

# Tipping Point

Summer 2019



***“At first people refuse to believe that a strange new thing can be done, then they begin to hope it can be done, then they see it can be done, then it is done and all the world wonders why it was not done centuries ago.”***

The Secret Garden, by Frances Hodgson Burnett

Dear Friends of Frog Ferry,

It's been a productive quarter and what transpires in the next few months is pivotal for our endeavor. The intention of this newsletter is to bring you up to speed on the many facets of our initiative while providing you with some suggestions for how you can participate.

Our board thanks you for showing up, writing letters of support and contributing your expertise. Of our 1,000 supporters and stakeholders, we have 95 “all-in” contributors who truly fuel our growing intel and momentum.

**Maritime Operations Team:** In April, Capt. Brett Bybee took five Friends of Frog Ferry (FFF) team members out on the route to research the stops, timing and bridge clearance during record-high water levels, and low wake restrictions. Being on the water is a transcendent experience that truly provides a lovely way to get from point to point and see communities from a new vantage. As part of the experience, Jennifer Vitello, Cathedral Park Neighborhood chair, and Kevin Bross, chair of the Engineering Team, videotaped the Vancouver to Lake Oswego roundtrip experience. (We did not get all the way to Oregon City due to time constraints.) Soon you will be able to find a time-lapse video of the experience at [frogferry.com](http://frogferry.com). In March, Susan visited Seattle to meet with Kitsap County and King County Ferry experts, who were supportive and provided suggestions and insights to their services.



L-R: Kevin Bross, Ralph Duncan, Capt. Brett Bybee, Jennifer Vitello, Dan Bower and Susan Bladholm

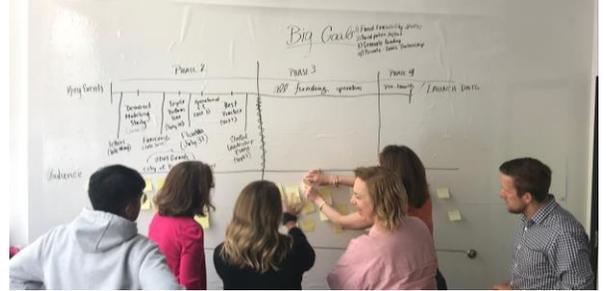
**Engineering Team:** Led by Kevin Bross, there is an active email conversation underway about power and fuel sources and the resulting greenhouse gas emissions. We're attempting to avoid fossil fuels and are looking into renewable “green” diesel as well as electrification/battery for a net benefit to the airshed.

**Public Transit Agency Team:** Their work is focused on the Demand Modeling Report, which looks at key assumptions for each stop and the likely demand and business case. Metro is conducting the work and TriMet and PBOT have paid Metro through an inter-agency agreement, while FFF has project managed and provided the key assumptions, to include convening several municipalities in Vancouver to look at the park-and-ride opportunities, since there are relatively few residents who live within walking distance of the Vancouver terminal. Kevin created a scheduling software for us that includes the variables of speed, number of vessels, stops and dwell time. It also includes links to photos for each stop. That software has been instrumental to our operational planning efforts. The Demand Modeling Report will be available in July.



Boarding and disembarking in Seattle.

**Marketing Communications Team:** The team, led by board members Allison Tivnon and Sue Van Brocklin, and comprised of branding, graphic design, social media and earned media leaders, has met twice in Q2 and has outlined a trajectory for outreach. They have concluded the early outreach is on a 1:1 basis, recruiting one supporter at a time and a broader general public outreach will not be a focus until later in the time table. Additionally, we've met with key influencers on social media, given media interviews, and presented to local community groups.



Sparkloft Media Offices: Rafael Sales, Sue Van Brocklin, Ashlynn Persing, Heather Barta, Allison Tivnon, Jurek Lipski.

