

# Froglets Unite!



Fall 2019



*Ralph Duncan, BMT Marine, presents to stakeholders.*

We have evolved from an egg to a tadpole that is beginning to sprout legs! We are a “froglet,” yes, that really is what you call a juvenile frog. Our work to create a safe and sustainable passenger ferry system continues to progress. As we transition to fall, what follows is an update of a challenging, successful, and rewarding Q2. Please sign up to receive updates for events via [Facebook](#), [LinkedIn](#) and the [www.frogferry.com](http://www.frogferry.com) website.

## **Operationally, the ferry service was pronounced**

**feasible:** On July 31<sup>st</sup> John Sainsbury and Michael Doctor, HMS Passenger Ferry Consultants; Ralph Duncan, BMT

Maritime Engineer; and Paul Brodeur, King County Ferry Executive Director met with 40 Friends of Frog Ferry stakeholders and supporters to share best practices and recommendations. They agree that operationally, a ferry service is feasible for the Willamette and Columbia rivers and the HMS team will undertake a comprehensive Operations and Finance Feasibility Study in 2019 Q4, so we can learn more about the cost implications for both the start-up capital construction needs as well as the on-going operational costs. Additional meetings were held with partners from Portland Bureau of Transportation, Metro, TriMet, and ECONorthwest—the consulting firm that will conduct the Demand Modeling Study as well as the Triple Bottom Line Study. All three feasibility studies have funding, pending an ODOT Statewide Transportation Improvement Fund grant award and other private contributions. In addition, a Best Practice Case Study Report has been completed and shared with the City of Portland, as part of the deliverable through the special appropriations budget.



*Dave Barcos, North Bank Innovations; Martha Pelligrino, Brava Point and Nina Byrd, Nina Markets discuss ferries at Bladberry Farm.*



*Captain Brett Bybee takes supporters out on one of three boats for a tour of the route from*

**River Run:** Following lunch at Bladberry Farm on Sauvie’s Island, the group carpooled to the Cathedral Park dock for a tour of the river to OHSU, noting potential docks along the way. Captain Brett Bybee, Columbia River Launch Service and Captain Anne McIntyre provided three vessels for the 34 supporters who made the voyage.

## Innovate to Save the Ozone

The Portland Metro Area has an ozone problem, and our increased traffic in the region is a big part of that, as well as the longer, hotter summers. Oregon Department of Environmental Quality data shows that the level of ozone in the air shed has been steadily increasing since 2014, and in 2017 exceeded the 70 parts per billion U.S. Environmental Protection Agency ozone standard. Ozone is created by emissions from industrial facilities, electric utilities and even solvents, but in urban environments such as Portland the primary source is emissions from cars and trucks which emit oxides of nitrogen (NOx) and volatile organic compounds (VOCs). Ozone is formed by the chemical reaction between these two substances interacting with heat and sunlight. That's why ozone levels are higher in summer months.

Why should we care? Because ozone in the air we breathe can harm our health, even at relatively low levels. It is especially dangerous for people with asthma, older adults and people who are active or work outdoors. Children are at greatest risk from exposure to ozone because their lungs are still developing and they are more likely to be outdoors when ozone levels are high. As Dr. Paul Lewis, the Tri-County Public Health Officer has explained, "Children are like hummingbirds. They breathe more quickly and for their size they end up with more pollution in their lungs."

There is another reason to care: being in violation of federal clean air standards can mean trouble for industry who would have to curtail production until ozone levels are back down below federal standards. This coupled with the urgency of current climate science showing us we have much less time to act to reduce carbon emissions, means that the Portland Metro region needs to get back to innovating quickly to address the growing contribution that transportation is making to poor air quality and climate change acceleration.



Portland should have all options on the table for reducing congestion on the freeways that wind through our city. What better option than utilizing the river that runs nearly parallel with major thoroughfares. Ferry service between Washington and Oregon could take 500 cars off the congested I-5 each day, and each of those cars emits on average 4.6 metric tons of Co2 emissions annually.

