

# 2020: A Year for Collaboration

Winter, January 2020



For 2020, building “collaboration and confidence” will be our mantra, as we truly are facilitating a collective of transit experts, ferry enthusiasts, engaged citizens, business leaders and elected leaders to raise awareness and funding to build a new transit infrastructure to serve our community. This effort takes all of us contributing in a meaningful way; individuals, companies, neighborhoods, and organizations are coming together to help



Working Waterfront Coalition tour with public and private stakeholders.

address a complex initiative to build our river infrastructure in a responsible way.

Good news: We are delighted to report that the ODOT STIF grant was recently greenlighted by grant sponsor, TriMet, so we can move forward with the Operational Feasibility Study this Spring 2020.

As you can imagine, we receive A LOT of requests for coffees, and because this concept is complex, it takes a lot of conversations every week to get people up to speed on the body of needed of work. It is far more efficient for us to present to larger groups to spread the message more quickly and thoroughly, so please consider making introductions to opportunities to get in front of larger audiences.

*Friends of Frog Ferry continues to grow every day, and we appreciate your support. Our ethos is grounded in transparency, integrity, collaboration, facts and data, strategic partnerships, ROI and best practices.*

*For more information, check out [frogferry.com](http://frogferry.com)*

## How Can You Help?

- Please share links to the FFF Facebook and LinkedIn pages on your personal accounts. Provide a link to [frogferry.com](http://frogferry.com)
- If you are a member of a neighborhood association, social club (such a Rotary), company or community that is in proximity to the water or would benefit from a ferry service (consider senior living centers, key employers and users of the river), make an introduction.
- Write a letter of support. Please include your name, contact information, why you believe a ferry system would benefit our community, and email it to [susan@frogferry.com](mailto:susan@frogferry.com). These letters are powerful. Examples may be found on our website at: <http://frogferry.com/support/letters-of-support/>
- Consider how you can assist the team by joining a committee, helping to fund an event or making introductions to civic leaders or key stakeholders.



Presentation to Amazon employees.

## “What are the Primary Challenges to a Ferry Service?”

The short answer:

1. **Lack of confidence** and lack of experience. However, it should be noted this is a proven transit mode and ferry service is growing in most river cities. We have experts on board.
2. **Lack of culture:** Because we don't utilize our riverways, they are an afterthought. Although our community was purposefully founded at the confluence of two rivers, we have not activated our rivers in a significant way for more than 100 years.
3. **Competition for dollars:** Our region spends billions of dollars on transportation infrastructure and operations every year. As we look at the most strategic ways to invest our tax dollars and find more efficient ways to move people and products around the region, a ferry service hasn't been considered viable until now. We need to consider the environmental, social and economic impact on the region and consider adding this new mode, which is far less expensive than most road and rail systems due to not having to pay for roads and rails—but only for vessels and land-water infrastructure. It's time to stop investing in only what we know—road and rail—and truly innovate and look to best practices. A ferry service positively addresses the key issues of nearly all transportation-related objectives.



2019

## A Look Back: What did we accomplish in 2019?

- We grew our Friends support group from 400 to more than 1,500.
- We proved that running a ferry on our riverways is possible and sourced a prototype vessel.
- We recruited ferry experts from across the country to provide guidance.
- We gave 40+ group presentations, generated 100 letters of support, conducted 550+ meetings and took 50+ supporters on the proposed route. We filed and received our 501(c)(3) status.
- We grew our eight teams: Engineering, Maritime Operations, Strategy/Public Affairs, Public Transit Agencies, Service Providers, Finance and Fundraising, Community Affairs and Marketing and Communications.
- We researched, wrote and delivered the Best Practice Case Study of six ferry services through City of Portland funds we received.
- We applied for Oregon Dept of Transportation STIF funds, and the project was awarded funding for an Operations and Finance Plan.
- We conducted a Demand Model with the area transit agencies and found adequate demand. Are report will be out in February 2020.
- Together, we contributed more than \$1.5 million in pro bono work to help provide a safe, equitable, efficient and responsible new mode of transportation. To date, we estimate we have conservatively delivered \$3 million in value.



### **A Look Forward: What will we accomplish in 2020?**

In 2020 we will create an Operations Business Plan and a Finance Plan which will outline what needs to get done, how much it will cost, and how we're going to pay for it. According to our Project Timeline, we are starting Phase III, after three years of effort. We are delighted to say that we are managing to our timeline, despite the public-side of the process moving slowly.

