

LLOYD **eco** DISTRICT

Lloyd EcoDistrict Listening Session
July 31st, 2018
at the Portland English Language Academy at Lloyd Center

Lloyd EcoDistrict Listening Session 1

Executive Summary

The following is a summary of the verbatim comments transcribed at Lloyd EcoDistrict Listening Session 1, held on July 31st at the Portland English Language Academy at Lloyd Center. We have tried to capture the essence of the comments and the emergent themes that the three facilitated listening stations discussed over the course of the evening. We synthesized prevalent ideas and issues discussed by participants, summarizing for each of the areas. A full transcript follows this summary to see the verbatim comments from each group.

Connection and Community

Connection and interaction appeared as top recurring themes within all three discussion areas: Equity, Resilience and Climate Protection. People want to connect but they are not sure exactly how and where to engage. One idea that came up repeatedly was creating spaces for people to meet and learn. Additionally, comments and questions about how diversity can and should be explored through the Equity and Resilience initiatives appeared predominantly. Comments emphasizing the fact that participants are not aware of amenities or progress already in Lloyd came up in the resilience and climate action groups. The imperative of Resilience itself was discussed as a possible way of bridging or understanding how to merge equity and climate protection in term of Community.

From these insights, what opportunities can we identify as directives for Lloyd EcoDistrict to consider in work planning, future outreach and education?

EQUITY

bakas

TRANSPORTATION

ly. reduced matter

TRANSPORT

⑤

Residents
a
minority

Safe, clean,
accessible
for older
people

RESIDENTS
A
MINORITY
④

Include Resources for the housewives

RESOURCES
for
HOUSELESS
(6)

INCOME GAP

Rent/
Affordable
Housing

Diverse Housing Options

INCOME
GAP /
HOUSING
(6)

How can we celebrate diversity?

invite beyond usual group

Youth,
churches,
Property
owners
S... ..

ENHANCED
SERVIL
DISTRICT
URBAN
LEAVE

• LATINO NETWORK, visitors •

CELEBRATE
DIVERSITY


Displacement

gentamicin

Need
to know
your rights
JUSTICE

Reasons why History of

Displacement
(8)

MORE 

CMY needs to give business ideas

NO
feeling of
ownership

MORE
 $\Delta \uparrow$
(4)

