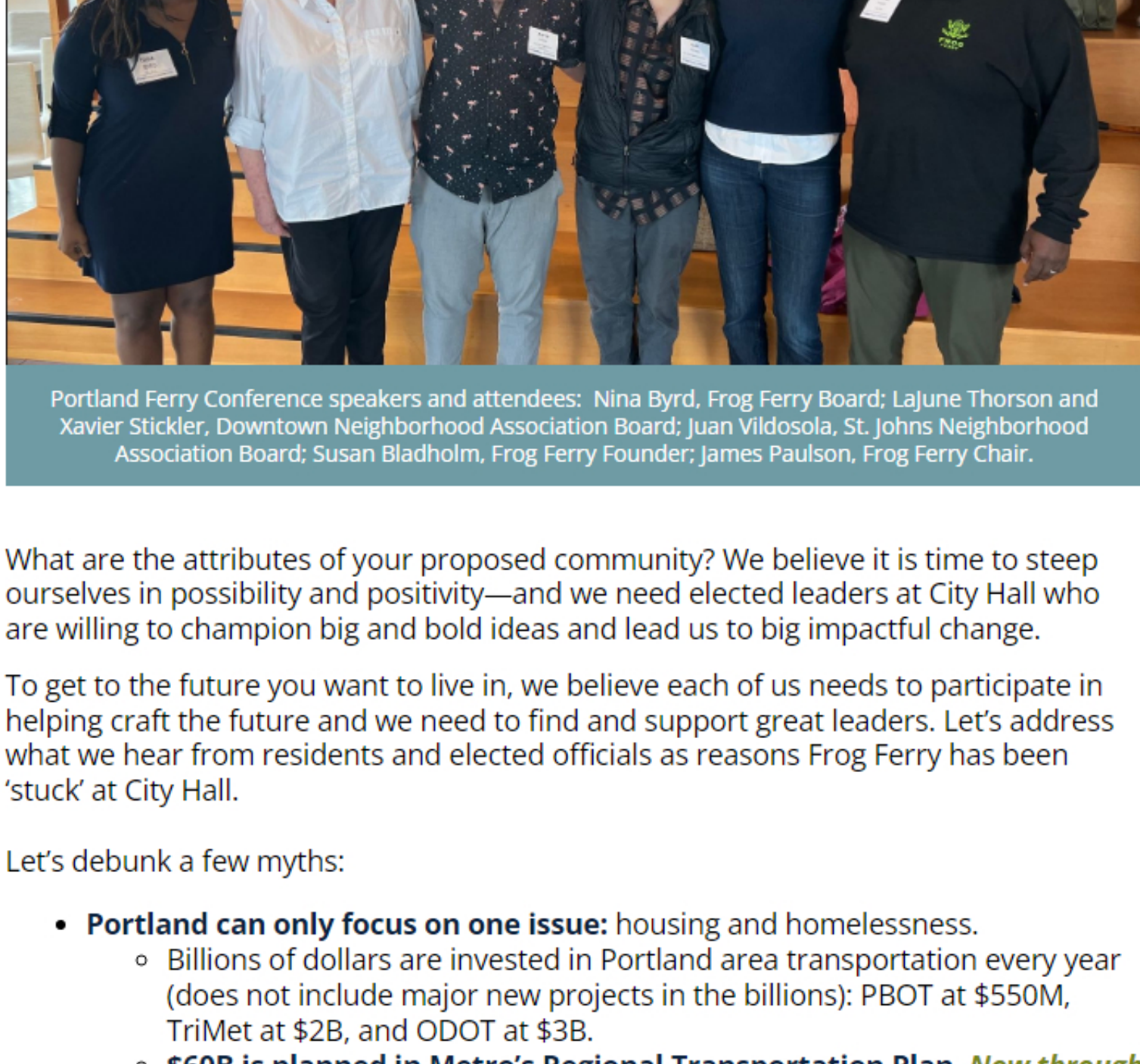


**Portland's Inflection Point**

Describe a future you are excited to live in.



