

"The ferry project is something we need to move forward now."

— Sam Adams, Director, Strategic Initiatives, Office of Mayor Wheeler



65 stakeholders attended the press conference at Cathedral Park on June 8th.

With nearly all major regional media outlets and 65 masked volunteers in attendance, the leaders of Friends of Frog Ferry announced their plans for a pilot project between the Cathedral Park and RiverPlace docks. The 25-minute, 6.5 nautical mile Monday through Friday service targets commuters in the St. Johns and Cathedral Park neighborhoods who work in downtown Portland, at OHSU in South Waterfront and PSU students and faculty.

That said, everyone is welcome to book a ticket, and the intention is to run a Saturday service for residents who want to get out on the water and experience river travel.

Ticket prices are anticipated to be \$3 for adults and \$2 for honored citizens, with kids traveling for free. The FF team is working on a Project Plan and an Operations Plan in Summer 2021 while reaching out to prospective sponsors. Pending the FTA grant award this fall, Frog Ferry will issue an RFP for a boat builder and a ferry operator.

The pilot project is a three-year venture: one year beginning now through summer/fall 2022, and a two-year ferry operation from then onwards through fall 2024. The total cost is approximately \$9.5 million, with \$1.5 million coming from ticket and concession sales, \$3.3 million requested of the Federal Transportation Administration Passenger Ferry Grant Program and \$500,000 from an ODOT Statewide Transit Infrastructure grant. The remaining approximately \$4 million will need to be raised this year through ARPA funding, foundations, private donations and corporate sponsorships.

"By launching a pilot project, we'll have passengers using a ferry system in Portland so we can study what a fully-operational ferry system could look like in the future," said Susan Bladholm, founder and president of Friends of Frog Ferry, a 501(c) (3). The intention is to build a seven-vessel, nine-stop ferry service by 2023.

"A passenger ferry service will help address equitable transit for all Portlanders and better connect residents with greenspaces and our river system. Given the warming of our planet and increasing congestion, a ferry service would get cars off our roadways while providing an efficient and enjoyable passenger experience." Jennifer Vitello, former chair of the Cathedral Park neighborhood association spoke on behalf of many local residents who are frustrated by the community's few transit options.



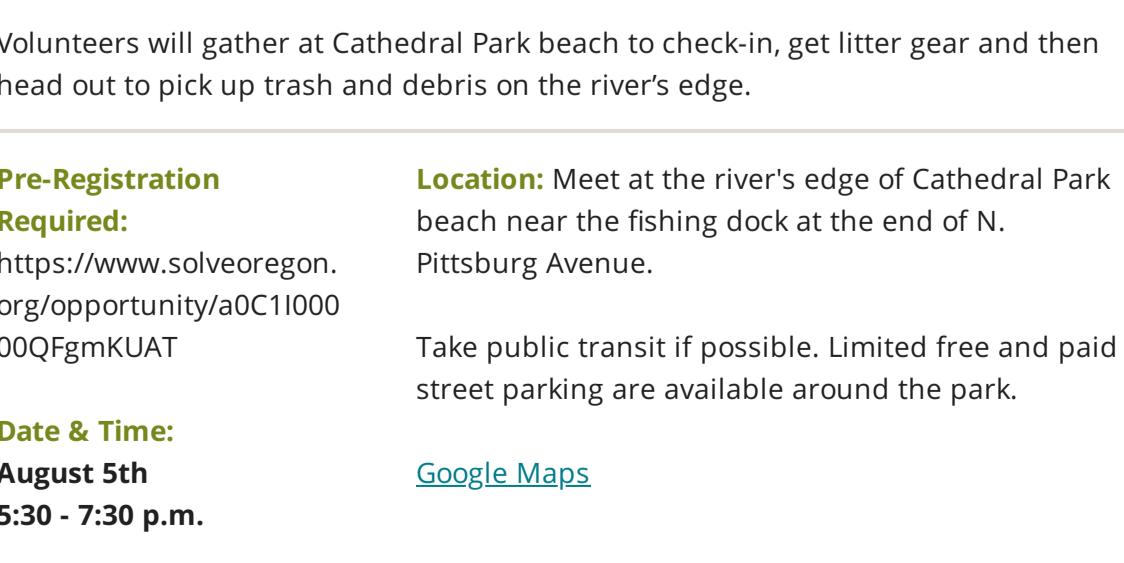
Ron Wille, president of All-American Marine in Bellingham, WA, showcases their design that would work for the pilot project.

The ferry industry has evolved considerably in recent years, and now there are many options for fully electrified, hydrogen fuel cell and hybrid propulsion systems to help reduce greenhouse gas emissions while new design engineering creates a smooth and rewarding passenger experience. Our Finance Plan and projected costs are provided below.

