, air quality is monitored through AirNow.gov, Purple Air, and other sites. There is one Purple Air air quality sensor in Lloyd at the Moda Center, however, there is no Department of Environmental Quality (DEQ) air quality monitor in Lloyd. There is also no central site or communication strategy for communicating air quality throughout Lloyd, or for educating employees and residents on how to prepare for and respond to poor air quality days.

DEQ has pointed out Lloyd has a lot of vehicle exhaust sources, especially close to freeways. The closest DEQ particulate matter (PM2.5) monitor to Lloyd is in the Humboldt neighborhood to the north ([map](#)). In the near future, DEQ is hoping to work with neighborhood groups on setting up monitors to supplement their network; with DEQ's help, low cost PM2.5 sensors like Purple Air can be corrected to improve accuracy.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Air</i>	Air quality data is tracked and available.	Air quality data is easily accessible for residents and employees.
		Neighborhood-level air quality data is measured and accessible.
	Mitigation strategies for poor air quality days are accessible and actionable.	Resources shared for preparing for and responding to poor air quality days (e.g. smoke).

Objective #1: Air quality data is tracked and available.

Indicator #1: Air quality data is easily accessible for residents and employees.

Baseline: Data not shared in 2021

Target: By 2023: Integrate existing air quality monitoring data (e.g. AirNow.gov, Purple Air, etc) into Lloyd EcoDistrict regular communication.

Programs/Strategies: Add air quality data to website and newsletter.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, DEQ

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate very low implementation costs and a short-term implementation. This strategy received a feasibility assessment cumulative score of 20. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Indicator #2: Neighborhood-level air quality data is measured and accessible.

Baseline: Data not measured by DEQ in 2021

Target: 2023: A DEQ air monitor placed in Lloyd adds local air quality data to the existing regional data.

Programs/Strategies: Add a DEQ air quality monitor in Lloyd that can share data with PurpleAir, AirNow.gov, etc.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, DEQ

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs and will coordinate with DEQ for implementation in the medium-term. This strategy received a feasibility assessment cumulative score of 17. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [DEQ air quality monitors in Portland](#); [Purple Air air quality monitors in Portland](#)

Objective #2: Mitigation strategies for poor air quality days are accessible and actionable.

Indicator: Resources shared for preparing for and responding to poor air quality days (e.g. smoke).

Baseline: No centralized data in 2021

Target:

2022: Website with resources is developed and available

Ongoing: Update annually

Programs/Strategies: Develop a dedicated page on Lloyd EcoDistrict website for residents and employees to access; update it annually.

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs: staff time only. This will be implemented in the short-term. This strategy received a feasibility assessment cumulative score of 19. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Oregon DEQ Air Quality Index](#)

Water

Lloyd EcoDistrict currently completes biennial reviewing and reporting of building water use intensity (WUI) with support from RWDI, and 17 district buildings and facilities regularly track and report water use. However, there is still significant room to grow. Another opportunity for growth includes regular outreach and/or training to multifamily residential property managers.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
Water	Potable, landscape, and process water use is tracked, reported, and reduced.	Biennial reviewing and reporting of building water use intensity (WUI) show reductions in water use.
		Number of district buildings and facilities that regularly track and report water use using ENERGY STAR Portfolio Manager.

Objective: Potable, landscape, and process water use is tracked, reported, and reduced.

Indicator #1: Biennial reviewing and reporting of building water use intensity (WUI) show reductions in water use.

Baseline: 14.5 average WUI in 2019

Target:

2022: 10% below 2019 levels

2026: 25% below 2019 levels

2030: 50% below 2019 levels

Programs/Strategies: Review and report building water use intensity (WUI) every other year.

Implementers, Partners, and/or Stakeholders: RWDI reporting; Lloyd EcoDistrict outreach; Portland Water Bureau

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs and ongoing implementation. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Lloyd EcoDistrict Energy Star Performance 2019-2020 Report](#)

Indicator #2: Number of district buildings and facilities that regularly track and report water use.

Baseline: 17 in 2019

Target:2030: 8 multifamily residential properties track & report water use; 90% of commercial buildings and institutional buildings and facilities track & report water use

Programs/Strategies:

1. Conduct outreach and training of multifamily residential property managers to increase participation in ENERGY STAR Portfolio Manager tracking of potable water use.
2. Conduct outreach and training of commercial building owners/operators to increase participation in reporting water use in ENERGY STAR Portfolio Manager.

Implementers, Partners, and/or Stakeholders: RWDI reporting; Lloyd EcoDistrict outreach; Portland Water Bureau

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs and plan to seek grant support to expand this reach. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

References, Notes, and/or Data Sources: [Lloyd EcoDistrict Energy Star Performance 2019-2020 Report](#)

Waste

In 2017, Lloyd EcoDistrict created the [Waste Reduction Action Plan](#) (WRAP), which set 2035 goals of (1) no net increase in 2016 levels of waste generated by weight, and (2) recycling or composting 93% of Lloyd’s waste. WRAP identified five-year interim goals of (1) maintaining the current rate of waste generated, and (2) increasing the waste recovery rate by 6%. These waste reduction goals and strategies align with the City of Portland’s Climate Action Plan and the Oregon Department of Environmental Quality’s guidance and mandates. Since then, many of the initiatives outlined in this plan have not yet been implemented due to staff changes. At this point, with the community momentum behind the 2030 Roadmap, it is a key moment to revisit the goals outlined by WRAP and encourage district buildings and facilities to track and reduce waste going forward, through ENERGY STAR Portfolio Manager.

Currently, no Lloyd buildings or facilities track waste using ENERGY STAR Portfolio Manager. Current tracking does not include waste generated in operations by material and recovery method (donation, recycling, and compost). RWDI has been, and will continue to be, a key partner in waste-related tracking and reporting work.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
Waste	Waste is tracked, reported, and diverted from landfills through reduction, reuse, recycling, composting.	Number of district buildings and facilities tracking waste using ENERGY STAR Portfolio Manager.
		Biennial tracking and reporting of major waste streams generated from district buildings and facilities, including disposal and recovery rates.