**Outreach Team:** Led by new board member James Paulson, who has a 25+ year career in HR, has helped Susan with the outreach to key legislators, having testified at the State Capitol, as well as having convened their first meeting of minority leaders and neighborhood association representatives located along the route. On May 30 we met at Daimler's headquarters for a FFF briefing and to discuss the potential to create a micro-maritime industry with a focus on training and hiring people of color. If you know of an emerging leader who you believe would be a good fit for the team, please let us know. We are especially looking for Latino leaders who live along the route. As part of this team, we met with leaders at the Confederated Tribes of the Grand Ronde to learn more about their interest in the initiative and about their Native past. In this issue you will find a write-up by Greg Archuleta and examples of canoes that once traversed our riverways; we especially like the idea of including "animal beings" on the bows of Frog Ferry vessels, and incorporating indigenous graphics.



L-R: Jere Fitterman, Eliot; Clarence Edwards, Vancouver; Rhonda Spencer, St. Johns, Susan Bladholm; Jennifer Vitello, Cathedral Park; Antijuan Tolbert, PDX NAACP; James Paulson, FFF Board.



James Paulson, Board member and Outreach Team Chair, at the Daimler Headquarters with civic leader attendees.

**Finance Team:** Like nearly all start-ups, we are experiencing the growing pains of being cash-poor and passion-rich. Led by board chair Scott South, and supported by board member and transit expert Dan Bower, we're wading through the complexity of being a public-private sector start-up, in a community with very little maritime expertise. While we have no known detractors, our biggest obstacles include other priority projects (transportation ranks #2 with Portlanders, behind housing/houselessness), misinformation about the project, and lack of willingness or confidence to try something new and innovative, despite it being proven in nearly every other major river city in the world. Portland Mayor Ted Wheeler included FFF in the 2019/20 Budget, and we have been awarded \$50,000 for feasibility studies in the new fiscal year. We have a request into the Oregon Legislatures for \$500,000 to fund the Operations and Finance Plan. It's estimated that due to volunteer pro bono work, we are able to do the work at 5-10% of the cost of a public sector agency tackling the

initiative. That said, we appreciate the many public transit agency employees who are trying to help us find the funding path; the lack of familiarity with the transit mode has been challenging, and we have pursued some funding opportunities for which we haven't qualified for reasons ranging from our not yet having an IRS letter of determination, our being in a planning rather than a construction phase, or not having a history in the market. Lastly, we are working with the Community Partnership Fund (CPF) as our fiscal agent, as we await our official qualification from the IRS as a non-profit. CPF has helped launch hundreds of organizations and we appreciate the guidance Jonathan Harms and Stephen Brooks are bringing to FFF.



**Government Affairs Team:** Given the fact this is the time when budgets are being considered and adopted, we appreciate the insights and suggestions lobbyists and elected officials have provided us. Our budget request is included in HB 5030, and since \$500,000 is considered a low budget request, it is grouped with other funding requests that are being considered by the Ways and Means Capital Construction Sub-Committee. Four of us testified before the Committee in late April and we hope our request will move forward to the Ways and Means Committee in mid-to-late June. We have 50 letters of support on file. If you have not yet provided a letter of support, and are looking for a way to help move the passenger ferry service initiative forward, this is the time to write your elected leaders.

*Frog Ferry Enthusiasts in green, ready to testify at Portland City Hall. Although our testimonies were cut short, we were awarded \$50,000.*



*L-R: Bob Giraldi, Haley Schulberg, Steve Micek, Stephen Brooks, James Paulson, Grace Serbu, George Wong, and John Moore.*

**Professional Services Team:** Comprised of many individuals who are leaders in their field, this is a catch-all team of talented, passionate and civically minded individuals. Most have come to FFF by emailing Susan, meeting for coffee, and offering ways to help. In recent weeks, examples include: John Moore, a veteran transportation planner who is providing contacts and research for the effort; Robin Smith, an attorney and architect who has provided counsel and testimony; Linda Baker, former editor of Oregon Business Magazine who is making introductions and helping with early research for the Best Practice Case Study Report; Heather Barta, Cuprum Creative, who created a new website that looks beautiful; and Pete Northrup, who has provided insurance intel, made a financial contribution, and joined us at Portland City Hall for testimony.



