

LLOYD **eco** DISTRICT

EcoDistrict/Just Growth Certification Roadmap Summary

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EcoDistrict/Just Growth Certification Roadmap Summary

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Executive Summary

Lloyd EcoDistrict achieved EcoDistrict/Just Growth certification in the summer 2022—a culmination of three years of visioning, planning, and convening hundreds of neighborhood stakeholders to craft a collective vision for the neighborhood. This collective vision is encapsulated in the Lloyd EcoDistrict 2030 Roadmap, which includes 60 objectives for building a more equitable, resilient, and climate prepared Lloyd.

This EcoDistrict/Just Growth Certification Roadmap Summary document is a summary of the full Lloyd EcoDistrict 2030 Roadmap, an 80-page document submitted by Lloyd EcoDistrict to become a certified EcoDistrict/Just Growth neighborhood in 2022. This summary document includes a basic overview of the certification process and 60 objectives outlined in the roadmap. For a copy of the complete roadmap, email info@ecolloyd.org.

Today, Lloyd EcoDistrict is the first and only certified EcoDistrict in Portland and across the entire state of Oregon, and only the seventh in the world.

Background

What is an EcoDistrict/Just Growth neighborhood?

Neighborhoods sit at the heart of some of the most complex challenges facing cities today—and they are also the building blocks of sustainable cities.

Across the globe, cities are making significant investments in critical water, energy, and transportation infrastructure systems. As cities are undergoing the biggest growth of the past 100 years, the number of neighborhood-scale projects is increasing at a record pace: neighborhoods provide a uniquely valuable scale to introduce and accelerate investments that can achieve profound improvements in equity, resilience, and climate protection.

In short, neighborhoods are small enough to innovate and realize the hopes and desires of a local community, and big enough to leverage meaningful investment and public policy.

The EcoDistrict/Just Growth framework is a new model of urban development to empower just, sustainable, and resilient neighborhoods. The EcoDistricts/Just Growth Protocol, developed by EcoDistricts at the Partnership for Southern Equity, guides communities to take a collaborative, holistic approach to develop and set achievable goals for prioritizing equity, resilience, and climate protection at the neighborhood level.

For more information, visit <http://www.ecodistricts.org>.

What is Lloyd?

About Lloyd

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 mall, and the Moda Center sports arena for business and leisure. Public spaces like the Eastbank Esplanade, Peace Memorial Park, and the Earl Blumenauer Bicycle and Pedestrian 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.

Lloyd also has a history of environmental innovation. 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 accelerated neighborhood-wide sustainability by achieving resource conservation goals, guiding community action and neighborhood investments, and tracking results over time.

Lloyd EcoDistrict 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](#).

