

April 17, 2019

I support the Passenger Ferry Service Initiative: Friends of Frog Ferry

I believe the implementation of the Frog Ferry Concept is a fresh new approach for our area and appreciate your efforts to look through a new, fresh lens to keep our communities connected as you work through our area's ongoing growth implications. The uses of the Frog Ferry will be numerous!

Fortunately, the Portland metro-area has, to date, escaped any large-scale disaster.

Last evening in a homeowners' meeting attended by more than 100 people in Charbonneau, our Disaster Preparedness Committee reported on its ongoing efforts to keep our community informed in the case of an emergency. The importance of staying connected in a variety of means is an obvious need throughout our metro-area and between Oregon and Washington, particularly in emergency situations.

If the 1-5 Boone Bridge in Wilsonville would be accessible for use in case of an extreme emergency, would then the Interstate Bridge over I-5 accessible for passage over the Columbia? It's imperative that it should be - with obvious consideration for the need of a ferry to be used in such cases, apart from its valuable and obvious uses for daily transportation.

Laurie Mitchell, Vice-President,

Arbor Lake Townhome Association, Charbonneau

Wilsonville, Oregon

[goconow@comcast.net](mailto:goconow@comcast.net)

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Laurie Mitchell, Vice-President,

Arbor Lake Townhome Association, Charbonneau

Wilsonville, Oregon

[goconow@comcast.net](mailto:goconow@comcast.net)



January 7, 2019

**Mayor Ted Wheeler**  
mayorwheeler@portlandoregon.gov

**Lynn Peterson**  
Council President, Metro  
[Lynn.peterson@oregonmetro.gov](mailto:Lynn.peterson@oregonmetro.gov)

**Chris Warner**  
PBOT, Director 3  
[pbotdirector@portlandoregon.gov](mailto:pbotdirector@portlandoregon.gov)

**Susan Bladholm**  
President, Friends of Frog Ferry  
[susan@frogferry.com](mailto:susan@frogferry.com)

**Commissioner Chloe Eudaly**  
[chloe@portlandoregon.gov](mailto:chloe@portlandoregon.gov)

**Joe Zehnder**  
Interim Director, Bureau Planning & Sustainability  
[joe.zehnder@portlandoregon.gov](mailto:joe.zehnder@portlandoregon.gov)

**Art Pearce**  
PBOT, Manager 3  
[Art.pearce@portlandoregon.gov](mailto:Art.pearce@portlandoregon.gov)

**Commissioner Nick Fish**  
[nick@portlandoregon.gov](mailto:nick@portlandoregon.gov)

Dear Mayor Wheeler,

The Cathedral Park Neighborhood Association (“CPNA”) writes this letter to request that the planned feasibility studies for the Frog Ferry include a ferry stop in the Cathedral Park Neighborhood.

Portland’s exponential growth has created a traffic congestion issue that needs to be addressed. River transportation is a practical and logical form of multi-modal transportation that will reduce the strain on our over-burdened streets. The Frog Ferry would increase the quality of life for Portland residents and create an asset for the City’s tourism industry.

There are at least two potentially viable locations for the property along the waterfront in the Cathedral Park Neighborhood. The first is a large property owned by Metro beginning on the corner of N. Richmond and running to the Union Pacific Railroad bridge. Another option is at the site of the existing public boat launch at Cathedral Park. A third option, in the University Park Neighborhood, is the nearby McCormick & Baxter site, which is adjacent to the new University of Portland Franz Campus. Because of its proximity to a new “City Center” in the Cathedral Park Neighborhood and location along the North Portland Greenway Trail, we believe

the Metro property or existing boat launch location would provide a more central location for access to the ferry by pedestrians, cyclists and those using public transportation to connect to the ferry.

The 2035 Comprehensive Plan (the “Comp Plan”) has designated approximately 40 acres of disused industrial land on the waterfront in the Cathedral Park Neighborhood as a new Mixed Use Urban Center. At present the Cathedral Park Neighborhood, the University Park Neighborhood, the Portsmouth Neighborhood and the St. Johns Neighborhood have a combined 43,000 residents. The new mixed-use, high-density development in the Cathedral Park Neighborhood will add thousands more new units to the North Portland “Peninsula”. As such, it is expected that in the next few years, the Peninsula will easily have over 50,000 residents, most of whom will be driving to work and to their daily errands in a single occupancy motor vehicle. Access to the Frog Ferry from the Cathedral Park Neighborhood will reduce traffic and congestion on Portland streets and support Portland’s goal to become a greener and more environmentally friendly city.

