



On April 20th, we enjoyed taking 55 stakeholders out for River Runs from RiverPlace and Cathedral Park docks, simulating the speed of ferry transit.

Creating a "4P" Partnership for Portland

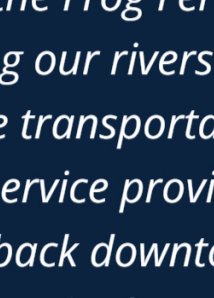
"4P" = Public Sector + Non-Profit + For-Profit + Philanthropy

Success! Commissioner Mingus Mapps is including Frog Ferry in The City's Regional Transportation Plan (RTP) Constrained Project List. Being included on the list is a requirement in our region to receive federal funding. The list is updated every five years, and this is the "update" year.

What's Next? The City will need to vote to partner with Frog Ferry on a Federal Transportation Administration Passenger Ferry Grant and help come up with a local match funding for the project that includes: building out docks, building a boat, planning (ticketing, marketing, scheduling, crewing, regulatory needs, etc.) and one year of operations (one vessel operating between Cathedral Park and RiverPlace docks). The total 3-year project cost is \$11M. Portland City Council has not included Frog Ferry in the draft FY 23/24 Budget, citing that there is no funding available for any new projects. However, the City providing use of existing docks could be considered as a match.

If the City of Portland and Frog Ferry successfully apply for Federal Transportation Funding this summer, and match funding is secured, we can put a boat on the water in 2025. We have the opportunity to return to the FTA for funding year over year to grow a ferry service featuring more vessels (goal of seven 70-100 passenger vessels) and more docks (up to 10 between Vancouver, WA and Oregon City, OR).

Support From Commissioner Mingus Mapps



Commissioner Mingus Mapps City of Portland

May 2, 2023

Dear Oregon Leader,

As the Commissioner-in-Charge of the Portland Bureau of Transportation, I recognize the need to build our community resilience, reduce greenhouse gas emissions, provide affordable and efficient transit, and revitalize our downtown core. The six-year Frog Ferry effort, comprised of a nonprofit grassroots effort, has raised funds, conducted some preliminary studies, and has outlined funding opportunities to bring a public passenger ferry service to the Portland metropolitan region and put a vessel on the water in 2025.

"Thank you to Frog Ferry supporters for your continued advocacy for this project. Despite the delayed City Council vote, the Frog Ferry will still be a part of the City's submission to the constrained list for the Regional Transportation Plan (RTP). This inclusion is a critical step for the effort to be eligible for federal grant funding over the next five years. To ensure the project meets the RTP's requirements, we'll be working with other Council offices to adopt the Frog Ferry Operational Feasibility study later this summer. Embracing our rivers at this moment in Portland's history will extend beyond the transportation and climate benefits that public passenger water taxi service provides - the Frog Ferry will foster river stewardship, get people back downtown, and build our community resilience in the process."

—Commissioner Mingus Mapps

Read the full letter on our site.



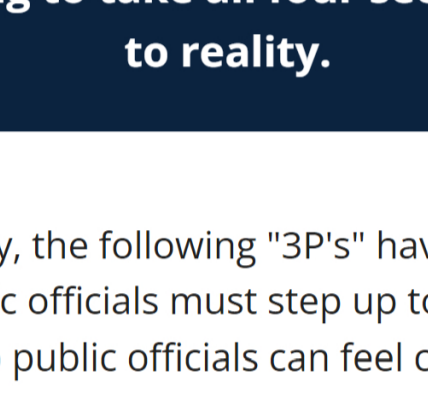
Frog Ferry needs a Portland City Council partnership.

- 2017-2018: Completed
• Ferry Operation Research
• Community Outreach
• Best Practice Case Study Report
• Demand Modeling Study



- 2019-2020: Completed
• Operational Feasibility Report
• Finance Report/Plan
• River Reconnaissance Report
• Emergency Response Report

- 2021-2022: Completed
• Community Outreach
• Pilot Project Plan: Cathedral Park to RiverPlace
• Community Benefit Plan
• Regulatory Agency planning interface
• OHSU Employee Survey



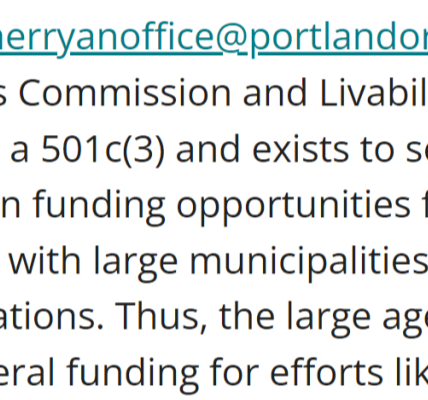
- 2023: Pending
• Need City Council partnership for FTA grant
• Add to RTP Constrained List
• Need cooperation across 7 City Bureaus
• Locate Home Port

- 2023-2024: Pending
• Dock upgrade/construction
• Vessel designed/RFP/ordered
• Ferry Operator RFP
• Home port plan/design/partnerships
• Ticketing/Marketing Plan



