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VISION:

The LLOYD ecoDISTRICT aspires to be the most sustainable business district in North America.

MISSION:

The LLOYD ecoDISTRICT will prioritize projects and policy endeavors from a triple bottom line approach. We strive to create the kind of business district where people, planet, and profit are equally considered when we invest resources. We strive to create viable and replicable business cases and models so that we may lead by example in areas of resource conservation and efficiency, restorative development, and social equity.

The LLOYD ecoDISTRICT is governed by a Board of Directors who are actively working on projects and programs that improve resource efficiency and economic vitality in the Lloyd District.

Our main areas of focus are energy efficiency, waste management, water use, and transportation.
LLoyD eCO DISTRICT PARTNERS: Thank You!

1201 Building/ CBRE
American Assets Trust
The Ashforth Company
Baldwin Consulting
Bitclone
BOMA Portland
Bonneville Power Administration
Bureau of Environmental Services
Bureau of Planning and Sustainability
Calaroga Terrace
Communitas
Crowne Plaza
East West College
Ecodistricts (formerly Portland Sustainability Institute)
Energy Trust of Oregon
Frontdoor Back
Griffin Planning and Development
Gwenn Baldwin Consulting
Institute for Sustainable Solutions
JDM Associates
Kaiser Permanente
Karen Whitman
Konstruct
Langley Investment Properties
LeftBank Development
Legacy Research Institute
Liberty Center
Lloyd Center Mall
Lloyd District Community Association
Lloyd Transportation Management Association
Metro
Northeast Broadway Business Association
Office of Management & Finance
Office of the Mayor
Oregon Convention Center
Pacific Power
Portland Bureau of Transportation
Portland Development Commission
Portland State University
Portland Sustainability Institute
Portland Trail Blazers
Portland Water Bureau
Portland’s Vital Signs
PSU Community Environmental Services
Puttman Infrastructure
Sarah Cook Design
Sustainability @ Work
Verditas
Word Jones
Zero Waste Alliance
The LLOYD ecoDISTRICT is a place where businesses, residents, government agencies, and nonprofits all share a vision: to build the most sustainable living-and-working district in North America. This vision defines sustainability as starting with a strong, vibrant, and growing local economy.

The leaders behind the LLOYD ecoDISTRICT understand the importance of combining economic, environmental, and social considerations in new ways—ways that benefit everyone who shares the DISTRICT. We have come together to bring the concept to life, with a clear vision and concrete plans. By following that vision and implementing those plans, we will create a district that truly serves a triple bottom line: one that is good for the people who live and work there; good for the planet they share; and good for the profit businesses need to stay economically strong.

We define our focus by targeting the areas of transportation, water, energy, and waste. We have identified ways we can put every available resource to work as we strive to improve performance, create efficiency, and make it possible for anyone to participate.

We will communicate these ideas across the DISTRICT, inspire people and build consensus, educate everyone who wants to be involved, and connect people and resources effectively. We will make sure that our lofty ideas translate to practical projects, and that the partners we bring together will work hard to achieve these goals.

As the LLOYD ecoDISTRICT becomes an even better place to work, live, shop, and visit, it will become a model for other forward-thinking neighborhoods. People will come, observe what is being accomplished here, and take these ideas back to where they live and work. The LLOYD ecoDISTRICT leaders will freely share their knowledge and experience with anyone who is interested.

The LLOYD ecoDISTRICT will continue to lead by example. We will keep looking for
innovative ways to apply the principles behind what we have created as we know there is no ending-point to our effort. Meanwhile, the merchants, the residents, and the people who work in the LLOYD ECODISTRICT will relish their roles in this shared, widely recognized identity—the most sustainable living-and-working DISTRICT in the country.

First and foremost, we see the DISTRICT as a new kind of economic development strategy. We are committed to growing Portland and to growing the LLOYD ECODISTRICT. The DISTRICT business plan will target at least 20,000 new jobs, 4,000 housing units, and 20 million new square feet of commercial, retail, institutional, and residential development by 2030.

