



FRIENDS OF

FROG FERRY

Community Ownership Campaign
Creating a Portland Community Asset

A RENAISSANCE FOR PORTLAND.



The time is now for a ferry service for Portland.

Let's bring a positive, fun and transformative change for Portland. Let's be proactive and embrace innovative, cost effective and proven best practices.

Public agencies have been clear that they are unable to lead this effort. For nine years, **Frog Ferry**, a **501(c)(3)** has conducted the research, planning, and community engagement with support from private, philanthropic, and nonprofit (many pro bono and low bono) contributions delivering an estimated **\$40M** in value.

The project is shovel ready since we secured permission from the City to use the two public docks. **\$22M** will put a vessel into operation within three years of funding.

This is a time for leadership, and the community must lead through a **Community Ownership Campaign**.

OUR MISSION

Create a safe and sustainable river-friendly public passenger ferry service to connect people to their river and one another and help build a more livable community.

Education



- Native American interpretive education
- Story of “Frog”, Chinookan mythology
- Nature, City, & heritage tours
- Workforce training

Community Health & Prosperity



- Equity for commuters
 - Connect low-income communities to central economic core and jobs
- Enhance resilience/emergency response
- Promote economic vitality/access
- Benefit for tourism
- Reduce stress & anxiety

Environment

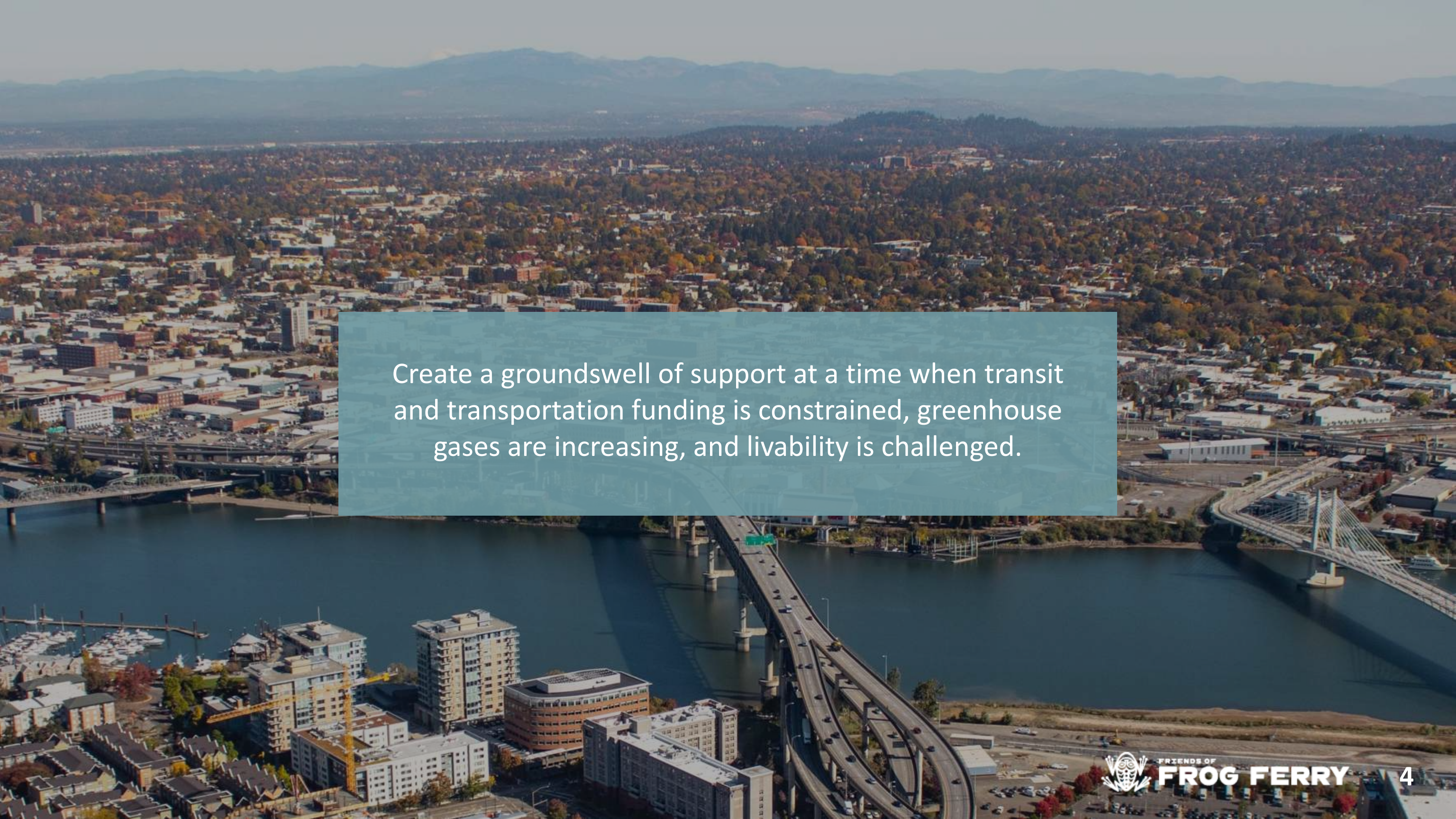


- Reduce greenhouse gas emissions; electric
- Change culture of car dependency
- Cultivate connections to other transit modes
- River stewardship
- Cultivate waterfront connection

Efficiency



- Quick launch: 3 years from funding to operation
- 4P partnership: public, private, nonprofit, philanthropic
- Low capital expense: no roads/rails to maintain
- Low operational expense
- Create an iconic presence on the water

An aerial photograph of a city, likely Seattle, showing a dense urban area with a river, bridges, and mountains in the background. A semi-transparent teal box is overlaid on the center of the image, containing white text.

Create a groundswell of support at a time when transit and transportation funding is constrained, greenhouse gases are increasing, and livability is challenged.

SUMMARY OF THE CAMPAIGN

Target Raise: \$2,000,000

Escrow of Funds

Contributed funds will be held in segregated escrow account and will not be eligible to be released to pay project costs until Minimum Raise amount is achieved. When the minimum threshold of \$500,000 is achieved, Frog Ferry may elect to release funds from the escrow account to pay project costs.

Return / Withholding of Funds

