

Momentum

Spring 2019



Matt Markstaller, Daimler speaks at our press conference as supporters stand by on the Portland Spirit. (Photo credit: Jim Farrell, Freshwater News)

A thank you to you, our supporters, who have encouraged and “shown up” and advocated for the passenger ferry concept. This is a pivotal time for the initiative, and what follows is a brief outline of our progress. We share this information with the intention of sparking an interest for you to engage and help move the effort forward; this truly is a community-driven effort and key decision makers are paying attention to the public’s support for our “movement.”

- **We staged a press conference** on November 27th, had 18 media outlets attend, and more than 120 stories were generated. Highlights of those stories can be found at frogferry.com/media stories. Overwhelmingly, the stories have been positive; the few numbers of detractor comments are largely driven by the desire for no subsidized public transit. Our goal is to get data to learn the operational costs, ticket pricing, and how the cost compares to other mass transit modes in the region. Why are so many other river cities investing and growing their ferry services?
- **We have more than 650 supporters and stakeholders** who are civically-minded and engaged. Following the media coverage, several hundred people found our website and expressed their support. We appreciate invitations to speak at their community events or clubs, captains offering their boats for surveying tours, and those who have offered to make introductions to key stakeholders.



Friends of Friends of Frog Ferry at our Bladberry Farm event. Left: James and Lisa Paulson (former Bikeshare leader). Right: Shannon Carney, City of Portland and Mike Bomar, Port of Vancouver.



- **Public Transit Agency Partners** include ODOT, PBOT, Mayor Wheeler’s Office, BPS, TriMet, C-Tran and Metro. Each has assigned a staff liaison to our initiative and we appreciate their spirit of cooperation. PBOT and TriMet are funding the first feasibility plan, which Metro will conduct. The staff liaisons are instrumental in helping navigate the complexities of this process-especially given that most new public transit initiatives are started by public sector agencies rather than private citizens.
- **Funding seems to always be the biggest challenge**, and we have learned that ours is especially challenging given the public-private partnership and the complexity of working through funding streams on the public sector side. We are “working” a spreadsheet of public and private sector funding opportunities—for public funding as well as private contributions. We have filed for our 501(c)(3) status and are finalizing our contract with Greater Portland Inc. as our fiscal sponsor.
- **Our board** has met three times and shepherded an efficient outline of priorities and governance. Our Business Plan is finished, and, while not publicly published, it is available to key partners.



What can you do to help?

- Send an email to the following State of Oregon elected leaders, to convey your support for funding \$500,000 for the Operations and Finance Plan next biennium. Examples of letters support can be found on our website, or an email of three sentences will suffice. ***These letters are valuable and make a difference.***

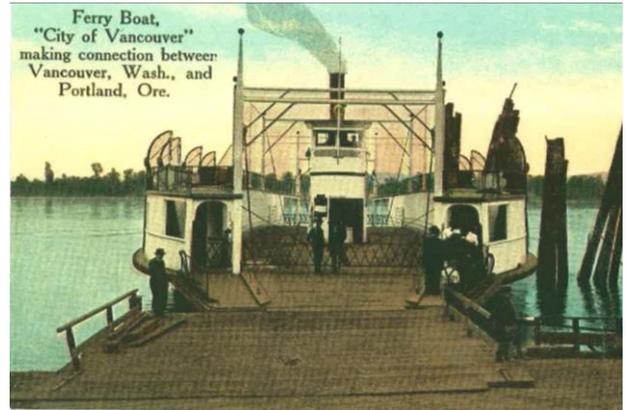
Suggested Key Message: Please support the research of a passenger ferry service, as a new innovative way to move people around the Portland-Vancouver region. We can’t sustain a “this is how we’ve always done it” approach, given the demands on our transportation infrastructure.