To be successful we need to:

- Fund the project management and professional services that support the work.
- Be formally adopted into regional transportation plans by public agencies.
- Generate significant support from the private business sector.
- Frame the costs for infrastructure (boats, docks, ticketing, etc.) and on-going operations.
- Figure out how to pay for the infrastructure (knowing there are federal resources) and on-going operations (this must be funded locally).
- Generate a clearer understanding for our public transit operation, so we keep costs down and provide access to all, just like TriMet and C-Tran offer. However, as a public-private non-profit, we are not eligible for many state and federal budgets since we are not considered an eligible transit provider. Thus, all agencies and partners must be innovative and open to creating a path for our success. (For example, Tacoma, WA is looking to start a new ferry service to Seattle; they can tap into a State of Washington new start ferry program budget. We don't have a program like that in Oregon.)

### **Project Timeline**

#### **Phase I 2017-2018: Proved Mission, Attracted Expertise**

Delivered concept plan, expert teams, website, media launch, non-profit board/governance created, coalition building.

Created board, secured 501(c)(3) status. Created 8 pro bono expert teams.

Press conference launch: 90 media stories generated. 400 stakeholders

#### **Phase II 2019: Feasibility Studies & Community Outreach/Advocacy**

1,200 stakeholders and 130 media stories generated.

- 100 letters of support from major employers and key business development agencies.
  - Best Practices Case Studies (2019-delivered)
  - Demand Modeling Feasibility Study (2019-Q1 2020)
- 40 presentations to Rotary Clubs, Employee forums, public testimony (City of Portland, State of Oregon, etc.), and neighborhood associations,

#### **Phase III 2020-2021: Operational Plan and Finance Plan**

- Conduct Demand Modeling Study. Completed; report due out February 2020
- Create Operational Plan and Finance Plan
  - Site Reconnaissance and Report
  - Operational Feasibility Study
  - Finance Plan
- Explore pilot program with key employers

#### **Phase IV 2022-2023: Capital Construction and Service Start**

## The Friends of Frog Ferry Objectives are to:

- Create a new transit mode to connect people to workforce and people to the river
- Build Emergency Response capacity
- Build a micro-industry, hiring to increase social equity and diversity
- Reduce greenhouse gas emissions
- Minimize costs and deliver a high ROI: Cost effective: 30+% farebox recovery
- Implement Efficiently: Short 3-year time table leveraging a public-private coalition

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## Top Ten Mobility Trends for 2020 ([link](#))

A major shift in mobility has been taking place across cities in North America. Some of the change, such as the emergence of micro mobility and contactless payments, has been driven by new technology and private capital. But much of the push to support transit and other transportation options is driven by shifting public sentiment about how to make travel safer and more efficient in cities, and a reckoning with what it will really take to address the climate crisis.

Support for innovative transportation solutions such as car-free corridors and partnerships between private mobility companies and transit agencies has taken off, with cities across the country now willing to experiment, or at least seriously consider, new approaches to managing their urban transportation networks.

With a focus on how transit can create better cities, we've identified 10 emerging mobility trends to look ahead to in 2020:

- **ONE** Governments around the globe are recognizing that reducing driving is key to addressing climate change.
- **TWO** In most American cities, transit ridership is on the decline.
- **THREE** A wave of cities are implementing dedicated bus lanes and car-free streets.
- **FOUR** Transit agencies and mobility service providers are creating an ecosystem of transportation options that can compete with private car ownership.
- **FIVE** Trip planning, multimodal access, and mobile payments are becoming integrated.
- **SIX** Transit agencies are developing their own apps, taking on the risk of product development to offer Mobility-as-a-Service.
- **SEVEN** Loyalty and Rewards programs are emerging, offering credits for transit and other transportation options.
- **EIGHT** Decriminalization of fare evasion will expand, with the purpose of creating economic opportunity for low-income riders and improving equity.
- **NINE** New solutions to facilitate cash payments will emerge as transit agencies move to digital payments upon boarding.
- **TEN** Contactless payment technology is becoming widespread.

Contributed by Moovel.



## Team Updates

### **Community Outreach: Board Member and Committee Chair, James Paulson**

In December 2019, we enjoyed another team meeting to build out the Community Benefit Plan. October-December, we presented to roughly 550 people through neighborhood association presentations, employee forums and community groups.