If the Minimum Raise is not achieved, Frog Ferry may elect to retain up to \$50 of the Share price for each Share sold to cover administrative, platform, escrow, and processing costs. All other proceeds from the sale of Shares will be returned to registered Shareholders if the Minimum Raise is not achieved.

Right To Extend Campaign

The campaign timeline is **April 8, 2026, through June 30, 2026.** However, given many variables and other funding opportunities, the campaign may be extended for an additional period at the sole discretion of Frog Ferry, but in no event beyond December 31, 2026.

SUMMARY OF THE CAMPAIGN

Funding Outline

2017-2025: Frog Ferry has provided research, planning and community outreach with an estimated value of **\$40M**. Less than **1%** of that was funded from public dollars.

2026-2028/29: The project is ready to proceed. **\$22M** is needed to put a vessel on the water and into operation. Of that funding, approximately **75%** is for one-time infrastructure costs to design/build a vessel, upgrade two existing docks, build shoreside charging infrastructure, and create a team for marketing, ticketing, technical consulting and administrative costs. This **\$2M** Community Ownership Campaign will help build momentum for public, private, and philanthropic funding.

The annual operational subsidy is estimated at **\$3M** based on **47%** ridership capacity and a ticket cost of **\$3.50**.

COMMUNITY OWNERSHIP

The Public can invest directly in Frog Ferry as an owned and operated community asset.

Public investors (“Donors”) will be issued **Community Ownership Shares** (“Shares”) to provide capital funding and structured as charitable and tax-deductible contributions.

Donors may receive non-monetary benefits such as early special ticket sales, and complimentary ferry rides.

Shares are not a security, investment contract or financial project, but are instead a charitable contribution, acknowledging the Donor’s participation in a community capital project supporting the passenger ferry initiative.

Share certificates and donation letters will be provided, featuring each donor’s contribution/share purchase.



COMMUNITY OWNERSHIP EXAMPLES



Pioneer Courthouse Square

Like the “Give a Brick” campaign that helped build Pioneer Courthouse Square — where contributors’ names were inscribed on permanent bricks that cannot be transferred or removed — this campaign invites Portlanders to make a permanent investment in their city’s livability.

Instead of “Give a Brick,” this campaign is: “Buy a Boat — With 7,632 Fellow Portlanders.”



Green Bay Packers

The Packers have been a publicly owned, nonprofit corporation since 1923. There are approximately **5,205,000 shares** owned by **540,000 stockholders** — none of whom receive any dividend on the initial investment. Note that being “an owner” provides a sense of pride and stimulates activation for the downtown core of Green Bay and the infrastructure around the Packer’s Lambeau Field.