Many booster organizations or cities also have audacious goals. What makes us different is that we have a uniquely powerful way to reach these goals: through collaboration and interdependence, an efficient scale, and invested private and public sector partners. That means that the LLOYD ECODISTRICT is structured to foster more development, lower overall costs, and increase value to buildings, businesses, and the individuals who invest in the DISTRICT. We will do this through our business and public sector collaborations, and by understanding how to reap the rewards of high performance building and infrastructure.

We know this is a challenging proposition, but we believe we can achieve these audacious targets and that now is time to invest in the LLOYD ECODISTRICT.

First and foremost, the ECODISTRICT is a public/private partnership in every sense. Success will not transpire without public investment in this plan. There must be a reorientation of public priorities related to infrastructure development and public resource commitments (particularly in EcoDistricts such as ours).

Second, success is dependent upon private sector investment and leveraging. The private sector needs to engage in a new way of looking at investment, development, and coordination of their business models to synergize with the public commitment. These goals are bold, but they are achievable with the right mix of private and public sector partners. For both private and public sectors, the status quo has changed for the better in the LLOYD ECODISTRICT.

LLOYD ECODISTRICT
It’s business for good.
EXECUTIVE SUMMARY: MAJOR ACHIEVEMENTS OF 2012-2013

2012–2013 marks the final year of the three-year pilot experiment for the LLOYD eco DISTRICT. The original concept called for property owners and other leaders in the LLOYD ecoDISTRICT to financially support the concept of the ecoDISTRICT and provide an operations budget for three years, while local government entities would support LLOYD ecoDISTRICT through in-kind or project contributions. Beyond the three-year pilot period, it would be up to our newly formed organization to find ongoing operations and project support.

On the basis of our outreach efforts, community partnering, and new programs and services, the Enhanced Service District has decided to take on the DISTRICT as a fundable program. This good news guarantees a stable source of initial operations funding for the next 10 years, starting at $100,000 per year. With this funding in place, we will begin to find additional sources of revenue, grow the organization, continue the programs we have begun, and develop new programs in areas of transportation, residential outreach, and water conservation.

During the past year, we have:

- **Established** our official entity status with both the City of Portland Bureau of Planning and Sustainability (BPS) and the Portland Development Commission (PDC). This means that the Bureau is in charge of the policy direction and the Portland Development Commission will provide funding for eligible projects.

- **Completed** our critically important baseline document, the Roadmap and the accompanying Projects Playbook.

- **Initiated** a district-wide waste reduction and material exchange plan. We are developing a business model for materials in our waste and recycling stream, which can provide revenue back to businesses and the DISTRICT, and partner with Portland State University.

- **Initiated** a six-month intensive energy efficiency implementation planning process with DISTRICT property owners and stakeholders.

- **Initiated** several new programs in our highest priority performance area of energy efficiency, including Lloyd Bright Ideas, Kilowatt Crackdown, Strategic Energy Management, Lloyd Street Smart, and Portfolio Manager Benchmarking.

- **Established** a pilot for a material exchange event called the Lloyd EcoSwap, which served as an outreach event and a useful way to reduce waste impacts in the DISTRICT.

- **Continued** to develop strategic partnerships in the community, most notably with Lloyd Transportation Management Association, Metro, Pacific Power, Portland Development Commission, and Portland State University. These relationships continue to help us build bridges and find solutions to problems facing our community.
In October 2012, we completed the Roadmap and the Projects Playbook, two documents which serve as the LLOYD ECODISTRICT’s initial assessment of baseline conditions, the goals we hope to achieve, and a high level assessment of how we hope to reach those goals. The Playbook extracts the priority projects with the highest likelihood of completion over the next five years in our four priority performance areas (energy efficiency, waste reduction, water, transportation). In late June 2013, we began the implementation phase, concentrating specifically on how we can achieve these projects in the area of energy efficiency.

The LLOYD ECODISTRICT Roadmap provides an assessment of baseline conditions, adopted performance goals, and recommended strategies to support the DISTRICT’s aspirations to become the most sustainable business district in North America. The Roadmap is intended 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 efficiency, materials management, habitat + ecosystem function, and access + mobility.