How to encourage interaction

- Collaborative organizations / cultures

How can
Hoyd be a
Place where
all ppl connect

USE
MODA
CONTAINING

Signature
Event -
music/culture

Access to green space / parks

GET DATA - STUDENTS

ENCOURAGE
INTERACTION
⑪

How can
large companies
give back?
SHARE 

CLEAR
EYES
STORY IN MORE
PLACES

omm
unication

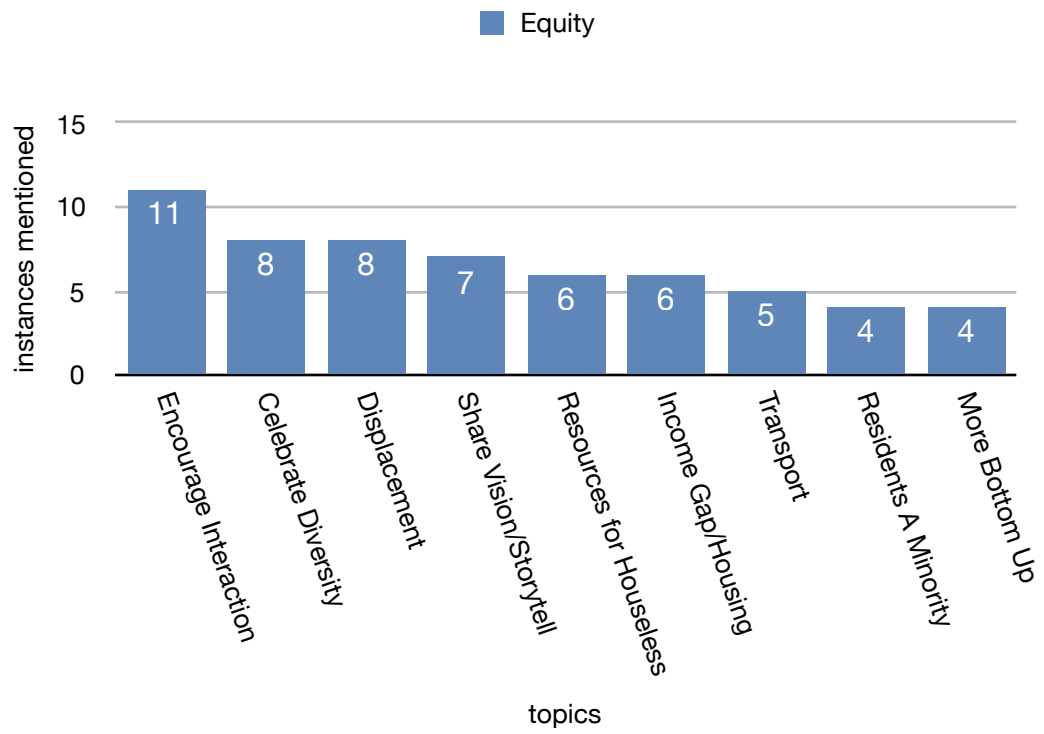
SHARE
VISION/
STORYTELLING
⑦

MAP
119d Broadway

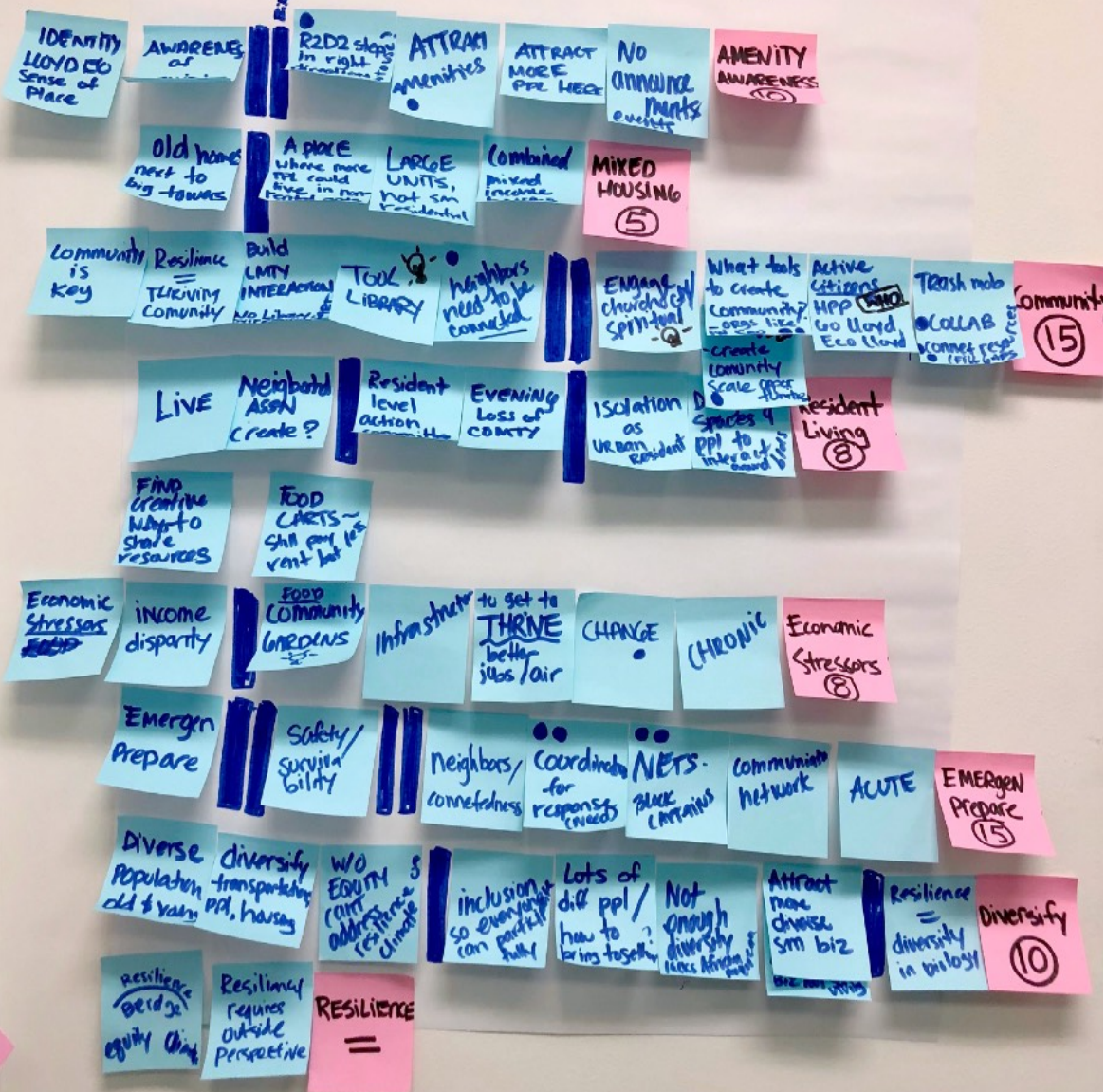
Equity

Summary: Interaction among people in Lloyd and ways to spark connection came up most often during conversations around Equity. The need to celebrate diversity in Lloyd was mentioned as often as displacement. Communicating a clear story of Lloyd and sharing a vision where large companies give back to communities was prominent. Resources available also need to include the houseless and income gaps.