The Cathedral Park Neighborhood (the “Neighborhood”) is located on a peninsula, which makes access to downtown Portland and other parts of the City, as well as to Vancouver, Washington, complicated and time-consuming. Because of this, most Neighborhood residents commute by car. Only 2.7% of Neighborhood residents commute by bike and only 3.5% are pedestrian commuters. CPNA supports the Frog Ferry because we believe that a ferry would provide a simple and practical solution to the lack of transportation options and public transportation access that residents of North Portland Neighborhoods face. Likewise, a ferry would reduce the need for car ownership in a high-density area where few new developments provide parking.

CPNA believes that a Frog Ferry stop in the Cathedral Park Neighborhood will strongly support the goals of equity, diversity and inclusion. While the Cathedral Park Neighborhood already has the highest number of permanently affordable housing units in all of North Portland, nearly all of the development in the Neighborhood’s new Mixed Use Urban Center will be subject to inclusionary zoning and will, therefore, be required to include a percentage of affordable housing units in every development. This will result in hundreds more affordable units in the Neighborhood. In addition, the “Peninsula” and North Portland, as a whole, is the most diverse community in all of Portland. The St. Johns Schools, where Cathedral Park residents attend school, are the most ethnically diverse in the state. Over 60% of students at these schools are non-white. CPNA believes that the less affluent and more diverse population in North Portland should have access to the transit and public transportation options that will allow them equal and affordable access to jobs, opportunity and community.

In summation, a Frog Ferry stop along the Cathedral Park Neighborhood waterfront will improve the quality of life for all North Portland residents by providing convenient transportation and by reducing traffic congestion on neighborhood streets and in downtown

Portland. In addition, it will strongly support the City's goals of equity, diversity, inclusion and a cleaner, more environmentally friendly Portland.

Sincerely,

Jennifer Vitello  
Chair, Cathedral Park Neighborhood Association



PO Box 14251  
Portland, OR 97293-0251

April 12, 2018

Portland City Council  
Portland City Hall  
1120 SW 4th Avenue  
Portland, Oregon 97204

Dear Mayor Wheeler and Commissioners,

The City of Portland's regional transportation needs currently exceed the ability of street grid system to support all the demands of a growing community. Automobiles, bikes, motorcycles, buses, trucks and light rail have all been vital for the movement of goods and people. The last available right-of-way for providing additional capacity for the movement of people are the Willamette and Columbia Rivers.

Historically, Portland has a rich history of water transit. The constructions of several bridges and the advances of automotive technology made water transit obsolete. Times have changed as the density of the inner city has increased, and all modes of surface transit have become gridlocked, forcing the city to look for alternatives to traditional modes of transportation. Demand pricing may change some driving habits and better interstate intersections may ease congestion for a while, but people will always be looking for better ways to move around.

The United States has experienced a resurgence of ferry transportation, with nearly 600 ferry operations in the United States alone. About half of these systems are government owned and operated, while the other half are split between privately owned and public/private partnerships. The fastest growing segment of the ferry market has been small (less than 150 passengers) people only ferries. The technology for ferries has been racing ahead providing low wake, high speed, and low emission options at a reasonable cost.

Portland has recognized that water transit has potential and has created zoning allowing waterborne passenger terminals. The 2035 plan calls for a study to determine the viability of Portland based waterborne transit. Water transit will not replace light rail, buses, or even street car, but rather should be integrated into the regional transit mix to provide more options for people to efficiently move around greater Portland. A ferry

system is also a valuable asset to add to the City's tourism industry and can bring more public attention to the river as a valuable resource to be kept clean and preserved.

The technology exists today to operate ferries that serve Vancouver to Oregon City/ Lake Oswego with downtown Portland being the hub. The 2035 ferry study needs to be conducted, and operator selected and test runs conducted. Our transportation system needs all the help it can get, and the river there as the last great right-of-way to provide additional system capacity. Our river can no longer be simply ignored as a valuable transport thruway and as a beautiful natural resource to be enjoyed.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Malsin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brad Malsin  
CEIC Board President

## Co-Operations, Inc

July 17, 2018

Elissa:

I recently learned of the effort to bring a ferry system to metro Portland. What a great idea and such a missed opportunity if this initiative is not embraced. I own a logistics company in Tualatin. On a daily basis we have FedEx, UPS and DHL pickup packages from our facility. We have already noticed their pickup times (imposed by the carriers) is getting earlier and earlier just so that they will be able to make the flights leaving from the Pdx airport. This is forcing us to end our daily fulfillment of order picking earlier which puts us at a distinct competitive disadvantage.

