



FRIENDS OF
FROG FERRY

*“Heroes are not giant statues framed against a red sky.
They are people who say this is my community and it’s my responsibility
to make it better.”*

Tom McCall

Susan Bladholm



Goal

Create a safe and sustainable river-friendly passenger ferry service to better connect people to their river and help alleviate traffic congestion in the Portland-Vancouver Metropolitan area.

Objectives

- **Customer Satisfaction**
- **Public-Private Partnership**
- **Connect People to the River**
- **Culture Shift**

Inspiration

- **Aerial Views**
- **Cycle Oregon**
- **Native heritage**
- **Ferry Experts**





**This is a bold, audacious,
and radical project.**

Let's be informed.

Collective Vision.

This is not a novel concept.

Growth in Traffic Congestion: We support new bridge. Cost of congestion: \$1.8 B

New mode of transportation. Leverage natural infrastructure.



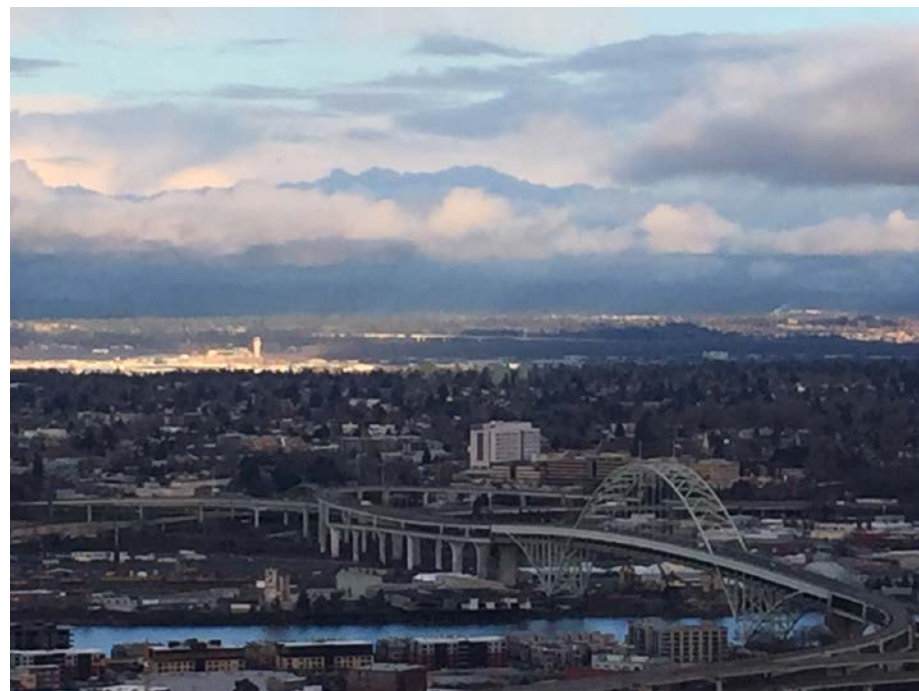