TOP THEMES	IDEAS PRESENTED
<u>Encourage Interaction</u> <ul style="list-style-type: none">• Collaborate between organizations and cultures.• Ways to make Lloyd a place where all people connect.• Access to green spaces and places.	Ideas : use Moda fountain for events, music/cultural event, green space, community garden access, Who's here? neighborhood map, data collection
<u>Celebrate Diversity</u> <ul style="list-style-type: none">• Invite beyond the usual group of people.• Make an inclusive place across organizations and visitors.• Engage Students, youth, churches and property owners.	Ideas: engage Enhanced Service District, Urban League, Latino Network, Visitors
<u>Displacement</u> <ul style="list-style-type: none">• Gentrification.• Acknowledge past wrongs.• Reasons why — history of Lloyd.	
<u>Share Vision / Storytell</u>	Ideas: clear vision told in more places, communication
<u>Resources for the Houseless</u>	
<u>Income Gap/ Housing</u>	
<u>Transportation</u>	Ideas: walking, reduced max fee, U pass
<u>Residents a Minority</u>	Ideas: safe, clean, accessible
<u>More bottom up</u>	Ideas: Community gives businesses ideas, no feeling of ownership



RESILIENCE

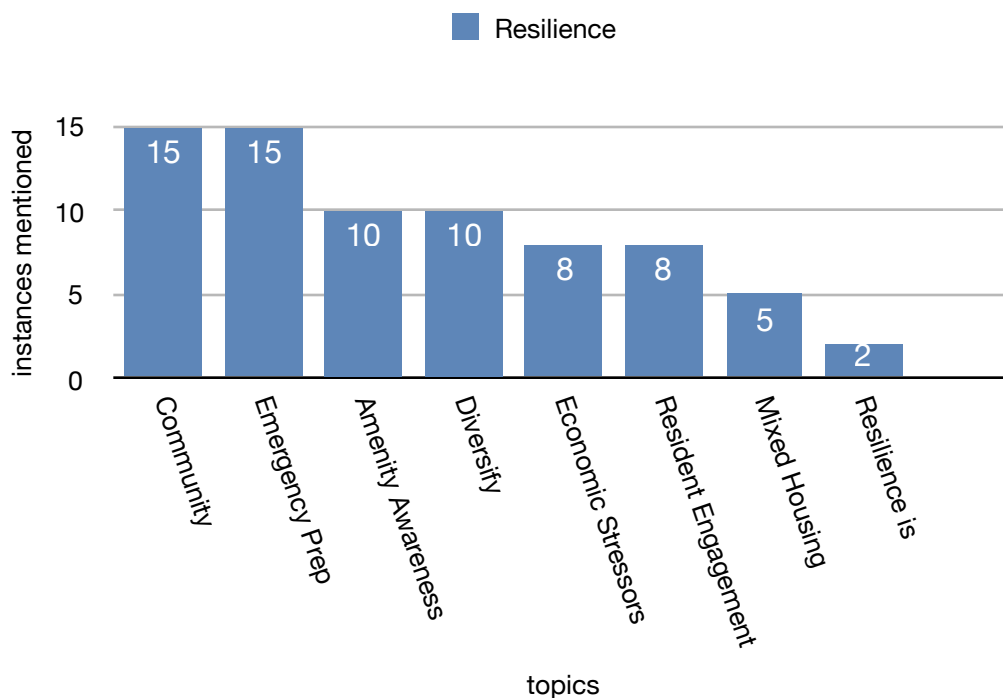


Resilience

Summary: Community is a core theme to Resilience. Building community interaction and creating ways for members of the Lloyd community to help each other to prepare for an emergency were mentioned most often. Building a thriving, diverse community and awareness of the amenities in Lloyd were also mentioned. Creating a safe, active night life and alleviating economic stressors such as income disparity and change were recognized as important factors to foster neighborhood resiliency.