Realizing the daily challenges already imposed on commuters with weather, traffic wrecks, bridges, etc. - this non-intrusive method of transport seems like significant improvement.

Please help metro reduce the gridlock by supporting this initiative!!!

Pat

Patricia H. Granum | CEO  
**Co-Operations, Inc** | 20049 SW 112<sup>th</sup> Avenue | Tualatin, OR 97062  
T [503.218.2120](tel:503.218.2120) | M [503.869.8984](tel:503.869.8984) | Skype: earth-trekker  
[pgranum@co-operations.com](mailto:pgranum@co-operations.com)  
Portland . Atlanta

**25 Year Anniversary 1993 – 2018**



July 25, 2018

Susan Bladholm, Founder and President  
Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Ms. Bladholm,

The Columbia River Economic Development Council (CREDC) would like to thank you for your leadership and the momentum you have created to advance the Frog Ferry project. On behalf of CREDC, I would like to express our support for the project, which would provide residents and visitors to our region an additional mode of transportation and daily access to the Columbia River.

Serving as the Associate Development Organization for Clark County, CREDC is a public-private partnership of over 150 investors and strategic partners working together to advance the economic vitality of the community through business growth and innovation. In support of this mission, two of our areas of service are fostering business growth with existing businesses and recruiting new companies to Clark County.

In alignment with CREDC's Comprehensive Economic Development Plan, the Frog Ferry project would provide a distinctive amenity that will continue to enhance the quality of life of our community while providing a direct connection to our region's largest marine asset. Additionally, this service would provide for multi-modal transportation options and increased vitality along the Columbia River, creating a stronger and renewed commitment to our region's waterways and history.

The Frog Ferry initiative is representative of the innovation and creativity that this region continues to strive to foster. Water transit should be integrated as a component of our comprehensive regional transportation system to provide additional options for people to move efficiently throughout the metro area.

Thank you for your continued leadership of this forward-thinking regional amenity.

Sincerely,



Max Ault  
Interim President, CREDC

# DAIMLER

12 February, 2018

Daimler Trucks North America

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Matthew Markstaller  
DTNA Real Estate Manager  
4555 N. Channel Avenue  
Portland, OR 97217

Re: Frog Ferry Portland metro water ferry service study

Dear Ms. Bladholm,

I am writing to express the support of Daimler Trucks North America for your initiative to explore the feasibility of a passenger water ferry service from Vancouver through Portland and potentially further up the Willamette River.

Our headquarters have resided in Portland for over 50 years and we have seen tremendous growth in that time period. One of the challenges we face now is the traffic congestion for our 3000+ employees commuting to downtown Portland from surrounding communities. We recognize that there is little or no space for additional roads and currently invest in and promote alternative transportation options including public transport subsidy, car pool programs and bike commuting. Innovation has always been part of our nature and we see the Columbia and Willamette Rivers as having high potential for a sustainable, responsible commuting option for many in the Portland area, and especially for our employees since our offices and manufacturing facility are located near the Willamette River.

We have reviewed your proposal and believe it to be thorough in addressing the various aspects of a potential ferry service. We look forward to the results of your study and hope it may lead to a viable water ferry service serving the Portland Metro area.

Sincerely,

Matthew Markstaller

A Daimler Company

**From:** [susan@frogferry.com](mailto:susan@frogferry.com)  
**To:** [JWMCC Exhibits](#)  
**Subject:** FW: Funding Support of Frog Ferry  
**Date:** Thursday, April 18, 2019 4:21:02 PM

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**From:** Anne L. McIntyre <annelouisemcintyre@gmail.com>  
**Sent:** Thursday, April 18, 2019 2:03 PM  
**To:** [jmcc.exhibits@oregonlegislature.gov](mailto:jmcc.exhibits@oregonlegislature.gov); [Sen.FredGirod@oregonlegislature.gov](mailto:Sen.FredGirod@oregonlegislature.gov);  
[Rep.PaulHolvey@oregonlegislature.gov](mailto:Rep.PaulHolvey@oregonlegislature.gov); [Sen.BetsyJohnson@oregonlegislature.gov](mailto:Sen.BetsyJohnson@oregonlegislature.gov);  
[Sen.ElizabethSteinerHayward@oregonlegislature.gov](mailto:Sen.ElizabethSteinerHayward@oregonlegislature.gov); [Rep.TinaKokek@oregonlegislature.gov](mailto:Rep.TinaKokek@oregonlegislature.gov);  
[PeterCourtney@oregonlegislature.gov](mailto:PeterCourtney@oregonlegislature.gov)  
**Subject:** Funding Support of Frog Ferry

Dear Legislators,  
Traffic congestion in the Portland Metro Area has reached crisis levels. The Region is rightfully focused on the urgent need to improve public transportation options. However, the concentration of this focus has been on road and rail options and over the years there has been little consideration for water-borne public transit. The Frog Ferry project is the first viable ferry proposal I have seen in my 23 years of involvement our region's maritime industry and is worthy of further exploration and development. I urge the Legislature to include the requested \$500K of funding the 2019/2020 Budget.