The GBP common stock is available for purchase only during an offering period; the team has engaged in six non-equity shares of stock sold. To protect against someone taking control of the team, the articles of incorporation prohibit any person from owning more than **200,000 shares**. The GBP offering is “Be a Team Owner.”

COMMUNITY OWNERSHIP

Single Share Price: \$300

Eligible Donors / Share Purchasers

Shares may be purchased only by qualified Donors/Share purchasers -- individuals **18 years or older**, including both Oregon residents and non-residents. Shares may be purchased as gifts for individual family members or friends. Shares may also be purchased by businesses and organizations. All Shareholders (whether individuals, recipients of gifted Shares, businesses or organizations) will be required to acknowledge the charitable nature of the investment in Frog Ferry and that the Shares do not constitute a security, investment contract, or other financial product.

Use of Proceeds

Proceeds of the campaign will be used to cover a broad range of costs associated with the project, including vessel design, engineering, permitting, environmental review, dock build/improvement design, professional services, startup staffing, community engagement, government affairs, capital campaign expenses, ticketing costs, marketing expenses, legal fees, repayment of indebtedness incurred for research, planning and community engagement and reimbursement of documented development costs.



Limits on Share Ownership

Shares may be purchased as a gift. Shares are non-transferable upon death and cannot be resold, pledged, assigned, or redeemed for cash or other value or benefits. Individuals, businesses, and organizations may purchase a single Share, but not more than **3,000 Shares**.



COMMUNITY OWNERSHIP BENEFITS*



1 Share at \$300	Invitation to the Annual Ownership Meeting and a commemorative Frog Ferry owner certificate .
10 Shares at \$3,000	Complimentary “Owners Day” ride on the ferry annually. All above benefits included.
25 Shares at \$7,500	Special event privileges for purchasing tickets. All above benefits included.
50 Shares at \$15,000 and Up	Permanent name plate on a passenger seat. All above benefits included.
1,000 Shares at \$300,000 to Sponsor the Captain’s Chair	Naming on Captain’s Chair . All above benefits included.
3,000 Shares at \$900,000	<p>All above benefits included.</p> <p>Option 1: Opportunity to name the vessel, with your name written on the exterior of the boat.</p> <p>Option 2: Be listed as the “Powered by” Sponsor, with your name written on the exterior of the boat.</p>

**Preliminary, subject to change. Benefits are intended to be tax deductible to the extent permitted by law.*

COMMUNITY OWNERSHIP CERTIFICATE



COMMUNITY OWNERSHIP CONTRIBUTION

www.frogferry.com



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Lori Spencer

Start Up
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LaJune Thorson

President Downtown
Neighborhood
Association



Captain Peter Wilcox

Executive Director of
Decarb the Inside Passage

KEY TEAM MEMBERS

John Sainsbury: Maritime Consulting Partners; Technical Advisor

Barbara Haedtke: Fractional CFO

Mike Schrader: Orrick Law

Erin Zollenkopf: SM Jones Accounting

Xavier Stickler: Community Outreach and Grant Writing

Cindy Tam: Graphic Design

Megan Kenealy: Avenue Digital Media

Julie Lee: Little Bird Media

Bryan Cochran: Transfer Online Stock Agent

COMMITMENT TO RADICAL TRANSPARENCY



At a time of limited trust and confidence in significant transportation projects, Frog Ferry commits to a model of integrity reflecting clear, accountable, and transparent communications.

Frog Ferry is guided by ferry experts, curiosity, data, and a commitment to creating a better Portland. We are learning as we go and will make mistakes, but we are actively pursuing a new operation that has layers of unknowns and complexity.

To date, the vast majority of work completed has been possible through individual donations (at \$5-\$10,000), the unpaid work and loans of our Founder/President, and dozens of professional services providers who have donated their time and treasure to the cause.

It is true that it is extremely unusual to have a nonprofit lead a new public transit mode. At a time of limited resources but substantial need, Frog Ferry is working through systems that do not have a clear path. Grant opportunities are limited, let alone for a nonprofit to pursue. Most state and federal funding is allocated solely to public agencies. The majority of foundations do not include transportation as a central area of focus.

Yet, the immediate need is clear, that if we don't come together as a community to build a ferry system, we simply won't get one in our lifetime.