TOP THEMES	IDEAS PRESENTED
<u>Community</u> <ul style="list-style-type: none">• Community is Key, Build community interaction.• Neighbors need to be connected.• Community scale opportunities. Connect resources	Ideas: Tool Library, Engage church/spiritual centers Who? active citizens, HPP, Go Lloyd, Eco Lloyd, Trash mob
<u>Emergency Preparedness</u> <ul style="list-style-type: none">• Coordination for response needed.• Survivability/ Safety, toolkit and neighbors.• NETS, access to a communication network.	Ideas: Enhanced Service District, Urban League, Latino Network, Visitors Acute stressors
<u>Amenity Awareness</u> <ul style="list-style-type: none">• Awareness of amenities; ex. R2D TOO right direction, but do businesses/people know how to use it? wasn't aware of Bike farm?• No announcements of events.• Identity of Lloyd Eco as a sense of place.	Ideas: Does Lloyd Eco have an identity?, awareness campaign of community amenities, map the district
<u>Diversify</u> <ul style="list-style-type: none">• There isn't enough diversity. Populations of old and young, people of color, transportation and housing.• Attract more diverse small business• Diversity means inclusion so everyone can participate fully.	Ideas: without Equity we can't address resilience or climate protection; Resilience = diversity in biology. How to bring everyone together? How do we create a welcoming place for all people to thrive?

<u>Resident Living</u> <ul style="list-style-type: none"> • At night the place is empty. • Isolation as an urban resident. 	Ideas: Neighborhood Association, Resident level action committee, spaces to interact around buildings.
<u>Economic Stressors</u> <ul style="list-style-type: none"> • Income Disparity. • Get to Thrive, better jobs and air, infrastructure, adaptability • Change is part of Resilience • Chronic 	Ideas: Food - community gardens, "Make Lemonade" ie, Find creative ways to utilize or share resources, Food Carts - still pay rent but less.
<u>Mixed Housing</u>	Support mixed income housing development, create a NA committee to support this
<u>Resilience =</u> <ul style="list-style-type: none"> • Resilience is a way to understand the relationship between equity and climate. 	Ideas: Resilience requires outside perspective, Resilience is the bridge between equity and climate protection



CLIMATE PROTECTION

TRANSPORTATION

MORE bike

CAR SHARE ACCESS

Support Public transit

NEW methods, incentives

Better walking corridors

TRANSPORT ⑮

BUILD SUPPORT IN community

HOW TO COMMUNICATE w ppl
What bike does
are

Resident + comm work together

Encourage behavior change

Outreach
↓
inefficient

Connections
info in comm

BUILD SUPPORT/connections ⑭

green house gases in ecodistrict

Waste mgmt - impact

AIR QUALITY - Festival

WATER Recycling
• STREAM SITE

Solar/renewable Energy

PROB 10 ⑫

VISION
• CAR non 50% car

WASTE
resident + comm

AUDIT TO ID TOOLS, PSI STUDENT

What is the vision?

