

Friends of Frog Ferry Community Benefit Plan

Setting our Moral Compass

Spring 2021

Goal: The goal of this document is to build a Community Benefit Plan that will serve as a roadmap to ensure community members are part of the process early to help inform the ferry operational plan that provides equitable access while addressing the climate crisis. *Frog Ferry exists to build a better future.*

Step 1: Recruit/Inform/Engage

Step 2: Participation & Co-Creation

Step 3: Revisit and Revise

Mission Statement: *Create a safe and sustainable river-friendly public passenger ferry service to enhance community livability by connecting people to their river and one another.*

Core values are:

- **Safety**, above all else
- **Accessibility** (languages, avoid jargon, technical access, first and final mile connectivity)
- **Integrity and transparency** (don't hide behind technical facts or minimize challenges)
- **Inclusiveness, equity and inclusion** (demonstrating rather than talking about diversity and creating an inviting culture that invites every passenger in. Acceptance vs. tolerance.)
- **Provide a value to our community livability:** environment, economy, and social impact. Remind the Portland community of our foundational culture of sustainability and innovation.
- **Grassroots "people power" founding** of involved citizens; we can be imaginative and don't have a prescribed path we must follow.
- **Operate with facts**, data and best practices (rather than here say and assumptions)

Equity Statement: *Friends of Frog Ferry stands for acceptance, equality and tolerance and values kindness and empathy. Our work serves to benefit the health of our riverways and our community.*

Objectives:

- **Recruit** and build a committee coalition with representation from many communities, with a goal to have every demographic represented.
- **Imagine a new and better future** for our community and understand that perfection is the enemy of progress. Continually move forward with optimism and perseverance, educate the public about our progress and key milestones, and understand if mistakes are made that we can correct the course.
- **Engage** team leaders who will actively recruit and engage members and participants.
- **Reach out early**, for a truly integrated and community-informed plan. One individual recruited per event is meaningful.
- **Give others the benefit of the doubt respectfully**, with the intention of building trust and a strong network of participants.

- **Embed social responsibility** into the foundation of FFF. (River cleanups, a non-profit for river preservation, equitable access, a passenger experience that benefits all rather than one.)
- **Deliver a plan** that addresses the triple bottom line, economy, environment and social responsibility.
- **Listen** and ensure stakeholders feel heard and respected. Understand that there will be extensive learning and education about ferry operations followed by the need for Listening Sessions, to learn of concerns and suggestions.

Partners:

Early Engagement with Communities of Color, Access-challenged and key stakeholders of the river:

Please note, we have engaged in person/virtually with many, but not all of the listed organizations are responding to the opportunity to meet. Nearly all are included on our contact list; many key contacts have changed and we are endeavoring to keep all stakeholders engaged despite the challenges of 2020 and 2021.

This is a partial list of outreach: Getting There Together Coalition, Coalition of Communities of Color, Asia Pacific, NAYA, Confederated Tribes of Grand Ronde, Hispanic Chamber of Commerce, Verde, The Street Trust, OPAL, APANO, Urban Greenspaces, Willamette Riverkeepers, WOO, rowing clubs, Albina Vision, Black Male Achievement, NAACP, BBPDX, Hispanic Chamber of Commerce, Neighborhood Associations, nonprofits such as Willamette Falls Trust and The Freshwater Trust, Willamette Cove, Veteran’s Hospital, Environmental groups, Assn of NW Steelheaders, Columbia and Willamette River Pilots, climate activists, Willamette Sailing Club, PDX Green Loop, Outdoor Alliance, Foundations such as Murdock and Meyer Memorial, Waterfront Organization of Oregon (WOO), etc.

African American Community

Latino Community

Native American: The inspiration for Frog, and the brand behind the Frog Ferry, is based on the Chinookan mythology of the Story of Frog, which symbolizes luck.

African Immigrant Community

Pacific Islander Community

Immigrant Communities

Users of the River: Swimmers (Human Access Project), Stand Up Paddleboarders, kayakers, rowing teams, sailboat clubs, recreational boaters and fishermen, marinas, etc.