Objective: Waste is tracked, reported, and diverted from landfills through reduction, reuse, recycling, composting.

Indicator #1: Number of district buildings and facilities tracking waste using ENERGY STAR Portfolio Manager.

Baseline: 0 buildings and facilities in 2022

Target: 2030 target: 90% of commercial and institutional buildings and facilities track & report waste, and 8 multifamily residential properties track & report waste

Programs/Strategies:

1. Conduct outreach and training of building owners and operators on how to track waste using ENERGY STAR Portfolio Manager.
2. Conduct outreach and training of multifamily residential properties on how to track waste using ENERGY STAR Portfolio Manager.

Implementers, Partners, and/or Stakeholders: RWDI

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate medium implementation costs for outreach and training. This will be implemented in the long-term. This strategy received a feasibility assessment cumulative score of 14. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Indicator #2: Biennial tracking and reporting of major waste streams generated from district buildings and facilities, including disposal and recovery rates.

Baseline: Not tracked in 2022

Target:

2024 target: Track waste generated in operations by material and recovery method (donation, recycling, and compost); Establish district level waste reduction and diversion goals based on the data collected through reporting.

2030 target: Biennially report major waste streams generated, including disposal and recovery rates.

Programs/Strategies:

1. Establish baseline year and track waste generated in operations by material and recovery method (donation, recycling, and compost).
2. Use data collected through reporting to establish district level waste reduction and diversion goals.
3. Report major waste streams generated, including disposal and recovery rates, every two years.

Implementers, Partners, and/or Stakeholders: RWDI

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate low implementation costs for the tracking and reporting of waste. This will be implemented in the short-term and going. This strategy received a feasibility assessment cumulative score of 15. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Existing Local Targets and/or Parallel Efforts: Lloyd EcoDistrict 2035 targets: no net increase in 2016 levels of waste generated by weight; recycle or compost 93% of Lloyd’s waste. Portland and Multnomah County 2030 target: reduce food scraps sent to landfills by 90%; reduce per capita solid waste by 33%; recover 90% of all waste generated.

References, Notes, and/or Data Sources: [Lloyd EcoDistrict Waste Reduction Action Plan](#), [City of Portland and Multnomah County Climate Action Plan](#)

Peace in Lloyd

Peace Memorial Park is a public space located between the Oregon Convention Center and the Eastbank Esplanade. It is owned by the City of Portland, though not managed by the Portland Parks and Recreation. Peace Memorial Park has a long history with Veterans For Peace, a global organization of veterans and allies who strive to build a culture of peace. Since 2019, Lloyd EcoDistrict, with support from partners like Veterans For Peace, has had a stewardship agreement with the Portland Bureau of Transportation to maintain the space. Lloyd EcoDistrict is working on a multi-year redesign and restoration of the park.

The following objectives and indicators were identified based on this context. The baselines, targets, strategies, and implementation factors for each are included below.

Objective Categories	Objectives	Indicators
<i>Peace</i>	Peace Memorial Park provides a location to reflect on "peace" and showcases and interprets the variety of "peace" definitions.	Redesign of Peace Memorial Park is complete.

Objective: Peace Memorial Park provides a location to reflect on "peace" and showcases and interprets the variety of "peace" definitions.

Indicator: Redesign of Peace Memorial Park is complete.

Baseline: At the end of 2021, the park design schematic has been completed and some funds have been secured.

Target:

2022: Ongoing fundraising; pre-construction

2023: Fundraising completed; building begins

2024: Park redesign completed

Programs/Strategies:

2022: Continue fundraising efforts; complete pre-construction requirements

2023: Building

Implementers, Partners, and/or Stakeholders: Lloyd EcoDistrict, Portland Bureau of Transportation

Estimated Implementation Costs, Timeline, Funding Sources, and Feasibility: We anticipate high implementation costs, and some funding has already been secured from grants. This will be implemented in the short-term; as of early 2022, the City of Portland permitting process has proved to be the largest roadblock. This strategy received a feasibility assessment cumulative score of 16. For full details, see [Lloyd EcoDistrict 2030 Roadmap, Tab 2](#).

Pathway to Carbon Neutrality

A critical component of this EcoDistrict Certification is identifying a pathway to carbon neutrality. In developing this pathway, Lloyd EcoDistrict has reviewed local and regional climate action plans, past and current initiatives, and future targets, in order to create a comprehensive, district-wide plan.

Lloyd EcoDistrict is aligned with the City of Portland's emission reduction target of net-zero carbon emissions before 2050.

In the [Portland Climate Emergency Declaration One Year Progress Report](#), the City of Portland underscores the urgency of the Climate Emergency Declaration, which, among many other targets:

- Amends the City's emission reduction targets to at least 50% reduction in carbon emissions by 2030 and net-zero carbon emissions before 2050;
- Requires transportation justice, where projects and policies reduce carbon emissions while advancing racial equity;
- Commits the City to adopt new policies that reduce carbon from buildings and the transportation sector, including becoming an EV-ready city that prioritizes action, benefits and protections for renters and low-income residents;
- Commits the City to adopt new policies that prevent further expansion of fossil fuel infrastructure and speed up the transition to clean, renewable fuel options; and
- States the City Council's expectation that PGE and PacifiCorp deliver 100% clean, renewable electricity to all Portland residents and businesses no later than 2030, and calls on NW Natural to fully decarbonize its gas pipeline no later than 2050.

The City of Portland has committed to eliminating carbon from existing buildings, updating the renewable fuels standard, supporting electrification in the transportation sector, and exploring policies to reduce embodied carbon in new buildings. These are some of the biggest and highest impact moves cities can make to contribute to carbon reduction.