VISION ⑧

PEACE

Climate, Peace, Social Justice
△

Kindness

restorative justice - listening

Climate, Peace, Social Justice
△ ⑦

Thoughtful Construction
Cultural + TRANSIT

GREEN infrastruc

SHARED WORK SPACE

NON-Motorized Power access

Spaces to meet + learn

CONSTRUCTION ⑪

BE A MODEL PROJECT/PRACTICE

LAMP

Parking lot communications

Metrics? patterns? DATA COLLECT

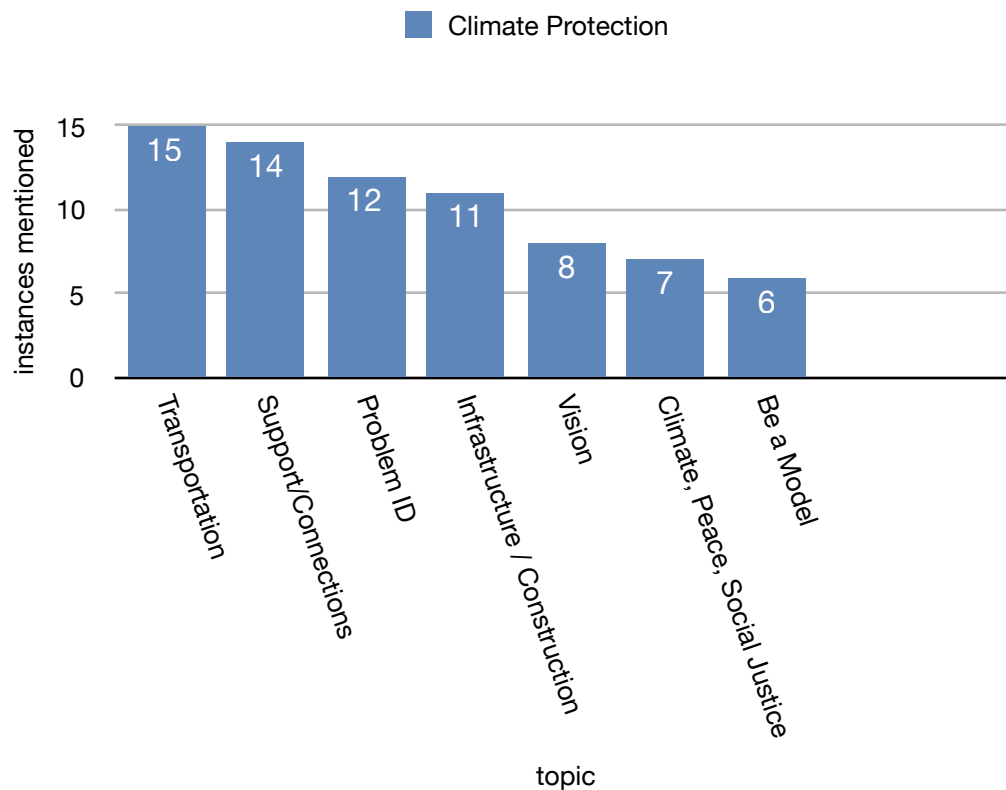
BE A MODEL PROJECT/PRACTICE ⑩

Climate Protection

Summary: Transportation was the number one intervention mentioned. More specifically, a need for new methods or incentives for people to seek alternate transportation than cars. Building support within the community was the second prevalent issue mentioned to encourage behavioral change. Communicating what we are doing and/or educating the public was included in barriers to support. Problems such as greenhouse gasses, water recycling and storm runoff were indicated. The most repeated thought was a need for green infrastructure, trees and shade.

TOP THEMES	IDEAS PRESENTED
<u>Transportation</u> <ul style="list-style-type: none">• New methods and incentives for EcoDistrict residents, employees and visitors• more bikes, car share access• support public transit, walking corridors	Ideas: Biketown membership, employers incentives employees who ride bikes, Easier access to public transit, incentivized fee structure, non - motorized river access.
<u>Support/Connections</u> <ul style="list-style-type: none">• Build support in community, connect individual to community, spaces to meet and learn.• How to communicate what we are doing, education, encourage behavior change• Residents and commerce work together.	Ideas: Make outreach more efficient, Reach people where they work, play and live. education component, spaces to learn.
<u>Problem Identification</u> <ul style="list-style-type: none">• Greenhouse gasses in EcoDistrict.• Waste management impacts, food.• Water — recycling, storm water, runoff• Solar / Renewable energy• Air Quality, freeway	Ideas: Do we have better tools for problem ID? Data collection, patterns, hotels to share data, student engagement
<u>Infrastructure Construction</u> <ul style="list-style-type: none">• six mentions of green infrastructure, trees and shade• thoughtful construction – cultural and transit access	Ideas: non-motorized river access, green corridors, shared workspaces

<u>Vision</u> <ul style="list-style-type: none"> • 0 car, 50% non car • 0 waste, resident and commercial • what is the vision? shared? 	Ideas: Audit to ID tools, PSU Students sort waste
<u>Climate, Peace and Social Justice</u> <ul style="list-style-type: none"> • connected • what is the relationship of kindness, justice, peace to climate protection 	Ideas: Peace, Kindness, restorative justice- listening
<u>Be a Model</u> <ul style="list-style-type: none"> • lloyd EcoD should strive to be a model for others 	Ideas: More LAMP, Parking Lot Conversations, Data Collection/ Metrics Patterns



Lloyd Listens – July 31, 2018 – Verbatim Notes

EQUITY — Group 1

1A

safe, clean accessible for older people	planned communities all over world Singapore example: clean, safe, but boring
less safe	to create equity, need to acknowledge past wrongs
resources for the houseless	community fatigue when tokenize a community
homes, jobs	approach should be bottom up
big income gap	More community events that bring people to Lloyd
reasons why history of Lloyd	partnership, celebration of diversity
demographic change who has been displaced/ gentrification	Lloyd as place where all people can connect
role of developers/ displacement when Moda Ctr initially built /effort now to contribute/ acknowledge	acknowledge past history
more bottom up empowerment, people don't feel like they own this place anymore	can the mall be a connector?
who do we empower	can we invite people beyond usual group of people?
how to encourage more interaction	
Restorative justice bring back people who were pushed out	

