

**April 16, 2025**

**Dear Keith,**

As a property owner in the central eastside, I enjoyed hearing you and Michael Jordan a couple of weeks ago. My building is in a tough spot just next to the Morrison Bridge, where the People's Depot is currently operating. I appreciate anything you can do to help them move operations to a permanent building ASAP.

I'm also writing to express my wholehearted support for **Frog Ferry** and its visionary efforts to bring an equitable, sustainable, and multimodal passenger ferry service to the Portland metropolitan region.

Throughout my career in active transportation—as a researcher, advocate, policymaker, business leader, and entrepreneur—I've had the privilege of helping transform how communities move. From co-founding Alta Planning + Design and Alta Bicycle Share to developing the NACTO Urban Bikeway Design Guide and launching bike share systems across the country, my work has always centered on innovation, equity, and a healthier planet. I see these same values reflected in Frog Ferry.

Frog Ferry is more than a transportation solution; it is a catalyst for economic opportunity, regional connectivity, and climate resilience. By utilizing our waterways—a historically underused resource—for clean, efficient, and people-first mobility, Frog Ferry is leading the way toward the kind of integrated transportation system Portland has long been known for pioneering.

As an Executive Coach and investor supporting startups focused on sustainability, infrastructure, and equity—including companies like *it's electric* and Pointz—I understand the immense challenges and opportunities in launching transformative mobility solutions. Frog Ferry's leadership team has demonstrated the vision, grit, and community-centered approach that successful transportation initiatives require.

I am proud to lend my voice in support of Frog Ferry and urge both public and private partners to recognize and invest in this game-changing project. Portland has always been a leader in sustainable transportation—and with Frog Ferry, we have a chance to lead once again.

I would be honored to help your administration succeed in this and other endeavors. My cell is 503-880-8615.

Sincerely,

**Mia Birk**

Executive Coach | Business Advisor | Author of *Joyride: Pedaling Toward a Healthier Planet*  
Co-Founder, Alta Planning + Design & Alta Bicycle Share