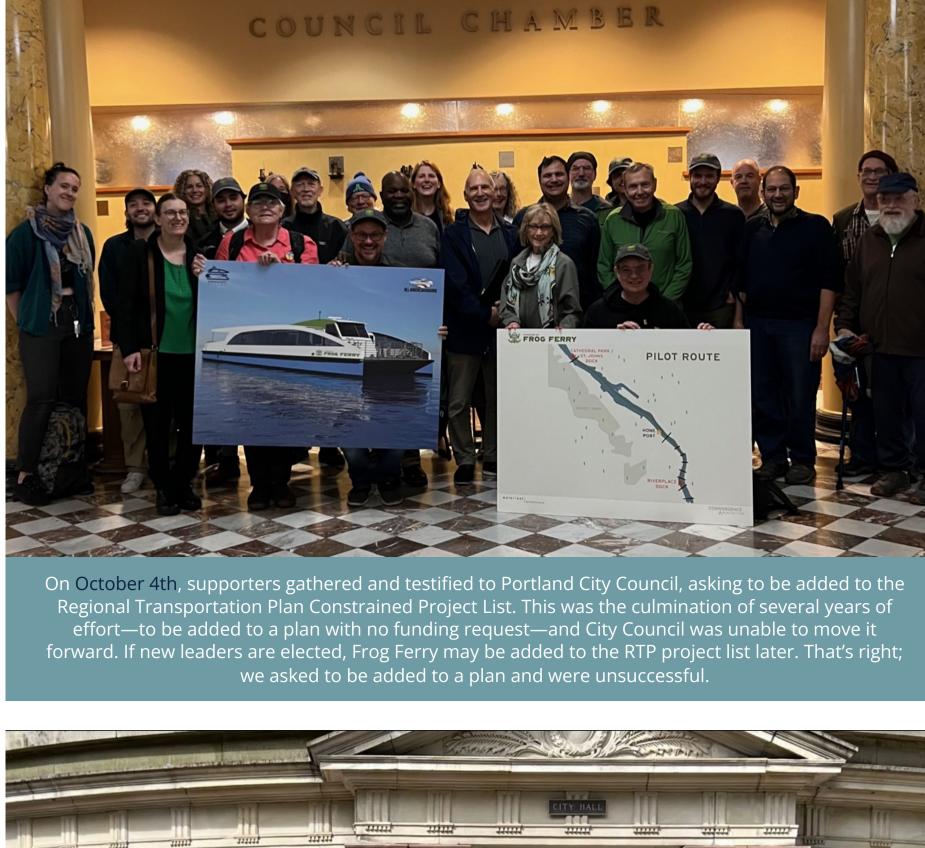
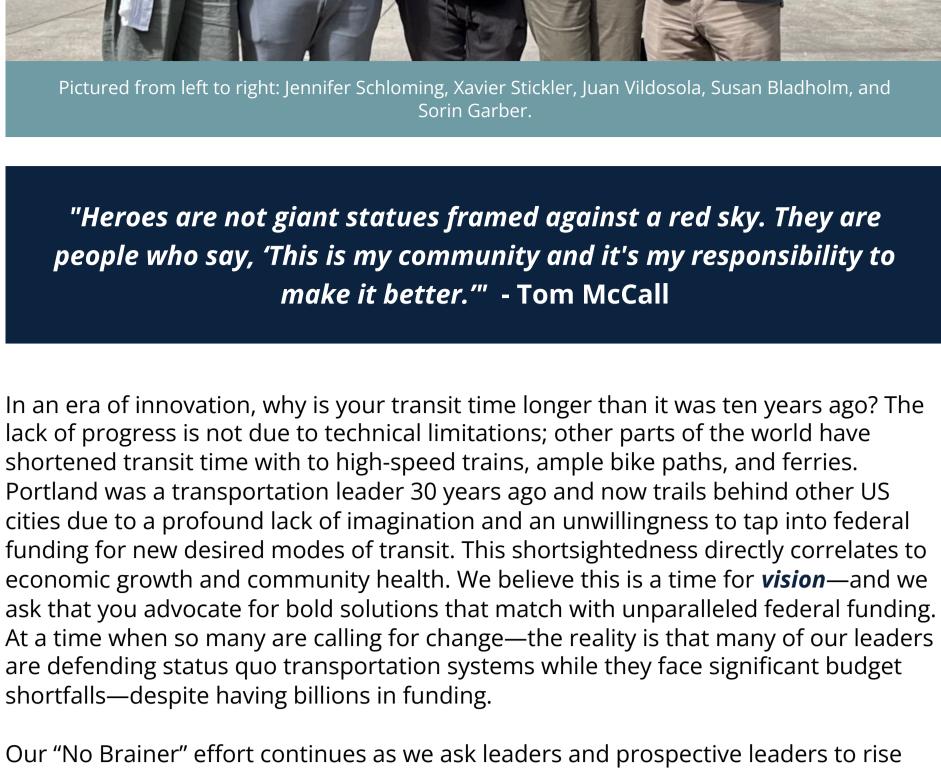