EQUITY — Group 1

1B

this group doesn't represent Lloyd diversity – youth, etc.	recognition for students example: high school who volunteer with Lloyd, internships
bring youth to the table – esp. youth of color	
what is the role of churches in equity? example: church teams in MLK Dream Run	bags/ kits for the homeless
how to achieve equity for all? we just bring the people we already know	need to include homeless in equity efforts / poor people
how can large companies give back to the district: growth, safety, clean	jobs / roles for homeless
some companies don't have same vision as the district: focus on property owners	need more waste bins – esp. by transit stops
owners set standards for their tenants	coordinate more with Enhanced Service District
need to do a better job of sharing the values/ telling the story example: Model the Way Awards	volunteerism: clean-up days, community service; whole group comes together)
more collaboration between organizations/cultures in the area working for the same goal	volunteerism: clean-up days, community service; whole group comes together
clear message about EcoDistrict work/goals tell the story in more places – schools, etc.	involve diverse groups like: Urban League, NAACP, Latino Network
marketing / branding	

EQUITY — Group 2

2A

what does equity mean at the neighborhood / Eco-District level?	improve physical access for seniors: example Calaroga Terrace
example of equal access – elderly re: bike lanes, blind re: Hassalo Wells	businesses have snow/ice clearance plans – shared public services
how to invite displaced back into Lloyd – welcome to Live/Work/Play	equity in transportation: focus on walking and accessibility for wheelchairs (curbs, ramps) – electric scooters block sidewalk
signature event: Albina Vision Event celebrating music/culture – in Lloyd – involve all Lloyd groups	pedestrian signals: make “walk” automatic w/o pushing buttons
Holladay Park historically central to neighborhood culture /families	more painted crosswalks
national night out –> more inclusive	convention center: communicate with Lloyd better
how to be an ally – raise up unheard voices – use businesses to fund this	use Moda Center fountain for community events, involve high school students and homeless
need improved communication of community activities / events example: holiday park plaza not informed of park events	
communication: need central calendar (or website/ printed) of Lloyd events and volunteer opportunities	

EQUITY — Group 2

2B

street people need access to resources	building community – gathering spaces
provide jobs for people with all skill levels	goal to grow number of residents
expensive rents	how to make people who work and move through Lloyd more a part of the community
renting to people with money moving to Portland [and displacing people here]	residents are minority here
working poor risk losing homes	source of strength but also a handicap, residents who live here great resource
need more affordable housing	what is projection for the number of new residents?
example: project at Grand and Holladay	how do businesses give back to the community? what does it look like?
example: reduced max fee for seniors on Westside (\$20 for annual pass alt)	Businesses need to listen + follow-up
Tri Met example for low-income citywide	promote sense of community
Create more jobs, resources to assist people to get a job	community needs to give business the ideas, tell them concerns
access to parks, community gardens, green space	affordable housing

EQUITY — Group 3

3A

people who travel through Lloyd how they're engaged – diverse groups good opportunity for equity gains <ul style="list-style-type: none"> – get better data on this? – how can their voices be heard? – get their input 	define equity: mix of business sizes – need more mid-sized – maintain balance <ul style="list-style-type: none"> – coordinate with urban planning – ID + seek business types needed – based on community needs – network of commercial landlords
annual report/profile: lloyd people use college students for data	who is here? Map the District
how to change public perception of Lloyd as high crime area (Max, Holladay Park)	neighborhood map for the public
guerrilla marketing – promotional items people get as they pass through Lloyd	Broadway: Lloyd connect with more to promote equity
diverse housing options: different income levels/housing that meets different needs	bring more people to Lloyd – different kinds of people
community garden? roof top gardens, edible landscaping	issues? homelessness – how to involve homeless? R2D2 does this
who is vulnerable in Lloyd? residents, businesses, workers, people passing through	resource / navigation center

RESILIENCE — Group 1

1A	
R2D2 step in right direction for resilience – do businesses know about it & how to use?	bike farm, didn't realize it was there
how to bring more people to the neighborhood?	how do you create a neighborhood association in the context of Lloyd/ mailing list?
place to live – what are the attractions?	apartments that (are not) rented — can EcoDistrict be a place where more people could live in non-rented apts
what are the places to gather, bars haley park?	
resilience, durability, the systems, earthquake, ride bike to work	community gardens as resilience – on top of parking lot
policy for buildings to fix themselves, does this make people nervous?	Psion [peace?] park – empty not feeling safe – turn something else
old Victorian homes next to big towers. How do we build resilience while not remodeling?	economic stressors, food, planted, berries
how do we bring a sense of community to new buildings?	Lloyd Community Association, opportunity residents
ways to spread knowledge /amenities how to use	Resident level action committee idea
activate the plaza/ is this a place to hang out?	tool library
food carts, in parking lots, place to be, evening loss of community	