But even better is how rapidly technology is changing, making the concept that the ferry alternative could be a significant part of the clean energy future, powered by low emissions or even zero emissions engines, is not unreasonable. Washington State Ferries has just contracted with Portland's own, Vigor shipbuilders, to build five new hybrid-electric ferries at the company's Seattle shipyard. The new technology will mean a **94% reduction** in carbon emissions as well as lower cost to operate.

Portland needs to act fast and efficiently to get transportation in the region under control, improve air quality and continue to be on the forefront of effective actions to protect the climate for future generations. This means investing in innovative solutions. What better solution than something that uses the underutilized river, creates a compelling alternative for people commuting and otherwise visiting our city, and one that potentially creates jobs for local businesses who have the expertise to build the equipment?

*Contributed by Mary Peveto, Executive Director of Neighbors for Clean Air*

## Ferries Conference Recap

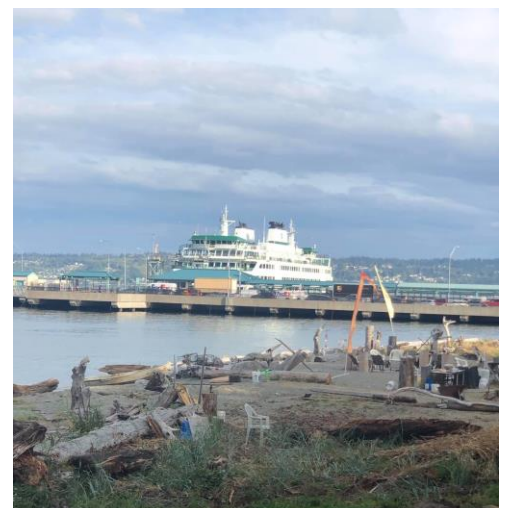
On September 12, 2019, 175 ferry experts from across the country convened in Seattle to discuss how ferry service brings value to their community. They explored different types of funding models to build a ferry system, and outlined how to successfully finance an ongoing operation. The day was tailor-made for Friends of Frog Ferry and agenda topics included: Case Studies for Planning and Funding a Ferry System; Ferries and Marine Mammals; Developing a Governance Structure; and Advances in Energy Sources (diesel-electric, hydrogen, hybrid-electric and all-electric).



*Speakers representing Boston, San Francisco, New York City and Clearwater Florida ferry systems.*

These are high level take-aways:

- **Conduct Quantitative Demand.** Do your homework in advance. Follow with a Qualitative Demand Survey: What will people pay? If a passenger ferry service was available to you, would you use it? Which target audiences does the service serve? How would they access the ferry?
- **Reach out to the public early and often.** From neighborhoods located along the route to other users of the rivers, including commuters traveling across the water ways, disadvantaged communities who may be impacted (communities of color, seniors, the disabled), as well as elected officials, key employers, the business community, the tourism sector, and potential passengers, etc.).
- **WETA in San Francisco** reported that passengers like the ferry because 1. The Quality of the Ride, 2. Reliability 3. Time 4. Cost. They have a 55% farebox recovery, serve 12,500 passengers a day, and they plan to triple service by 2035. San Francisco is home to 28 transit agencies and people use buses, bikes and scooters to connect to the ferry system.
- **New York City** has 18 vessels and they schedule two out at a time for maintenance. Reliability is the number one reason passengers use the service and they plan to expand from 27 to 38 vessels. The service has primarily been championed by the Mayor and City Hall. The waterfront was “dirty for decades” and now everyone is looking to return to the waterfront. 9/11 motivated them to increase their resilience and redundancy planning. The goal per trip is a \$6.60 subsidy, with the bus subsidy averaging \$13, regional rail at \$8 and subway at \$1.
- **Tacoma, Washington** is looking into a Tacoma to Seattle passenger ferry service. They are developing a funding plan, working on schedules, considering dock locations, conducting an economic impact study, working on regional coordination and building community support.
- **Boston Harbor Now** is a 501(c)(3) that contracts for ferry service and the City of Salem, Massachusetts purchased the ferries. Prior to the ferry service, the historic waterfront was very polluted. They conducted research so they could use the data to drive the fare structure (to include low income fares), develop an equity plan, determine how to integrate seamlessly with the bus service, and determine stop locations. The farebox collection for the Columbia Point service averages over 50%.
- **Emergency Response:** Ferries can be an excellent means to move First Responders and displaced citizens. San Francisco and NYC ferry systems grew out of emergency response needs.