Civic Pride:

We are the Change we Seek. We are the ones we've been waiting for.





• Show up. Testify. Support local activist efforts. If you want to help Frog Ferry, sign

• Choose your candidates wisely: As the Portland City Council campaign heats

nothing is unthinkable. Saying "not now" needs to be replaced by "let's find a

• Resist the urge to be apathetic. Ask questions. Do some critical thinking and

don't fall prey to the pervasive false information that is being used to sway

Talk with your engaged friends who are sticking their necks out to build a

• Support the work of your favorite nonprofit—particularly those focused on

creating public spaces that are compelling to Portland-area residents. While

are many efforts underway to provide wonderful community amenities for

• Always be kind. To help with the bewilderment and tragedy around us, we

In 2017, we set out to be good doers, to step into fund and conduct a ferry feasibility

study when the funding fell through PBOT's budget. Back then, Portland needed ways

lighthouse and radiate your light and energy out into the world.

suggest that you find something to do to make someone else's life better. Be a

public agencies must focus on crime, housing, safety, and drug addiction, there

Justice-based change—leaders who champion and lead. The risk of doing

up, support candidates who truly want to bring about meaningful Climate and

to reduce congestion and worsening air quality and elected leaders said, "it's not a good time." We've been hearing that ever since...despite the well-worn City objectives Needing to serve marginalized and underserved populations • Building community resilience and providing another resource for first responders Revitalizing our waterfront and downtown core Reducing carbon emissions

• Providing safe and efficient connections to good jobs, education, and health

once the data started to reveal that the Frog Ferry was both feasible and affordable,

• We need funding for research and studies. We've done that and <u>delivered</u>.

• We need to get federal funding. That was before the IIJA "Infrastructure Bill"

• We need letters of support and testimonials sent to public agencies and officials.

kicked in, increasing the annual ferry grant program from \$40M to \$300M a year

for five years. Because Portland isn't competing for the funding, places like San

an excellent chance of winning federal dollars...but only if we have a partner

who is "approved" by the feds to receive the money. Typically, that's a public

transit agency, government agency, tribe, or port authority. We don't have one

Francisco, Seattle, Boston, and New Orleans are receiving the funding. We stand

For the first few years when asked what is needed to move a big idea like a ferry

lose the opportunity to move forward with the simple request to be included in the Regional Transportation Plan Constrained Project List after years of consistent effort is

It was a summer of connecting and getting to and on the river.

Leaders of Youth Climate Strike, Save our Salmon, the Braided River, and Frog Ferry rally for the SOLVE and Human Access Project-sponsored beach clean up at Cathedral Park.

Forest Park

The St Johns Neighborhood Association, Green Anchors, and Frog Ferry (sponsored with a PCEF grant) took 140 residents for a simulated ferry ride on the Willamette River in late August. It was fun, fast, and stunningly beautiful.

countless hours spent on our financials. Sonia, thank you for your legal expertise. Also -Mike, Jim, Denise, Will, Shannon, Patrick, Tom, Marcelino, Jessica, Michael, Jan, Tim, Matt, Keith, John, Dave, Paul, Teresa, Karen, our individual donors, my family and Neighborhood Leaders: We've hosted River Runs and Open Houses (in person and virtual), testified elbow to elbow, and handed out fliers and provided countless testimonies. We look forward to serving you some day and especially appreciate the work of leaders in the St. Johns and Downtown Neighborhood Associations. Jennifer,

am here to talk with you about what could be an easy win—including FF in the RTP. • For at least 20 years, Portland City Council has considered a passenger ferry. • In 2006, the City conducted the Willamette River Water Taxi Study. In 2017, when PBOT proposed a Ferry Op Feasibility Study and it wasn't funded, we picked up the task. In 2019, We conducted the Feasibility Study and results indicate it is feasible, affordable, an excellent way to reduce GGEs, and improve community resilience while getting Portlanders back downtown and out on the river. We know the City's Budget is tight and your staffing resources are limited. • Our grassroots effort has delivered about \$30M in planning, community