RESILIENCE — Group 1

1B

hard to see as community now can only think emergency	places people work, harder for emergency/ resiliency
Sullivan's Gulch involved elderly/young different abilities	More coordination key for response
people pass through – thoroughfare	what kinds of tools could help people create community here – orgs like Lloyd Eco – communication network
lots of different people, cohorts/ how to bring together —> if can —> stronger	provide opportunity for people to meet neighbors – like a park, 1-on-1 communicate — individuals need to know each other
kids in park, biz, pass by men/women	NETS – Block Captains – prepare households door-to-door – only 1 piece – City PBEM wants to design programs so people will be receptive/want
safety / survivality	active citizens at HPP — involved – sustainability
infrastructure	R2D2 – action as individuals
emergency only gets so far	meet as a group, smaller groups meet to move food – since one presentation – start building pods, etc.
community is key	How to <u>scale</u> up? [arrow connects to words "active citizens"]

7th St. Park – Oregon Square – Music there – this could be more –get announcements get <u>all</u> neighbors there	lack opportunities to engage across demographics – older have time, stable – younger can't engage w/ peers so don't feel welcome
no announcements for comm events right now	create a way to build community
Lloyd = identified as businesses	a communication network
HPP = community itself – maybe different?	need to know what each other can do in emergency
Orange Theory – community at places like that	identify needs — get resources
know people in your building, but maybe not beyond	this piece can help create
typical NET volunteer 57-year-old white male – hard to engage younger – so many identities – spouse, student, jobs	tonight is creating community
community cohesiveness – what groups join people together now?	

RESILIENCE — Group 2

2A economy — mall (stores) small/big business not surviving – Norstrom gone	marketing – internet as tool
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means less interest / attract here – domino effect if mall went under	how to create sense of Lloyd as a place —brand identity, Lloyd eco??
diff businesses could share space – maybe could survive	NET in Lloyd – who is that? – city won't be able to help for 2 weeks – Lloyd 2 week plan
find creative ways to share resources – like food carts – still pay rent but less	education
could create hot bed/incubators to attract more business – city did this downtown helped support business remodels	red cross comes
resiliency = diversity in biology	economic impacts
different lifestyle / needs can't get wiped out	residential — MF / density is more
L Center has been dominated by big, but attract smaller more diverse -> attract more people here	design to provide spaces for ppl to meet / interact around blogs
communication: need central calendar (or website/ printed) of Lloyd events and volunteer opportunities	currently lacks African American – not enough diversity – more is better
EcoD – relationships – mobilize our resources/ connections to big entities	maintain community w/ growth – how to reverse if worsening?
Lloyd Eco – collab approach	Lloyd Ctr has back-up? generator for lighting only
Lloyd Eco – create contingency plan	chronic – economic support, diversity, minimize long-term changes acute – earthquake – categorize and address both
who is emergency mgr – city will but as indiv– all nonprofits – Lloyd Eco/ GoLloyd collaborate and help city	Lloyd eco more powerful on chronic

take care of self 1st	education
recovery after an event too	connect the dots to resources
sense of community — its better now then before – GoLloyd helps, Ecolloyd collab, Trash mob – helps	tie in with other orgs – fill in the gaps

RESILIENCE — Group 2

2B

until “the big one”	build interaction where people get to know each other
in life changing event, would my neighbor survive	transit populations in the lloyd district to take care of people in need while it presents an uncomfortable situation —> income disparity
aging population, situated as a place for retired. how is this attracting them while being vibrant for younger people?	large units going up, not many of the smaller residential areas
how is Holiday park represented. lloyd community calaroga?	theatre going up
residents and businesses communicate together	attract amenities here
balanced with day to day – stressors, hot days, flooding, etc.	how does a revitalization here impact other areas, is it negative for small biz
diversity of transportation, ppl, housing options important for resiliency	individual business adds character not the chains

survive and thrive are opposite wholes. how do we engage from surviving to thriving?	nordstrom being a nightclub
to get to thrive, better jobs and cleaner air	concern is isolation as an urban resident
how do we build a sense of community in a place where people leave at night? what draws people here? no libraries, art galleries, indie entertainment	what makes resilience is a thriving community – implement community engagement at the management level