Portland Ferry Conference speakers and attendees: Nina Byrd, Frog Ferry Board; Lajune Thorson and Xavier Stickler, Downtown Neighborhood Association Board; Juan Vildosola, St. Johns Neighborhood Association Board; Susan Bladholm, Frog Ferry Founder; James Paulson, Frog Ferry Chair.

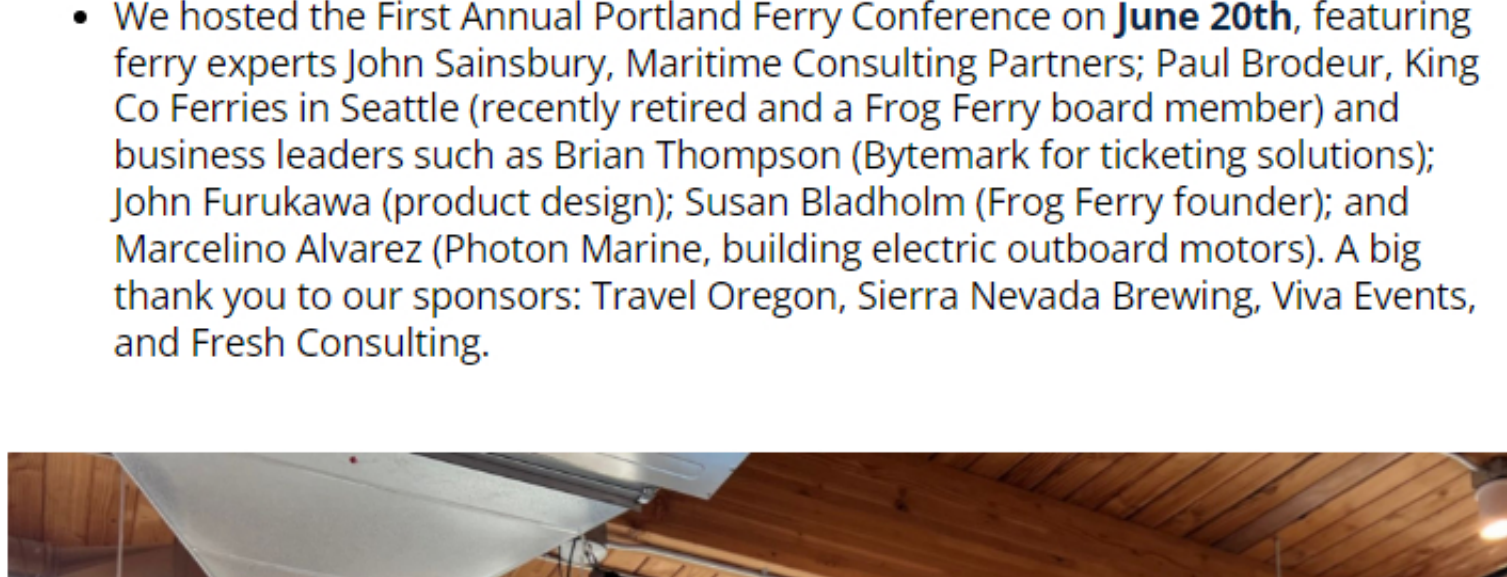
What are the attributes of your proposed community? We believe it is time to steep ourselves in possibility and positivity—and we need elected leaders at City Hall who are willing to champion big and bold ideas and lead us to big impactful change.

To get to the future you want to live in, we believe each of us needs to participate in helping craft the future and we need to find and support great leaders. Let's address what we hear from residents and elected officials as reasons Frog Ferry has been 'stuck' at City Hall.

