

Governance: Why We Do What We Do



FRIENDS OF
FROG FERRY

Fall/Winter 2018

*“Daring leadership is ultimately about serving other people, not ourselves.
That’s why we choose courage.”* Brene Brown, Dare to Lead

After wrestling with our status (an LLC? a B-Corp?), *Friends of Frog Ferry* has filed for a 501(c)(3) status, with thanks to Miller Nash Graham & Dunn LLP and the guidance of Jonathan Harms, Charitable Partnership Fund. The core of our mission is to benefit the general public, and we are providing a role that typically is carried out by a public transit agency—to lead and advocate for a new mode of transit. To avoid sounding like an operator, which we are not at this time, we have evolved the name to match the role: *Friends of Frog Ferry*. If we get to a “Go” decision, then a public agency such as PBOT will likely issue an RFP for operators, at which time, we would likely respond as “Frog Ferry.”

Our Mission: Friends of Frog Ferry (FFF) exists to benefit the general public in the Portland-Vancouver metropolitan area by organizing local government agencies and advocating with the general public to coalesce and pursue a regional passenger ferry service.

Mission Statement: *To create a safe and sustainable river-friendly passenger ferry service to better connect people to their river and help alleviate traffic congestion in the Portland-Vancouver Metropolitan area.*

Directors: We are delighted to report that we have an outstanding board comprised of leaders in the community who share a passion for bringing a passenger ferry service to the region.

Scott South, Chair Friends of Frog Ferry (President of Stevens Water)

Susan Bladholm, President/Founder Friends of Frog Ferry

Allison Tivnon, Secretary Friends of Frog Ferry (Partner/Marketing Director for ECONorthwest)

Dan Bower, Director Friends of Frog Ferry (Executive Director for the Portland Streetcar)

Sue Van Brocklin, Director Friends of Frog Ferry (Vice President/PR Director for Coates Kokes)

Pearls Before Swine



How cool is it to find five emails from friends October 26th, the morning this comic was published, and then to ask Steve Pastis for permission to reprint and have him respond 12-hours later with “Go for it.”

(continued from Page 1 Why We Do What We Do)

Goals and Due Diligence: Create a 501(c)(3) Nonprofit Funding Entity to allow funding contributions from all sources: governmental, corporate, foundations and individuals.

- Create the FFF entity that allows for independence and flexibility looking to the future—as the project may shift given the unusual nature of the business model. (Most public commuter transit services are generated by public entities.)
- Integrate with **public sector transportation** entities that have funding. Need to find a public transit agency “sponsor” to request/apply/administer federal (and local) funding.
- Partner with a **local nonprofit infrastructure planning entity** as a Fiscal Sponsor—to integrate Passenger Ferry Service into regional transportation planning efforts.
- Ensure ability to receive **private sector funds**—with a bonus that funding will be tax deductible.

Feasibility Studies We Are Working to Fund

2019 Deliverables	Lead	Costs
Transit Modeling Study	Metro	
Points O&D		
Ridership Demographics		
Economic & Social Impact Study	EcoNorthwest	
User & Non User Benefits		
Benefit Cost Analyst		
Environmental Impact		
Resilience Planning		
Triple Bottom Line		
Health, Equity		
Passenger Ferry Service Case Studies	Friends of Frog Ferry 501(c)(3)	
Regional Operational Models		
Similar Global Models		
Operational Infrastructure Report	HMS Consulting	
River Access		
Cap Cost		
Insurance, Fuel, Equipment		
Training, Regulations, Certifications		
Barriers to Development		
Funding Strategies	Friends of Frog Ferry 501(c)(3)	
Business Plan		
Governance		
Engagement Transit Agency Readership		
Advocacy & Leadership	Summit Strategies & Horenstein Law & Miller Nash	
Media Relations		
Government Affairs		
Project Management (web, newsletters, events & presentations)		
2020 Finance Plan	Friends of Frog Ferry 501(c)(3)	
Infrastructure Dev. Plans		
Startup Costs		
Operationa Cost - Pricing Model		
Go - No Go - City of Portland issues RFP for Operations (2022-23 - Service Starts)		
Staffing, studies, plan, advocacy, stakeholder building, gov't and community relations		
Total 2018-2020		\$1.3 million