- **Highest Use of Time:** Passengers generally give ferries high approval ratings, citing that they arrive de-stressed to start their work day or reconnect at home. The vessel can be an extension of the workplace with Wi-Fi capabilities providing the ability to work in route.
- **Time Efficient Capital Construction:** The life cycle of a ferry is generally 25 years, which is roughly the equivalent life cycle for a new bridge project.
- **Go Green:** The upfront investment in green tech typically has a 5-10 years return on investment. Hybrid-Electric costs more during the build, but they have lower carbon emissions and usually have lower maintenance (less than 50%) and operational costs. There are several local and federal funding sources for green transit. Washington State Governor Jay Inslee created the Maritime Innovation Advisory Council in 2017 to ensure a world-class sustainable maritime industry through 2050. Strategic goals include a thriving low carbon industry (deep decarbonization); Blue Innovation (emerging technologies); Working Waterfronts (leading the nation in efficient, clean and safe maritime practices); Workforce Development (next generation of inclusive and diverse maritime workforce, as well as access to clean, healthy, living wage jobs), and Cluster Coordination (strong maritime industry founded on competitive companies and an attractive business environment).



**Team Updates:** If you wish to serve on a committee, please email [susan@frogferry.com](mailto:susan@frogferry.com)

**Community Outreach Update:** *Board Member and Committee Chair James Paulson*

Since our May 30<sup>th</sup> meeting, our committee has met four times with a second Community Meeting held at the Cathedral Park BES Water Lab on September 19<sup>th</sup>. Friends of Frog Ferry would like to build a Community Benefit Plan, that is truly co-created by the community. At the Community Meeting, James provided an overview of the goals for the plan and attendees participated in a sticky note activity with ideas for workforce development, improving the environment, better connections to or education of the community, providing better access, and endeavoring to improve equity.

**Community Outreach: Engagement → Participation → Co-Creation of a plan**

### **Outcomes:**

Early draft of a Community Benefit Plan

Build out Community Outreach Team: To join, contact [paulsonjames8@gmail.com](mailto:paulsonjames8@gmail.com)

Next Community Open House meeting will be held in November.

Key outreach meetings and presentations: USCG, Black Male Achievement, Confederated Tribes of Grande Ronde, tour of the Oregon City Blue Heron site, Verde, outreach to Getting There Together Coalition, Testimony to the T2020 Taskforce (3x), TPAC, Vancouver Downtown Association, Multnomah County Commissioners Chair Kafoury and emergency response staff.



**Jennifer Vitello, Cathedral Park Neighborhood Association Chair.**

**Governance/Finance Update:** Chair Scott South and Founder Susan Bladholm

Friends of Frog Ferry was awarded a 501(c)(3) status by the IRS in July, which provides new funding opportunities. We appreciate the support of the Charitable Partnership Fund, which served as our Fiscal Sponsor for the past four months, as well as the work of Miller Nash Graham & Dunn, LLP which led the application for non-profit status.

Early work on a pro forma was completed in August. This provides a better idea of financial needs in the short-term. To date, founder Susan Bladholm has been compensated \$18,000 and supporters have continued to be generous with their support, however, several vendors have worked exclusively pro bono for more than a year, and financing is needed to continue their engagement. We thank our contributors to date.

