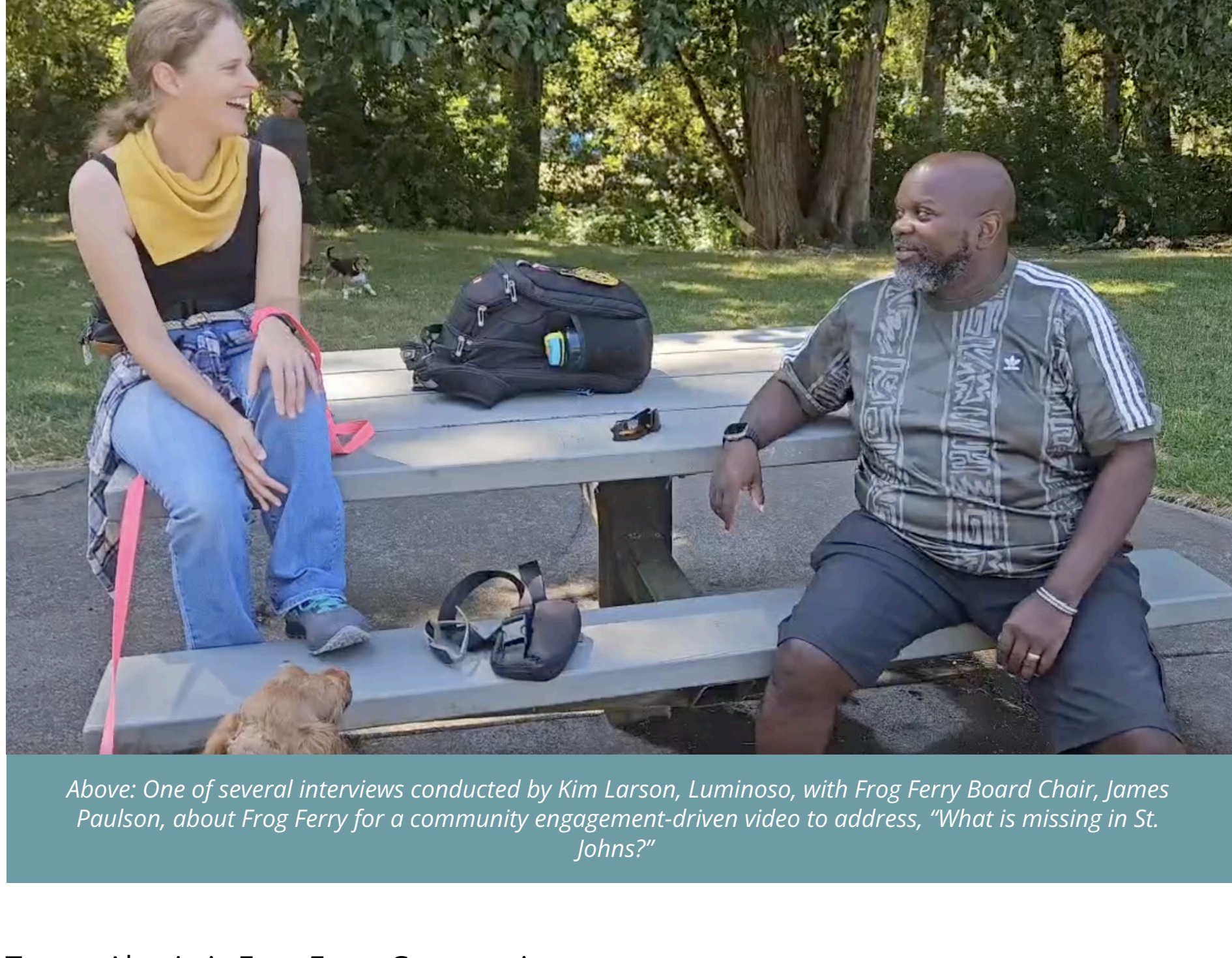


What is Missing in St. Johns?

Community feedback points to need for passenger ferry service



Above: One of several interviews conducted by Kim Larson, Luminoso, with Frog Ferry Board Chair, James Paulson, about Frog Ferry for a community engagement-driven video to address, "What is missing in St. Johns?"

To our Altruistic Frog Ferry Community:

Thank you to all our supporters and friends who continue to advocate for Frog Ferry. From candidates for Portland City Council, to neighborhood members, to our social media followers, we appreciate your interest and for keeping Frog Ferry alive through your conversations and advocacy. Our fully volunteer effort continues to inch along, humming to the tune of, "I think I can, I think I can." The project epitomizes a grassroots spirit, altruism, and big wallop of notgivingupitness.

Our board continues to meet quarterly, we continue to submit grant applications, and we are waiting to see whether we'll get elected officials into office who truly want to increase our community resilience and lower greenhouse gas emissions. The Portland region has gotten into the habit of maintaining the status quo in our transit planning with plans to increase road capacity, which will induce more cars on roads. Let's quit fitting the description of insanity...and change our approach to transit planning using best practices that leading cities across the world are adopting.

Here are a couple examples of Frog Ferry work underway:

Takeaways from the St. Johns Neighborhood Association 2024 Culture Study

Hello Friends of Frog Ferry!