In Lloyd, the pathway to carbon neutrality is part of a comprehensive, district-wide strategy to track, report, and reduce energy use, emissions, and waste; assess and address climate-related vulnerabilities; and build neighborhood and community resilience. The details of targets and strategies for the horizon and carbon neutrality years can be found in [Climate Protection in Lloyd](#).

The following documents provide tracking, reporting, and projections describing how this work is already underway in Lloyd.

Assessing vulnerabilities and resilience:

- **[Climate Change Resilience Assessment](#)**: As part of this 2030 Roadmap and the pathway to carbon neutrality, a preliminary climate resilience assessment has been performed for Lloyd EcoDistrict considering the people and infrastructure of the district during a projected timeline over the next thirty and fifty years. This assessment includes an exposure screen to identify projected climate hazards, a list of potential impacts and vulnerabilities to people and

infrastructure, and recommendations for climate resilience mitigation strategies. The recommended mitigation measures range from creating operational plans and guidelines to address climate risk, to building design and facilities measures to protect against overheating and flood, to open space landscaping measures to promote cool areas of respite in heat waves.

Tracking and reporting:

- **Lloyd EcoDistrict Energy Star Performance 2019-2020 Report:** Since 2014, RWDI has assisted Lloyd with the implementation of the Energy Action Plan. Each year, RWDI provides energy benchmarking and analysis at the district level to help Lloyd track progress toward its goals. Understanding current and past energy use is key to identifying opportunities to improve performance, reduce emissions, and make informed efficiency investments. The most recent report highlights the following:
 - Of the 25 commercial properties sharing access to data with Lloyd’s ENERGY STAR Portfolio Manager master account, RWDI received a reporting rate of 88% for 2019 and 50% for 2020.
 - Buildings in Lloyd achieved 9% better ENERGY STAR scores than the overall Portland median score for 2019.
 - Greenhouse gas emissions reduced roughly 8.5% in 2019 and 23.7% in 2020 from the 2010 baseline.

Educating community stakeholders:

- **Reducing Your Carbon Footprint:** An operationally effective and efficient building is not only more energy efficient, but also supports reducing carbon and can be a healthier and more comfortable environment for occupants. This educational resource provides tools and strategies to approach building energy performance through effective energy management practices and processes. Continuous improvement of building energy performance enables building managers to reduce operating costs, reinvest that savings in the organization and employees, operate more sustainably, and distinguish the organization as an environmental leader.
- **Healthy Building Strategies: Indoor Environmental Quality:** Recent growth in the healthy building movement has directed attention on improving indoor environmental quality and occupant health outcomes in the built environment. This educational resource provides tools and strategies to ensure healthy buildings as more people return to work in person. It includes an assessment of key indoor environmental criteria related to indoor environmental quality (IEQ), water quality, and thermal comfort, including basic steps on how to address HVAC systems, as well as operations and maintenance protocols and policies.

Appendices

Appendix A: History of Lloyd

In order to understand Lloyd today, it is imperative to understand the history of the place.

Early History

Indigenous communities have been the original stewards of the land that is today called Lloyd since time immemorial. The Lloyd neighborhood, and the City of Portland, occupies the traditional and stolen ancestral lands of the Cowlitz, Clackamas, Bands of Chinook, Kathlamet, Multnomah, Tualatin Kalapuya, Wasco, and many other tribes who made their homes along the Willamette and Columbia Rivers.

In the 1800s, over 50,000 white settlers came to Oregon and began driving out these indigenous communities.² By the mid-1840s, it is estimated that the area's indigenous population had decreased by as much as 90% due to disease.³ Portland was incorporated as a city in 1851, and Oregon became a state in 1859—the only state with a constitution that banned Black people from entering, residing in, or holding property in the state. Though these laws were superseded by the passage of the 13th, 14th, and 15th Amendments, the Black population was quite small in Portland at the turn of the 20th century. Many of those who did live in Portland lived in Lower Albina, part of present-day Lloyd.⁴

Lower Albina

In the early 20th century, three quarters of Portland's Black community resided in Lower Albina. This was in part due to its proximity to jobs at the railroad and docks, and in part due to housing restrictions in other parts of the city that forbade Black people from living there. During World War II, the Black population in Portland grew from 2,000 to 20,000 as people were drawn to jobs in the shipyards. Those who didn't settle in Albina settled in Vanport. In 1948, the Columbia River flooded Vanport, a largely Black community north of Albina and forced over 16,000 residents to move. Black Portlanders had little choice of where to move due to discriminatory real estate and banking practices, further establishing the Albina neighborhood as one of the predominantly Black neighborhoods of the Portland metro area.

In the second half of the 20th century, urban renewal projects meant the displacement of Black communities yet again. Oregon began building a state-wide freeway system, and in 1954, Portland voters approved the building of Memorial Coliseum—both in Lower Albina. These projects, and others, razed large swaths of Black homes and thriving businesses and pushed Black residents further north in the city. This trend in Portland mirrored trends across the country, where Black communities bore the brunt of property loss and relocation to make way for state-sponsored infrastructure investment. As a result, the

² [Echoes of Oregon - Oregon Territorial History](#)

³ [Central City 2035 N/NE Quadrant Plan](#)

⁴ [The Racist History of Portland, the Whitest City in America - The Atlantic](#)

Black population within Lloyd plummeted: in the 1960s, more than 50 percent of the Lloyd area residential population was Black. Today, that figure is only around 5 percent.⁵

In 1993, the City of Portland released the Albina Community Plan with policy recommendations for land use, transportation, and employment. In 2021, Albina Vision Trust introduced an Albina Community Investment Plan, which seeks to create a framework for an inclusive community in Lower Albina while also healing the wounds of previous urban development that displaced and disempowered Portland's Black community. The Community Investment Plan will show how a community anchored in sustained affordability, livability, and diversity can provide value to Lower Albina.

It is the goal of Lloyd EcoDistrict to collaborate in partnership with AVT to support their initiatives and develop programs together that foster the growth of an equitable, sustainable, urban district.