Routes

1.0 Vancouver to Portland

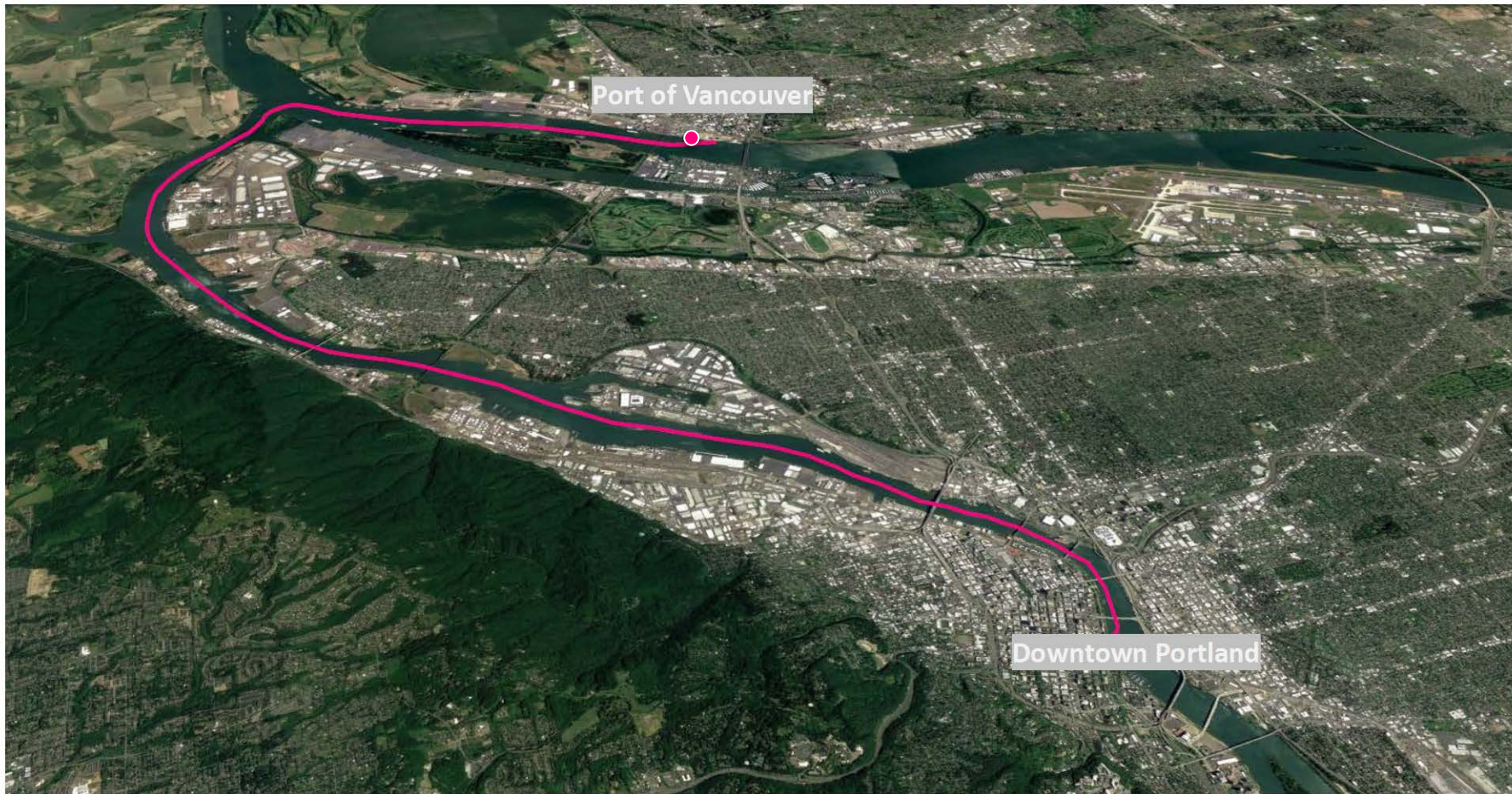
2.0 Approx. 8+ stops along the Willamette River on both sides of the river St. Johns, NW Portland/Naito, Swan Island, OCC, Salmon Springs, OMSI, OHSU/Zidell, Lake Oswego, and Milwaukie/Oregon City

3.0 Scaled for additional transit stops and to include other potential routes such as to the Gorge, Camas to Troutdale, Port of St. Helens, Downtown to PDX, etc.





Frog Ferry Passenger Boat Service: Anticipated Service Plan (38 minutes one-way)

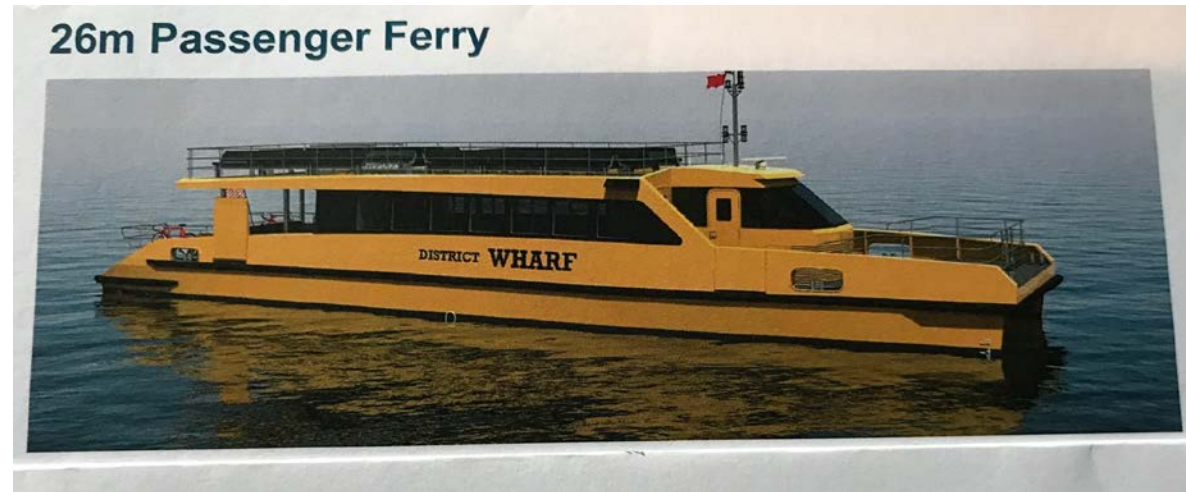




Equipment:

Target Audiences:

- Commuters
- Locals crossing the river
- Visitors
- Emergency Response



*596 passengers per commute = 500 cars = removes 3.5 miles of I-5 congestion
Scalable for growth/impact—modular, flexible operations.*



Supporters and Stakeholders – 400+

Federal Leadership: OR and WA Congressional delegation, federal funding sources TBD