What We Can Learn From The San Francisco Ferry System

A letter from Susan

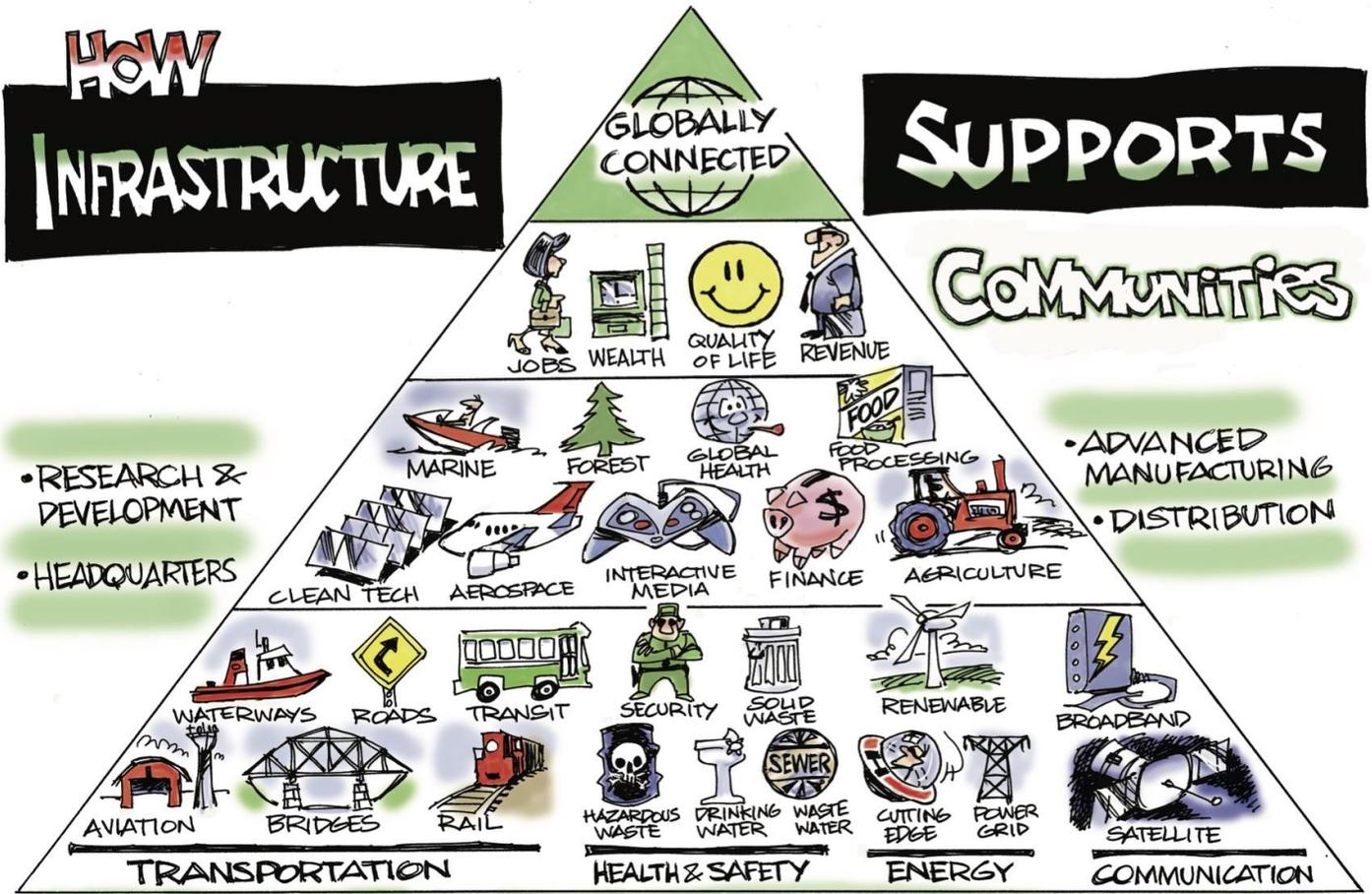
In late September, I met with Mike Gougherty, of the Water Emergency Transportation Authority (WETA), which oversees the San Francisco Ferry System. For many years, the agency was called "WTA," but resilience planning was added to the mission in 2008, and thus "E" for "Emergency" was added. Mike has been very generous with his time and has offered to travel to meet with us in the future and provide his insights.

