

Frog Ferry Summer Update

August 2018



Calling All Lions, Horses, and Dogs

There is an old marketing adage about the three levels of supporters for change agent initiatives, and I find myself quickly assigning people into one of these three categories: **lions**, **horses**, and **dogs**. More than 150 meetings, phone calls, and conversations over the past year have been a terrific lesson in quickly assessing whether an individual is able and willing to help move the passenger ferry service initiative forward.



Tour of Vancouver Terminal One

1. **LIONS** – They are our champions and are willing to stick their necks out and help lead the conversation. They like the idea and actively seek ways to move the effort forward by making introductions, by publicly voicing their support (and offering a letter of support), by presenting to key stakeholders, and by donating or finding funding for the effort.
2. **HORSES** – These individuals fully support the effort and want to see it brought to fruition, but they look to see who else is making the leap before they fully commit. Knowing other leaders (LIONS) are jumping in to support the cause may motivate them to get off the fence and make the leap as well.
3. **DOGS** – Everyone loves an eager, excited puppy who wags his tail to show excitement. However, following a meeting, dogs don't follow up, and, although they have voiced their support, lay under a tree and take a nap. They don't actively engage.

We are nearing 300 supporters and stakeholders and today have about 50 lions, 150 horses, and 75 dogs—and no known detractors. Examples of **lions** we wish to thank include (but are far from limited to):

- **Teresa O'Neill**, Travel Oregon, Funding and Introductions
- **Mike Bomar**, Port of Vancouver, Siting and Strategic Planning
- **Sue VanBroeklin**, Coates Kokes, Introductions, Strategy Insights, Meeting Host
- **Scott South**, Stevens Water, Start-Up Executive, Frog Ferry Business Plan, Mentor
- **Matt Markstaller**, Daimler, Frog Ferry Core Team, Presenter, Introductions
- **Andy Jansky**, Flowing Solutions, Presenter, Core Team
- **Heather Barta**, Cuprum Creative, Website and Concept Plan, Graphic Design

A Letter from Susan

Happy Summer! We hope you are able to get out and enjoy our rivers and waterways during this scorching summer. Such activities have been limited for me since I broke my left arm and elbow on July 7th. This will be a long-term recovery effort, with a reduced ability to type. Thank you for your patience and for taking initiative in communications with me during my recovery.

Our efforts continue to move forward, due to the leadership of our champions. Key milestones since our spring update include:

Vancouver Engagement: We have enjoyed several pivotal meetings with Vancouver, Washington leaders, resulting in...

- a potential dock site and conversations about how to handle access to the site via buses and other means.
- the concept of creating “a virtual bridge” between Vancouver and Portland. Our service offering is iconic and provides a practical value. (Please note our efforts support the build of a new I-5 Bridge.)

Power Team – Boat Design and Propulsion: Given the interest

from several engineers about how to create a reliable and green

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Funding

There are several funding conversations underway and what follows is a summary of current activities and discussions. In a perfect world, a public transit entity would lead this effort, however, we are pursuing a true public-private partnership, bringing together the best of both worlds. From the 150 meetings we've had thus far, we have learned the private sector will need to lead initial funding, and the public sector will help with research, planning, and federal funding outreach (which is the lion's share of the financial contribution).



Private Sector – Frog Ferry Founders: In the next month, we will launch an effort for \$5,000-\$25,000 supporters who will comprise our Founders' Circle and their vision will live on in perpetuity. Because public sector funding takes a lot of time and is scarce, we are looking to the Portland Streetcar model, which had initial funding supplied by business leaders in the 1980s. This "Founders" funding will allow us to pursue the project full-time and turbo-charge our research, planning, and outreach work (see pg. 4).

Public-Sector Planning: We have learned a lot about transportation planning efforts and the organizations behind the work through meetings with the agencies listed below. (Please note this is a summarized list through the Frog Ferry lens of priorities).