Elderly: Conduct outreach to seniors living along the water, with access to doctors’ appointments via the ferry or for family and friends to visit via water transit.

Youth

Disabled: Disability Rights Oregon

Veterans: Veteran’s Affairs Hospital

Neighborhood Associations: Comprised of 28 associations along the Columbia and Willamette rivers and outreach to every association president. Primary contact: Jennifer Vitello, Chair, Cathedral Park Neighborhood Association.

Environmental Activists: River and air quality leaders, as well as clean tech and energy leaders. Embrace the forward-thinking technology of “green” ferries, and leave traditional diesel engines (and leave SOV behind.) Outreach to Willamette Riverkeepers, Freshwater Trust, Oregon Environmental Council, Urban Greenspaces, etc.

Business Leaders: Companies located along the river, developers, Business for a Better Portland and the Portland Business Alliance. Outreach: Daimler, Zidell, OHSU, Autodesk, Gramor (Vancouver), Port of Vancouver, Jim Mark, City of Lake Oswego, OMSI/Gerding Edlen, CEIC, WWC, Greater Portland Inc.,
Elected Officials: City, Metro, County, State and Federal Leaders

Outreach Events

- 2018:** Summer—Vancouver Business Leadership Forum at Catworks Construction
Winter: Sauvie’s Island stakeholder dinner
Vancouver Christmas Ships Community Gathering
- 2019:** Spring: Community Open House-Daimler HQ
Summer: Bladberry Farm Lunch and River Run—volunteers and advocates
Fall: Open House: St. John’s BES Water Lab
Business Roundtable Open House: Melvin Mark
Winter: South Waterfront Meeting at James Building
- 2020:** Spring: Stakeholder lunch at Portland Business Alliance (post press conference)
Stakeholder Event (mostly neighborhood leaders)—*cancelled due to COVID*
Fall: Virtual Open House and Press Conference (announcing the Operational Feasibility Study)
2020: Total of 320+ community and stakeholder meetings and presentations
- 2021:** Spring: Press Conference in April: Announcing Pilot Project
Spring/Summer: Ferry Conference: Free and Open to All
Spring/Summer: Stakeholder event: River Clean Up
Fall: Lunch—stakeholder event on the water

Tools and Means:

Community Outreach Team: Create a partner group to solicit early input for the creation of a Community Benefit Plan. Meet quarterly, to build participation, provide guidance to FFF, and integrate recommendations into the FFF Operations and Finance Plan and the Triple Bottom Line Feasibility Study. First chartered meeting May 2019.

Meetings and Events: Solicit leadership within the Partner group and provide orientation briefings, and discuss ways the integrate equity and social responsibility into the FFF early planning stages.

Marketing and Communications: Provide updates via quarterly newsletter, social media, open houses, Community Meetings and presentation, and website, and ensure equity and inclusion is a filter for all marketing materials and messages.

Listening Sessions: Once key Operational Feasibility Studies have been conducted, and there is a baseline operation plan for stops, conduct listening sessions with community members, to hear of concerns and suggestions.

Strategy mapped to Timeline: Key Elements/Steps/Milestones 2017-2024

Phase I: 2017-2020 Research ferry services, conduct best practice study and demand modeling. Build coalitions and support.

- Fund and Conduct Feasibility Studies.
- Build Community Outreach Team, to create a diverse group of 20 leaders.
Community engagement; Open houses, membership of the Community Outreach Team, Meetings with the leaders of historically marginalized communities

Phase II: 2021-2023 Plan, fund and build Pilot Project Proof of Concept

Create a Community Benefit Plan, within our Operations Plan, which includes the input of the Community Outreach Team. Key areas of focus will include:

- Convene listening sessions.
- Hire an Outreach Coordinator
- Workforce development, training, certification, recruitment
- Student Outreach
- Education about our Indigenous Past
- Launch a Pilot Project connecting an underserved community to the downtown core.