Sen.ElizabethSteinerHayward@oregonlegislature.gov; Sen.BetsyJohnson@oregonlegislature.gov;
Sen.FredGirod@oregonlegislature.gov; Sen.PeterCourtney@oregonlegislature.gov;
Sen.ChuckThomsen@oregonlegislature.gov; Rep.DanRayfield@oregonlegislature.gov;
Rep.GregSmith@oregonlegislature.gov; Rep.TinaKotek@oregonlegislature.gov;
Sen.LewFrederick@oregonlegislature.gov; Rep.PaulHolvey@oregonlegislature.gov;
Rep.MikeMcLane@oregonlegislature.gov; Rep.NancyNathanson@oregonlegislature.gov;

- Display your Friends of Frog Ferry support. If you have advocated, volunteered, or made a financial contribution, we’ll send a FFF window cling your way if you promise to display it. Simply email us at susan@frogferry.com with your snail mail address. *Thank you Ron Laster at Print Results!*

History of Ferry Service on the Columbia and Willamette Rivers

Long before fur traders, miners, and early settlers arrived in the area, the Columbia and Willamette rivers were regulated, highly utilized passageways that connected tribes throughout the region. These were the major arterials that made the shipment and trade of the region's bounty possible. Highly trafficked and well-worn paths led down to the river's edge, with many of these original Indian trails located where major thoroughfares exist today—most notably Sandy River Boulevard. These launch points were frequented by those wishing to trade or transport goods, people, and livestock and tolls were regularly charged for the convenience and privilege of utilizing safe and accessible launch points.



The influx of people descending on the region—early enterprisers such as the Hudson's Bay fur trading company, explorers like Lewis and Clark, miners and treasure seekers, and migrants such as Americans from other states looking to move out West—had a profound impact on river utilization. Tribal sovereignty was disrupted and regulation over the waterways began to unravel. In 1848, the Oregon Territory boundary was established. The original territory boundary included the land that would eventually become Washington State, with the Columbia River running horizontally through the middle of it.

Many people were interested in operating ferries along the river and for unique reasons: some wished to “cross” miners to the Indian trails to look for gold, some wished to shuttle livestock, some got in the business of transporting Oregon Trail settlers. All of this activity created economic opportunity (and opportunities to gouge ferry passengers with steep fares). In 1849, the newly formed Oregon Territory legislature passed “An Act Regulating Ferries” which granted licenses and set rates and taxes for would-be ferry operators. As the city of Portland was settled and growing into a bustling center for transport of freight along the Willamette Valley, the need for ferry service crossing east and west along the river led to several ferry crossings whose notable names are recognizable to this day. These enterprising new land owners saw a market and an opportunity to assist people across their land claims. For example, John Taylor, shuttled folks across his land for a toll. His passage was so heavily trafficked that, after years of operation, he built a bridge and a road to allow greater access for folks traveling into Portland. Taylors Ferry Road (along with Boones Ferry and Scholls Ferry Road) are lasting testaments to the impact of these early ferry operators.

In addition to the smaller operators, Portland Railway Light & Power (PRL&P) played a heavy hand in largescale ferry service between Portland and Vancouver. PRL&P was the local industrial monopoly that controlled all transportation facilities (and the emerging electrical grid) in the Portland region. After 1853 when the Washington Territory made a break from the Oregon Territory, the Columbia River officially became the dividing boundary (and technically a federal highway) between the two territories, both of which would soon become states.

Governance and regulation over the Columbia River fell under the control of the PRL&P to include the ferry crossing that connected Vancouver and Portland. Originally, there were two railroad terminals in Portland and East Portland and along the north and south shores of the Columbia River. PRL&P was dependent on ferry crossing service to transport freight from one set of railcars to the other in order for goods to be fully transportable across the region. With the advent of the automobile and changing preferences by locals who wished for quicker ways of getting from ‘point A to point B,’ ferry service began to fall out of favor. PRL&P saw an opportunity to create an ‘interstate’ bridge that would allow rail freight to be moved at greater speed and efficiency. With strong public support, PRL&P underwrote the cost of the bridge. In 1917, the day that the new Interstate Bridge opened, Portland Railway Light & Power officially shut down ferry operations between Vancouver and Portland.

