

# Progress Continues

Spring, 2020



*Dear Friends,*

**We hope you are all taking care of yourselves and loved ones and staying healthy.** The dynamics introduced by COVID-19 require us all to find creative ways to work together and support each other while safely social-distancing. We are navigating uncharted waters and are heartened to hear story after story about the groundswell of support being shown to our healthcare providers and the Herculean efforts to find solutions to benefit humanity around the globe.

**The “New Normal” will look different from what we have known, and planning for our future will be an iterative exercise—with repeated revisions and changed timelines.** I recall working for the Port of Portland in the wake of 9/11 and every few days we had new mandates, new protocols, new ways of operating, and new messages to share with the public. Recently, I heard a FEMA leader explain that early and swift intervention is key and understand that mistakes will be made, because no clear path exists. There is no checklist. We need to be understanding of missteps and consider the intention behind the decisions being made to keep us safe and healthy. This is a time for turning to one another, leaning on one another, considering the opportunity we’ve been given, and simply asking: How can this disruption unite us and help us achieve our community’s values?

**After careful consideration, it is with resolve and determination that we move forward.** We recognize that priorities are shifting due to COVID-19, but public transit planning continues. As our community moves forward from “pause” to “play,” I’m hearing from many of our stakeholders and supporters that this is an opportune time to move the ferry initiative forward. Our public agencies are recalibrating planning strategies and looking at low-cost, high-value ways to build our economic vitality while improving our environmental footprint. This is an opportunity to revisit our values in a more meaningful way, rather than continuing with the status quo of transit planning—based on what has been done in the past.



L – R: James Paulson, “Ferry Godmother” Charlene Zidell, Susan Bladholm & Jim Mark

We are living a social experiment at the moment, and we take comfort in knowing that many of you are living room warriors as well, teleconferencing and rallying to ensure our community is even-keeled, properly balanced and well-navigated. Our work has not stopped because of COVID-19. We continue to engage with you, our community of supporters, our elected leaders, our business community, and our neighbors located along the riverway. I have confidence in our collective future.

**Together, we will weather this storm. (I promise that is the last river and weather analogy I’ll use in this newsletter!) Let**

*me encourage each of you to take heart, to focus on making the most of this new reality and to continue to be relentless in assisting those in need. Thank you for all you do, and will continue to do, in the days ahead for one another and our community.*

*With sincere gratitude and a grateful heart,*

Susan  
Founder & President

Connect with us on [Facebook](#) & [LinkedIn](#)

## Announcements: Staying on Course Despite the Headwinds

- We were awarded a \$300,000 grant by the Murdock Charitable Trust. (logo) Jack Murdock was an accomplished outdoorsman who loved to fly and traverse rivers and his legacy lives on through the work of the Trust. The funding is largely being used to build capacity for FFF, including paying the Founder/President, and funding events, media relations, and marketing needs. We are deeply grateful to Murdock for believing in us.



- We delivered the [Demand Modeling Report](#), which found sufficient demand to move the project forward, as established by PBOT/City of Portland, Metro, and TriMet. ECONorthwest, an economic research and policy analysis consultancy, coordinated the assumptions with the public agencies using the region's model (which was created for road and rail projects only) and researched the best practices for ferry modeling in Seattle and San Francisco.



*Demand model results presented by ECONorthwest to representatives from TriMet, PBOT, ODOT, Metro and FFF Board*

- We signed an agreement with TriMet for the ODOT Statewide Transit Improvement Fund grant for \$200,000. The funds will be used to conduct an Operational Feasibility Report and Finance Plan. The \$40,000 match PBOT committed will go to Portland City Council for approval in late May.

- On March 10<sup>th</sup> we hosted a press conference, to provide an update about the initiative. Every major media outlet was in attendance, resulting in 53 stories. This event was followed by a lunch for supporters; we are grateful that we were able to gather prior to the world being shut down and are buoyed by the favorable response.



*Portland Business Alliance President Andrew Hoan welcomes media and 45 FFF supporters at the March 10<sup>th</sup>, 2020 press conference. Supporters gathered for lunch to share their ferry aspirations.*

We are continuing to monitor public transit planning efforts and indeed, despite COVID-19, there continues to be planning underway with budgets in place. Our primary job is to deliver the Operational Feasibility Report and Finance Plan this September so we have an assessment of current infrastructure in place, what infrastructure is needed, and roughly how much it will cost. At this point, we have a rough estimate which provides a solid point of reference, of \$50-60 million for infrastructure and a monthly operational cost (subsidy need) of \$1.5 million. Overall, we are estimating a 50% farebox/subsidy for operations, with an average ticket price of \$5.50 (with a true fare cost of about \$10.50). This compares with other transit in the region which averages at an 85% subsidy and a true fare cost of about \$20. Keeping in mind that we will ask the Federal Transit Administration (and other federal funders) for up to 80% of the project cost, that leaves \$12 million for a local match and \$48 million for a federal ask. In comparison with other transit projects, the ferry initiative is quite small, but compelling in that it addresses the region's top priorities.