• 70 Letters of Support—to join the 100s you've received in your offices, including

• The Op Feasibility Study you helped fund— \$40K for a \$350K value, Csmr Eudaly

• 2018 Regional Transportation Plan—We need to be added to the constrained

• The Best Practice Case Study—that you helped fund, Mayor Wheeler

• The Finance Plan—more robust given the Infrastructure Bill and PCEF

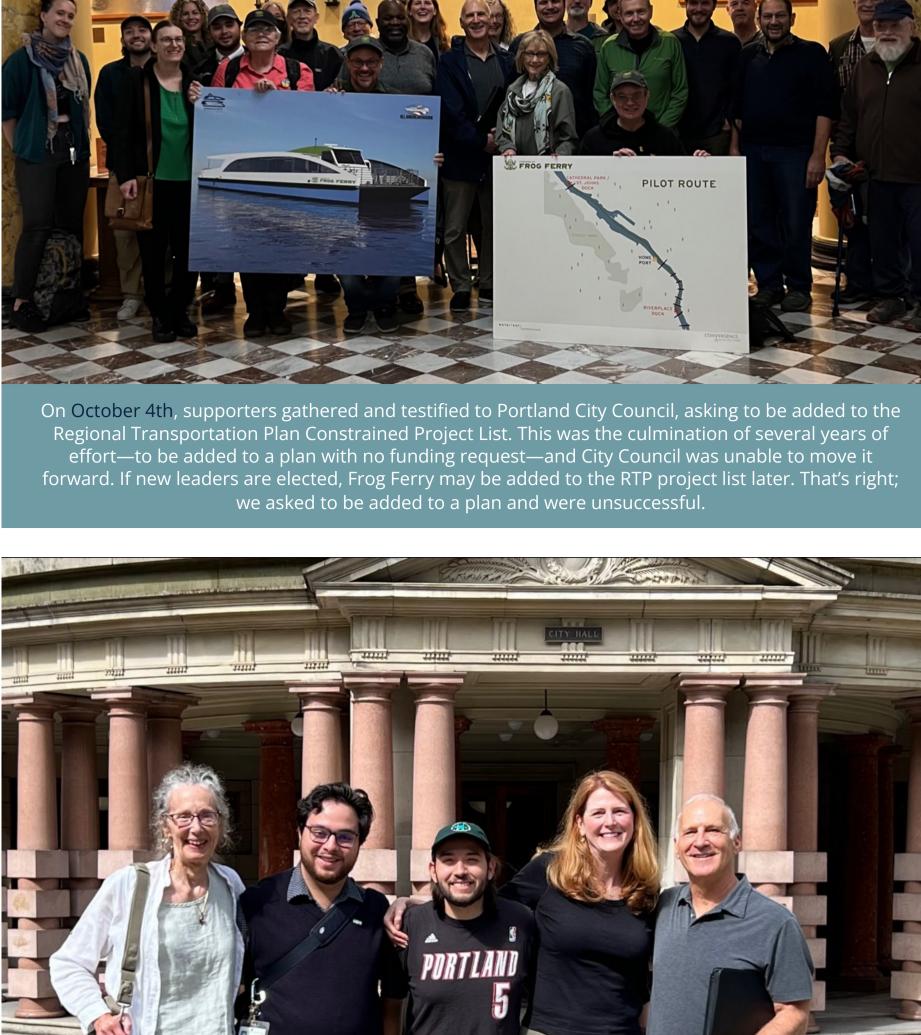
• The River Recon Report, Demand Modeling Report, and several more

We have cycled through four PBOT Commissioners and thank Cmsr Mapps for his

support. City Council has adopted the Climate Investment Plan and now we need

Federal FTA Funding Request—sponsored by Cmsr Hardesty

- - - Captain Wilcox got a Frog Ferry tattoo!





care We dug in and genuinely thought we could make a difference, help advance our transit network, and form a partnership with a public agency to "pick up the slack" and help move Portland forward by incorporating a global best practice of adding river transit to our transportation system. While we had great momentum for a few years,

the trouble began.

service forward, I answered:

We've done that and delivered.