Development of Lloyd

Lloyd and Lower Albina have shared aspects of their histories, yet the western and eastern sections of the neighborhood developed quite differently. The Lloyd EcoDistrict boundary is similar to that of the official City of Portland neighborhood system neighborhood of Lloyd. The western portion of modern-day Lloyd includes portions of the Lower Albina. The eastern portion traces its modern history back to Ralph Lloyd, a California rancher, oilman, and real estate developer. He purchased the undeveloped land just north of Sullivan's Gulch in 1926 with the vision of building a second Portland downtown, complete with apartments, shops, and government office buildings. Over the next two decades, he continued buying houses and attempting to realize his vision, but a lack of community and city support meant his vision never materialized. After his death in 1953, his daughters built a hotel, office towers, and the Lloyd Center—then advertised as the largest shopping mall in the world.⁶ For two decades, the neighborhood drew more workers. By the late 1980s, though, the neighborhood was considered a magnet for crime and a problem by the city.

An undated Willamette Week article stored in the Ernie Bonner Papers at Portland State University praised the neighborhood's success, but also added:

“The ubiquitous automobile, the lifeblood of any shopping center office building complex, dominates most human activity in the area. It even threatens the atmosphere of the center itself. For despite the construction of certain community amenities and facilities, they are separated by roads and acres of parking lots, creating a non-walkable, inhuman environment — a marked divergence from Ralph B. Lloyd's original dream.”⁷

In 1995, PacifiCorp purchased most of the land from Lloyd's children. Soon afterwards, developer Hank Ashforth purchased much of the land and his team began to charge for parking and used the proceeds to encourage transit, biking and walking instead. In 2011, Ashforth signed a deal with a California company, American Assets Trust, to develop many of the properties. Over the next decade, Lloyd's streets

⁵ [Bleeding Albina: A History of Community Disinvestment, 1940-2000](#)

⁶ [Post-War Malaise and Home Front Boom](#)

⁷ [The secret history of Portland's weirdest neighborhood](#)

transformed: two car lanes were removed NE Multnomah Street to add bike lanes and on-street metered parking pollinator planters were installed by the streetscape, and several new office and residential projects were built in the central areas of the neighborhood.

Today, Lloyd is home to many businesses, restaurants, entertainment, and housing. The Oregon Convention Center is one of the largest event venues in the Pacific Northwest, providing outstanding experiences by embracing the local flavor and innovative approaches and bringing in more than \$500 million annually in consumer spending. The Rose Quarter includes the 20,000-seat Moda Center, 12,000-seat Veterans Memorial Coliseum, 6,500-seat Theater of the Clouds, 40,000 square-foot Exhibit Hall, and Rose Quarter Common. The venues are home to the Portland Trail Blazers, Portland Winterhawks, and major concerts and events.

Other key neighborhood destinations include the eight hotels where thousands of visitors stay nightly and Lloyd Center, a mall where people of all ages spend their time shopping, dining, or skating at the center's unique indoor open-air ice rink. The Eastbank Esplanade, Peace Memorial Park, and soon a new pedestrian/bike bridge on the developing Green Loop have and will play important roles for the visitors biking, walking, and rolling around the neighborhood.

Lloyd EcoDistrict

In the spring of 2009, the Lloyd neighborhood was identified as a potential “EcoDistrict” based on discussions between the City of Portland, the Portland Development Commission (PDC; now Prosper Portland), the Portland Sustainability Institute (PoSI), and key neighborhood property owners interested in creating a green district. Over the spring and summer of 2009, a Governor-designated Oregon Solutions project brought these key stakeholders together and established the Lloyd Green District Oregon Solutions Project Team. This team was convened by then-Mayor Sam Adams, Multnomah County Commissioner Jeff Cogan, and Metro President David Bragdon to create a Lloyd Green District Guidance Strategy. Their task at the time was to:

- Develop and prioritize district sustainability goals, objectives and metrics;
- Prioritize potential “showcase projects” that would directly address priority goals and objectives in five potential project categories; and
- Develop principles of sustainable district management and investment.

A broad group of private and public sector stakeholders committed to a three-year partnership to guide these efforts. Partners included the Lloyd Business Improvement District (LBID), the City of Portland, the Portland Development Commission (now Prosper Portland), the Portland Sustainability Institute, and Metro. A declaration by both public and private partners established the formation of a “Lloyd EcoDistrict” as a high priority with regards to business competitiveness, marketability, risk mitigation, and environmental performance.

The Lloyd EcoDistrict was to operate as a special committee of LBID, and partners were given authority and resources to manage the sustainability agenda of the Lloyd EcoDistrict pilot. LBID, a 501(c)(6) non-profit business association, was created to manage an assessment district that provides funding for transportation, public safety, and economic development programs in the neighborhood.

Several years after its 2011 inception, Lloyd EcoDistrict was formally funded by the Lloyd Enhanced Services District, which committed to provide direct support to Lloyd EcoDistrict until 2024. As its work developed, Lloyd EcoDistrict as an organization became a 501(c)(3), and the mission and vision expanded to include a wider definition of sustainability, and a more inclusive view of the community beyond businesses.

Enhanced Services District

Lloyd is one of three Enhanced Services Districts that have been approved in Portland. The Lloyd ESD core programs are supported by property management license fees and focus on public safety, transportation access, sustainability, economic development and neighborhood advocacy. This is where property owners fund expanded services for public safety, trash cleanup, graffiti removal and business development.

There are several non-profit partner organizations that support the goals around the ESD:

- [Go Lloyd](#) leads the transportation program and provides a variety of transportation programs and services to Lloyd businesses, employees, and residents.
- [Lloyd EcoDistrict](#) works with the local community, business, and residents to support community prosperity, environmental quality, and social equity.
- The [Lloyd Community Association](#) (LCA) is a neighborhood association that connects businesses and residents to help grow economic prosperity in the neighborhood.

Today, the ESD, Lloyd EcoDistrict, LCA and Go Lloyd are in active discussions to see how a new governance model might be established so that we can better serve the neighborhood's needs.