Thank you for your consideration.

Best Regards,

Capt. Anne L. McIntyre  
Maritime Pilot, Columbia and Willamette Rivers  
Portland, OR



GREATER PORTLAND INC  
111 SW COLUMBIA ST, #830, PORTLAND, OR 97201  
GREATERPORTLANDINC.COM  
503-445-8065

June 18, 2018

Susan Bladholm  
Founder and President  
Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Susan,

On behalf of Greater Portland Inc, and in alignment with priorities within Greater Portland 2020—the region’s comprehensive economic development strategy—I am delighted to offer my support for the Frog Ferry project, which will offer residents and visitors a necessary North-South transportation option.

As the region’s economic development organization, Greater Portland Inc understands the critical role transportation plays in the vitality of a growing metropolitan area. Efficient transportation access and options for workers are essential to companies considering an investment decision in the Greater Portland region, and Frog Ferry will add a stress-free commute option to our region’s robust suite of transportation choices. Frog Ferry’s proposed route, with the potential to travel from Vancouver to Lake Oswego in less than an hour during rush hour, would be a boon to workers throughout our community. This innovative transportation option will harness our region’s rivers, alleviate congestion and cut down on commute times, making it attractive to prospective companies and investors.

This potential for increased connectedness between Washington and Oregon – and between both banks of the Willamette River – is very exciting, and proposed dock locations would support travel and provide access to and from some of our region’s key amenities, including the Vancouver Waterfront, Oregon Convention Center and the four pillars of the Innovation Quadrant (OMSI, PCC, OHSU and PSU).

Frog Ferry is providing a creative solution and viable alternative to increasing congestion. With your proven track record and the combined experience of the leadership team you have assembled, I am confident that Frog Ferry has great potential for success in a community that embraces smart, efficient and innovative transit options.

Sincerely,

A handwritten signature in black ink, appearing to read "Janet LaBar", written in a cursive style.

Janet LaBar  
President and CEO

July 17, 2018

Good morning

We are writing in support of establishing a ferry service from Vancouver to Portland. It makes sense to use another means of transporting people to the core area as the freeway system appears to be at capacity and with bottle necks at I5 and 405, as well as I5 and 84, with no apparent fix, the problem will only get worse . I'm sure there would be support from the community given that the commute time will be a known duration unlike the freeway where it can be 30 minutes or one hour and thirty minutes. Given the growth of the area and lack of ability to upgrade the road system it seems a logical addition to our current and future transportation needs at a price point far less than light rail or acquiring land necessary for freeway widening. We urge you to support this new concept.

Cindy and Steve Harder



MELVIN MARK

EST. 1945

March 27, 2019

Dear Friends of Frog Ferry,

I, along with Melvin Mark Companies endorse the Passenger Ferry Initiative and the work being done by Friends of Frog Ferry to activate our rivers to better connect people in the metropolitan area and foster growth for our region's business community. Our region's transportation needs can no longer be met through traditional street systems, and it is time to return to our river roots and leverage our natural water passageway by providing a new transit option.

Our community's 2035 plan calls for research and focus on waterborne transportation to add to our system of alternative transportation modes. According to the 2017 Jobs and Economy Survey, traffic and congestion are a top concern for Portland residents, with 56% saying congestion is the biggest problem followed by 11% who indicate the biggest concern is uncertainty for how long it will take to get some place by car--totaling 67%.

I personally enjoy traveling by ferry when visiting river cities around the world and understand we are one of the few remaining urban river communities without a passenger ferry service. This effort will take a strong coalition of public and private leadership to bring the vision to fruition. We are committing our support and offer a spirit of partnership to help build momentum behind the initiative.

Sincerely,

Jim Mark, CEO  
Melvin Mark Companies

March 4, 2018

RE: Passenger Ferry Service

Please know that I support the effort to improve transportation options and encourage community leaders to become more involved.