Objectives:

- Establish: What is the value proposition for people of color?
- Establish: What is the value proposition for the region's environment?
- Establish: What is the economic benefit for the region?
- Establish: What is the general public value proposition?

Build out Community Benefit Plan through outreach to Partners that include elements of:

- Internship Programs
- Build health and safety plan into the operations
- Introductions to benefitting businesses/employers on the river system
- Education programs (and scholarship programs) to build pipeline of trained workforce to build the micro maritime industry. Outline key needs: Manufacturing, Maintenance, Crewing, Professional Services (marketing, HR, IT, ticketing, customer service, finance,)
- Education program to reach out to youth to communicate importance of the river ecosystem.
- Workforce training and apprenticeship programs

Phase III: 2024: Start public ferry service

Tactics

Workforce

- Use local student talent to research various parts of Frog Ferry
- Workforce training- connect youth to the river and introduce new types of jobs
- Change traditional white male maritime industry- engage women, youth communities of color, disabled and seniors.
- I want to work on the river!

Community

- Build the river city brand
- Interface with other users of the river- paddle boarders, swimmer, sailors and fishermen
- Being on the river reduces stress
- Advertise on telephone poles, stapled paper, through the east side
- Access for seniors and ADA
- Transportation for date night
- Decorate the vessels with native art and native seats
- Interpretive tours
- School tours narrated about history of the river
- Offer free rides, perhaps by lottery
- Weekend family fares, way to have Portland families use on weekends, low income.
- Practice run/benefits: hire a boat, have a party and take key people on and show them what it would be like.
- Our totally DEAD riverfront will finally come ALIVE!! No longer just Canadian geese.
- Accessibility and great for visitors! And people will finally discover the Vancouver waterfront.
- We need a huge increase in access to the river, the literal main artery of Portland.
- Starting with the dock/stop areas, presentations to elementary and middle schools and school districts, let the kids take home to parents how cool a ferry would be.

Emergency

- Emergency response and resilience planning. Get first responders to where they need to go.
- Disaster response capability that currently does not exist
- Build procedures to help mitigate the pandemic
- Weather breakdown, staffing issues

Environment

- Frog Ferry will take numerous cars off the roads. Win/Win
- Be closer to nature
- Reduce carbon emissions
- Cleaner air and more fun
- Don't need to own a car. How fun is that?

Transportation

- First and final mile, scooter and bike share
- Why idle in traffic when you can enjoy the journey home on the river?
- Efficient and enjoyable
- Innovative leading-edge tech
- Put a bicycle on the boat to pedal-contribute to powering the vessel, free ticket
- Enjoy the river while you are getting there! Fun! Fun! Fun!
- East/West river crossing circulation
- Highlight, communicate how much more accessible a boat is compared to a train or a bus.
- Less traffic, more fun!

Business

- Event night: craft breweries along the stops
- Use the Frog Ferry to “sell” the city for big companies
- Tourism income
- Create Frog Ferry system and infrastructure and river front, commerce and community. Flourish from Vancouver to Oregon City
- Reach out to waterfront leaders: Gunderson or Vigor
- Travel time is predictable, which is huge. That is now the most important aspect of travel in many ways.
- Special runs for Timbers, Trail Blazers and baseball games
- Food cart pods at stops

Other

- Naming rights and native names for boats
- Have special events on ferry: birthdays, travel to Blazer games...
- Put great coffee and micro beer on ferry
- Watch the seasons go by while you have seasonal wine and produce on your ride
- Get to the baseball game by ferry and have more fun!
- People can meet new great friends
- Engage OMEP, TAO, PIE, Angel & VC investors to ask for ideas, efficiencies. Areas where other start up ideas might cross into usability
- Total stress-free way to travel! And, you can spot harbor seals along the way
- Have a glass of wine on your commute because DUI's are no fun
- Get some work done on your commute.
- Do nothing at all on your commute. Sleep is really fun.
- Cathedral Park to South Waterfront for happy hour.