- **METRO:** They are the regional planning authority that manages all federal transportation dollars. They have a facilitator and grant oversight role. They facilitate planning work, transportation modeling, grants, and are taking public comment for the Regional Transportation Plan which we are advocating for passenger ferry service inclusion. We *must* have METRO's support to qualify for federal funding – for infrastructure development as well as on-going service subsidies.
- **Regional Transportation Commission:** They are a metropolitan planning organization and facilitate grant funding for federal dollars. They are the Vancouver counterpart to METRO, and they fund mostly physical infrastructure. We especially appreciate their leadership in strategizing transportation modeling (the door-to-door experience of our prospective customers) and assessing local Vancouver infrastructure needs.
- **Oregon Department of Transportation:** ODOT leadership is aware of our efforts, and outreach has included the state legislature's Transportation Policy Committee Chair Representative Susan McLain, three ODOT Commissioners, and ODOT Director Matt Garrett. We have a request in for \$200,000 for the Operations Planning/Feasibility Study. Action: Follow up with District 1 leadership.
- **Portland Bureau of Transportation/City of Portland:** Funding was not included for the 2018-19 FY due to a series of communication mishaps and we will likely apply for a Special Appropriations Grant in August 2018.
- **City of Vancouver:** We have a soft ask in to City Manager Eric Holmes for \$100,000 for the Operations Plan/Feasibility Study. C-Tran's involvement will be vital in our work with the region.
- **Washington Department of Transportation (WSDOT):** The Washington State Ferry System is a subdivision of WSDOT, and their ferries include autos due to funding via a gas tax.
- **TriMet:** They have new leadership in place, and General Manager Doug Kelsey is from Vancouver BC and warm to ferry service. Members of the Frog Ferry team will meet with TriMet leadership in late August.
- **Greater Portland Inc.:** 2020 Plan underway focuses on People → Talent, Business → Global, Place → Innovation. They are building a comprehensive regional strategy, and we may fit well in the infrastructure and innovation sector. We will apply to be included in the Greater Portland Mobility Tech Challenge.

A Letter... (continued from pg. 1)
energy solution, we have created our "Power Team," convened by Engineer Kevin Bross. We are looking at emerging technologies and best practice models of services and new boat builds that are a good fit for our mission and waterways. Peter Wilcox, a renewable diesel expert who has championed for Willamette River taxi service for many years, is sharing insights about biodiesel versus renewable diesel versus natural gas. Work is underway on a carbon output study comparing one of our boats to 125 cars.

Business Plan: Vancouver business leader Scott South has outlined the Frog Ferry Business Plan, which is 80% completed. Our goal is to finish it in August to publish in September 2018.

Funding Matrix: We have created a matrix that outlines short-term planning (1-2 years), short term infrastructure development (2+ years), and long-term operations funding at the federal, state(s), local municipality, and foundation level. If you have suggestions for funding sources, please email them to susan@frogferry.com.

Thank you for your support,
Susan Bladholm
Frog Ferry
susan@frogferry.com

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Funding (continued from pg. 2)

- **Multnomah County:** They oversee earthquake readiness in relation to bridges. They have few transportation funds, so emergency response is likely our best connection to the County.
- **Port of Vancouver:** We applaud the leadership for their spirit of collaboration and for looking into how to maximize current riverfront development and promote two-way passenger service, including Portland residents to visit Vancouver and the new waterfront Gramor development. The Vancouver community appears to be very cohesive, from our case-study perspective, and much of what that is due to the Port's leadership and work with key partner agencies such as CREDC, ICC, C-Tran, RTC, and the Vancouver Chamber of Commerce



Briefing of Vancouver leadership at Catworks Construction



Vancouver's Terminal One Site Tour

Vancouver Overview and Tour:

On June 19th, twenty-five business leaders were briefed on the passenger ferry premise by John Sainsbury, of HMS Passenger Ferry Consulting; Andy Jansky, Flowing Solutions; Scott South, Stevens Water; and Susan Bladholm. John laid out best practices for successful global passenger ferry services; Andy spoke to dock and access infrastructure requirements; and Scott spoke to the need for business leadership involvement. The group reconvened at the Port of Vancouver's Terminal, located west of the I-5 bridge, and outlined planned development, dock restrictions, and the vision for the site which is well-timed for incorporating a ferry service.