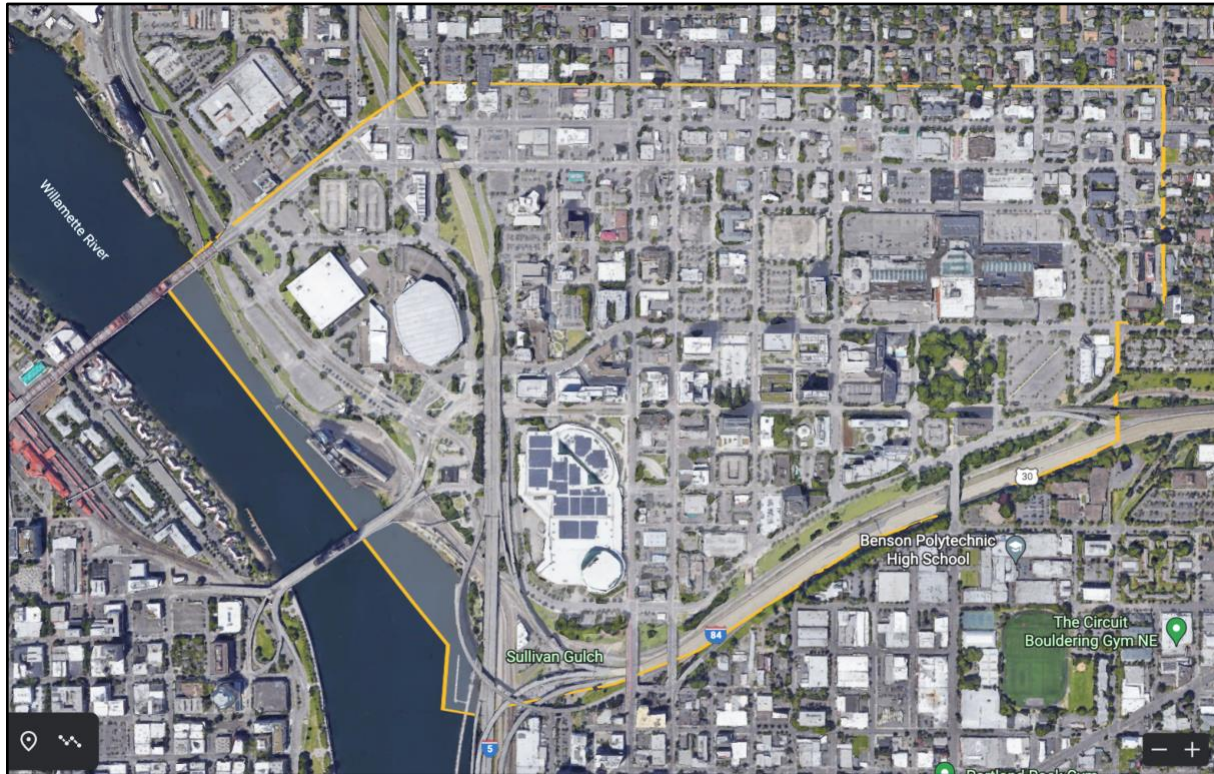


Image depicts an aerial view of Lloyd with the Lloyd EcoDistrict boundary outlined in yellow as described above.

How did Lloyd become an EcoDistrict/Just Growth neighborhood?

Though Lloyd EcoDistrict as an organization has had “EcoDistrict” in our name since our inception over a decade ago, we became an officially certified EcoDistrict/Just Growth neighborhood in 2022 after completing a comprehensive, multi-year process.

This process began with the development of a formal Imperatives Commitment in 2018-2019 to center equity, resilience, and climate protection in our work and decision-making. The process took a pause in the first year of the pandemic, and in 2021-2022 we completed the year-long process of completing the certification application. This included:

- Completing a comprehensive assessment of existing local plans and ongoing activities by others across the neighborhood, city, county, and state
- Hosting an in-person visioning session to assess all community priorities in October 2021
- Conducting a community-wide survey to discern top priorities in November 2021, which received over 200 responses
- Hosting a virtual Town Hall to solicit feedback and input in February 2022
- Conducting numerous individual and group meetings with community stakeholders
- Synthesizing the feedback from all of these activities to create a 2030 roadmap for Lloyd, including current benchmarks and target goals for Lloyd for the EcoDistrict/Just Growth

priorities of place, prosperity, health & wellbeing, connectivity, living infrastructure, resource regeneration, and peace, as well as the imperatives of equity, resilience, and climate protection

- Identifying strategies to achieve each target goal outlined in the roadmap, as well as assessing the logistical and financial feasibility of each strategy
- Submitting an 80-page application in spring 2022

Lloyd EcoDistrict received its official EcoDistrict/Just Growth Certification on June 14, 2022. From 2022 onwards, we will be tracking our progress on the 2030 objectives outlined in the roadmap and reporting on progress to the public every two years.

What's included in the full Lloyd EcoDistrict Roadmap?

The full Lloyd EcoDistrict 2030 Roadmap, 80-page document submitted by Lloyd EcoDistrict to become a certified EcoDistrict/Just Growth neighborhood, includes the following sections.

Sections with a star * have an abbreviated version included in this summary document. Sections with no star are not included in this summary document.

Lloyd EcoDistrict/Just Growth 2030 Roadmap contents:

- Introduction *
- District Boundary *
- Priority-based Asset Map
- Census of Local Plans
- Ongoing and Imminent Activities by Others
- District Build-out
- Introducing the 2030 Roadmap *
- Priority Area Deep Dive: Existing Conditions, Baselines, Targets, Strategies, and Feasibility *
- Pathway to Carbon Neutrality
- Appendices
 - Appendix A: History of Lloyd
 - Appendix B: Priority-based Asset Map
 - Appendix C: Reports
 - Appendix D: Lloyd EcoDistrict Roadmap
 - Appendix E: Lloyd Neighborhood Demographics
 - Appendix F: Lloyd EcoDistrict Board Demographics
 - Appendix G: GIS and Maps
 - Appendix H: Public Safety Data

For a copy of the complete Lloyd EcoDistrict 2030 Roadmap, email info@ecolloyd.org.

Lloyd EcoDistrict 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.

The Lloyd EcoDistrict 2030 Roadmap addresses the three **Imperatives** and six **Priority Areas** outlined by the EcoDistrict/Just Growth Protocol.

The three **Imperatives** are the foundation for the entire Protocol, and are expected to have both specific goals and to be woven throughout. The six **Priority Areas**, in turn, each represent a different aspect of a neighborhood that must be addressed as part of a cohesive plan.

As outlined by the EcoDistrict/Just Growth Protocol, the Imperatives and Priority areas addressed in the Lloyd EcoDistrict 2030 Roadmap are as follows:

EcoDistrict/Just Growth Protocol **Imperatives**:

- Equity
- Resilience
- Climate Protection

EcoDistrict/Just Growth Protocol **Priority Areas**:

- Place
- Prosperity
- Health & Wellbeing
- Connectivity
- Living Infrastructure
- Resource Regeneration
- Peace (added by Lloyd EcoDistrict)

Each EcoDistrict/Just Growth Protocol **Priority Area** includes three or four **Objective Categories**, which help to guide the specific goals developed for the roadmap.