In 2018, under the leadership of the ESD, the neighborhood was renamed and rebranded from the “Lloyd District” to “Lloyd.” Per ESD chair Hank Ashforth, “‘Lloyd’ is fresh and modern, and better represents the diverse and lively businesses of the neighborhood. The word ‘district’ is more of a throw-back to a drab, emptying-out-at-five-p.m. employment area. We are so much more today.”⁸

Jump back to [Introduction](#).

Jump back to [Equity in Lloyd](#).

⁸ ['Lloyd District' Neighborhood Becomes 'Lloyd' | Oregon Convention Center](#)

Appendix B: Priority-based Asset Map

The priority-based asset map shows some, but not all, of Lloyd’s current assets, ranging from public spaces to community organizations to economic infrastructure.

The 2030 Roadmap lays out additional programs and projects for coming years that will require and/or create the opportunity for new partnerships and stakeholders to be engaged.

Assets are organized by organizational, physical/environmental, and economic/socioeconomic categories. Assets are characterized according to the location of the entity that controls them: primary assets are located within Lloyd and controlled by an entity within Lloyd; secondary assets are located within Lloyd and controlled by an entity outside the district, and tertiary assets are located outside of Lloyd and controlled by entities outside of Lloyd. Assets are also organized by EcoDistricts Protocol Priority areas.

[Click here for an interactive version of the map in Google Maps.](#)

[Click here for a spreadsheet version of the priority-based asset map.](#)

Jump back to [Priority-based Asset Map](#).

Appendix C: Reports

In addition to the plans outlined in [Census of Local Plans](#), the following reports have been considered during the development and preparation of this roadmap due to their significance for the district. The title of each report includes a hyperlink; all of these reports are also found in a central folder [here](#).

Go Lloyd 2019 Annual Report

Addresses Priorities: Place, Prosperity, Connectivity, Climate Protection

Go Lloyd is invested in developing programs that encourage Lloyd commuters and residents to engage in travel options outside of single-occupancy vehicles. The organization's goal is to make the public more aware of the transportation resources available to them, and reduce traffic in the process. Go Lloyd's 2019 Annual Report shares updates on initiatives including a BPA e-bike fleet, a safety plan for Holladay Park, and a Lloyd Parking Study.

Go Lloyd 2020 Annual Report

Addresses Priorities: Place, Prosperity, Connectivity, Climate Protection

Go Lloyd is invested in developing programs that encourage Lloyd commuters and residents to engage in travel options outside of single-occupancy vehicles. The organization's goal is to make the public more aware of the transportation resources available to them, and reduce traffic in the process. Go Lloyd's 2020 Annual Report shares updates on initiatives including bicycle infrastructure, speed reader boards, and the Blumenauer Bridge.

Lloyd EcoDistrict 2021 Biannual Report

Addresses Priorities: Place, Prosperity, Connectivity, Health & Wellbeing, Resource Regeneration, Equity, Resiliency, Climate Protection

Lloyd EcoDistrict brings together individuals, businesses, nonprofit organizations, and local governments to develop replicable, real-world projects that center climate protection, equity, and resiliency. The Biannual Report includes updates on the program areas of Pollinator Placemaking, Path to Decarbonization, and Residential Resilience.

Oregon Global Warming Commission 2020 Biennial Report

Addresses Priorities: Place, Resource Regeneration, Climate Protection, Prosperity, Health & Wellbeing

The 2020 Biennial Report was submitted to the Oregon Legislature by the Oregon Global Warming Commission in November 2020. The report addresses risks and concerns over future climate change within Oregon. It notes that Oregon has not made the progress envisioned in the Oregon Global Warming Commission's Roadmap to 2020 (launched in 2010). The state's 2019 sector-based emissions data exceeds its 2020 emissions reduction goal by 26%, erasing all gains made since 2010. The report estimates that Oregon will miss the 2035 and the 2050 goals set forth in Governor Brown's Executive Order 20-04 by 23 and 54 million metric tons CO₂e respectively.

Oregon Department of Energy 2020 Biennial Report

Addresses Priorities: Resource Regeneration, Climate Protection, Connectivity

The 2020 Biennial Energy Report was submitted to the Oregon Legislature by the Oregon Department of Energy in November 2020. The purpose of this report is to inform local, state, regional, and federal

energy policy development, energy planning, and energy investments, and to identify opportunities to further the state’s energy policies. In Oregon, about 80 percent of the state’s greenhouse gas emissions come from the amount and type of energy Oregonians use every day. The report addresses an update on the state’s efforts to address climate change, describes new climate goals, policies, and local actions that have emerged since the 2018 Biennial Energy Report, and sets these efforts in context of the state’s economy-wide greenhouse gas emissions.

[Resilient Infrastructure Planning Exercise \(RIPE\) Summary of Findings](#)

Addresses Priorities: Resilience, Climate Protection, Place, Resource Regeneration, Prosperity, Connectivity

The Resilient Infrastructure Planning Exercise (RIPE) summary of findings was developed by the Institute of Sustainable Solutions at Portland State University and six City of Portland and Multnomah Counties agencies, and was published in June 2018. RIPE began as an effort to better understand the risks posed by major natural disasters—specifically, a Cascadia Subduction Zone earthquake and major flooding and landslides—to the City of Portland’s infrastructure, and to identify near and long-term steps to build the resilience of those systems.

Jump back to [Census of Local Plans](#).

Appendix D: Lloyd EcoDistrict Roadmap

The Lloyd EcoDistrict Roadmap can be found [here](#).

Appendix E: Lloyd Neighborhood Demographics

Demographic data comes from the 2019 [US Census Bureau American Community Survey](#), which represents the averages of the years 2015-2019. The data shared in this survey is specific to the two census tracts that the Lloyd EcoDistrict includes. These tracts include some blocks outside of the Lloyd EcoDistrict official boundary.