**Outcomes:**

Several grant applications

Creation of a pro forma: Review key assumptions

Meeting with the FTA that resulted in an outline of federal funding opportunities

ODOT Statewide Improvement Grant (TriMet as sponsor agency for \$200,000). Based on confusing policy rules, we likely will need to bid on a project we proposed, entitled "Friends of Frog Ferry Feasibility Study."

**Donor Update: Friends of Frog Ferry Family:**

**\$10,000+ Financial Contribution:**

Zidell Family Foundation

Jim Mark/Melvin Mark

OHSU

Travel Oregon

Scott South/Stevens Water

City of Portland

**\$10,000+ Pro Bono Contribution:**

Miller Nash Graham & Dunn, LLP

Coates Kokes PR

Cuprum Creative

Sparkloft Media

Horenstein Law

Green Barn Events

Linda Baker, writer

**Other Meaningful Contributions:**

Northrup Corporation

Print Results

Viva Events

That Cast Podcast

Portland Spirit

Columbia River Launch Service

Charitable Partnership Fund

Summit Strategies PR

The Leo Company

...and our many committee volunteers



***Generous Donors: Pete Northrup, Northrup Corporation; Teresa O'Neill, Travel Oregon; Jim Mark, Melvin Mark; Scott South, Stevens Water and FFF Board Chair.***

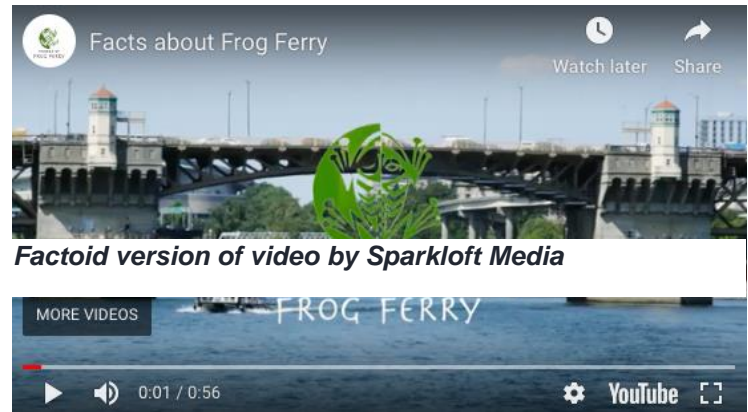
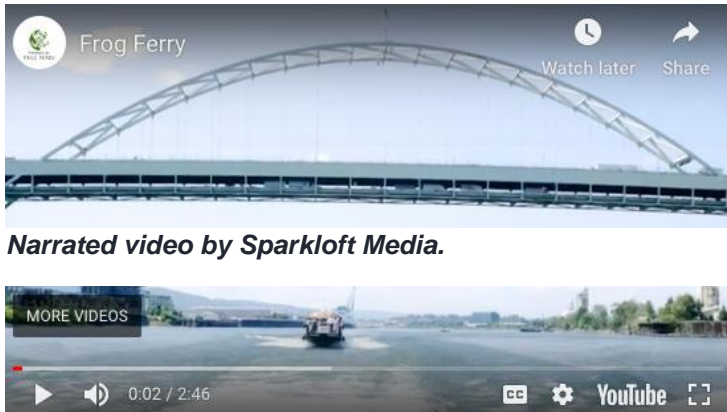
### Marketing and Communications Update:

The team drafted a Marketing and Communications Strategy Draft, and will create a tactical plan to parallel potential announcements resulting from findings from the three feasibility studies. Letters of support continue to be collected from Tom Kelly, Neil Kelly; Pendleton, and the Associated General Contractors Oregon Columbia Chapter.

### Outcomes:

Events: Staged the July 31<sup>st</sup> Lunch Seminar and Route Tour

Tools: Sparkloft Media created two videos that incorporate footage of the river tour.



Dan Bruton recorded an interview with Susan for a [podcast](#).

[Facebook](#), [LinkedIn](#) and the [www.frogferry.com](http://www.frogferry.com) website.

