



July 15, 2019

Friends of Frog Ferry
902 SW Shaker Place
Portland, OR 97225

Dear Susan,

Vancouver's Downtown Association's mission is to create a vibrant, inclusive business climate. We embrace our role as a connector, both as a bridge between the downtown and our community and as a bridge between our partners. It is exciting to see another opportunity coming to our area that will also be supporting connections.

VDA is pleased to endorse the Passenger Ferry Initiative and the work of Friends of Frog Ferry to connect people in the metropolitan area and foster connectivity and economic vitality for our region. Our region's transportation needs can no longer be met through only traditional roadway systems. Returning to our river roots and leveraging our natural water passageway leads to improved mobility for our region.

Our region is interconnected and a waterborne transportation option would help connect Portland to Vancouver, employees to central employment centers, and visitors to attractions within close proximity of the waterfront. River cities across the world are increasingly finding that ferries are fast, reliable, and a relaxing community option. The river provides an uncongested waterway where people can move at a good speed and safely get to work while enjoying Wi-Fi and a good cup of coffee.

This effort will take a strong coalition of public and private leadership and public sector partnerships to bring the vision to fruition. Our commitment to you is to help build support from the private sector membership and offer an enthusiastic spirit of partnership to help build a strong team of advocacy behind the initiative.

Sincerely,

A handwritten signature in blue ink, appearing to read "Linda Reid", is written over a faint, larger version of the signature.

Linda Reid

Vancouver's Downtown Association President