The residential population of the Lloyd area is just over 6,000. Of that:

Racial Diversity		
	White	79%
	Two or more races	6%
	Hispanic	6%
	Asian	4%
	African American	5%
	American Indian or Alaskan native	1%
	Hawaiian or other Pacific Islander	0%
Age		
	<10 years	4.70%
	10-17 years	1.90%
	18-24 years	6%
	25-34 years	29%
	35-44 years	18%
	45-54 years	11%
	55-64 years	8%
	65+ years	23%
Population in Group Quarters		3%
Population For Whom Poverty Status Has Been Determined		5,977
	Population In Poverty	13.90%

	Low Income	14.6%
Civilian Non-institutionalized Population		5,986
With Disability		18%
Civilian Labor Force		3,669
Unemployed		5%
Households		3,641
	No Vehicle Available	30%
Housing Units		4,109
	Multi-Family Units	80%
Occupied Housing units		3,641
	Renter occupied Housing units	80%
	Cost-burdened renters	47%
	Severely cost-burdened renters	25%

Jump back to [Equity in Lloyd](#).

Appendix F: Lloyd EcoDistrict Board Demographics

A summary of Lloyd EcoDistrict board demographics, completed in February 2022, can be found [here](#).

Jump back to [Equity in Lloyd](#).

Appendix G: GIS and Maps

All GIS and Maps work for this roadmap was done by Allan Wilson, a 2022 Master of Urban and Regional Planning candidate at the College of Urban and Public Affairs at Portland State University.

His sources, calculations, and generated maps when applicable are all included below.

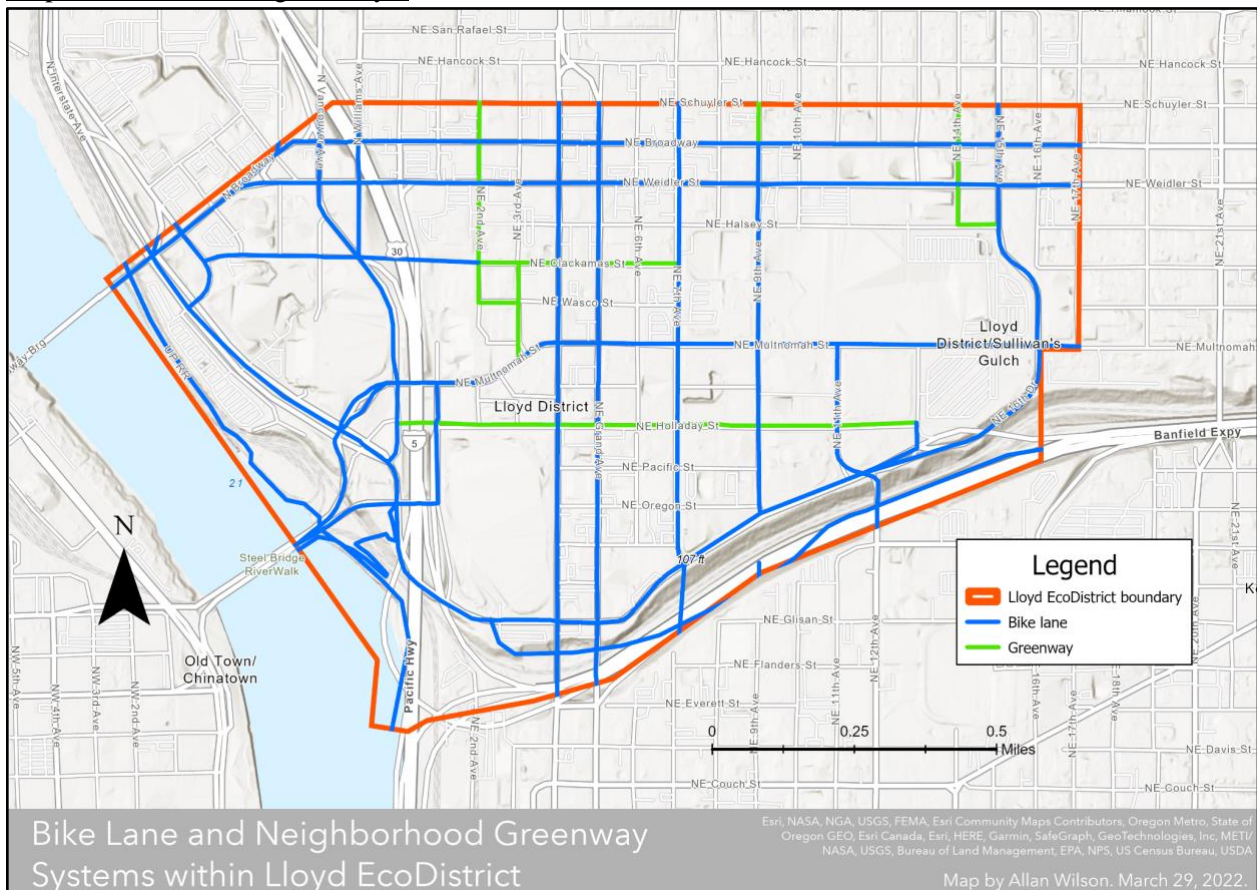
Miles of bike lanes in Lloyd: 15.03 miles

- Layer: [Bicycle Network](#)
- Source: [Portland Maps](#)
- Note: There are several designations; include “all”

Miles of neighborhood greenways in Lloyd: 1.74 miles

- Layer: [Bicycle Network](#)
- Source: [Portland Maps](#)

Map of bike lanes and greenways:



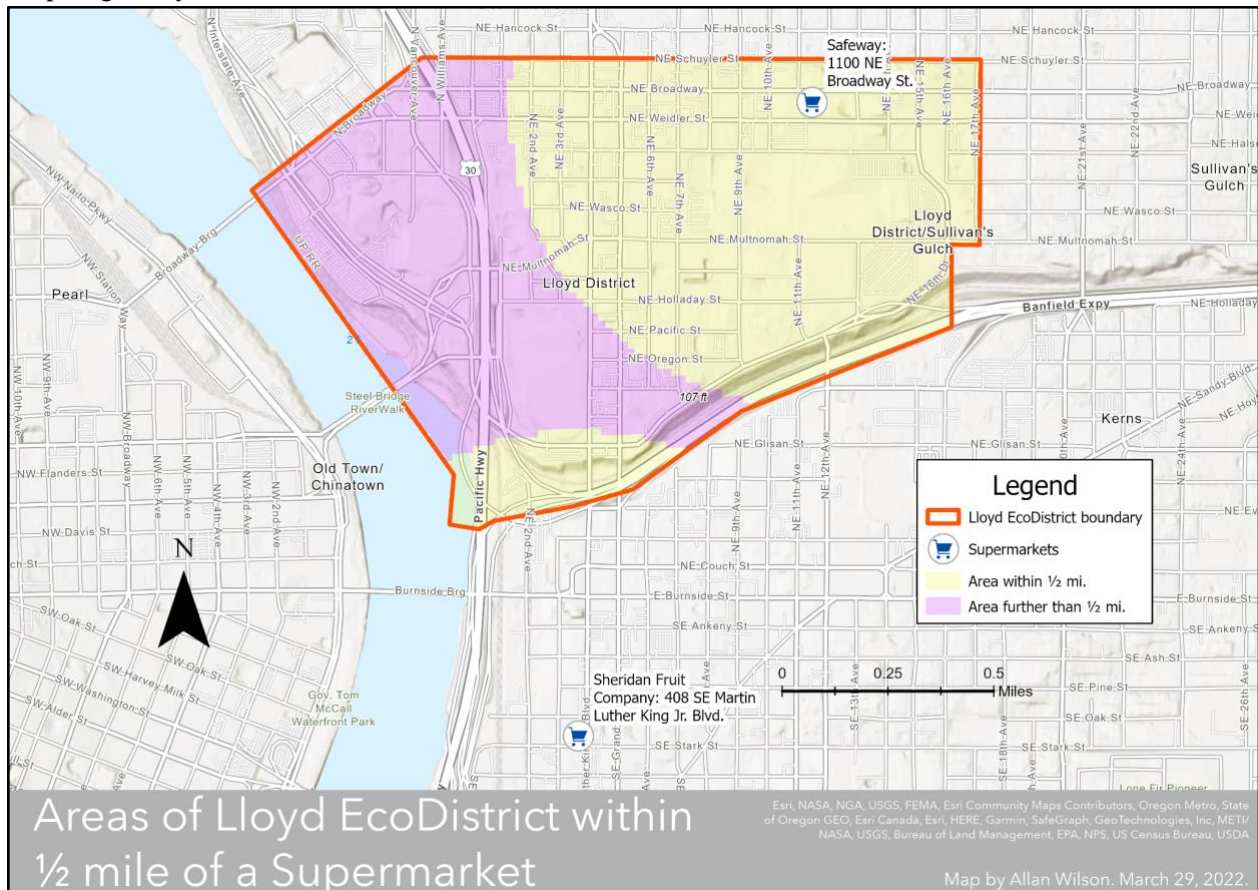
Number of streetlights in Lloyd: 1181 streetlights

- Layer: [Street Lights](#)
- Source: [Portland Maps](#)

Percentage of neighborhood (i.e., spatial area) within ½ mi of a grocery store: 61.6%

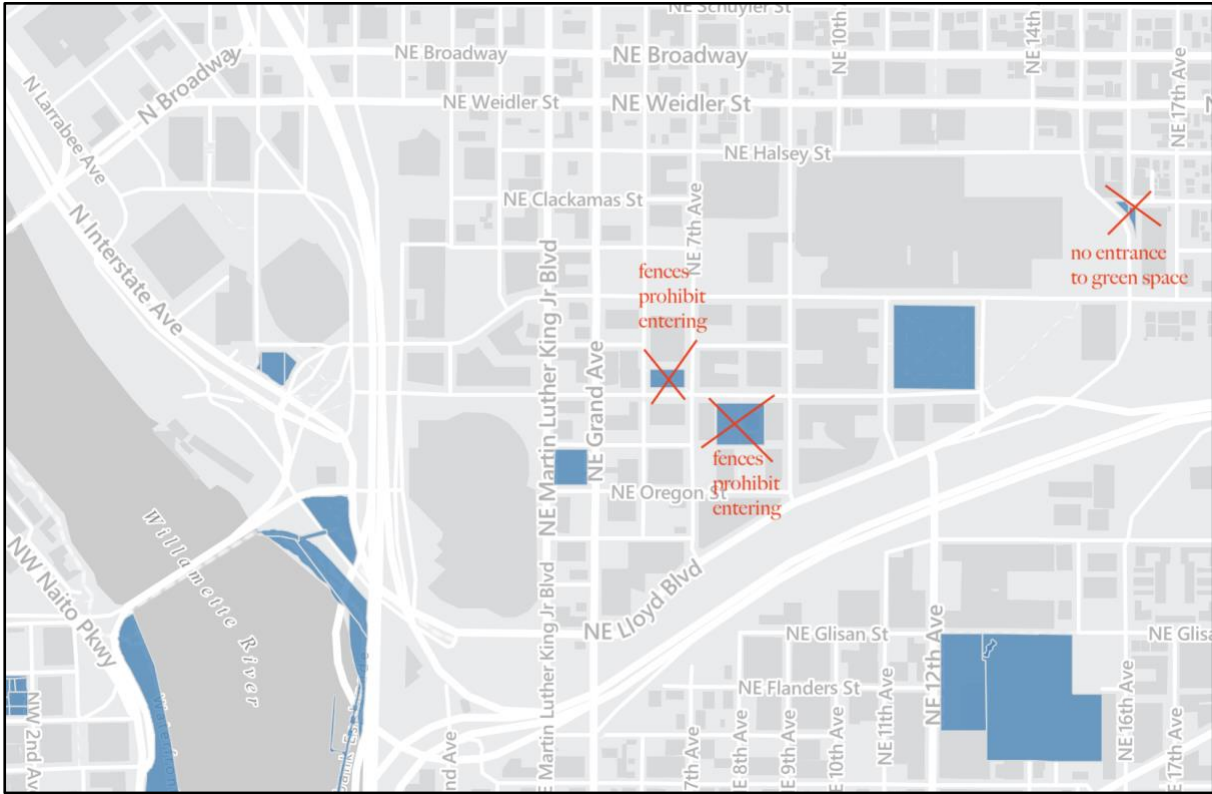
- Grocery stores:
 - [Safeway](#)
 - [Sheridan Fruit Company](#)
- Layer: New feature class created by A. Wilson
- Source: Generated within ArcGIS Pro
- Note: No portion of Lloyd EcoDistrict is located ½ mile from Fred Meyer