Stories: *Portland Tribune* front-page feature story.

### Maritime Operations/Public Transit/Engineering Update:

**Demand Model Study:** The regional transit model conducted by Metro and funded by PBOT and TriMet was deemed inconclusive, because it is based on putting light rail or a bus on the water and it does not factor the variables of a passenger ferry service. The Seattle-based ferry experts met with local transit officials to discuss the differences of the demand model and it was agreed that ECONorthwest, which has already been selected to conduct that Triple Bottom Line Study and that has expertise in the field via their Seattle office, would conduct a revised demand model. The work will get under way, pending key assumptions and metrics from Metro, with the support of TriMet and PBOT.

**The Finance and Operations Feasibility Study** is to be completed by HMS, a global passenger ferry consultancy based in Seattle, and through the ODOT Statewide Transportation Improvement Fund. FFF applied for the grant with agency partner, TriMet, last January, and the “Friends of Frog Ferry Feasibility Study” was awarded to TriMet. However, due to legal requirements, TriMet must conduct an open RFP for the work. Thus, FFF will be applying for this scope of work as soon as TriMet issues the RFP, likely in October.

**The Best Practice Case Study Report** is completed, with thanks to writer Linda Baker and the participation of ferry leaders from London, Washington D.C., Seattle and San Francisco. The six selected markets were chosen due to the parallels with our riverways, our operation or the governance structure.

**The Triple Bottom Line Study**, which will outline the economic, social and environmental impact of the ferry service is pending funding. However, the scope of work has been completed and ECONorthwest has been selected for the work.

**Propulsion System:** Several meetings and conversations have taken place to analyze the power and energy demands of the service. FFF wants to incorporate the greenest proven technology into the operation and it should be noted that given the distances and speed requirements, a fully-electrified propulsion system is not possible given today's technology. The Engineering Team continues to research opportunities and consider shore-side electrification needs (with superchargers), power needs in the event of an emergency, and greenhouse gas emissions. The three systems traditionally used for ferries include 1. Direct Drive (diesel), 2. Hybrid Diesel (Battery), and 3. Battery (charged at dock). As we consider our options, we are pursuing biodiesel and electric, as opposed to transitional diesel.

### How can You Help?

If you have read this far, you are compelled by this initiative. Here are simple ways you can help:

- **Forward this newsletter** to your friends and colleagues or via social media. This is a grassroots effort that is propelled by individuals who are saying, "Wouldn't a ferry service be cool....!?" "Did you know that \$2 million in pro bono work has been delivered to date at no cost to tax payers?" "Imagine a commute with a great cup of coffee, out on the calming river...."
- **Talk with your employer**, and ask if they would be willing to share a letter of support. We are happy to provide a draft letter for your team to edit. These letters are powerful.
- **Prompt your employer, club, neighborhood association**, etc. to have a Friends of Frog Ferry presentation that outlines the benefits to the community.
- **Show up:** When we have events or need volunteers, respond to our emails, and carve out time to get to know other members of the Friends of Frog Ferry Family.
- **Email us with an idea of how you would like to help**, and we'll sign you up. Recent inquiries have included: Video production, Architectural renderings, Proforma support, Event staging, Boat Tour donations, Research time, Writing/Editing, Graphic Design, or public speaking.
- **Write a check:** Become part of the Friends of Frog Ferry Family. *Now that we are a nonprofit, your donation is tax deductible.* Checks may be sent to Friends of Frog Ferry, 902 SW Shaker Place, Portland, OR 97225. All donors of \$100 or more will receive an FFF baseball cap. To become a Friends of Frog Ferry Founder at \$10,000, please contact [susan@frogferry.com](mailto:susan@frogferry.com). If you know of grant-making agencies or believe your company employer would like to make a donation, just let us know by making an introduction and we'll take it from there. *Every contribution is meaningful and appreciated. This effort takes everyone coming together.*
- Friend our Facebook and LinkedIn sites. (See top of page 1.)



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