The Roadmap \([www.ecolloyd.org]\) determines the current state of the ECODISTRICT in these seven areas and proposes investment and partnership strategies to achieve these long-term goals. With funding support from the Portland Development Commission, this Roadmap was completed by the Portland Sustainability Institute on behalf of the LLOYD ECODISTRICT. It was informed by the City of Portland bureaus, Metro, and the LLOYD ECODISTRICT Board, and was peer reviewed by key technical consultants.

The Projects Playbook \([www.ecolloyd.org]\) is intended to be used as a starting point in a conversation about the types of projects identified in the Roadmap as those most likely to succeed and possible to invest in the next years. The Project categories are broad and require implementation plans to identify the key players and the kinds of funding structures necessary. Projects identified to date include:

- Aggregate
- Renewable Energy Program
- Bike Sharing
- Car Sharing
- Corridors
- District Dashboard
- District Energy Utility
- District Water Utility
- Eco Concierge
- Existing Building Efficiency Program
- Green Infrastructure
- Green Sites
- Green Streets
- High Performance New Buildings
- Zero Waste Program
The Energy Efficiency Action Plan (EEAP) was the next step after establishing our baseline condition and goals from the Roadmap and the Playbook. The EEAP takes the broad-based goals for the Roadmap and the generalized priorities of the Playbook, and finds the immediate actions the LLOYD ECODISTRICT can take in the next five years, and exceed the goals of the Climate Action Plan. We have brought together the major property owner stakeholders in the DISTRICT to discuss their plans for the near future to find a way to leverage the power of working together as a DISTRICT, rather than simply as individual property owners.

In the end, the Energy Efficiency Action Plan will identify likely projects, costs, and funding partners for projects we identify. Programs which we are currently considering are Existing Building Energy Retrofits and Renewable Energy Investments.

The EEAP will also identify the conditions in which DISTRICT Energy should be pursued in the ECODISTRICT, and under what conditions. We will also identify what level of green building certification new development should aim to achieve in order to hit our energy efficiency goals. This High Performance Building Specification will draw from known certification systems such as LEED, Living Building Challenge, Architecture 2030, the Path to Net Zero, and others.
The Board of Directors of the LLOYD eCO DISTRICT has identified energy efficiency and waste reduction as the performance areas of highest priority. This year we began by hiring a Business Efficiency Program Manager and began working on three different scales:

- **Large energy users** (commercial entities which consume more than 1,000,000 kWh per year.)
- **Sectors of influence** in the DISTRICT (office and retail, expanding to hospitality)
- **Small main street businesses** (Less than 10,000 square feet, found predominately in high trafficked areas along the Broadway and Weidler corridor).

**KILOWATT CRACKDOWN**

The Kilowatt Crackdown is a friendly competition to encourage commercial property managers and owners to track and reduce their energy use. Fourteen buildings in the DISTRICT enrolled in the Kilowatt Crackdown (KWCD) in 2013. The KWCD is sponsored by BOMA Oregon, the City of Portland Bureau of Planning and Sustainability, and the Northwest Energy Efficiency Alliance.

Contest participants receive the services of an Energy Coach, assistance in using ENERGY STAR Portfolio Manager, and in some cases receive a free scoping study (typically a $5,000 value).

Buildings enrolled in the competition track their energy use over a 12-month period and compare their annual performance to their 2012 baseline.

The LLOYD eCO DISTRICT contacted potential program participants and worked with the competition sponsors to promote the benefits of the KWCD. In addition, the DISTRICT will confirm which of the KWCD participants are eligible to receive ENERGY STAR certification, and assist them as needed in the process of obtaining the certification.

**LESSON LEARNED:**

- Building owners received a number of attractive incentives to participate in KWCD. If the contest is launched again in the future, a similar menu of assistance should be offered.
In order to track and demonstrate our future gains in energy efficiency, we must accurately track actual energy usage. To do so we have launched a successful campaign to monitor energy use on a district-wide basis by recruiting LLOYD commercial property owners and managers to use ENERGY STAR Portfolio Manager. This free on-line tool tracks energy consumption (in kWh and therms) in a centralized, secure account managed by the LLOYD ECODISTRICT.