With public sentiment now wholly focused on automotive transportation, passenger ferry service effectively disappeared along the region's waterways. What were once bustling, activated routes of transportation, the Columbia and Willamette rivers went dormant for most uses, save for occasional barge freight such as gravel and wheat, and occasional sightseers and pleasure boaters. *-Allison Tivnon (Sources provided upon request)*

2019 Friends of Frog Ferry Milestones

January

Board Meeting, Conflict of Interest Policy adopted, created Grant & Foundation Funding Opportunities, City of Portland funding meetings, Vancouver Columbian story, Oregon Business Magazine story, Presentation to Portland Business Alliance, secured logo usage rights from family of Sam Robinson, EcoNorthwest Triple Bottom Line Study scoped, transit agencies have assigned staff: ODOT, PBOT, TriMet, Metro, PBS, Mayor Wheeler's Office. Create P&L and Budget

February

Partnership Grant application with City of Lake Oswego, Form 1023 completed for non-profit status, City of Portland commits \$50,000 funding, GPI/GPEAA fiscal agent contract written, Business Plan finalize, Grants written, TriMet & PBOT fund Metro Demand Model study, Cuprum Creative created Brand Platform, Vision Statement, Color Palette, & Style Guide; Vancouver Business Journal interview story, Presentations: PTAC Testimony, Arlington Club; Website: route maps and additional letters of support, Demand Modeling Scoped with Metro; strategy for Oregon electeds; carbon output e-discussion for hybrid power; City of Portland meetings; briefed Congressman Blumenauer

Lake Oswego's Foothills Park as a potential stop



March:

Board Meeting, Business Plan adopted, grant applications, distribute invoices to private contributors, Presentations: Lake Oswego Rotary, Vancouver Rotary: newsletter, C-Tran meeting, Distribute window clings for donations; Demand Modeling Study requirements, RTC-RTP testimony/adopted March 5th. Oregon elected staff briefings, STIF Testimony on March 15, Kitsap and King County transit ferry meetings and research.

April:

Grant applications; PR and Social Planning Session; prompt Trunnion Project pilot program; plan for Murdock Charitable Trust Event in May; pursue Metro work session and JPACT (2020 Bond)

May:

Board Meeting, Grant applications, Triple Bottom Line Feasibility Study scope refined Passenger Ferry Service Case Study written: Murdock Charitable Trust event TBD

June:

Summer Newsletter; Triple Bottom Line Feasibility Study conducted, Passenger Ferry Case Study starts, Portland Rotary presentation

July:

*****SAVE THE DATE: TBD** Bladberry Farm Picnic and Regatta: Boat tour of Route

Board Meeting, Triple Bottom Line Feasibility Study delivered, Operational Feasibility Study

Meet the Board-



Founder/President/Board Member

Susan Bladholm is a transportation enthusiast, who learned to work with multiple jurisdictions as a co-founder and first executive director of Cycle Oregon, a 30-year old bike ride that gained recognition as a top ride in the nation within the first three years of operation. She has staffed five governors, served the Oregon Economic Development Department (dba Business Oregon) for 10 years, spent 10 years with the Port of Portland (airports, seaports, industrial lands) as Director of Corporate Marketing, and most recently served as the Senior Director of Marketing and Strategy for Erickson Incorporated, a global aviation services company that conducts business across six continents. A graduate of the University of Puget Sound, she is a student pilot and native Oregonian

compelled to help improve the region's livability.



Scott South, Chair of Friends of Frog Ferry, is owner of Stevens Water Monitoring Systems, a manufacturer of data acquisition instrumentation for environmental monitoring and control applications serving domestic and international markets. He is also President of South Wind Development, a company focused on real estate development and investing in start-up ventures. Scott co-founded and led the start-up phase of Stormwater Management, Inc., a manufacturer of water treatment systems for urban water runoff. He was also Hollywood Video's second largest shareholder and CFO during the start-up and growth phase. Scott started his career at PricewaterhouseCoopers and was a CPA and manager for the firm. Scott is active with various non-profit boards and an OSU graduate.



Allison Tivnon, Secretary of Friends of Frog Ferry, serves as a partner and Director of Marketing for ECONorthwest, the Pacific Northwest's largest consultancy specializing in economic research. She oversees the firm's business development outreach and philanthropic involvement and giving. She is a passionate civic volunteer, supporter, and participant in regional conversations related to transportation, land use, affordable housing, and public art. She is a former board governor for the City Club of Portland, and is acting Chair of the Beaverton Arts Commission.