- 2025: Pending
• Put boat on the water to:
• Increase community resilience
• Reduce CO2 emissions
• Create jobs
• Provide transit for underserved communities
• Build community livability
• Foster water safety

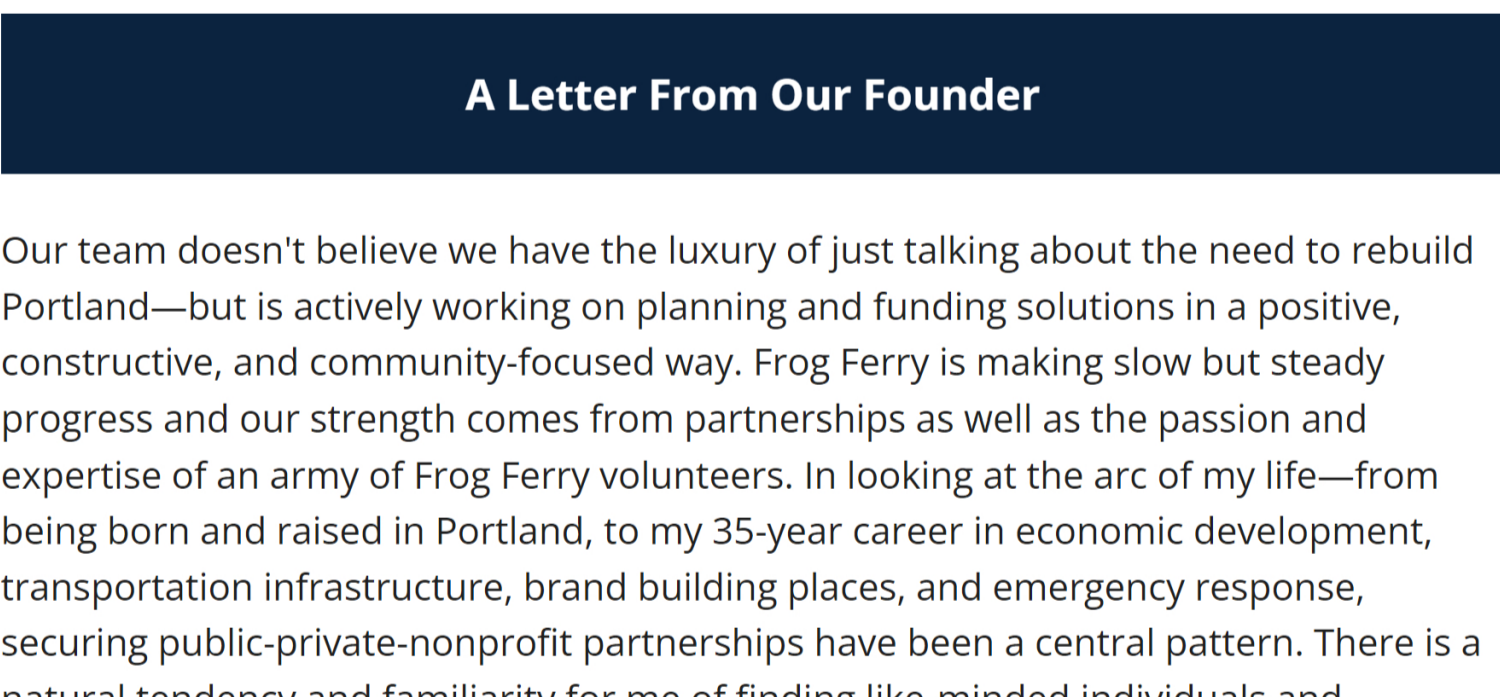
- City Funding Match Unlocks:
• Federal funding
• State/Local grant funds
• Foundations
• Corporate sponsors



A new electric ferry operation can be a wonderful "win" for Portland, but it is going to take all four sectors to bring the vision to reality.

- Public agencies: Largely, the following "3P's" have fueled Frog Ferry for the past six years, and now public officials must step up to tap into federal funding.
• Nonprofit: Frog Ferry is a 501(c)(3) and exists to serve the public.
• For Profit: Frog Ferry has been largely fueled by citizens and businesses who have provided financial and pro bono support.
• Philanthropy: Frog Ferry would not exist without the initial contribution by MJ Murdoch Charitable Trust.

And, after a year-long hiatus of asking for contributions from the public, Frog Ferry is asking Portlanders to consider making a donation.



Frog Ferry celebrates every event with "Frog" cookies with Naureen Khan, social media; Sorin Garber, transit planner; and Haley Schulberg, volunteer.

There is no question that there are huge amounts of money being made available to municipalities across the country to foster green transit solutions. There is no question that river cities are building their ferry operations across the country because they are in demand and affordable.

- See the research that has been conducted, including the Operational Feasibility Study.
• Learn about one of the many federal funding opportunities.
• Read a letter of support from Portland City Commissioner Mingus Mapps.