Companies participating in different Lloyd Building Efficiency Program initiatives agree to use Portfolio Manager and/or to share their utility data with the ECODISTRICT.

Importantly, and as a result of recruiting companies to use Portfolio Manager, the LLOYD ECODISTRICT now has the ability to track energy consumption information among a majority of the office, retail, and hospitality properties in the district on a per square foot basis. There are 18 buildings in the District whose energy information will be tracked.

The LLOYD ECODISTRICT has asked each of these properties to share their Portfolio Manager account information and to continue to provide viewing access to this information for a total of three years. This will be a major achievement in developing a meaningful baseline for energy performance in the DISTRICT.

Portfolio Manager Agreements
(as of October 2013; reported in square feet)

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>Agreed square footage</th>
<th>Needed square footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>767,838</td>
<td>232,068</td>
</tr>
<tr>
<td>Hotel</td>
<td>2,935,864</td>
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<td>Office</td>
<td>1,251,744</td>
<td>0</td>
</tr>
<tr>
<td>Event</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

RECOMMENDATIONS:

- Confirm the total number of properties within the LLOYD ECODISTRICT that are eligible for ENERGY STAR certification. Promote this achievement and encourage buildings to maintain certification over time.
- Identify remaining eligible buildings that have not pursued ENERGY STAR certification and promote the benefits of this recognition.

ENERGY STAR PORTFOLIO MANAGER
LESSONS LEARNED:

» When confidentiality can be ensured, program participants are generally open to the idea of sharing utility data with the LLOYD ECODISTRICT.

» We have found that it often requires several months to secure a written agreement with a partner organization, requiring multiple follow-up visits and legal staff review.

RECOMMENDATIONS:

» Continue to use ENERGY STAR Portfolio Manager as the primary tool to track utility data. Manually enter this information into the LLOYD ECODISTRICT Portfolio Manager Master Account for those partners who provide monthly summary information.

» At the end of the 2013 KWCD year, promote LLOYD ECODISTRICT participants and winners through press releases and other formal means of recognition.

» The LLOYD ECODISTRICT has an important opportunity to define itself in terms of measurable achievements: the number of buildings enrolled in ECODISTRICT in ENERGY STAR Portfolio Manager and linked to the ECODISTRICT Portfolio Manager Master Account; and the number of buildings in the district that are eligible to receive ENERGY STAR building certification. We can and should achieve the above goals for each building type by 2014.
STRATEGIC ENERGY MANAGEMENT

The Energy Trust of Oregon provides in-depth energy management training for large energy users in the DISTRICT. Companies that take part in the Strategic Energy Management (SEM) program complete several in-depth workshops over the course of the year and are given detailed instruction, templates, and customized assistance to draft a customized energy saving plan. They can typically expect to reduce their energy use from 5 to 15% by implementing what is learned during the program. Participants enjoy the following benefits:

» Nine workshops on strategic energy management (SEM) elements
» Tools, templates, and technical support
» One-on-one coaching between workshops
» Peer-to-peer cohort networking and support
» Financial incentives for electric & natural gas savings

LLOYD eCODISTRICT staff met with five area companies to discuss participation in the 2013 SEM program, along with the course instructors. Two companies enrolled in the 2013 program: the Oregon Convention Center and the Lloyd Center Mall (operated by Glimcher). Unfortunately, based on staff time constraints, the Lloyd Center had to withdraw after four months of participation. The Energy Trust will offer the program again in 2014.

LESSON LEARNED:

» The SEM program is time intensive for the team members from each participating company. eCODISTRICT staff should continue to collaborate with Energy Trust contractors to ensure that potential SEM participants are aware of the necessary commitment.