My name is Kim, and I'm a survey geek and the volunteer analyst behind the St. Johns Neighborhood Association 2024 culture study. We have some **good news** and a **personal request** from you this summer! Over the past winter, more than 800 surveys were turned in by people sharing their memories, advice to new neighbors, suggestions for what would improve our community, and more. Video: https://youtu.be/kx_cjPi04fl Liking, leaving a comment, etc. helps the algorithm understand that the video is worth promoting.

Frog Ferry was specifically highlighted as a necessary solution to many of our challenges, and it aligns with our community's hopes for the future. View the comments about the Frog Ferry and learn more about the survey here: [Luminoso.com/sjna-study/](https://luminoso.com/sjna-study/).

Now, it's time to add real faces to the stories. This is where we need *your help*. We need a **1-3-minute video of you addressing why you're a friend of the Frog Ferry**.

I'll compile video answers into a promotional video and share the finished video with you in September. Feel free to make it fun, and compelling, and it's okay if you get emotional in the recording. If you post the video to YouTube, email your videos to klarson@luminoso.com or drop the recording file in [this shared drive](#).

With many thanks,
Kim Larson, North Portland's local survey geek



Above: Community answers what is Missing from St. Johns. 734 comments to this question with 95 comments relating to Frog Ferry (mentions "Frog Ferry" exactly or similar, like "Max Line", "Transit Options", or "Express Bus")

Here are a few things we heard:

Resident Response to strongest Memory: resides between Lombard & Fessenden (5-15 years) : For me, it's not one isolated event (although there are many fond ones including block parties, the St. Johns parade, the **Frog Ferry** Gathering at Green Acres, smashing on pots and pans with neighbors during the pandemic), it's just being out in the community and being enveloped in St. Johns' unique neighborly kindness- walking to the grocery store and chatting with neighbors along the way, it's gardening in my front yard....

Resident advice to new neighbor: North of Bridge (1-5 years) St. Johns is extremely unique and has a lot to offer. It also has tons of unrealized potential, mostly around **transit** (e.g., **Frog Ferry**, more frequent buses), biking and walkability that is unrealized (most of all the bike connection to downtown could be so much safer and more enjoyable). I would tell them that it can be somewhat challenging to get downtown from St. Johns unless you drive.

Resident suggestion for change for the better: Pier Park Area (<1 year) **"Reluctant Driver"** Needs better **transit options**. I **love St. Johns**, but it is severely lacking in transportation options compared to other neighborhoods.

Resident response to what's missing: Pier Park Area (1-5 years): Faster **transit options**. The buses are great, but it takes so long to get somewhere off the peninsula. I would love an **"express"** option with fewer stops in addition to the local routes we have now. Something that could compare to driving. Alternatively, the ferry would be a boon (assuming it's also affordable like TriMet)

Resident response to what's missing: South of Lombard (5-15 years) ... Better **public transportation** (I would love to see a **max line** out here!). I rarely use public transit as it is so dire - why on Earth does it take me almost an hour to get downtown!!! I'd rather just drive it in 15 minutes!

PCEF Grant Application

Our team continues to meet and vet grant opportunities. These grants are very time-consuming and demand a lot of documentation and expertise. In May, Frog Ferry applied for the community-based, Portland Clean Energy Community Benefits Fund (PCEF) grant which is focused on reducing carbon emissions, creating economic opportunities, and helping make our city more resilient as we face climate change. We await their decision to learn whether our "letter of inquiry" will lead to being invited to apply.

Frog Ferry Donations

Supporters continue to ask, "Are you still accepting donations?" The answer is an emphatic, "Yes!" Your donations pay for our day-to-day costs, so our volunteers don't have to underwrite everything themselves. Our overhead is very low, but there remain costs to keep our 501(c)3 registered, our website current, and for marketing activities. 100% of your donation goes to keeping the vision alive. On our wish list? Stickers and baseball caps for our donors, community forums in Cathedral Park, and larger funding to make the pilot project a reality. Please consider making a contribution today.

[Donate](#)

PSU Engineering Project Update



Above: PSU Engineering students practice their Frog Ferry presentation to Professor Patrick McLoughlin and other distinguished panelists.

In our Spring newsletter we told you about the Portland State University Civil and Environmental Engineering Capstone Course and the team of five that chose to address dock design engineering needs for their program. The project began last November and the team of Natalie Petersen, Angelo Medina, Eloy Flores, Lewis Byrd, and Alyssa Wasouf presented their final designs to faculty/staff, industry professionals, other students and the public. We are grateful for the caliber of professional work that was undertaken and that the team met with Frog Ferry leaders, Captain Peter Wilcox and Founder Susan Bladholm to gather information, get contexts, and pressure test concepts.

The final report included seismic build considerations, shoreside amenities and wayfinding, and passenger experience for the Cathedral Park dock. Here is a quote from project lead, Natalie Petersen, "While the load calculations include those applied to the dock from the river and regular passenger use, design is controlled by potential extreme events like an inadvertent collision from a vessel, which is by far the largest potential load in our instance. The survivability of the dock in an earthquake is being considered but the loads from that are not the issue, it is a matter of the piles moving/tilting due to liquefaction. The soils are liquefiable down a short distance, thankfully, but there are still many considerations. Our geotech lead, Lewis, can give you more details but analysis is ongoing. We are looking closely at this for the ferry's ability to be a part of the city's disaster preparedness planning."

As always, thank you for your interest, support, and efforts to make the Portland region better. If you aren't already following us on social media, please do.