How we Started

of:

How to be a Change Agent:

public sentiment.

better community.

way."

up for our listserv at frogferry.com.

residents. Here are a few of our favorites:

https://jamesbeardmarket.com/

https://pdxgreenloop.org

• Fostering stewardship of our green spaces

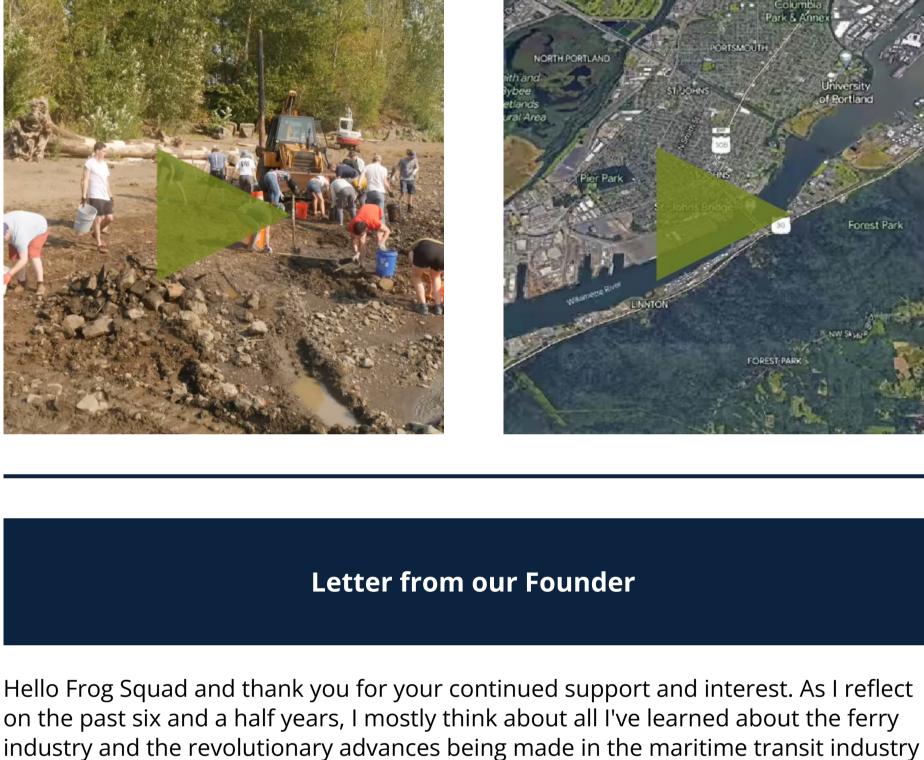
https://frogferry.com/

• If you can't be bold, **be curious.**

https://humanaccessproject.com/

https://willamette-riverkeeper.org/

Frog Ferry was delighted to support the Human Access Project and SOLVE in their Cathedral Park Clean up in late September. Frog Ferry had 30 supporters join 150+ others to remove many tons of concrete and debris from the waterfront.



and my personal friends who showed up, wrote checks, and listened to me wax poetic

Here for Portland" and "Portland is What you Make it". The following leaders certainly

and/or vent about our Frog Ferry adventures. Today's Portland slogans include: "Be

Maritime Industry: Thank you to John and Michael "Doc" of Maritime Consulting

Partners, based in Seattle. You have been friends and supporters as much as you've

Reconnaissance Report, Operational Feasibility Study, and Finance Plan. Attending

national ferry conferences with you as our partner always made me exceptionally

proud. Paul—who led King County Ferry until a year ago serves on the Frog Ferry

been our expert advisors and I am sincerely grateful for your patience in helping to get

me up to speed and able to hold my own during our planning efforts such as the River

board and has been an invaluable personal mentor to me for six years. Thank you for

your many trips to Portland on your own dime and for trying so hard to get a service

for Portland up and running. Sorin and Captain Wilcox, thank you for your tireless

Frog Ferry Board: We have had the benefit of visionaries who signed on to an idea

time, expertise and for some—funding. Thank you, James, Scott, Nina, Sue, Allison,

guidance. It's sincerely been an honor to share Frog Ferry board service with you.

