



FRIENDS OF
FROG FERRY

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Media Contacts

Sue Van Brocklin, Coates Kokes
(503) 241-1124, sue@coateskokes.com

Lance Heisler, Coates Kokes
(503) 241-1124, lance@coateskokes.com

Friends of Frog Ferry Closer to Bringing Public Passenger Ferry Service to Portland/Vancouver Region

ODOT contributes \$200,000 and PBOT chips in another \$40,000 in matching funds; more funding is anticipated in the coming weeks

PORTLAND, Ore.—Organizers held a press conference this morning at the Portland Business Alliance to update the public on efforts to bring passenger ferry service to the Portland/Vancouver metro area. Friends of Frog Ferry (FFF), a 501(c)(3), is proposing a ferry system as a new mode of public transit.

A passenger ferry service on the Willamette and Columbia rivers would reduce carbon emissions in the region, promote economic development, ease traffic congestion on local roadways, and provide an emergency response option in the event of a natural disaster. It will also reconnect people to the river system and educate the community about our region's Native American heritage.

This complex initiative includes four feasibility studies:

- Best Practices Case Studies—*delivered*
- Demand Modeling—*delivered*
- Operational Feasibility and Financing—*Summer 2020*
- Triple Bottom Line—*Fall 2020*

The Oregon Department of Transportation (ODOT) awarded Friends of Frog Ferry a \$200,000 grant, and the Portland Bureau of Transportation (PBOT) contributed an additional \$40,000 matching grant. This money will be used to conduct the Operational Feasibility Study and Finance Plan that will be finalized this summer. It will include an assessment of current infrastructure, what is needed, how much it is going to cost, and a recommendation for how to pay for it. Friends of Frog Ferry also anticipates another major grant that will be announced in the coming weeks.

“Bringing a new mode of public transit to any region isn’t easy, but if we work together, we can make it a reality,” said Susan Bladholm, founder of Friends of Frog Ferry. “We have delivered the first two studies,

and have just received major funding for the third and largest study. Momentum continues to grow through the support of elected officials, public agencies, business leaders and the general public.”

During the press conference, Worksystems Board Chair James Paulson encouraged community members along the river to help the team build a community benefit plan. Paulson also stressed that FFF is connecting with communities of color and marginalized communities to ensure their voices are included in the early stages of planning.

Charlene Zidell, VP of Strategic Partnerships for the Zidell Family of Companies, and an early supporter of FFF, spoke to the importance of creating a public-private partnership to make this a reality.

Potential ferry stops include Vancouver, Wash., St. John’s/Cathedral Park, Oregon Convention Center, Salmon Springs, OMSI, OHSU/Zidell Yards, Milwaukie, Lake Oswego and Oregon City. There are many more future potential stops.

Financial and pro bono supporters for Friends of Frog Ferry include: Travel Oregon, Zidell Family Foundation and Charlene Zidell, OHSU, Jim Mark and Melvin Mark, Scott South, OCF-Ken and Marylou Gunther, Northrup Corporation, Miller Nash, Horenstein Law Group, Coates Kokes, Cuprum Creative, Print Results, Sparkloft Media, Waterleaf Architects, Summit Strategies, Kingfisher Writing, ECONorthwest, Maritime Consulting Partners, Captain Ann McIntyre, Captain Brett Bybee, Green Barn Events and several individuals.

For more information about Friends of Frog Ferry, visit www.frogferry.com.

About Friends of Frog Ferry

Friends of Frog Ferry was founded in 2017, by Susan Bladholm, who started the passenger ferry initiative to reclaim the Columbia and Willamette rivers as an alternate transportation option. It became a 501(c)(3) in 2019. Most major river cities around the world use their waterways to ease the burden on freeways and roads. The last [survey](#) to be completed in Portland on the use of passenger taxis was done in 2006. It’s time for Portland to re-examine the option of its waterways to provide an alternate mode of transportation. Using our city’s waterways would ease clogged freeways while reducing carbon emissions and would help provide additional connectivity for the region’s transit network. It would also provide a pleasing commuter and visitor travel option and increase the livability of our Portland and Vancouver, Wash., neighborhoods. The name, Frog Ferry, derives from a Chinookan myth about “Frog” teaching local people how to fish, and is a symbol of good fortune. The logo is used with permission by two Chinookan artists, Chief Tony Johnson and tribal artist Adam Mclsaac, as well as Sam Robinson, whose family crest is our Frog artwork.

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