FFF PILOT PROJECT FUNDING SOURCES & DISTRIBUTION MARITIME CONSULTING PARTNERS LLC		Expense		Income									
	%	\$	Total Funding	FTA: Ferry	Other Fed	State-OR	Regional/City	Private	Corporate	Foundation	Farebox/ Sales	Income Totals	Variance Totals
Non-CAPEX	Contract	902,150	15%	135,323	1,037,473			1,037,473				1,287,473	(250,000)
	Direct Labor	923,925	10%	92,393	1,016,318							1,000,000	16,818
CAPEX													
Infrastructure		1,469,000	25%	220,350	1,689,350							2,189,350	(90,000)
OPERATIONS													
Vessel Charter		495,750	20%	99,150	594,900			594,900				594,900	-
2-year ops (no charter)		4,094,726	10%	889,473	5,184,198							5,240,186	144,012
TOTALS		8,685,551		1,036,688	9,722,239			9,321,723				10,311,908	(\$59,670)
Gross Profit													
Planning & Mobilization Total													
Operations Total													
Expense Total													
Adjusted Expense Calculated													
EBITDA (SUMMARY)													

Local Match: 20% 664,345

Total FTA 3,986,067



The Frog Ferry leadership team met for dinner with four Seattle ferry leaders on June 7th.

Committees Thrive

In the sausage-making of creating a public ferry system through a grassroots effort of volunteers and good-doers, we're delighted we have kept to the timeline we outlined nearly four years ago.

We owe a lot of our success to the active participation of our volunteers, board, professional services providers and public transit agency liaisons. Having a concept that "cannot not be done" given our region's challenges with traffic congestion and growing greenhouse gas emissions keeps us motivated and focused.

In the coming months, we will build out our Pilot Project Plan and our committees are central to that work. Below is a draft of our organizational chart for the project.

Marketing & Communications: Led by Amy Snyder, this committee focuses on developing a strategy for marketing the pilot project. Sockeye continues to provide invaluable pro bono expertise and leadership as they recently conducted focus groups of residents in the Cathedral Park and St. Johns neighborhoods. Likewise, Sparkloft Media remains a resource for advice on how to build out and optimize our social channels. Check out the "new and improved" website frogferry.com, where you will find media coverage regarding our pilot project press conference, an event made possible by the tremendous efforts of our public relations team at Coates Kokes.

Customer Experience: Heather Linn leads this new team, which will focus on defining the culture, customer journey mapping, digital experience, outreach to passengers with disabilities, and research and programming work to ensure a memorable and rewarding passenger experience.

Operations: John Sainsbury, FF's resident ferry consultant, will lead the creation of an Operational Plan. Key aspects include vessel specifications and RFP, a safety plan and a maintenance plan.

Community Outreach: Led by FF founder Susan Bladholm, the primary deliverable of this committee will be the creation of a Community Benefit Plan. More than 3,000 meetings have taken place in addition to more than 100 community forums, presentations and committee meetings (in person and virtually). Substantive input has been integrated into the Community Benefit Plan, which serves as a moral compass for the operation. We especially appreciate the contributions of Sunrise PDX.

Engineering: Captain Peter Wilcox continues to be one of our most loyal volunteers. He has testified on behalf of FF, runs computations on the reduction in greenhouse gas emissions based on our proposed pilot project and has sourced vendors for R99, otherwise known as renewable biodiesel. R99 will be used for the pilot project vessel until shore-side charging stations are put into place.

Finance: FF board member Nina Byrd has put together a sponsor pitch deck for our fundraising work this summer and fall. Alice Myton, a CFO by day, is volunteering and updating FF's financials for the Pilot Project. Board members Scott South and Dan Bower continue to provide guidance with the help of many seasoned professionals. Funding will comprise of public dollars, corporate sponsors, foundations, ticket/concessions, grants and community crowdfunding. We thank all of you who have made a tax-deductible contribution to Frog Ferry.

[Donate](#)

Clean up Cathedral Park and Get a Frog Ferry T-Shirt!

Join Frog Ferry, the Human Access Project, the Cathedral Park Neighborhood Association, the Portland Harbor Community Advisory Group, the Portland Harbor Community Coalition and community members to clean up Cathedral Park on the Willamette River. Let's come together and make a real impact on the river and the community!

Volunteers will gather at Cathedral Park beach to check-in, get litter gear and then head out to pick up trash and debris on the river's edge.

Pre-Registration Required: <https://www.solveoregon.org/opportunity/a0C1I0000QFgmKUAT>

Date & Time: August 5th 5:30 - 7:30 p.m.

What's Provided: We will provide all volunteers with trash grabbers, trash bags and work gloves. Please dress for the weather and come wearing comfortable closed-toed shoes and your own pair of work gloves if you have them. We also recommend bringing a reusable water bottle, sunscreen and/or a hat and a backpack for anything else to keep your hands free. And bring a swimsuit! After the cleanup we can all take a dip and admire our great work!

Questions? Abe Mooney, Frog Ferry volunteer: abrahammooney@gmail.com

Willie Levenson, Ringleader and friend of Frog Ferry: willie@humanaccessproject.com

Location: Meet at the river's edge of Cathedral Park beach near the fishing dock at the end of N. Pittsburg Avenue.

Take public transit if possible. Limited free and paid street parking are available around the park.

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