Key Takeaways:

- Most don't understand the true cost of public transit, believing their ticket cost covers the cost of transit. For Portland, the subsidy averages more than 80%.
- The private sector will need to lead this public-private partnership, given that local and federal public funds are very competitive and the public process takes a long time—which is challenging for a small non-profit like ours. We need to show results quickly and post a strong ROI.
- If you wish to serve on a committee, please email [susan@frogferry.com](mailto:susan@frogferry.com)



*Community Outreach meeting with Chair James Paulson. Attendees: Tim Davis, Marisa Jacobs, Greg Archuleta, Linda Baker, Julie Ellings, Alan Bates and Nina Byrd.*

### **Finance/Fundraising: Chair Scott South and Board member Dan Bower**



*Friends who provided funding: Marylou and Ken Guenther*

**Grant Funding:** Since we received our nonprofit status in August, several funding opportunities have opened to us and we are in conversations with several charitable foundations. Because a public passenger ferry service is traditionally led by a public transit agency, we don't easily fit into a startup funding or traditional grant program. Tacoma, Washington is endeavoring to start a new ferry service to Seattle, and new starts in Washington State can tap into a statewide ferry grant program—which Oregon doesn't have. Thus, our community's lack of experience and culture poses our greatest challenges for funding as we work to find multiple paths to funding sources, both private and public.

We have moved to step three with a major foundation for funding and we are working with two private business sector foundations for potential funding. In addition, we launched a modest end of year request and received a flurry of meaningful private donations.

**ODOT Statewide Transportation Improvement Fund (STIF):** With TriMet as our public agency sponsor, Friends of Frog Ferry was awarded a \$200,000 grant in July 2019, with a \$40,000 match from the Portland Bureau of Transportation. Since we completed a successful Demand Modeling study, TriMet has approved our moving forward with the grant scope of work this Spring 2020, with the final report due May 2020.

**Marketing and Communications:** Co-chaired by board members Allison Tivnon and Sue Van Brocklin

In November Coates Kokes Agency, which has facilitated the pro bono media relations activities for Friends of Frog Ferry, received the Public Relations Society of America “Spotlight Award” for an outstanding campaign. The work over the past year has generated more than 130 news stories.



*FFF Board with PRSA Award from L to R: Sue Van Brocklin, James Paulson, Susan Bladholm, Allison Tivnon, Scott South and Dan Bower.*

**Maritime Operations:** Chaired by Founder and board member, Susan Bladholm

We continued to have several meetings and conversations with maritime operators on the U.S. West Coast as well as internationally. There is an interest in creating a pilot program in the next two years, to showcase the efficiency of water-based transit. Susan traveled to Europe to visit her daughter who was studying abroad and she experienced the phenomenal Oslo and Amsterdam ferry operations.

To see more examples of case studies that apply to the Portland-Vancouver market, check out: [Passenger Ferry Best Practice Case Studies for the Portland-Vancouver Market](#)



*Two ferries in the Oslo, Norway Harbor. October, 2019. The ferry featured on the far left is nearly exclusively for commuters.*

**Engineering:** Chaired by Kevin Bross, software engineer

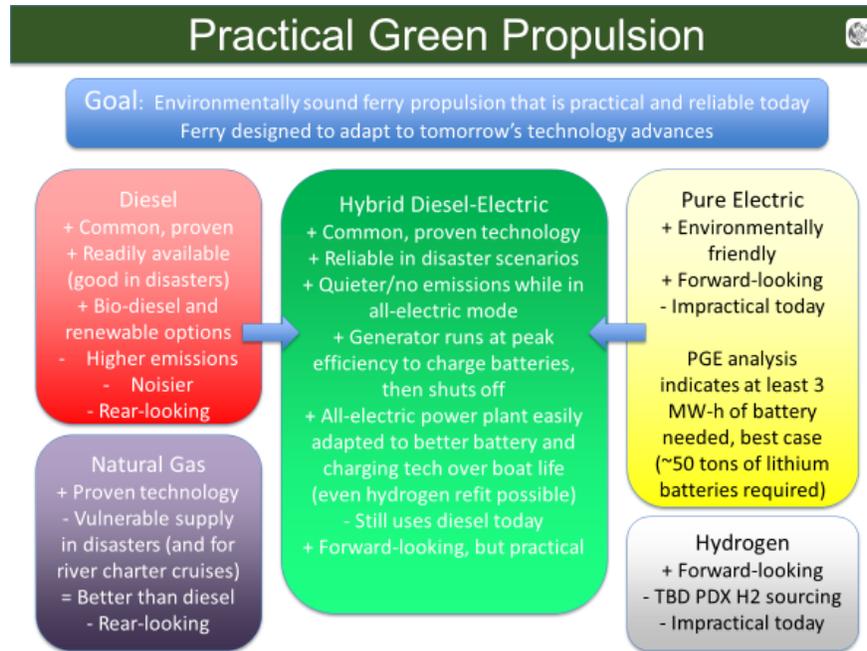


*Members of the Engineering team L to R; Captain Pete Wilcox, Luke Whittemore, John Moore, and Chair Kevin Bross.*