Regional: Metro, Port of Vancouver, TriMet, Port of Portland, USCG, Counties, Urban Greenspaces, Greater Portland Inc. (non profit fiscal sponsor)

State of Oregon: Governor Brown's Office, Business Oregon, Travel Oregon, ODOT, Oregon legislative leadership

State of Washington: Governor's Office, WA DOT, Washington State Ferry System, King Co. Dept of Transportation

Portland: City (PBOT & Bureau of Planning & Sustainability, Mayor Wheeler, Commissioners), Multnomah Co., Harbormaster, Portland Streetcar, Travel Portland, Private Sector Businesses, Columbia/River Pilots Association, Business for a Better Portland, Working Waterfront Coalition, Prosper Portland, CEIC, PBA

Vancouver: City (Mayor Mcenery-Ogle, City Manager, Vancouver Parks), RTC, CREDC, Port, Gramore, ICC

Private Sector: Daimler, Autodesk, Vigor, OHSU, Zidell, Human Access Project, Jim Mark, Scott South, James Paulson, Reach Now, John Tortorici, Steve Harder, EcoNorthwest, James Paulson,

Maritime Experts: Portland Spirit, WA Ferry, Glosten, Vigor, King Co. Transportation, HMS, Capt. McIntyre, WETA

Stakeholders and Pro Bono Supporters: Legal, Graphic Design, Photography, Art, Survey, River Activists, Insurers, Dock engineers/builders, Property Developers, Finance, Philanthropists, Lobbyists



Timeline--Deliverables

2019 Deliverables	Lead	Costs
Transit Modeling Study	Metro	
Points O&D		
Ridership Demographics		
Economic & Social Impact Study	EcoNorthwest	
User & Non User Benefits		
Benefit Cost Analyst		
Environmental Impact		
Resilience Planning		
Triple Bottom Line		
Health, Equity		
Passenger Ferry Service Case Studies	Friends of Frog Ferry 501(c)(3)	
Regional Operational Models		
Similar Global Models		
Operational Infrastructure Report	HMS Consulting	
River Access		
Cap Cost		
Insurance, Fuel, Equipment		
Training, Regulations, Certifications		
Barriers to Development		
Funding Strategies	Friends of Frog Ferry 501(c)(3)	
Business Plan		
Governance		
Engagement Transit Agency Readership		
Advocacy & Leadership	Summit Strategies & Horenstein Law & Miller Nash	
Media Relations		
Government Affairs		
Project Management (web, newsletters, events & presentations)		
2020 Finance Plan	Friends of Frog Ferry 501(c)(3)	
Infrastructure Dev. Plans		
Startup Costs		
Operationa Cost - Pricing Model		
Go - No Go - City of Portland issues RFP for Operations (2022-23 - Service Starts)		
Total 2018-2020		
Staffing, studies, plan, advocacy, stakeholder building, gov't and community relations		\$1.3 million



Frog Ferry Team

Operations Team

Captain Anne McIntyre, Columbia and Willamette Pilot Assn: Maritime Advisor
Scott South, Stevens Water and Vancouver business leader who specializes in start-ups
John Sainsbury, HMS/PacNav Passenger Ferry Global Consultant
Andy Jansky, Flowing Solutions dock engineering-design
Mike Bomar, Port of Vancouver (Terminal 1)

“Anchor” Government and Public Affairs Team

Elisa Dozono, Miller Nash (former Port of Portland and MERC Chair)
Linda Weston, Rapporto (former Oregon Entrepreneurs Network)
Kimberly Barta, Nike
Ginny Lang, Oregon Business & Industry Exec Director (former telecom exec)
Shannon Carney, City of Portland
James Paulson, Bikeshare & Worksystems Inc.
Greg Leo, The Leo Company

“Power” Engineering Team

Kevin Bross, Engineer with local high tech firm
Peter Wilcox, Inner Passage
Matt Markstaller, Daimler
Art Parker/Alan Sprott, Vigor
Dan Yates, Portland Spirit
Matt Markstaller, Daimler, Private sector representative



Financial Team

Jim Mark, Melvin Mark
Scott South, Stevens Water
Dan Bower, Portland Streetcar
Clayton Herring, retired NBS
Jonathan Harms, Charitable Partnership Fund
Lloyd Purdy, GPI
Joyce White, Grantmakers (retired)

Service Providers

Sue Van Brocklin, Coates Kokes
Heather Barta, Cuprum Creative
Ron Laster, Print Results
Doug Morris, Miller Nash Law
Allison Tivnon, EcoNorthwest
Michele Giguere, Summit Strategies



Why now?

How is this different from other attempts?

Compete for time and cost

Improved technology/riverbank impact

Demand/Population growth

Dock facilities/access

Public-private partnership (METRO 2006 Passenger Ferry Survey 5.3Success will be..."Reliant on local champions")



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Margaret Mead, Cultural Anthropologist