For each **Objective Category**, Lloyd EcoDistrict has identified at least one **Objective**, or a vision statement of where the community wants to be by 2030.

Each **Objective** includes:

- **Indicator:** what we will measure to know we've achieved the Objective
- **Baseline:** a measurable benchmark of the current status of the Indicator (e.g. percentage, rate, number)
- **Target:** a measurable goal of where we want the Indicator to be by 2030, or before
- **Strategies:** programs and projects to achieve the Objective
- **And also:**
 - Partnerships and stakeholders that will assist in achieving the Objective

- A scored assessment of the technical readiness, financial soundness, ease of management, level of support, and impact on EcoDistrict Imperatives
- Lead implementer
- Estimated cost and potential funding sources
- Implementation schedule

The Lloyd EcoDistrict 2030 Roadmap includes a total of 60 Objectives, detailed in the following pages with their corresponding Indicators, and organized by Imperative and Priority Area. For full information on Baselines, Targets, Strategies, etc., see the full Roadmap.

EcoDistrict Imperatives

The three Imperatives of Equity, Resilience, and Climate Protection provide the foundation for all EcoDistrict/Just Growth neighborhoods.

The Lloyd EcoDistrict Roadmap includes the following objectives for these imperatives, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Imperative	Objectives	Indicators
<i>Equity</i>	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.
<i>Resilience</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.
<i>Climate Protection</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.

Place in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Place is to create inclusive and vibrant communities. This includes strong civic engagement, preservation and celebration of culture and history, diverse and affordable housing, and accessible public spaces and services for daily needs.

Addressing the priority of Place requires at least one objective in each the following categories:

- Engagement & Inclusion
- Culture & Identity
- Public Spaces
- Housing

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Category	Objectives	Indicators
Engagement & Inclusion	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.
Culture & Identity	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. Walking tour map of murals and/or public art is regularly updated and accessible.
Public Spaces	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.

<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.).

Prosperity in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Prosperity is to support education and economic opportunities that build prosperity and accelerate innovation. This includes equitable access to quality education and career pathways, a robust employment base with increasing jobs and job quality, and entrepreneurial innovation and business start-ups.

Addressing the priority of Prosperity requires at least one objective in each the following categories:

- Access to Opportunity
- Economic Development
- Innovation

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Category	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.
<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).
<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.

Health & Wellbeing in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Prosperity is to nurture people's health and happiness. This includes active living based on walkability and recreation; equitable health outcomes based on accessible, affordable health care; affordable, local fresh food; remediated toxic environments; and strong public safety.

Addressing the priority of Health & Wellbeing requires at least one objective in each the following categories:

- Active Living
- Health
- Safety
- Food Systems

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Category	Objectives	Indicators
Active Living	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.
Health	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.
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.
Food Systems	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.

Connectivity in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Connectivity is to build effective and equitable connections between people and places. This includes a street network accommodating diverse ages and abilities using multiple travel modes and shared mobility options, and a high-quality digital network providing equitable connectivity and leveraged community data.

Addressing the priority of Connectivity requires at least one objective in each the following categories:

- Street Network
- Mobility
- Digital Network

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Category	Objectives	Indicators
Street Network	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.
Mobility	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.
Digital Network	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.

Living Infrastructure in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Living Infrastructure is to enable flourishing ecosystems and restore natural capital. This includes healthy soils, water, trees, and wildlife habitat; accessible nature; and natural processes integrated into the built environment.

Addressing the priority of Living Infrastructure requires at least one objective in each the following categories:

- Natural Features
- Ecosystem Health
- Connection with Nature

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

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

Resource Regeneration in Lloyd

The goal of the EcoDistrict/Just Growth Protocol priority of Resource Regeneration is to move towards a net positive world. This includes increasing efficient water use; diverting waste from landfills; productively reusing remediated land; and pursuing energy efficiency, technology advancements, and clean, renewable energy production that reduces greenhouse gas emissions.

Addressing the priority of Resource Regeneration requires at least one objective in each the following categories:

- Air
- Water
- Waste

The Lloyd EcoDistrict Roadmap includes the following objectives for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for each of these objectives.

Category	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).
<i>Water</i>	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.
<i>Waste</i>	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.

Peace in Lloyd

The priority area of Peace was added by the Lloyd EcoDistrict team with the goal of promoting peace throughout Lloyd. This priority builds on pre-existing priorities and relationships in the neighborhood.

The Lloyd EcoDistrict Roadmap includes the following objective for this priority area, along with the corresponding measurable indicators. See the complete Roadmap for full details on baselines, targets, strategies, and additional neighborhood context for this objective.

Category	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.