RECOMMENDATIONS:

» Organizational commitment to energy management and a roadmap (strategic energy management plan)
» 5-10% energy savings within two years, more as SEM plan is fully implemented - continuous improvement (15%+)
LLOYD BRIGHT IDEAS

Lloyd Bright Ideas provides two important services to small businesses in the area: a general sustainable operations assessment and an energy assessment. Both of these services are provided by program partners BPS and Pacific Power at no charge to business owners.

As part of the sustainability assessment, an advisor from the City of Portland’s Sustainability@Work program provides a high level review of energy and water usage, compost procedures, and waste removal practices.

Pacific Power provides commercial energy assessments; records the number and type of light fixtures in a given business; and provides recommendations regarding new fixtures, ways to reduce plug loads, and other approaches to saving energy.

From mid-October 2012 to the end of April 2013, 46 Lloyd businesses were contacted by Sustainability@Work. The ecODISTRICT Building Efficiency program manager directed outreach efforts and supported follow-up activities with the City of Portland and property owners as needed.

LESSONS LEARNED:

» Partner organizations are essential in order to reach as many businesses as possible
» Information about available program services are best delivered in a quickly digested format that can be used to make an initial program introduction (such as a leave-behind flyer with links to on-line resources)
» Lighting upgrades present one of the best opportunities for energy efficiency retrofit work and accessing Energy Trust of Oregon incentives
» Space constraints often affect a small business’s ability to implement a comprehensive composting program.

RECOMMENDATIONS:

» Continue with outreach.
» Continue to provide no-cost energy assessments from Pacific Power
» Determine if there is sufficient interest in commercial composting to initiate a purchasing program for compost containers which could be shared by restaurants and food establishments.
The Lloyd Street Smart program is a great example of how the LLOYD ecODISTRICT has been responsive to opportunity and has leveraged existing commitments. The goal of this collaboration between the LLOYD ecODISTRICT and Metro is to bring added value to their current array of sustainability-related technical assistance, and to ensure that lighting retrofits and investments made by the property owner not only reduce energy consumption, but also improve retail performance.

This pilot program provides retail merchandising and design assistance to property and business owners in the Northeast Broadway business district of Portland. Work is conducted by design and marketing professionals under contract to Metro in conjunction with the free energy assessment through Lloyd Bright Ideas.

Specific areas of design assistance will vary according to client needs, but may encompass overall storefront design, sidewalk activation, interior color, business layout, lighting, merchandising, window display, and related improvements. We will develop case studies of projects highlighting the improvements and the results to the businesses.

LLOYD STREET SMART DESIGN ASSISTANCE

MARKET RESEARCH

LLOYD ecODISTRICT completed a report [www.ecolloyd.org] funded by PDC, assessing the market for energy efficiency improvements in the ecODISTRICT’s small commercial building stock. The report included the results of interviews with seven district property owners and other original research. It states that there are four important factors at play affecting energy efficiency improvements, including:

- Energy efficiency is not a standalone priority issue
- Tenant-owner “split incentive”
- Time management constraints
- Access to capital and limited cash flow
The Roadmap established a baseline goal of a 93% waste reduction rate for the DISTRICT. This ambitious goal is achievable if we can: 1) determine DISTRICT-scaled solutions to diverting food waste from the waste stream; 2) hone in on recyclables; and 3) determine what materials in our waste stream have potential as commodities that can be sold to processors and manufacturers.

A tremendous amount of revenue potential exists in the DISTRICT’s landfill-bound waste. The LLOYD ECODISTRICT has contracted with Community Environmental Services (CES), through funding from Metro, to help us validate the components of the District’s waste stream. Once that is complete, CES will assist in developing a business model for collecting those materials and finding buyers for them.

MAJOR GOALS:

» Analyze/integrate current commercial data in the district, identify gaps, and plan and execute material assessments that augment current data.

» Identify 3-5 material waste streams that can be optimized for cost offsets/revenue generation/increased diversion/environmental impact.

» Form strategies for the development and implementation of new programs/ongoing management for the new materials diversion.