**What can you do to help? Please write your elected officials today!**

Through this experience, we're learning the difference individuals can make.

**State of Oregon:** Our state elected officials' staff tally the letters that come to their office, and at this point we have submitted more than 50 letters. If you haven't already submitted a letter, please consider doing so this week. Conversations about whether to fund our \$500,000 request in HB 5030 are currently underway, **and our elected officials need to hear from us by Monday, June 10th**, in advance of the Capital Construction Sub Committee next week.

Sample copy:

*Dear Oregon Leader,*

*Please support the passenger ferry service project work of Friends of Frog Ferry, so we can learn about the potential to bring a new mode of transit to the Portland region, help improve our environment, connect communities and build our city's resiliency. We can't sustain a "this is how we've always done it" approach, given the demands of our transportation infrastructure.*

*Sincerely, Your Name*

- 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 of support can be found on our website. **\*\*These letters are valuable and make a difference.**

[Sen.ElizabethSteinerHayward@oregonlegislature.gov](mailto:Sen.ElizabethSteinerHayward@oregonlegislature.gov); [Sen.BetsyJohnson@oregonlegislature.gov](mailto:Sen.BetsyJohnson@oregonlegislature.gov);  
[Sen.FredGirod@oregonlegislature.gov](mailto:Sen.FredGirod@oregonlegislature.gov); [Sen.PeterCourtney@oregonlegislature.gov](mailto:Sen.PeterCourtney@oregonlegislature.gov);  
[Sen.ChuckThomsen@oregonlegislature.gov](mailto:Sen.ChuckThomsen@oregonlegislature.gov); [Rep.DanRayfield@oregonlegislature.gov](mailto:Rep.DanRayfield@oregonlegislature.gov);  
[Rep.GregSmith@oregonlegislature.gov](mailto:Rep.GregSmith@oregonlegislature.gov); [Rep.TinaKotek@oregonlegislature.gov](mailto:Rep.TinaKotek@oregonlegislature.gov);  
[Sen.LewFrederick@oregonlegislature.gov](mailto:Sen.LewFrederick@oregonlegislature.gov); [Rep.PaulHolvey@oregonlegislature.gov](mailto:Rep.PaulHolvey@oregonlegislature.gov);  
[Rep.MikeMcLane@oregonlegislature.gov](mailto:Rep.MikeMcLane@oregonlegislature.gov); [Rep.NancyNathanson@oregonlegislature.gov](mailto: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](mailto:susan@frogferry.com) with your snail mail address. *Thank you Ron Laster at Print Results!*



FROG FERRY

## Ancestral Riverscape

*By Greg Archuleta (Willamette Tumwater & Clackamas), Grand Ronde Elder*

The Columbia and Willamette rivers of the Portland region are in the ancestral homelands of the Willamette Tumwater (Clowwewalla), Clackamas, Multnomah and Watlala (Cascade) people. These closely related families are all Chinookan Peoples, who shared a common language and cultural customs. Wimal is the Clackamas Chinook term for “big river,” referring to the Columbia or Willamette river.

The life span of the Columbia and Willamette rivers goes back to “time immemorial” for the Chinook of the Portland region. The riverscape, according to Clackamas Ikanum (the old stories) tell how an ancient coyote, Stankiya, came along the river to deem the importance of the traditional foods including salmon, steelhead, sturgeon, smelt, eel (lamprey), wapato and camas, among many others. It was during these Ikanum times that an ancient coyote helped to establish Tumwater (Willamette Falls) at its current location in Oregon City with the help of meadowlark. There was once a magical fish trap there, but coyote insulted that trap, and it no longer works. That is why the people use dip and other nets to catch the salmon and steelhead there today.