*KGW poll concluded with 76% favorability.*

## Our Primary Goal: Secure Local Agency Sponsors and Get Included as a Project in the Regional Transportation Plan: How Can You Help?

**Write to our local leaders to voice your support.** Our number one goal is to get public agency sponsors behind us. Why? Because it is required in order for us to apply for federal funding. See links below and please write by May 19<sup>th</sup>. Voting Day!

A case study example we loosely follow for governance: **Portland Streetcar:**

- Nonprofit public-private board formed in 1994: Oversees Portland Streetcar today. (Like FFF)
- City of Portland owns the rails and the train cars: That's how they got federal funding. (We need the City or another agency to own the boats. Most docks are already owned by public agencies.)
- City of Portland contracts TriMet to run the operations. (Either FFF or a public agency would contract operations to a ferry operator through a competitive process. FFF would not likely stand up its own operation due to the lack of ecosystem and expertise in the region.)



*View of the Seattle waterfront and ferry terminals from the offices of the regional Federal Transportation Administration. We have met with FTA staff twice to learn about federal funding options to provide up to 80% of capital infrastructure costs for the ferry project.*

### Sample email you can use and edit:

*Dear Community Leader, Our community needs strategic planning and investment now more than ever. Passenger ferry service is considered a best practice around the world, has a high return on the investment, promotes economic vitality, activates our riverways and improves our environmental stewardship. Because your agency is a designated recipient of federal funding, I ask that you consider serving as a partnering organization and applicant-advocate to Friend of Frog Ferry.  
—Signed, Your name*

### Send the email to: (Leaders at Metro and ODOT: our priority outreach at this time)

#### Metro:

Metro President, Lynn Peterson: [lynn.peterson@oregonmetro.gov](mailto:lynn.peterson@oregonmetro.gov)  
 Metro President Chief of Staff, Paul Slyman: [paul.slyman@oregonmetro.gov](mailto:paul.slyman@oregonmetro.gov)  
 Shirley Craddick, District 1: [shirley.craddick@oregonmetro.gov](mailto:shirley.craddick@oregonmetro.gov)  
 Christine Lewis, District 2: [Christine.Lewis@oregonmetro.gov](mailto:Christine.Lewis@oregonmetro.gov)  
 Craig Dirksen, District 3: [craig.dirksen@oregonmetro.gov](mailto:craig.dirksen@oregonmetro.gov)  
 Juan Carlos Gonzalez District 4: [JuanCarlos.Gonzalez@oregonmetro.gov](mailto:JuanCarlos.Gonzalez@oregonmetro.gov)  
 Sam Chase, District 5: [sam.chase@oregonmetro.gov](mailto:sam.chase@oregonmetro.gov)  
 Bob Stacey, District 6: [bob.stacey@oregonmetro.gov](mailto:bob.stacey@oregonmetro.gov)

[Metro on-line testimony legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov)

Metropolitan Transportation Plan written testimony: [transportation@oregonmetro.gov](mailto:transportation@oregonmetro.gov)

#### Oregon Department of Transportation:

Director: [kristopher.w.strickler@odot.state.or.us](mailto:kristopher.w.strickler@odot.state.or.us)  
 Assistant Director Finance: [travis.brouwer@odot.state.or.us](mailto:travis.brouwer@odot.state.or.us)  
 Assistant Director Operations: [kristopher.w.strickler@odot.state.or.us](mailto:kristopher.w.strickler@odot.state.or.us)  
 Portland Region 1: [rian.m.windsheimer@odot.state.or.us](mailto:rian.m.windsheimer@odot.state.or.us)  
[Commission Testimony](#)  
[Oregon Transportation Commission Admin](#)

# Capstone Highlights

Rachel Noah, a University of Oregon Capstone Student, recently completed her dissertation on starting a ferry service in the Portland metropolitan region. She compared community values for our region, and they align well with our objectives.