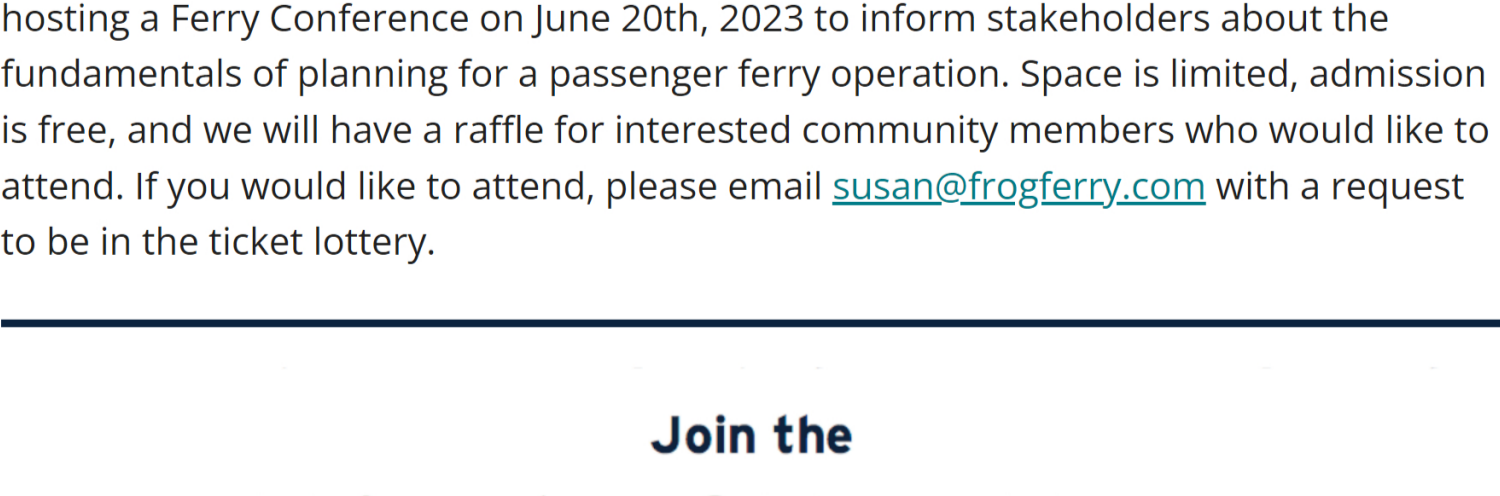
Our founder, Susan Bladholm, leads a tour of key stakeholders including PBOT staff, City Council staff, Park Rangers, and citizen supporters on a river run.

A Letter From Our Founder

Our team doesn't believe we have the luxury of just talking about the need to rebuild Portland—but is actively working on planning and funding solutions in a positive, constructive, and community-focused way. Frog Ferry is making slow but steady progress and our strength comes from partnerships as well as the passion and expertise of an army of Frog Ferry volunteers.

- 1. Ferries are a desired transit mode.
2. Ferries get people out of cars and reduce greenhouse gas emissions.
3. Ferries build community resilience in the event of an emergency.
4. Ferry operations are modular, with dock locations variable based on demand.
5. Ferry operations can serve underrepresented communities and provide access to the downtown core for good jobs in less time and at less cost.
6. Ferries allow people to live car free.
7. Ferries provide educational experiences such as narrated tours about Native American tribes that once lived along the riverbanks or tours educating passengers about the river ecosystem.
8. Ferries activate waterfronts and connect communities.
9. A new passenger ferry will remind all of us that Portland can do big things again.
10. Ferries are fun!

With appreciation, Susan, Founder/President



Nina Byrd, a Frog Ferry board member, speaks to Portland media about needing visionary projects to rebuild the City.

Press Conference & River Run: April 20th, 2023

Passengers set out on April 20th to "Run the River" via Pilot Boats to approximate a commute from RiverPlace Marina to Cathedral Park, with an emphasis on serving OHSU commuters for a one-vessel "pilot project." Despite a drizzly day, supporters, City Council staff, business leaders and St. John's Community Leaders braved the elements and were thrilled by the speed and experience of being on the water. One passenger had recently returned from Washington D.C., having met with Oregon's Congressional Delegation and federal department leaders, and said that they heard repeatedly how the Biden Administration wants to fund innovative green transit solutions that will serve BIPOC populations.

Attend Our Portland Ferry Conference

With thanks to our sponsors at Fresh Consulting and Travel Oregon, Frog Ferry is hosting a Ferry Conference on June 20th, 2023 to inform stakeholders about the fundamentals of planning for a passenger ferry operation.

Join the Friends of Frog Ferry

Help bring a passenger ferry service to the Portland-Vancouver region! The benefits are more relevant today than ever:

- Reduce greenhouse gas emissions; get out of your car for your commute
• Connect marginalized communities to central workplaces
• Ferries naturally have great airflow, reducing airborne viruses

- Build community resilience; boats on the water are a valuable emergency response tool
• Provide access to the river to foster stewardship; when was the last time you got out on the water?

Consider making a tax-deductible donation today. Contributions over \$170 receive a baseball cap. Head over to our website at frogferry.com for more information.

To make a donation, go to frogferry.com/support/donate. To share a letter of support, email: susan@frogferry.com.

Donate