WETA was created in 1999 by a blue-ribbon panel the Bay Area Council created. They were chartered to create and maintain the vision to start a service. As Mike said, "A ferry service is modular, and if a route changes, you don't have to rip up rail lines or roadways. You have a flexibility in your operations where you can reconfigure your dock sites, or add special services such as for ball games, depending on the market demand." Like our region, they have a fluctuating tide, (theirs with a 7-foot range and ours with a 30-foot range), and they have been challenged to create ADA compliant gangways and docks not to exceed a 12:1 slope. He emphasized the need for a flexible dock design that works with multiple vessel freeboards, that floats, and that interfaces with a fixed point on land.

He went on to say that although time and cost is important, non-traditional factors such as ride quality and multitasking are also important drivers of success. WETA has a 20-year strategic plan, and they currently move 12,000 passengers a day (moving 4,000 commuters during their peak hours), operating at \$33 million a year with one of the highest farebox recovery ratios in the country. Their ridership has doubled in the past five years. The "Clipper Card" is a single or monthly pass, which 90% of their passengers' use. One can load value to the Clipper Card, and it is a popular recruitment and retention tool local companies provide their employees. They have no reservations for the commuter services, but offer special event service for concerts, games, conventions and large community special events.

Customer satisfaction ranks in the 90 percentiles, and most riders have other travel options but choose the ferry: 40% BART/Rail; 12% Bus; 18% Drive alone; 8% Carpool; 4% Casual Carpool; 7% TNC/Uber-Lyft, etc. 92% of riders have choices for how they commute. Why riders choose the ferry: 65% to avoid traffic/parking; 50% ride quality; 50% relaxing; 30% ability to multi-task; 28% faster; 15% environment; 13% sightseeing; 5% no car; 5% less expensive; 5% other.

For the "Last Mile" 57% walk; 18% take public transit; 13% bike; 7% Kiss and Ride (couples carpooling); and 5% take TNC. Rider Profile Age: 55% are 25-44; 21% are 45-54; 11% are 55-64; 8% are 65+ and 5% are under 25 years of age.



Top 10 Reasons Why Infrastructure Is important

- Supports existing businesses
- Increases productivity
- Improves quality of life
- Enhances negotiation
- Facilitates economic development

- Promotes a domino effect
- Links regions
- Stabilizes rates and taxes
- Achieves competitive advantage
- Assists in economic diversification

- Learning to Lead: A Primer on Economic Development Strategies by Maury Forman & Jim Mooney

Events:

- Nov. 14th, First Friends of Frog Ferry Board Meeting
- Nov. 16th, Oregon Transportation Commission presentation
- Nov 19th: New Friends of Frog Ferry Website Launches

Nov. 27th, Press Conference—**Supporters, we ask that you attend** and arrive at 9:45 a.m. at the Portland Spirit Office: 110 SE Caruthers St. Please wear comfortable shoes and carry identification. We will remain dockside.

Dec. 5th: Friends Dinner, for our strongest supporters at Bladberry Farm, *by invitation*

Dec. 13th: Vancouver Friends of Frog Ferry Event: Christmas Ship Viewing, *by invitation*



Metro Council testimony

Thank you to our Pro Bono Partners:

Coates Kokes, PR

Summit Strategies, Federal Government Relations

Miller Nash Graham & Dunn LLP, Legal

CuPRUM+ Creative Design

Horenstein Law Group, Local Government Affairs

The Leo Company, Local Government Affairs

Print Results, Printing

Viva Events, Event Planning



Northbound I-5 on a Monday at 3pm.

Have you Submitted your Letter of Support?

The key reason why we have been able to accomplish so much in such a short period of time is due to the support of individuals, public sector leaders and private sector champions—especially those who have voiced their support through written letters. Public sector leaders who are on the fence say their primary hesitation is due to wondering whether business leaders and the general public want a passenger ferry service. They need to hear from you—or you may simply provide your letter of support to us and we'll be sure to circulate it.

Please indicate why you believe looking at a new mode of transit is important:

- Transportation is key to economic prosperity
- Transportation benefits commerce, freight mobility, and safety
- We need leaders with vision and courage to advocate and move the process forward
- We need bi-state and multi-agency engagement
- List the benefits of a passenger ferry service
 - Get employees to work, first iteration removes 500 cars off I-5, ferry service is modular and flexible (less investment than roads and rails)
 - Lower transit time and cost. Benefits to the triple bottom line.
 - Resilience planning

Letters of support may be emailed to susan@frogferry.com. Examples of letters of support may be found at frogferry.com.