» Leverage additional University assets though a unique Portland State University Partnership to:
  » Expand scope and breadth of project deliverables and findings
  » Build public awareness about LLOYD ECODISTRICT
  » Increase knowledge-base about the ECODISTRICT
  » Develop a working model of University/ECODISTRICT collaboration
In the spring of 2013, the School of Business Administration at Portland State University, in partnership with the Institute of Sustainable Solutions and Community Environmental Services, accepted the challenge of assisting the LLOyD eCODIISTRICt with the implementation of sustainable materials management solutions within Portland’s Lloyd Business District. A multi-disciplinary team of thirteen senior-level undergraduate business students was formed to address this challenge.

With skill sets including supply and logistics, accounting and finance, marketing and advertising, as well as human resource management and leadership, the students were able to use this opportunity to learn about and experience business consulting across a broad range of fields.

The team refined their scope of work to target one major component of a specific institution within the eCODIISTRICt, the Lloyd Center Mall Food Court. By narrowing the project scope to a single property in the LLOYD eCODIISTRICt, specific and realistic projects could be proposed that encouraged the adoption of sustainable materials management practices.

It was determined that by taking on the proposed projects, Lloyd Center Management would be able to see a return on their investment after less than two years and would save over $200,000 by the end of the next five years.

RECOMMENDATIONS:

» A proposal to implement liquid waste collection and diversion systems in the Lloyd Center Mall Food Court to reduce waste tonnage and hauling costs.
» A proposal to replace the garbage cans in the Lloyd Center Mall Food Court with modern waste collection and recycling bins to reduce overall disposal costs.
» A newly developed framework for implementing sustainable materials management programs within existing businesses that consists of a five-step process called C.L.E.A.N.
LLOYD ecoDISTRICT has been working closely with Community Environmental Services, PSU Capstone students, and the Institute for Sustainable Solutions to develop a pilot for a much larger material exchange event which we called the ECOSwap.

This event built on the outreach from the Food Court waste reduction project in the Spring of 2013. The ecoDISTRICT used that work as a starting point for exploring the idea of a material exchange event as a community outreach vehicle and as a way of testing the public’s receptivity to a material exchange event.

This year’s event focused on developing a community outreach model that could be expanded in future years, establishing a presence in the community, and testing the material collection feasibility of items to be swapped or donated. The following items were collected this year:

- Serviceable office equipment (donated to public schools and Portland State students)
- Second-hand coats (donated to Central City Concern)
- Sneakers (donated to ReTex for use in sport courts)
- Vinyl banners (donated to the Architecture program at PSU)

RECOMMENDATIONS:

- The ECOSwap is a great way to connect with residents and workers in the district and is a great conversation starter.
- This will be the public-facing side of the larger material reduction efforts of the DISTRICT.
- There is a tremendous pent-up demand for finding a use for surplus office supplies.
- We will further develop our connections to the Madrona (Central City Concern) to see if there are other donation opportunities and possible workforce development in future material sorting endeavors.
TMA and the LLOYD eCODISTRICT received a $108,800 grant from Metro (Regional Transportation Options Grant) to provide programs and services to the DISTRICT:

This two-year project is composed of two distinct elements—Outreach Programs and Infra-structure Programs—and will be divided between the two organizations.

Outreach Program elements are intended to create awareness of transportation options, address barriers, and provide initial and on-going support for alternative transportation use. We are specifically looking for ways to co-mingle the LLOYD eCODISTRICT and the TMA to deliver a fuller sustainability agenda to the entire DISTRICT, including residents.

Outreach Program elements include:
» Lloyd Links Personalized Commute Planning
» Commuter News
» Commuter Rewards
» Events and Workshops
» Targeted Outreach and Fairs

The Infrastructure Program is intended to raise awareness of and support non-single-occupant vehicle (SOV) trips to and through the LLOYD eCODISTRICT, with an emphasis on users new to alternative transit modes and/or the eCODISTRICT. It will provide resources, destinations, and comfortable environments to explore non-SOV transit modes.