Our objectives are to:

- Create a new transit mode to connect people to work and people to the river
- Build emergency response capacity
- Build a micro-industry, hiring to increase social equity and diversity
- Reduce greenhouse gas emissions
- Minimize costs and deliver a high ROI: Cost effective: 30+% farebox recovery
- Implement efficiently: Short 3-year timetable leveraging a public-private coalition
- Educate the community about our Native past

What follows are highlighted slides from her deck. We appreciate her extensive work; it helps to move FFF forward!

### A NEW TRANSIT MODE : THE FROG FERRY

- 1 THE PROPOSAL:**  
Implement a river-ferry public-transportation mode servicing the Portland-Vancouver Metro Area
- 2 TIMELINE:**  
A river ferry system can be up and running as early as 2023 via strategic partnerships.
- 3 ABSOLUTELY FEASIBLE**  
A dual-hull catamaran boat is low-wake and low profile. No bridge lifts will be required and it is appropriate for our river depths.

### SOME REGIONAL TRANSPORTATION FACTS

Portland-Vancouver metro area traffic ranks amongst the worst traffic in the U.S.A. **15th worst**

14 minutes spent commuting are extra time due to congestion (per 30 minute commute) **48%**

By 2035, Portland will grow by 400,000 residents commuting to 215,000 new jobs **215K new jobs**

Congestion causes worsening air quality resulting in negative health outcomes **Air Quality**

### EFFECTIVE TRANSPORTATION SYSTEMS IMPROVE PRODUCTIVITY

**Labor Workforces**

The movement of people through space and time is a requirement for effective labor workforces.

**Economic Activity**

Rapid movement of goods spur strong economies.

**Health & Safety**

Human Health and Safety concerns are central to effective transportation systems.

**Social Equity**

Access to services and amenities is a precursor to social equity.

*Transportation planning must balance labor and economic issues with social equity with human health & safety pressures*

### ENVIRONMENTAL AND AIRSHED IMPACTS OF CONGESTION

**NO<sub>x</sub>**

**"Pollution Apartheid"**  
The air you breathe can be very different based on your economic class

**Residential exposure**  
Residents living far from major arterials have fewer air pollutants in their homes.

**Workplace exposure**  
Workers in modern buildings with air purification systems have limited exposure to bad air while workers with outdoor jobs have no protection.

**NO<sub>x</sub> forms when fossil fuels such as coal, oil, gas or diesel are burned at high temperatures.**

**NO<sub>x</sub> and other nitrogen oxides NO<sub>x</sub> in the outdoor air contribute to particle pollution and to the chemical reactions that make ozone.**

American Lung Association, 2018

### PORTLAND AS A COMPETITOR IN THE NATIONAL LANDSCAPE

The City of Portland must position itself against other mid-sized cities in America

**Attract Employers**

Portland must attract and retain businesses as employers for it's residents.

**Cost of Living**

A balance must exist to ensure employees of local business, the residents, can afford the city.

**Amenities**

Businesses and residents demand certain amenities and basic services for a balanced lifestyle.

### MOTIVATIONS FOR PROJECT SELECTION T2020 BOND FUNDS

- ECOLOGY**  
Reduce air-shed pollution levels by using greener technology and high utilization modes.
- CONGESTION RELIEF**  
Increase system capacity relieving congestion and offset projected congestion growth
- SOCIAL EQUITY**  
Increase access for people living in traditionally marginalized communities in Portland.
- EMERGENCY RESPONSE MANAGEMENT**  
Improve system resiliency to respond in emergency conditions related to weather or earthquakes

## Committee Updates: To date we estimate a \$4 million value for the work completed to date.

**Community Outreach Committee:** Dozens of meetings and presentations took place in Q1, resulting in more letters of support, offers to help and a more broad-based understanding of the initiative.

**Marketing Committee:** Coates Kokes coordinated the successful March press conference. Convened committee via Zoom in mid-April. Sockeye Creative was welcomed to the committee.

**Finance Committee:** Informal meetings to work on pro forma, 2020 budget, and funding opportunities. Twelve pitches made to private companies. Conversations with Murdock Trust re: funding and reporting.

**Maritime Operations:** Focus on standing up a pilot project, featuring one vessel and two or three corporate partners. We postponed our group presentation to local employers and have three prospective funders identified. A formal proposal has been circulated.

**Public Transit Agency Committee:** Focus was on the Demand Modeling results, which resulted in Tri-Met and ODOT signing a contract for the Statewide Transit Improvement Fund grant, as well as a signed contract between Tri-Met and FFF. We are waiting on the Portland City Council vote in May for approval of the matching funds. We will work through the summer to secure public agency “sponsors”—which is necessary for the project to be included in the Regional Transportation Plan and eligible for federal funding.