Let's debunk a few myths:

- **Portland can only focus on one issue:** housing and homelessness.
  - Billions of dollars are invested in Portland area transportation every year (does not include major new projects in the billions): PBOT at \$550M, TriMet at \$2B, and ODOT at \$3B.
  - **\$60B is planned in Metro's Regional Transportation Plan. Now through August 25th, all Portland metro residents are encouraged to share your transportation priorities for the 2023 Metro RTP.** [2023 Regional Transportation Plan | Metro \(oregonmetro.gov\)](#)
  - Frog Ferry is searching for \$11M which would pay for building out docks, a vessel, planning, and one year of operations.
- **If citizens come together unified behind a common cause, politicians must pay attention.**
  - There is a culture of decreased access to elected officials. Our experience is that our calls/emails are usually unanswered. There is little accountability or repercussions for ignoring constituent requests.
  - Frog Ferry has sat down directly with Commissioner Mapps and Mayor Wheeler about our plans. We have been unable to meet with the staff and the other three commissioners for the past six months despite dozens of requests.
  - Frog Ferry is waiting for the City Council to invite us back to present and update and to get all the related City bureaus aligned and working together. As a nonprofit entity, we have done all we can and now we must have a public agency lead this effort to secure federal funding.
- **A ferry will cost too much:** Ferries are considered a very low-cost mode of transit and Frog Ferry would have a \$2.50 subsidy cost per seat while other modes of transit are many times more expensive. Public transit has two primary costs: Infrastructure (the costs for roads/rails/buses/ferries/rail cars/displacement of neighborhoods/schools/etc.) and for operations. Ferries use rivers (no cost), and we are focusing on using existing docks—so our infrastructure cost is very low while the operational cost is also very low.
  - The FTA awards Passenger Ferry Grants every year. Portland has lost out on the opportunity to win these awards for the past three years due to the City being unwilling to partner with us (as a nonprofit we cannot directly apply) to apply. Here is a link to Boston's recent award: <https://www.mbta.com/news/2023-02-07/mbta-receives-over-66-million-federal-funding-modernization-and-resiliency>.
  - There is a proposed budget of \$60B projects in Metro's updated Regional Transportation Plan—with the vast majority going towards road-related projects. We believe more of the funding should go to electric, active transit, and non-motorized transit solutions.
- **This project is a transportation project and must be led by PBOT.** While we agree that the conventional wisdom is that this should be led by PBOT—for six years City Hall has debated in which bureau the ferry project should "live." Ferry experts believe the owner of the docks is the most important entity, as they have jurisdiction over the docks—which for Portland is managed by Parks and Commissioner Ryan. Five years ago, Commission Saltzman moved a Ferry Operational Feasibility Study from PBOT (his bureau) to the Bureau of Planning and Sustainability (under Mayor Wheeler) where it got "lost." (Frog Ferry then raised the funds and delivered that study.) The reality is that Frog Ferry needs the support of PBOT, PBS, Parks, PBEM (Portland Bureau of Emergency Management under Cmsr Gonzalez), Prosper Portland (under Cmsr Rubio who also oversees PBS), and the Office of Finance and Management (under Mayor Wheeler for the federal grant application and administration). We need to have all five commissioners champion this effort. With Charter Reform underway—our concern is that our effort will get lost in the tangle of a new governance structure.
- **Change takes time:** While we agree that change is often difficult, given our climate crisis—this year's budgeting based on status quo funding is downright dangerous. Portland has very little space for innovation or new citizen-led efforts.
- **Politics in Portland will never change.** The jury is still out on this one, but we're still betting on Portland and believe it's up to each of us to make an impact for the good. Please be a proponent of solutions. We need concerned citizens to be advocates for meaningful change.
- **Why doesn't Frog Ferry leadership give up?** Because we believe in Portland and share a sense of responsibility for our future.

**Summer Activities**



Kayaking the Willamette courtesy of the Mosquito Fleet with other river advocates.

- On **Sunday, August 27th** we are co-sponsoring a St. Johns Neighborhood Association Block Party and offering free boat trips on the river. Come out and join us! 2-4p.m. Watch our social sites and the SJNA website for details.
- We hosted the First Annual Portland Ferry Conference on **June 20th**, featuring ferry experts John Sainsbury, Maritime Consulting Partners; Paul Brodeur, King Co Ferries in Seattle (recently retired and a Frog Ferry board member) and business leaders such as Brian Thompson (Bytemark for ticketing solutions); John Furukawa (product design); Susan Bladholm (Frog Ferry founder); and Marcelino Alvarez (Photon Marine, building electric outboard motors). A big thank you to our sponsors: Travel Oregon, Sierra Nevada Brewing, Viva Events, and Fresh Consulting.