Our Engineering team met at the PGE offices this past winter and heard presentations by Joe Hudspeth, BAE, regarding power and propulsion systems and Ralph Duncan, BMT Design Engineers. Joe spoke to the new and emerging green energy power sources and a “hybrid assist” model that can turn off, as needed for electric-only propulsion in dense urban environments to help improve air quality and reduce noise. Batteries are about the size of a coat closet. Ralph spoke to the tradeoffs of weight, speed, passenger counts and revenue potential. After a lengthy conversation about

hydrogen fuel cell, our energy needs given the speed and distance, as well as the vessel size, it was determined to pursue a hybrid model, featuring electric (lithium ion) and biodiesel power system for reduced

carbon emissions. The engineering team produced this illustration of the pros and cons of green propulsion systems.



**Public Transit Agency: Staffed board members Dan Bower and Susan Bladholm**

**Demand Model Study:** Regional transit agencies conduct demand modeling studies to learn whether there is a viable business model for key routes and stops. Friends of Frog Ferry hired consultancy ECONorthwest and public planning agency, Metro, to run the model using the current regional software and by conducting lengthy interviews with other ferry operators to learn best practices for demand modeling. The findings were shared with TriMet, Metro, PBOT, City of Portland, ODOT on January 13<sup>th</sup>, 2020. It was determined there is adequate demand to move the passenger ferry effort forward to conduct an Operational Feasibility study. Watch for a report of the findings in February 2020 on our social media sites.

**Government Affairs/Strategy: Chaired by Founder and board member: Susan Bladholm**

Several meaningful meetings took place in the past two months with the Federal Transportation Administration (in Portland and Seattle) as well as staff for Oregon and Washington's congressional delegation to ensure everyone is aware of the passenger ferry premise and timeline. For the 2020 coming year, we will:

- Q1: Deliver the Demand Modeling Results
- Q2: Deliver the Operational Feasibility Study and the Finance Plan
  - Outline the budget for capital construction (vessels, docks, software, etc.) as well as for on-going operations. That budget will outline potential funding streams from federal, state(s), regional, local public, foundation and private business sources.
  - Meet with key elected in the PNW and in Washington D.C.
- Q3: Publish a Business Plan for the Operations and Budget
  - Conduct the Triple Bottom Line Feasibility Study
  - Align with key funding initiatives for short-term and long-term funding
- Q4: Secure commitments of partners and funding sources.



## Join Us & Donate Today!

### Friends of Frog Ferry continues to grow every day and we appreciate your support.

#### What did we accomplish in 2019?

- We grew our Friends support group from 400 to more than 1,500.
- We proved that running a ferry on our riverways is possible and sourced a prototype vessel.
- We recruited ferry experts from across the country to provide guidance.
- We gave 35 group presentations, generated 100 letters of support, and took 50+ supporters on the proposed route. We filed and received our 501(c)(3) status.
- We grew our eight teams: Engineering, Maritime Operations, Strategy/Public Affairs, Public Transit Agencies, Service Providers, Finance and Fundraising, Community Affairs and Marketing and Communications.
- We researched, wrote and delivered the Best Practice Case Study of six ferry services through City of Portland funds we received.
- We applied for Oregon Dept of Transportation STF funds, and the project was awarded funding for an Operations and Finance Plan.
- We conducted a Demand Model with the area transit agencies that was deemed inconclusive and raised funds for a revised model, that is more appropriate for a ferry service. Findings are due by early January 2020.
- Together, we contributed more than \$1 million in pro bono work to help provide a safe, equitable, efficient and responsible new mode of transportation.

#### What will be accomplished in 2020?

Your contribution will fund the creation of an Operations Business Plan and a Finance Plan, that will outline what needs to get done, how much it will cost, and how we're going to pay for it.

**Our ethos is grounded in transparency, integrity, collaboration, facts and data, strategic partnerships, ROI and best practices.**

Contributors of \$150 or more will receive a Friends of Frog Ferry baseball cap.



Help us research the potential to bring a safe and sustainable river-friendly public passenger ferry service to our region.

**YOUR DONATION IS TAX DEDUCTIBLE!**  
[frogferry.com](http://frogferry.com)