Paul, Charlene, and Dan. We've enjoyed extraordinary times and I'm grateful for the

Key Providers: We have been able to show up professionally and grow the brand due

to the personal investment of professional "know how" provided by many individuals.

website to life. Adam and Tony, thank you for sharing the "Frog" design with us; your

—very sophisticated and valued at about \$250K. Sockeye, you "loaned us" your team

over and over. Thank you for your personal and professional support. Cindy and

Naureen, you two have been a steadfast force of social media and graphic design

prowess and despite studies, job demands, and our meager budget, you made us

leadership in the marketing, customer experience space. Alice, thank you for your

Xavier, Juan, Paul, Laura, Sarah, Jan, and so many more. These leaders are taking on a

years" in the planning and funding space, and hope to one day to work on the

To everyone I haven't mentioned by name who have served on the Strategy

Committee, the customer experience team, Government Agency Committee

and look forward to joining you aboard the Frog Ferry maiden voyage.

operational side of the effort. This month I will start a new role with Travel Oregon to

help build the visitor industry for the benefit of all Oregonians, but I remain on the FF

board and look forward to supporting several Frog Ferry champions who will carry the

(especially Shannon!), we'll save that for another newsletter, but know that we see you

room for pre-COVID board meetings. Amy and Heather L, thank you for your

shine. Coates Kokes, thank you for engaging with us early, opening your conference

Chinookan Art is inspired and inspirational. Kevin, thank you for the scheduling model

for brand development, corporate PowerPoints, videos, meeting space and showed up

Heather B, thank you for being there from Day One and bringing the Concept Plan and

with no clear path. Ours has been a working board and every member has contributed

have stepped up in remarkable ways to build community.

greater advocacy role in the coming months and they need your help. Climate Activists: We see you and are grateful for your tireless efforts to track and labor to improve our air, land, and water quality. Willie, Mary, Travis, Bob, Greg, the Sunrise PDX team, Save our Salmon, Tribal Leaders, and many more. I was not raised having experienced boats much, knew little about demand modeling or federal funding opportunities, or crewing schedules. And I'm still not a ferry expert; most of the leaders in this space who have advised us have 40 or more years of industry experience with planning, funding, and operating a ferry. I've lived some "dog

October 4, 2023 **Facts from our Founder's City Council Testimony:** Hello Mayor Wheeler and City Commissioners. My name is Susan Bladholm, and I

Annually, Lewis and Clark College Environmental Studies students convene an annual ENVX Symposium to showcase case studies of Climate-related solutions and strategies. Frog Ferry founder Susan Bladholm was a panelist and joined by Olivia Cowley, Mica Miro, Joe Washunas, Clarence Edwards, Yuko Aoyama, Grace Blunck, and L&C students.

Portland City Council on 10/4/2023.

In addition to the testimony above, four FF members testified in person at the

9/29/2023 TriMet Board meeting and five FF members testified in person to the

Can you support our work and make a gift?

of the status quo. Donate





of those stepping up to support us. • We have support from the SJNA, DNA, and volunteers who've attended our demo trips and other events. We have faced pushback that has ranged from fabricated requirements (we can't build you a new dock—which we have not requested), to it will cost millions of local dollars (we have no financial request posed—but would like to use existing City of Portland docks that are largely unused as a match), to outright false information. The docks would serve as a match in Frog Ferry's federal grant applications. The past year has been dogged by a persistent campaign of misinformation that is bewildering to understand and nearly impossible to rebut, as no forum has existed to do such. To hard to swallow. But that's where we are. And that is why continued, insistent advocacy for the city we want and deserve matters more than ever. Thank you for loving this city into its next best version of itself. Our research and planning work puts Portland in the position to start a ferry operation within two-years of having a meaningful and motivated public agency champion. **Summer Activities**

as well as the remarkable cross-section of Portlanders with whom I've had the benefit of collaborating and now call my friends. There are many "Ferry" Godmothers and Godfathers to Frog Ferry and our effort is an amazing example of what an altruistic grassroots effort looks like—representing several generations, multiple neighborhoods, ferry advisors from around the world,

energy and transit expertise.

friends, and many more.

Frog Ferry flag forward.

With appreciation, Susan

action—not talk—but actual projects to provide climate solutions for our community. We have operated with integrity, data, community involvement, in a spirit of collaboration, and have been equipped with the nation's best ferry expertise. I thank the supporters who are here today and the 2,600 on our list serve. We are in the midst of a climate emergency. We are in a crisis to rebuild our City. We cannot afford to be derailed due to what should be a very simple step that has cost us nine months of inaction. To not step up and vote Frog Ferry into the RTP Constrained Project List is a clear sign of sticking with the status quo. Please help us move through the bureaucracy and commit your vote. Thank you.

outreach and research over the past six years.

a letter from Oregon's Congressional Delegation

We are sharing with you:

project list

X

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Please consider donating and following us on social media to help fund rabble rousing

B



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