



September 23, 2020

Susan Bladholm  
Friends of Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Ms. Bladholm,

Business for a Better Portland enthusiastically endorses the Passenger Ferry Initiative and the work of Friends of Frog Ferry to help better connect people in the metropolitan area and to create a more vibrant economy. Our region's transportation needs can no longer be met through trad

itional street systems, and we are inspired by Frog Ferry's vision to leverage our natural water passageway. Since our inception, BBPDX has worked to provide hundreds of business leaders with opportunities to support equitable access to safe and efficient transportation for everyone in our community.

Our region's 2035 plan calls for research and focus on waterborne transportation to add to our system of alternative transportation modes. Congestion is a top concern for Portland residents, and we must put initiatives in place to reduce our greenhouse gas emissions and get people out of their cars. We know that there is a history of transportation apartheid in the Portland region, with marginalized communities being disproportionately impacted with poor air quality due to major road infrastructure being located near low income housing.

The Passenger Ferry Initiative will take a strong coalition of public and private leadership to bring the vision to fruition. We commit our support to help build awareness with our membership and wish you good luck with this ambitious, disruptive venture.

Sincerely,

Ashley Henry  
Executive Director