Infrastructure Program elements include:
» NE Multnomah Street Evaluation and Long-term Planning
» Inspiration Stations
» Residential and Hotel Bike Locker Program

We have identified ways we can put every available LTMA and eCODISTRICT resource to work as a means to provide both meaningful matching funds and synergistic leverage, as we strive to improve performance, create efficiency, and make it possible for anyone to participate.

We will communicate these ideas across the eCODISTRICT, inspire people, build consensus, educate everyone who wants to be involved, and effectively connect people and resources.
» Reduce SOV trips by 10% by 2015 (489,000 VMT annually).

» Increase use of non-SOV transit modes and trip-planning resources among ecoDistrict employees and residents. Increase biking to 6.5%, walking to 3%, and transit use to 41.3%.

» Increase visibility and awareness of Lloyd TMA, Lloyd ecoDistrict, and Drive Less Save More programs and resources through 200+ annual visits to businesses, 37+ annual events, and documented personalized trip plans.

» Increased participation among resident of the ecoDistrict in new and existing programs of the Lloyd ecoDistrict and TMA
GOVERNANCE / OPERATIONS: ESD Renewal

The three-year pilot phase of the LLOYD ECODISTRICT began in August 2011. This phase of exploration was made possible by the financial commitments of firms, property owners, and institutions in the DISTRICT who each made financial contribution toward the operations of the DISTRICT. Funds for projects were committed by Portland Development Commission, the Portland Sustainability Institute, Metro, and the Bureau of Environmental Services.

Our task has been to find a source of ongoing support for our mission that goes beyond the pilot phase. In 2013 the Lloyd Enhanced Services District/ESD (formerly Business Improvement District/BID) elected to include the LLOYD ECODISTRICT in its funded program as part of the next 10 year cycle. From 2013-2023 the LLOYD ECODISTRICT will have $100,000 per year (with built-in escalators) for operations.

We will be in an excellent position to leverage that commitment to seek additional dollars for programs and project dollars to incentivize sustainable features in infrastructure and properties in the future. This is a tremendous vote of confidence from the business community about the value they see in continuing (and expanding) the progress we have made so far.
Outreach for the ECODISTRICT has been a balance of letting the community know who we are and what we hope to do, but not wanting to get too far ahead of what we can actually deliver to the community once we pique their interest. We are just beginning our efforts; we don’t want to promise what we can’t deliver. Therefore, outreach has been mix of informing our interested partners, community members, and the general public about our initial progress in our strategic program initiatives in energy efficiency and waste reduction.

As we have developed more pilot programs (like Kilowatt Crackdown, Lloyd Street Smart, SEM, District-wide enrollment in Portfolio Manager), and achieved our nonprofit status and City of Portland recognition of our status as an ECODISTRICT, we naturally have been telling the community more about who we are and what we do by presenting at the following events:

- Green Property Summit, Auckland, New Zealand
- Green Building Interest Group
- PSU/Institute for Sustainable Solutions
- Neighborhood Initiatives Workshop
- National Night Out
- Plaza Palooza
- Bike to Work day
- GoGreen Conference
- EcoDistrict Summit, Boston
- Lloyd Farmers Market
- Northeast Broadway Business Association
- Lloyd District Community Association
- Trash Mob
- Walk Week
- Building Operators and Managers Association
- Japan
- Pacific Northwest Region Building Operators and Managers Association

In October 2012, the LLOYD ECODISTRICT rolled out its new logo, website design, brand voice, guidelines, taglines, and basic elevator speech to help the Board of Directors and our partners better understand who we are and what we are doing.

Since then, we have also added a Social Media component to this which includes a Facebook page and a Twitter feed. These social media components were developed by PSU students as part of the outreach effort for the EcoSwap.
Partnerships with other nonprofits, NGOs, public/private sector firms, and agencies are critical to the success of the LLOYD ECODISTRICT. The ECODISTRICT role is that of a thought leader, convener, and catalyst. Our success will ultimately be based on the strength of those partnerships. 2012-2013 was a strong year for developing new partnerships, deepening existing ones, and expanding the realms in which we seek to have influence.

Our working partnerships are absolutely critical to our success. We could not have achieved so much in such a short time without all our partners support. A few organizations have an even closer role with us as funders and collaborators.