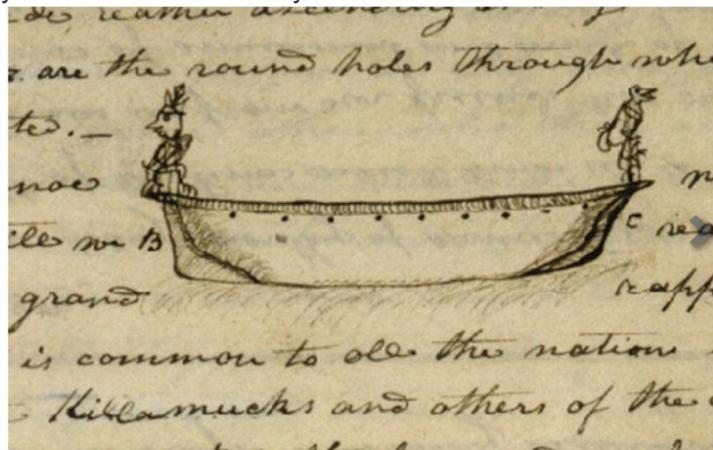
With the world made ready for people, many elements of the Ikanum era remain today. Above Tumwater lived “tongue,” a being with a fire-like tongue. It is said to live at Rock Island. Among the basalt walls on the West Linn side lives “flatfish” hiding after being pursued by coyote and others. The basalt walls also hold the “ribs” of those from a village that died of hunger.

The rivers include an underwater world of many beings. There are male and female beings that bring good fortune. There are others that are more mischievous. In ancient times, there were beings that would steal children. These beings had a horn and were spotted. Once the children were taken, they would transform into the beings, growing horns and spots.

After contact, when the ferries and barges began services on the rivers, there are stories of vessels being held up in giant whirlpools. The Native people of the time attributed these to certain water beings. They were known to be all along the river, including along the Columbia and Willamette. Commonly known locations were near Lake Oswego and as far upriver as Independence, Oregon. These water beings have their own world below the water with spotted horses and dogs. They say that dynamite was used to try and scare the water beings away, but they just moved to different locations.

These beings like things with spots and stripes, and such objects can be offered to them to let the boats go.

A noteworthy location on the Columbia River near the mouth of the Willamette is “Image Canoe Island” which was once the name of today’s Hayden Island. Lewis and Clark named it that after encountering numerous canoes near the island that were decorated with human and animal type figures on their bows and sterns. In 1805 Lewis and Clark and the Corps of Discovery called today’s Hayden Island “Image Canoe Island,” after the highly decorated canoes they observed in the area



These are just a few examples of the tribal riverscape. Today, the Chinookan Peoples of the lower Willamette and nearby Columbia River are a part of the Confederated Tribes of Grand Ronde. The tribal stories of this place help maintain tribal connections to the Willamette and Columbia rivers of the Portland region. Tribal canoes can be seen today along the rivers with members of all ages. It is an unbroken connection from ancestors to the current and future generations.



### Meet our new Board Member: James Paulson

Meet our new board member who has gotten off to a great start: James Paulson is a native of Portland, Oregon, and owner of JMPDX LL, a property management company. From an early age, James knew that his NE Portland neighborhood had huge opportunities for real estate. While in college, James bought his first house, which led to more buying over the years. Now he owns a number of investment properties and manages properties for clients.

James has a passion for his community; this was something he learned from his father, Rev. Peter Paulson, a man who lived his life for social justice for all. This has rubbed off on how James views the world and how he carries himself professionally. Fairness, transparency and honesty are key aspects of James' character.

James has had an exceptional corporate career in human resources in a number of industries and organizations and with every job James has been able to leave a positive legacy. This experience is something James has been able to incorporate into his property management business. Screening, selecting, and managing tenants is much the same as managing employees in a corporate setting.

Outside of work, James has a wife and a passion for travel and adventure—even it's just a train ride to a Timbers game.

## Vision Statement

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



*James and wife Lisa at the CEIC Open House*

## 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.*

*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  
Columbia River Launch Service*

If you wish to make a contribution, please contact Susan Bladholm at [susan@frogferry.com](mailto:susan@frogferry.com)