Paul Brodeur, King Co Ferry Director (recently retired and Frog Ferry Board Member) talks about the Customer Experience.

- We were slated to present to Portland City Council on **May 20th** our Operational Feasibility Study and request to be included in Metro's RTP and were postponed due to simmering budget debates (that had nothing to do with Frog Ferry). We continue to wait for that reschedule.
- On **July 26th** we participated in a tour of the Willamette River from the Swan Island Boat Ramp to Green Anchors in St. John's to learn about the stored fuel located along the west shores on Hwy 30 and the extensive contamination of property on the east side of the river.
- From **late June through late July, we attended a few classes of "River School,"** a series of seven discussions about Willamette River history and health coordinated by the Willamette Citizen Advisory Group (CAG) and Willamette Action Team.
- We applied and **met with several foundation leaders** who all like the premise of our work. Nearly all advised us to get the City of Portland on board since public funding is available for transit and is not traditionally calling on philanthropic funding.

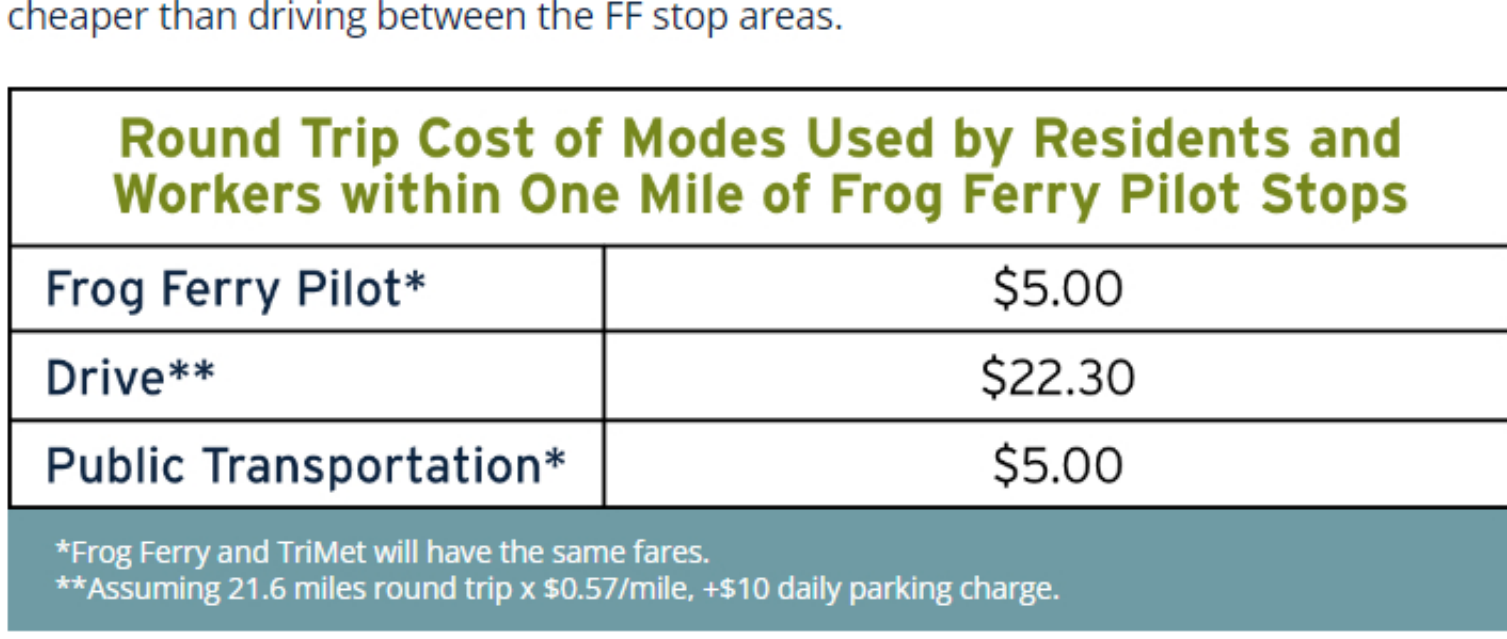
**How Many People Will Ride the Frog Ferry?**