**Government Affairs/Strategy:** We had planned to call on Oregon’s Congressional Delegation in Washington D.C. with the Portland Business Alliance in April. That trip has been postponed due to COVID-19.

**Engineering Team:** Several informal online conversations to learn about the supply availability of R-99 (renewable diesel) and computations of the carbon emission off-set. The team created this visual, below, with the help of PGE staff.

## Supporters

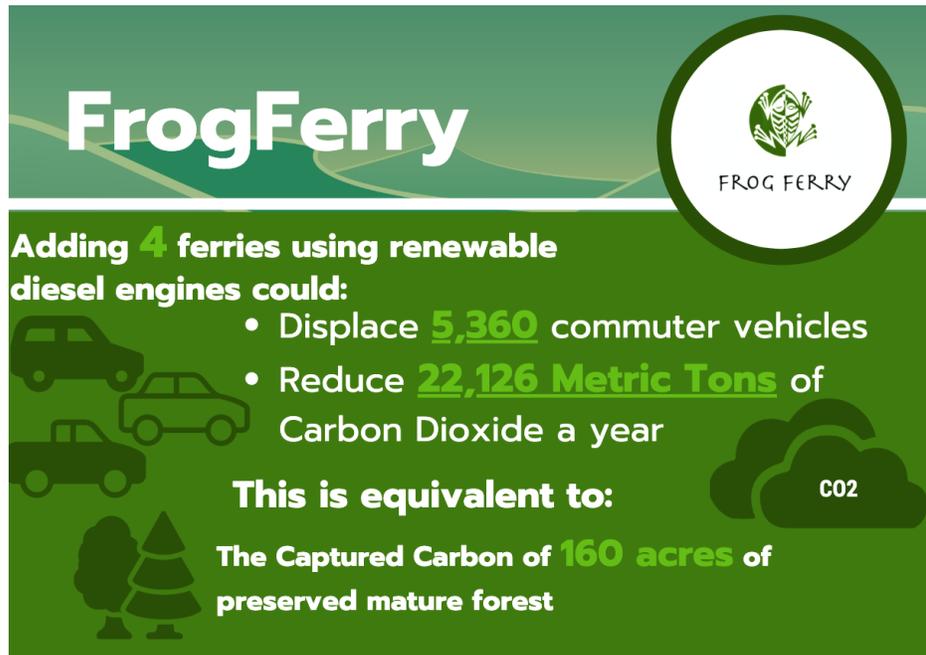
### Financial:

Travel Oregon  
Zidell Family Foundation and Charlene Zidell  
OHSU  
Jim Mark and Melvin Mark  
Scott South, Stevens Water  
OCF-Ken and Marylou Gunther  
Northrup Corporation  
Murdock Charitable Trust

### Pro Bono:

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

**Individuals:** Many Friends of Frog Ferry at \$150+





## Join Us & Donate Today!

**Friends of Frog Ferry continues to grow every day and we appreciate your support.**

### What did we accomplish in 2019?

- We grew our Friends support group from 400 to more than 1,500.
- We proved that running a ferry on our riverways is possible and sourced a prototype vessel.
- We recruited ferry experts from across the country to provide guidance.
- We gave 35 group presentations, generated 100 letters of support, and took 50+ supporters on the proposed route. We filed and received our 501(c)(3) status.
- We grew our eight teams: Engineering, Maritime Operations, Strategy/Public Affairs, Public Transit Agencies, Service Providers, Finance and Fundraising, Community Affairs and Marketing and Communications.
- We researched, wrote and delivered the Best Practice Case Study of six ferry services through City of Portland funds we received.
- We applied for Oregon Dept of Transportation STIF funds, and the project was awarded funding for an Operations and Finance Plan.
- We conducted a Demand Model with the area transit agencies that was deemed inconclusive and raised funds for a revised model, that is more appropriate for a ferry service. Findings are due by early January 2020.
- Together, we contributed more than \$1 million in pro bono work to help provide a safe, equitable, efficient and responsible new mode of transportation.

### What will be accomplished in 2020?

Your contribution will fund the creation of an Operations Business Plan and a Finance Plan, that will outline what needs to get done, how much it will cost, and how we're going to pay for it.

**Our ethos is grounded in transparency, integrity, collaboration, facts and data, strategic partnerships, ROI and best practices.**

Contributors of \$150 or more will receive a Friends of Frog Ferry baseball cap.



Help us research the potential to bring a safe and sustainable river-friendly public passenger ferry service to our region.

**YOUR DONATION IS TAX DEDUCTIBLE!**

**frogferry.com**