RESILIENCE — Group 3

1A

only definition that uses “stakeholders” -> does this resonate with me? not necessarily	resiliency in action where people are talking and sharing
Resiliency requires outside perspective	no one has said the emergency kit has saved your life, but your neighbors [will] but if no one has one [an emergency kit] then what you gonna do
Educating not on past but continual changes -> creating opportunity at a community wide scale	people be more connected -> most important thing – never known neighbors working harder to do this
feeling important personally, but how do we do this at community scale example: community response to flood	the church community->potential to engage haven’t done much – think more about how we can be more supportive when ppl can’t find their way
vortex 1, gathering during antiwar with American Legion coming to Portland, incredibly creative to divert the problem-people responded	more connected here at Lloyd with spiritual
making lemonade-admire this situation as resiliency	combined / mixed income housing – need to make more affordable for all to be resilient

emergency preparedness	displayed in the middle because it forms a bridge for things that from environment and health equity toxins
gap if we are going to talk about	equitable living for the entire community, health
equity, superstructure behind all the things that follow. the foundation can't address resilience or climate	inclusion so everyone can participate fully
equity is talking about stakeholders – everyone as a group gains by participating, only the 1% has nothing to lose	adaptability– supporting ppl as they go thru life change – physically it becomes easy to be attached to ideas
reasonable jobs with living wage to strengthen economy	change can be part of the norm to be resilient

CLIMATE PROTECTION — Group 1

1A

transportation modes – 0 car centric	freeway air quality
50% of streets in ecoL non-car	1st car-free district
reduce pollution – more bicycle transport	climate, peace, social justice not separate – all inter-related
build support in community	correlation – peace – not peace – fuel production

peace action	peace – indiv, fam, comm, etc.
hot to articulate the connection to green house gasses in ecodistrict	waste management – impact – our climate
connection to our neighbors	nested systems
how do we communicate w/ people who live, work, visit re: what we are doing	air quality – burning regulations
demonstration – lead the rest	0 waste district –> residential, behavior changes, tech and products
climate major concern – what can we affect the most # of people coming into district, work, entertainment	sorting waste (PSU), waste audit to id tools for eliminating waste (in place 1 yr ago in lloyd)
weather monitors	

CLIMATE PROTECTION — Group 1

1B

what does it mean to you? – solar/renewable energy – water recycling – [better] infrastructure – residential + commercial / work together / connections – capture and balance energy usage	be a model for others – do more! – air quality (traffic + density) – outreach –> inefficient practices –> target – model “LAMP” for other programs
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transportation efficiency -> car share access – encourage behavior change	[more] trees and plants – improve landscape design – native plants and pollinators
get community involvement –how to handle [increased] populations –energy audits	shared workspaces (wework) – encourage remote working or shared to reduce travel
green infrastructure –increase green spaces – green roofs – gray water recycling – marketability of apts/condos	[increased] density
more than thoughtful construction –cultural aspects –public transit access	

CLIMATE PROTECTION — Group 2

2A

what does it mean to you? – support public transit – food generation / waste – building systems – is definition too narrow? – stormwater management – where does it fit?	listen to community experts – civic – culture – educators
infrastructure – green spaces – garbage -> green spaces -> responsibility – disaster prep / recovery -> contain – flood /equake	connections and benefits mindset changes -> new audiences -> invite

transportation – new methods – changes mindset – less solo / more community	listen -> accountability -> bring to the table / create spaces
connections -> kind people -> caring	restorative justice
education -> communication	exposure to children (community)
reduce driving	spaces to meet and learn -> malls? where else?
less material possessions = slow down	lead/runoff from highway – impact to schools and city health
kindness and generosity – not measuring to bottom line	car-free? cap the freeway? what is the vision?
appeal to people = different message	reduce heat islands

CLIMATE PROTECTION — Group 3

3A

what does it mean to you? – what can Lloyd do? – community gardens – parking lots (conversion)	reduce “no vision” building of parking lots e.g. pilot projects on interim basis for lots, green spaces, etc.
how to take action soon?	work or live here = bike town membership or transit passes at discount
resident impact? – reduce driving – utilize public transit	cycle stations -> free or discounted more access to secure bike storage

employers in district should encourage biking / less driving	lloyd identity = incentives + marketability – attract people to live and work here
sponsor events to encourage alternative transit – sponsor events based on where ppl live and work	stakeholder engagement large business in district
subsidize transit passes	cap parking in the district
employee identification – make group transit into district easier	[more] green spaces [more] tree canopy better trees, more shade
collect metrics and stats on energy usage / commuting patterns	re-purpose areas that are neglected
invite employers to get info about employees data from hotels -> transit passes?	make more inviting public spaces
access to the river – more attractive non-motorized	better walking corridors – safer / community – [less] cars [more] pedestrians