Sorin Garber, Friend of Frog Ferry and Transportation Planning Consultant ([www.sgapdx.com](http://www.sgapdx.com))

We all know that the Frog Ferry will be a green way to travel that will be convenient, enjoyable, and relaxing, but do we know how many people will ride it? In estimating usage of different transportation modes, transportation agencies, such as Metro, typically prepare travel demand forecast models. But for ferries, which are a unique transportation mode in and of itself, our forecast models require a new set of data.

In large part, forecast tools are focused on four variables: population of residents and workers, available transportation services, travel time and cost, and residents and workers origins and destinations.

**Residents and Workers.** With the assistance of Jake Procono, an economist with the Oregon Employment Department, we assembled the data for these four factors and learned that there are 12,401 residents and 84,226 workers (census tracts include downtown Portland) that work in census tracts that are **within one mile of the Frog Ferry pilot service stops at Cathedral Park and the RiverPlace.**



Cathedral Park Jazz Festival tableting event with Juan and Lena.

**Residents and Workers within One Mile of Frog Ferry Pilot Stops in 2020**

	Cathedral Park Stop	RiverPlace Stop	Total
<b>Residents</b>	3,893	8,508	12,401
<b>Workers</b>	1,867	82,259	84,126

Source: Oregon Employment Department and Census, OntheMap

**Available Transportation Services.** According to the (pre-pandemic) 2020 U.S. Census, 2,096 residents who live within those one-mile radii of the two stops travel to work by transit (i.e., 4,192 round trips/day). In addition, 558 bicycle, 2,063 walk, and 8,578 residents drive between home and work.

**Home/Work Trips of Residents within One Mile of Frog Ferry Pilot Stops in 2020**

	Cathedral Park Stop	RiverPlace Stop	Total
Drive Alone	5,962	1,596	7,558
Carpool	847	173	1,020
<b>Public Transportation</b>	<b>787</b>	<b>1,309</b>	<b>2,096</b>
Bicycle	379	179	558
Walk	119	1,944	2,063
Other	84	145	229
Work From Home	1,839	1,265	3,104

Source: U.S. Census Bureau, 2021 American Community Surveys, 5-Year, Table B08301

And the above does not include transfers to the Frog Ferry from the transit lines within one mile of the Frog Ferry stops, including every MAX line, most TriMet bus routes, the Portland Streetcar, and the Aerial Tram, which will undoubtedly represent another significant ridership market base.

**Travel Time.** The ferry trip takes 25 minutes between Cathedral Park and RiverPlace, about five minutes longer than it takes to drive, while TriMet's Route 4 (only route between the two stops) takes 1 hour and 5 minutes.

**Travel Time of Modes Used by Residents and Workers within One Mile of Frog Ferry Stops**

<b>Frog Ferry Pilot</b>	25 minutes
<b>Drive</b>	18-20 minutes
<b>Public Transportation*</b>	65 minutes

\*TriMet Route 4, the only transit route between Cathedral Park and RiverPlace neighborhoods.

**Travel Cost.** The FF will cost nearly the same as a TriMet fare and be more than 80% cheaper than driving between the FF stop areas.

**Round Trip Cost of Modes Used by Residents and Workers within One Mile of Frog Ferry Pilot Stops**

<b>Frog Ferry Pilot*</b>	\$5.00
<b>Drive**</b>	\$22.30
<b>Public Transportation*</b>	\$5.00

\*Frog Ferry and TriMet will have the same fares.  
\*\*Assuming 21.6 miles round trip x \$0.57/mile, +\$10 daily parking charge.

**Origins and Destinations.** Given the near proximity of Frog Ferry pilot stops to Downtown Portland, South Waterfront, and the St. John's commercial district, it's not surprising that many residents live very close to their workplaces.