Coming soon:

Founders' Hour: Join us for an overview of the project and the opportunity to become a Frog Ferry Founder over cocktails in September. Founders at the \$5,000-\$25,000 levels will be recognized in perpetuity as having the vision to return passenger ferry service to our region. Recognition will be at Gold, Silver, and Bronze levels. Email susan@frogferry.com for an invitation. **Date: TBD.**

Frog Ferry Dinner: All LIONS and HORSES will be invited for a complimentary dinner and brief strategy session at Bladberry Farm on Sauvie Island, home to many, many frogs. Mark your calendar. Key topics will include: marketing, engineering/propulsion, public/government affairs, funding partners, and private sector leadership. **Date: TBD.**

Please send letters of support to: susan@frogferry.com



At Bladberry Farm, Sauvie Island

How does the Funding Work? What would my contribution pay for?

Phase I: Discovery **July 2017-June 2018 Deliverable:** *Completed*

Funding: Susan Bladholm pro bono/out of pocket \$150,000/\$30,000

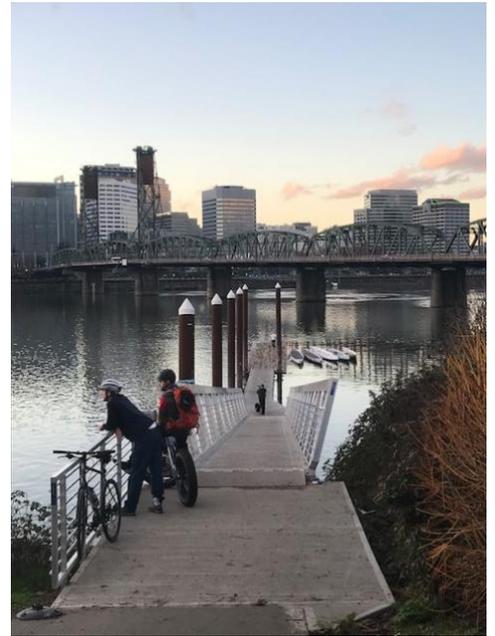
Concept Plan Delivered: Coalesced research, key challenges, research other ferry service efforts

Generated 300+ Stakeholders and Supporters

- Created the Operations Team, comprised of industry experts
- Created the Strategy Team, comprised of government affairs and public affairs experts
- Created Frog Ferry “Power” Team, comprised of engineers and vessels experts to look at power and propulsion options
- Researched 2006 Willamette River Passenger Ferry Service; we meet all criteria for service
- Outlined key public-sector partners and their role

Sourced a boat for the mission

Created website with aggregated content: letters of support, relevant studies, key contacts, research



Phase II July 2018-June 2019 Deliverables:

\$650,000 *This is our fundraising target.

Funding: Private Sector and Grants

Grow Stakeholder Group and Secure Public-Sector Commitments

Create Operational Plan

- Feasibility Study
- River Access Report
- Land Access Report
- Equipment Specified
- Vessel, staffing, certification, training

Create Governance: B-Corp set up and Reporting

Best Practice Research

Phase III July 2019-June 2020 Deliverables:

\$650,000

Funding: Public Sector and Grants

Financial Plan and Funding Structure

- Timing of investment by municipality
- Subsidy plan and lobbying effort/bond
- Solicitation/Securing of funds
- Create Board and Advisory Board

Federal and State Funding Entities Report

Phase IV July 2020-Jun 2021 Deliverable: Go/No-go

TBD

Funding: Federal Funding for Planning and Infrastructure Development

- **Implement Operations and Financial Plan**
- RFPs

Phase V July 2021-June 2022

- **Launch Service: Go live Summer 2022**