TIMELINE

Phase 1:

2017 – 2024

Research/Planning/Outreach

Research: Feasibility Studies- *Delivered*

- Best Practice Case Study
 - Demand Modeling + OHSU Studies
 - Operational Feasibility Plan
 - White Paper: Emergency Response
 - Finance Plan: Financial Modeling
 - Coalition Building: **3,200 Stakeholders**
 - Governance 501(c)(3)
-

VALUE DELIVERED: \$40M

CITY OF PORTLAND CONTRIBUTION: \$90K

ODOT STIF GRANTS (via TriMet 2ct): \$300K

Phase 2:

2025 – 2028

Pilot Project Funding: Shovel Ready

- Solicit \$22M Funding 2026/2027
 - Pilot Operations and Project Plans
 - City Awards Dock usage: Summer 2025
 - Secure Home Port/Dock Enhancements
 - Vessels on Order Q2 2027
 - 2028/29: boat on the water
 - Conduct Triple Bottom Line Report
 - **Launch Community Ownership Campaign**
-

PILOT PROJECT TOTAL: \$22M

Note: Approx \$15M one time capex

Phase 3:

2029 – Onward

Operate

- Launch Steady-State Public Ferry
- Total scaled goal: 7 Vessels & 9 Stops

COMMUTER FERRIES ARE A PROVEN WORLDWIDE CONCEPT

Cities with Ferries

Boston, Tokyo, San Diego, Bangkok, Istanbul, Milwaukee, Seattle, Cape May, Hai Phong, Stockholm, Vancouver, BC, Chesapeake Bay, San Francisco, Mumbai, Toronto, Norfolk, Pensacola, Brisbane, Seoul, Singapore, New York, Washington, DC, New Orleans, London, Oslo, Amsterdam, etc.

Facts

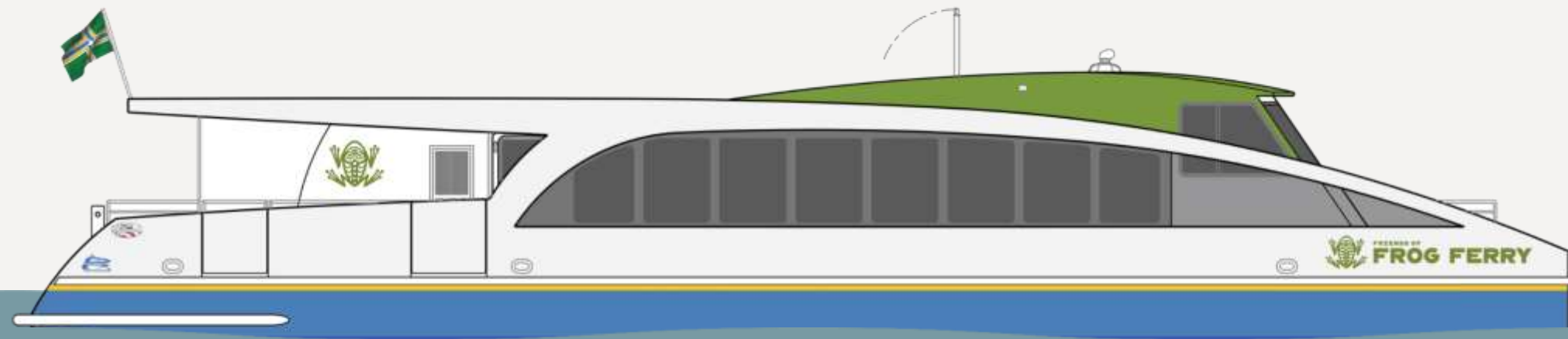
The Portland Vancouver metro area traffic ranks **5-7th worst** traffic in the U.S.A.

An **extra 14 minutes** are spent commuting due to congestion (per 30-minute commute)

By 2035, Portland will grow by 400,000 residents commuting to **215,000 new jobs**

Congestion causes worsening **air quality** resulting in negative health outcomes

PROTOTYPE VESSEL: DUAL HULL CATAMARAN



Low Wake

- Essential for rivers with floating homes, river debris, exposed banks, marinas & kayakers

Capacity 70 / 100 pax

- Bicycle storage
- Crew (2-3)

Low Profile

- No passenger vehicle bridge lifts required through service route
- Railroad bridge lifts may be required at peak river levels (~5 days/year)

Propulsion

- Pilot: fully electric
- Propeller

Current Pilot Proposal

- One (1) 70 pax vessel
- Service 5-6 days/week, 10 hours/day
- Cathedral Park to South Waterfront
- Ticket Price: \$3.50;
Honored Citizen: \$1.75;
Children: \$0