**Origins and Destinations of Residents to their Workplaces in 2020**

	Number of Cathedral Park Residents Who Work Within	Number of RiverPlace Residents Who Work Within
<b>1/4 Mile of FF Stops</b>	99	483
<b>1/2 Mile of FF Stops</b>	104	1,034
<b>1 Mile of FF Stops</b>	393	1,579

Source: Oregon Employment Department and Census, OntheMap

**Conclusions.** In other words, area commuters would find the Frog Ferry pilot to be more than 50% faster than the Route 4 bus to and from the same locations, and at the same fare price, and would take just five minutes longer than driving but would be 80% cheaper. The Frog Ferry pilot will be a very competitive mode for home to work trips that are currently completed by transit (4,196 transit trips/day) and driving (17,156 car trips/day), and one could also make the case for bicyclists (1,116 bicycle trips/day).

And these are just commuters. As many as 14% of ferry passengers in the San Francisco Bay area use the ferry for shopping, school, medical appointments, entertainment, recreation, sightseeing, visiting friends and relatives, and other trip purposes. Moreover, weekend ridership is nearly 70% of weekday ridership on the SF Bay area ferry system.

There are many more variables that go into a ridership forecast, just as there are more decisions we make about which mode to use besides distance, travel time, and cost. But even without the full spectrum of data and statistical analyses that are used to develop ridership forecasts, it's clear from the travel time and cost advantages and the close proximity of residents and workers to pilot stops, that the Frog Ferry pilot service will be a very competitive mode in the scheme of travel choices.

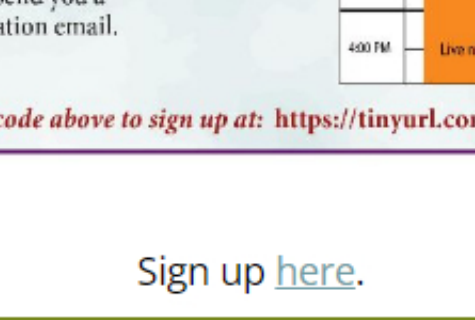
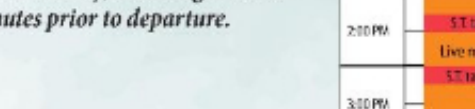
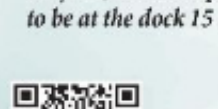


Willamette Citizens Advisory Group "Willamette River School." A summer-long series.

**Community Event**

**St. Johns Neighborhood Association invites you to a Community Extravaganza**

August 27 • 12:00 – 4:00 pm  
Green Anchors • 8940 N Bradford St. (next to the boat ramp).



- FROG FERRY will provide free boat rides from Cathedral Dock to the downtown, showcasing the planned first leg of a Vancouver-Oregon City river transit system. **Get onboard!** See how traveling by river can make commuting faster, fun and relaxing – A unique new way to travel in Portland.
- There will be an important short presentation by SINA on "Safer Together" disaster preparedness, plus opportunities to network, while enjoying the music.
- Sign up for a jetboat ride and pick the best time option for you (based on space availability). **Passengers need to be at the dock 15 minutes prior to departure.**

The day will begin 12-1 pm with a river's edge healing ceremony led by Cherokee Medicine Woman, Coyote Marie Hunter-Ripper.

	Main Stage	Stage 2A	CR Deck
12:00 PM	Live music	Live music	Live music
1:00 PM	Live music	Live music	Live music
2:00 PM	Live music	Live music	Live music
3:00 PM	Live music	Live music	Live music
4:00 PM	Live music	Live music	Live music



We will send you a confirmation email.

Scan QR code above to sign up at: <https://tinyurl.com/SaferRiver>

Sign up [here](#).

**How can you help?**

- We need elected leaders who will help carry the torch for new, proven, climate-friendly, low-cost transit modes. **Please reach out to your favorite elected official or candidate to let them know.**
- Please consider donating. Every little bit helps us as a 501(c)(3). We have been 100% volunteer driven for the past 18 months.

[Donate](#)

Please follow us on social media.

