



FRIENDS OF
FROG FERRY



FOR IMMEDIATE RELEASE

August 4, 2025

Media Contact

Xavier D. Stickler, Downtown Neighborhood Association

971.717.5512 // vice.president@portlanddowntownna.com

Marnie Glickman, Frog Ferry

971.533.6162 // marnie.glickman@gmail.com

Frog Ferry Takes One Major Leap Closer to Hitting the Water: City of Portland Allows Use of Publicly-Owned Docks for Ferries

“Like many in Portland, the Portland Diamond Project would support a ferry system on the Willamette River. Frog Ferry’s vision of connecting different corners of the metro area via the region’s main waterways would be a great asset in helping get baseball fans to the new ballpark on the south waterfront. We hope to see Frog Ferry operational by opening day.”

- **Craig Cheeks, President & Founder - Portland Diamond Project.**

PORTLAND, Ore.— The community-led initiative to bring a green, all-electric transit passenger ferry to the Willamette River in Portland has taken one big leap forward. On July 25, 2025, the City of Portland granted Frog Ferry, a 501(c)(3), permission to use the existing RiverPlace Marina Public Dock, located walking distance from downtown, and a Cathedral Park dock in North Portland.

The City of Portland’s commitment enables Frog Ferry to expedite the implementation of a cost-effective ferry service. Using existing dock infrastructure cuts years of engineering and construction and saves the project tens of millions of dollars. The full proposed route encompasses nine stops spanning Vancouver, WA to Oregon City, OR.

Frog Ferry Founder and President Susan Bladholm said, “In the ferry industry, being granted use of the docks is like being handed keys to a building. I sincerely thank City of Portland leadership. It’s taken four years to get to this point, and we are grateful that our new City Council found a path forward to allow usage so we can expand Portland’s transit network through ferry connections and increase overall transit ridership.”

Bladholm, a life-long Portlander, is a transportation enthusiast and climate activist who has learned to work with multiple jurisdictions in her time as co-founder and the first executive director of Cycle Oregon. She has staffed five governors, served the Oregon Economic Development Department (dba Business Oregon), the Port of Portland as director of Corporate Marketing, and served as the Senior Director of Marketing and Strategy for Erickson, Inc., a global aviation services company that specialized in emergency response and major infrastructure projects across six continents.

The Downtown Neighborhood Association is an avid and enthusiastic supporter of Frog Ferry, providing hundreds of signatures and testimonials urging City support for ferry service. DNA

Vice President Xavier D. Stickler said, “A ferry is everything we want the future of downtown to be: sustainable, convenient, accessible, and fun. This proposal connects so many important projects in the central city together: the OMSI District, the future Major League Baseball stadium, OHSU, a revitalized downtown waterfront, and getting Portlanders back down into the core of the city safely and quickly. We need this ferry to be able to realize these visions—it’s essential to Portland’s comeback.”

Benefiting Portland Parks & the Public

As part of the agreement between the parties, introduction of ferry service would see major dock improvements, including: safety upgrades, shoreside charging infrastructure, and ADA-compliant ramps and pedestrian infrastructure. Dock usage is contingent on Frog Ferry raising the needed funding; Frog Ferry provided updated five-year financial projections to City Councilors and the Mayor in June 2025, to show costs for pre and post in-water operations. Operations will begin three years following full funding to allow time for the design-build of a vessel, dock construction, a ticketing program, and the hiring of an operator.

- **RiverPlace Marina Dock:** The dock at RiverPlace is largely underutilized and it is anticipated that a regular hourly ferry service will increase foot traffic around and from the South Waterfront area, helping local merchants and providing commuters with an efficient transit mode.
- **Cathedral Park Dock:** The ferry will call on the south dock at the Cathedral Park boat ramp (Note: This is not the fishing and swim dock), which is also used by recreational boaters. The proposed long-term dock and home port is an inlet to the immediate north of Cathedral Park at the community gathering hub, Green Anchors.

\$60M Project- 2/3 of the Way There

This agreement marks a significant milestone for the effort to reimagine Portland’s beloved river as an avenue for congestion-free travel, and occurs alongside Frog Ferry reaching the “two-thirds mark.” To date, Frog Ferry has delivered an estimated \$40M in research, planning, and community engagement. Only \$20M for capital construction separates the Rose City from the beginning of a world-class ferry system providing critical connections to employment, education, healthcare, and commerce.

Pursuing PCEF to Reduce Major GHG Emissions

Frog Ferry has applied for \$10M (over three years) in Portland Clean Energy Funds under the “Transportation Decarbonization” category. One fully electrified ferry, operating at an average of just 47% capacity, will mitigate 3,000 tons of CO2 per year while inducing greater use of transit through connections with established MAX, Streetcar, and bus service, as well as the Portland Aerial Tram. Grant awards will be made in Fall 2025. In 2020, Portland City Council set two climate goals: by 2030, Portland must slash planet-warming carbon emissions by 50%; and by 2050, Portland must reduce carbon emissions to net-zero.

Frog Ferry Board Chair James Paulson said, “We believe in Portland and can do this working together. The data is clear. Ferries are in demand, low-cost to build and operate, and they are fun! Our all-electric ferries will be climate friendly and will build a stronger, more resilient, and more equitable community.”

Supporting documents can be found at frogferry.com. Dock photos are available upon request.