START UP PHASE: PILOT



COMMUNITIES SERVED

North Peninsula

Cathedral Park and St. John's

Racial Equity

40% of residents identify as POC
15% live at or below the poverty line

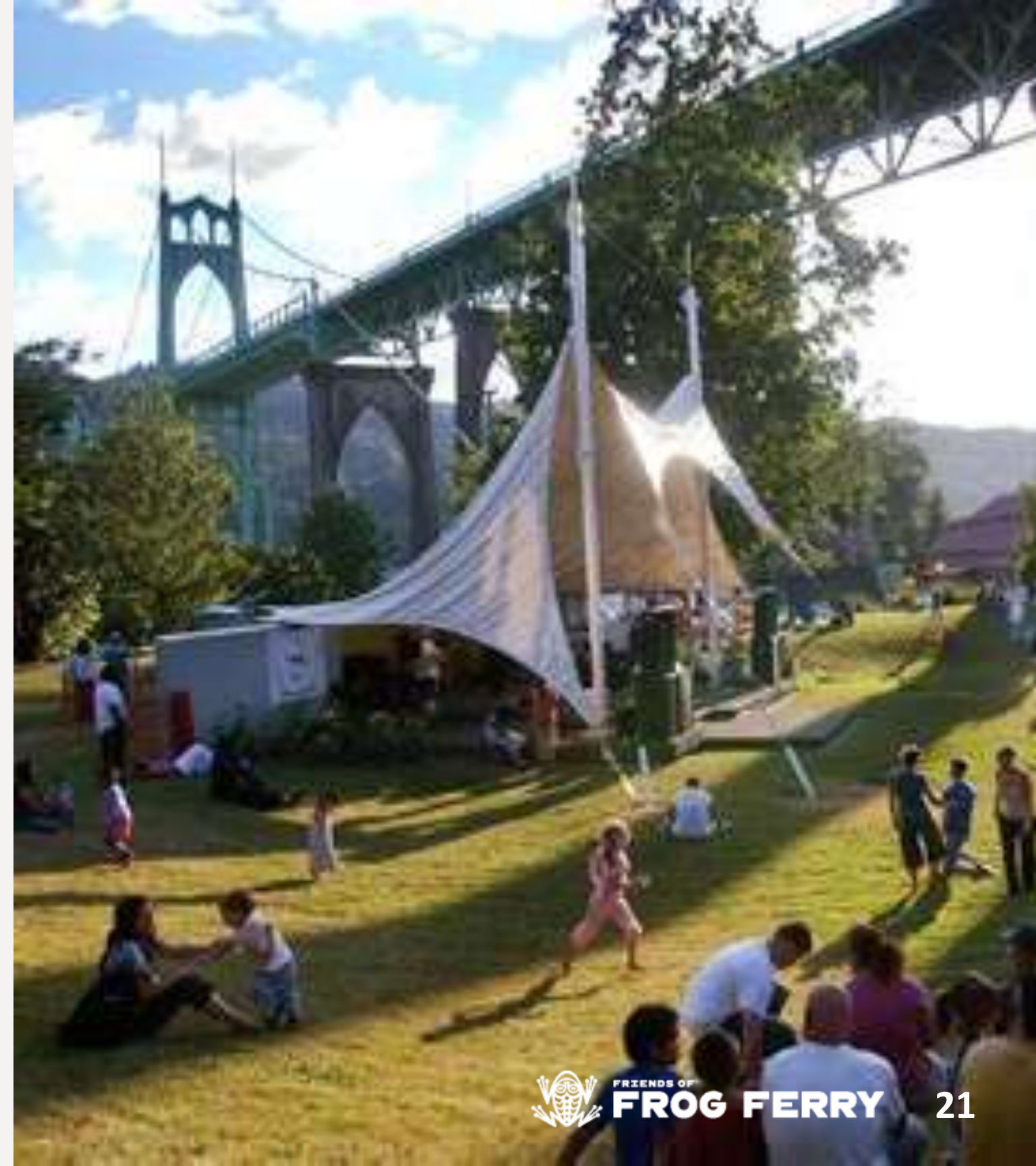
Barrier to Opportunity

This neighborhood has underserved transit needs

- connect low-income residents to downtown core
- access to good-paying jobs
- **80%+** commute by single occupancy vehicle
- connects downtown with St. Johns district

Environmental Justice

Marginalized community with the worst air quality in Oregon (I-5 impact) resulting in high levels of respiratory illnesses.





Let's invest in the City we love.

Thank you!



www.frogferry.com