Map of grocery stores:

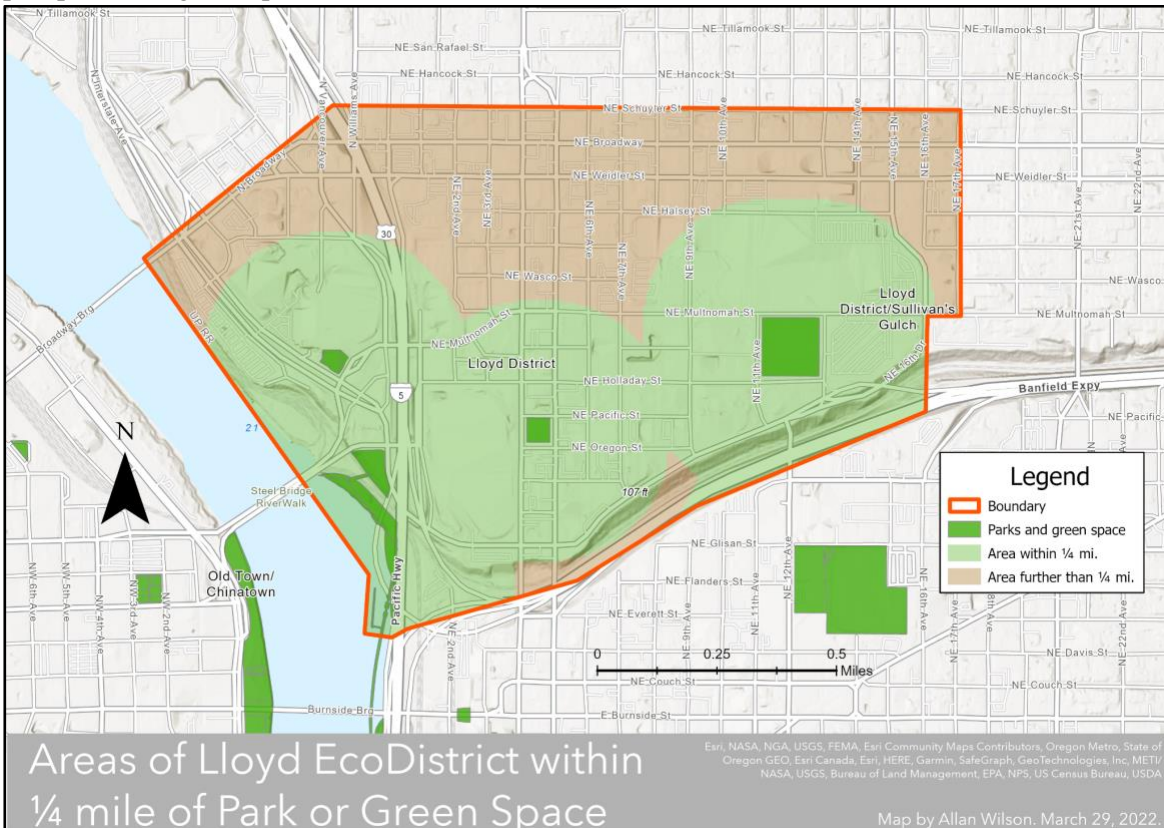


Percentage of neighborhood (i.e., spatial area) within a ¼ mi walk of a public park or community garden: 61.4%

- Layer 1: [Outdoor Recreation and Conservation Areas \(ORCA\)](#)
 - Source: [RLIS](#)
- Layer 2: [Community Gardens](#)
 - Source: [Portland Maps](#)
- Note: Original layers in meters
- Note: From the ORCA map, exclude the Kaiser park, Oregon Square, and the small area of green space near Holladay Park Plaza, as there are fences prohibiting entrance and/or no entrance available (see markings on map):



Map of parks and green spaces:



Jump back to [Health & Wellbeing in Lloyd: Active Living](#).

Jump back to [Health & Wellbeing in Lloyd: Safety](#).

Jump back to [Health & Wellbeing in Lloyd: Food Systems](#).

Jump back to [Living Infrastructure in Lloyd: Connection with Nature](#).

Appendix H: Public Safety Data

The Strategic Services Division of the Portland Police Bureau publishes monthly neighborhood offense statistics, which can be broken down into neighborhood-specific data. The summaries for the past four years of data from the Lloyd neighborhood are available here:

- [PPB Monthly Neighborhood Office Statistics in Lloyd: 2018](#)
- [PPB Monthly Neighborhood Office Statistics in Lloyd: 2019](#)
- [PPB Monthly Neighborhood Office Statistics in Lloyd: 2020](#)
- [PPB Monthly Neighborhood Office Statistics in Lloyd: 2021](#)

Portland Street Response, a program within Portland Fire & Rescue, assists people experiencing mental health and behavioral health crises. The program offers compassionate mobile crisis response for people experiencing non-life-threatening mental or behavioral health crises. Portland Street Response data is updated weekly here:

- [Portland Street Response Data Dashboard](#)

Jump back to [Health & Wellbeing in Lloyd: Safety](#).