

**I am writing to advocate for immediate Portland city support for Frog Ferry. Please take the matter to vote, and vote your support as a forward-thinking leader representing this city.**

Frog Ferry is a win for Portland. Even as a mere initial pilot, Frog Ferry will be an emblem of the city's spirit and charm, firmly converting PCEF and State dollars (\$10M/\$10M so no Portland general fund) into a high return on value, with numerous positive side effects beyond the transportation solution. After it starts, it will be a growing success story that ultimately stretches between Oregon City and Vancouver. And by existing at all, it serves as a flexible disaster response tool that has proven invaluable in other river cities during crisis.

Frog Ferry is staunchly supported by the residents of St. Johns (faster and environmental commute) and downtown business (revitalization help within 3 years) for the initial pilot leg of what will grow to be an incredible alternate transportation option for thousands. It will offset a mindblowing amount of greenhouse gases, and continue Portland's electrification-forward industry leadership, and quietly reduce commuter car traffic.

I am a business leader and consultant who relocated to Portland in 2010. I started a design and technology business (Uncorked Studios), grew it to a peak year of \$10M in revenue, and sold it to a Seattle based company in 2019. I am a part owner of a commercial building in the central eastside (811 SE Stark), and have two homes in District 2, one now a rental where a Chief of Staff for an elected in Salem currently lives! I have raised and managed a startup fund (Angel Oregon Technology 2024) with Oregon Entrepreneurs Network, and have been a host to many community events through a venue I've managed since 2017. So I have a perspective on economic activity and aspire to see Portland thrive.

The following are the reasons the most compel me to be a Frog Ferry supporter and board member:

- Capital expenditure is small, and fractional compared to ANY transportation project budget
- Timeline is fast, delivering visible results to voters in 3 years, as compared to decades for roadway projects
- The city only needs to declare support for Frog Ferry to unlock access to private dollars that would otherwise not be available to Portland
- The river itself requires nominal maintenance compared to a high cost per square foot of concrete per year for roadways
- Frog Ferry is professionalized and informed, with Washington Ferry system advisors deeply engaged over 7 years, and having completed all requisite studies

- All major river cities have ferry systems, Portland needs to catch up AND can follow best practices to adeptly nail it with our established access to expertise
- Our dock infrastructure is already a city cost; this initiative and its budgets will absorb dock improvement and maintenance that otherwise would be a current liability to the city's general fund
- The initiative itself is economically stimulative, creating industry, jobs, and people movement through our retail and housing centers
- It is more cost effective per ride/rider than other public transportation, with conservative math assuming limited off-peak ridership
- Ferry systems increase use of other public transit, improving ridership issues for Trimet

While the Portland legislative narrative is currently about austerity to achieve a balanced budget, we cannot slash our way to a thrive state. We need to pick HIGH RETURN ON INVESTMENT activities to support. This initiative is EASY to support because it HELPS with some Portland city expenses and ONLY asks for PCEF support - **nothing from the tortured Portland general fund.**

It will help:

- Portland's reputation and momentum
- Demonstrate green value visibly in the public narrative from PCEF
- Stimulate downtown

So, as it says at the beginning of this letter, **please take Frog Ferry to vote.** We ask for a Portland public partnership with the Frog Ferry non-profit, meaning declare that the city is going to work with Frog Ferry on this pilot so we qualify for private and federal support. And we ask for the council to direct PCEF to fund the initiative.

You won't regret it. It'll make you a success too.

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