Sue Van Brocklin, Board Member of Friends of Frog Ferry, serves as Vice President/Director of Public Relations for Coates Kokes and has been crafting client stories for the last 25 years and leads all aspects of Coates Kokes' PR efforts—from local and national media relations and event coordination, to media training and issues/crisis counsel. She contributes a unique public affairs insight to marketing and advertising strategy. In addition to her career in PR agencies, Sue brings government agency experience from her eight years on the Governor-appointed Board of Directors for TriMet. Most recently she served for six years on the Portland Parks Board, where she successfully led the effort to pass the policy declaring Portland's 200+ parks as smoke free.



Dan Bower, Board Member of Friends of Frog Ferry, serves as the Executive Director for the Portland Streetcar and manages all aspects of streetcar service including communications, planning, budgets, scheduling and Public/Private Partnerships and other related items. Portland Streetcar is the largest modern streetcar system in America with over 15,000 passengers each weekday. Prior to working with Portland Streetcar Dan was the Active Transportation Division Manager at the City of Portland where he managed a variety of programs aimed at increasing access to safe walking, bicycling and transit service in Portland.

A letter from Susan-

Although the Portland-Vancouver region can't boast recent expertise in the passenger ferry business, our neighbors in Seattle and San Francisco can. In our last newsletter, we featured highlights of a visit with WETA's (San Francisco) senior planner. In this issue, we thank Kitsap County Ferry's Darrel Bryan, Director and Ray Scott, Marine Ops and Maintenance Manager; Ralph Duncan, VP BMT Design; and King County Ferry's Director, Paul Brodeur for their insights, spirit of sharing and industry leadership. These individuals—who each have at least 30 years of experience could not be more generous with their expertise, and I'm learning that the industry attracts exceptional people who are civically minded and focused on the greater good. A few takeaways from our meetings in early March:



King County Ferry:

- Operated by Metro, a mobility agency, known for their bus services, they connect communities and are focusing their current strategic planning on underserved communities.
- Their summer schedule begins in late March (coinciding with the Mariner's Season) and runs through the third week of October.
- Fares: Seattle to West Seattle round-trip, \$10; Vashon to Seattle round-trip \$11.50
- On-time performance is 98%; Reliability rate is 99%
- 660,000 passengers a year, Ridership is up 11%
- They have a 14-foot tide variation



Kitsap County Ferry:

- Lengthy conversation about fuel burn, energy sources and vessel type.
- Impact of increased speed=increased fuel cost, vibration, maintenance cost
- River debris can be an issue; FLIR system is better in fog than in rain.
- Pay well to retain great talent. Staffing: 1 captain and 2 deckhands + 1 spare, AM and PM crews
- Reliability is key. Frequency key factor. Dock facility specialized for the operation with proper ramping.

Boat Design Specifications:

- All cities (on the water and otherwise) are outgrowing their transportation infrastructure.
- Look at similar case studies (*we will do this through one of our Feasibility Studies*).
- Ultra-low wake vessels—important for our mission
- What are our throughput requirements?
 - Respect environment and the community (noise, air quality)
 - How much power is needed per segment? Longest? Shortest?
 - River debris; avoid foil for us. Reinforced bow for debris strikes
 - Goals: Passengers per day? Speed? Greenhouse gas emissions?
 - Use analytics as we prioritize the key variables.
 - Get the engineering drawings of bridges.



Thank you to everyone who has made themselves available for the handful of testimonies we've presented in recent weeks. Your support is important. If you are looking for a meaningful way to help our effort, the greatest need we have now is for you to write our state key elected leaders, to make them aware of this initiative and your support. Please see Page 2 for the e-mail addresses of our state electeds and feel free to reach out to your own elected representatives as well.

Ours is a big, audacious, and worthwhile effort, and the primary challenges include: our questioning the status quo of transportation planning and funding; our suggesting a cultural change of how we move people around the region; and primarily it's asking for courageous leadership at all levels. Our board thanks you for your leadership and asks you to step into your courage and write to our state electeds this week, since we are submitting a funding request the week of March 18th.

With appreciation, Susan Bladholm; Founder/President

Vision Statement

We believe in the Portland-Vancouver region and strive to nurture community through improving connections between one another and our rivers.

Mission Statement

Determine the viability of 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.

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

Print Results, Printing

Viva Events, Event Planning

Sparkloft Media, Social Media

Columbia River Launch Service

Friends of Frog Ferry



frogferry.com

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