

Dear Councilor Zimmerman:

I am the CEO of an advertising agency of 230 people located in the Pearl, and also live in your district. This is an important initiative for me since a significant amount of my team now live in SW Washington, and commuting to Portland over the bridge is cumbersome and a barrier to them coming into the office. In our efforts to help revitalize Portland, getting people into the office is a priority. Ease of transportation can help alleviate the burden they face.

I know that It is challenging to invest in the future when our current transportation budget shortfalls are so significant. However, the community-based non-profit Frog Ferry has already provided \$40M in research and planning and only \$10M from the state and \$10M from the City/PCEF would help launch a new, in-demand transit mode that will help build community vitality, resilience, and livability. Frog Ferry is looking for a "handshake and not a handout." **Please provide a letter or resolution of City support.**

We need to fortify our climate and fiscal foundations, and this partnership is an example of a project that is simply good common sense. The capital expenditure is small (using two existing docks and the river doesn't have potholes to fill or the need for plowing), and the operational costs are also small with a 50% farebox recovery for a mode that people want to use. This is why many river cities are expanding their ferry services around the world.

Let's be inspired and resist the urge to compare this project to deferred budget needs. Frog Ferry can launch a whole new mode of transit within three years which will help induce passenger counts on connecting modes of transit and will help link communities and attractions up and down the Willamette River. At a time of crisis, let's be practical, and consider a big short-term win as well as the future we are building for Oregon.

Congratulations on winning the election, and looking forward to meeting in person at some point.

Sincerely,

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