BUREAU OF PLANNING AND SUSTAINABILITY

From the first days, we have worked closely with Bureau of Planning and Sustainability (BPS) staff; this year has only ramped up that involvement. We work closely with Sustainability@Work staff to deliver scaled up sustainability technical help to any business that wants help with recycling, food composting and energy assessments. We also work closely with BPS staff to coordinate our joint efforts with Kilowatt Crackdown.

BPS serves on a number of technical advisory teams, from the Material Analysis to the Energy efficiency action plan, and starting in January 2013, our Board of Directors. The Bureau of Planning has become the City’s de facto home for all ecodistrict policy development. We work closely with them and the other ecodistricts to develop a unified vision.

LLOYD TRANSPORTATION MANAGEMENT ASSOCIATION

The Lloyd Transportation Management Association (Lloyd TMA) continues to be a key partner in terms of providing organizational support and guidance in the operations and advocacy of the LLOYD ECODISTRICT. In addition to the collaboration with Lloyd TMA on the Regional Transportation Options grant (see the Transportation section above), we work with them regularly on more spontaneous collaborations and events as well, such as National Night Out, Bike to Work Day, Trash Mob, Plaza Palooza, and the many walking tours that the TMA organizes. The LLOYD ECODISTRICT Executive Director now serves on the Lloyd TMA Board as of 2013.
Metro is currently funding two program initiatives: the Material Waste Analysis and the Lloyd StreetSmart program. Both of these programs have allowed the LLOYD ECO DISTRICT the flexibility to delve into creative and opportunistic approaches to materials management and energy efficiency in the small business context. In both instances we have leveraged multiple partnerships in conjunction with these Metro contracts.

PACIFICORP

Our small business outreach has been successful in part due to the fact that we are able to offer services to our businesses in the DISTRICT through existing programs such as the commitment of Energy Assessment work available to businesses in the DISTRICT provided by Pacific Power’s energy consultants.

Pacific Power works with Sustainability@Work to lend the energy assessment piece of work offered in their business outreach—we harness that existing relationship and put a unique spin on it for the ECO DISTRICT. Their continued support of these program is a key piece to our success in the small business realm.

We are also working with Pacific Power to find larger district scale solutions that our local utility can play a major part. That could include solar installations, better utility usage tracking mechanisms, and smart grid technologies.
PORTLAND STATE UNIVERSITY

In 2012-13 the LLOYD eCODISTRICT had the privilege of working with three Student Capstone classes and one Freshman Inquiry Class. Portland State students, staff, and faculty have provided hundreds of hours of work in the eCODISTRICT, helping us unlock the potential of waste reduction initiatives, and examining the feasibility of financing energy efficiency retrofits.

Portland State and the LLOYD eCODISTRICT are in a unique position to mutually benefit from a deeper partnership as we go forward. The Projects the students groups worked on are as follows, and can be found on our website:

- MBA Capstone: Financing energy efficient retrofits of existing buildings
- SBA Capstone: Unlocking the value proposition in removing liquid from the food court waste stream at Lloyd Center Mall
- Freshman Inquiry: What is the LLOYD eCODISTRICT? (walking tours)
- UST Capstone: Lloyd EcoSwap: A material Exchange pilot program

PORTLAND DEVELOPMENT COMMISSION

The LLOYD eCODISTRICT is part of the Oregon Convention Center Urban Renewal Area, which is managed by the Portland Development Commission (PDC). The PDC been a strong advocate for the eCODISTRICT concept form the beginning, starting with the Lloyd Crossing study which sparked the imagination of so many business leaders back in 2004.

They have been invaluable partners this year, providing funds to hire the Business Efficiency Program Manager which in turn allowed the DISTRICT to develop and implement all the energy efficiency programs and services we do.

They have also allocated a line item within the budget earmarked for eCODISTRICT projects that fall within the PDC parameters of funding. The Roadmap, Playbook, and Energy Efficiency Action Plan were all funded through the PDC’s partnership funding commitment.