There is no question that a high-quality public transportation system is important to the Portland metro area.

We are all interested in seeing more transportation options developed as a way to combat increased traffic congestion.

It is my understanding that the Frog Ferry has developed a plan which moves us a little closer to that goal.

This plan coordinates the efforts and interests of community groups and units of local governments to address the transportation needs of our residents.

If you are unfamiliar with the project, please learn more.

I hope, on behalf of your constituents, you will take an active role in partnering with Frog Ferry to make our community a better place to live and work by improving the available transit options.

**Thank you for your consideration of this matter.**

John Tortorici

(Retired technology executive)





Office of Mayor Ted Wheeler  
City of Portland

January 12, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Ms. Bladholm,

Thank you for taking the initiative to explore the feasibility of launching a water ferry service, connecting the City of Portland to the City of Vancouver and/or the City of Lake Oswego, among other potential stops. Given that Portland has experienced exponential growth in the past decade, we have a traffic congestion issue that needs to be addressed; a river taxi service could help mitigate the issue.

River cities are unique in that they typically have a more trade-based economy and the waterway helps define the community and provides a sense of place. As a community that was founded on the banks of the Willamette and Columbia rivers by Native Peoples that used water transit as a primary mode of travel, we owe it to ourselves to explore the possibility of connecting people by our natural river highway.

Your concept plan for the Frog Ferry outlines the key goals, challenges, benefits, and approach principles. I support your next step to create a two-year feasibility study, which, among other deliverables outlined in your Feasibility Plan Outline, would articulate the operational requirements, costs, passenger research, public-private partnership construct, and vessel specification. This concept is in line with Portland's goal of creating more multi-modal transit opportunities within the City. I hope to work with you to find ways to provide resources for this endeavor.

Transit remains a critical priority for our region, and I appreciate you working with the Portland Bureau of Transportation, the Bureau of Planning and Sustainability, the Office of the Harbormaster, and my office to pursue a Portland-area river taxi service.

Sincerely,

Ted Wheeler  
Mayor of Portland

April 10, 2018

Dear Mayor Wheeler and Staff,

Please accept this email as a letter of support to urge the City to include \$350,000 in the upcoming budget cycle to perform a feasibility and operations plan for a passenger ferry service between Vancouver, WA and downtown Portland.

Vehicle traffic in our area has reached unacceptable levels and with anticipated growth will only become worse. Our city needs improved transportation infrastructure to support this growth and mitigate existing gridlock. It is time for us to consider new solutions and take a deep look at including passenger ferry service as a part of the City's transportation plan.

Thank you for your consideration.

Best Regards,

Capt. Anne L. McIntyre  
Portland OR

Dear Legislators,

Traffic congestion in the Portland Metro Area has reached crisis levels. The Region is rightfully focused on the urgent need to improve public transportation options. However, the concentration of this focus has been on road and rail options and over the years there has been little consideration for water-borne public transit. The Frog Ferry project is the first viable ferry proposal I have seen in my 23 years of involvement our region's maritime industry and is worthy of further exploration and development. I urge the Legislature to include the requested \$500K of funding the 2019/2020 Budget.

Thank you for your consideration.

Best Regards,

Capt. Anne L. McIntyre  
Maritime Pilot, Columbia and Willamette Rivers  
Portland, OR



November 20, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Ms. Bladholm,

I am writing to express OHSU's support of the Frog Ferry.

The Portland Region continues to experience economic growth, creating a larger workforce and increasing traffic and congestion. As our roadways reach capacity, our region has an opportunity to alleviate some of this congestion by utilizing the Willamette River as a transportation corridor. The introduction of a water taxi could advance the region's goals to reduce congestion and air pollution, and help move people through this region in a more efficient and sustainable manner.

Your proposed water taxi also aligns with OHSU's Transportation Demand Management (TDM) Plan - our 10-year plan to improve access to OHSU as the institution grows. Today, OHSU has roughly 6,000 parking spaces to accommodate 20,000 daily visitors. We are already a leader in commuter services, with 60% of employees on the Marquam Hill and South Waterfront campuses commuting to work using alternative transportation options.

Through implementation of the TDM Plan, OHSU wants to reduce our drive-alone rate even further. With a dock on the South Waterfront, a Willamette River water taxi would further leverage the City's Portland Aerial Tram and provide another commute option for our employees, students, and patients.

OHSU is eager to support the Frog Ferry as it moves forward in the planning and implementation phases of this project.

Sincerely,

A handwritten signature in blue ink, appearing to read "Skai Dancey", is written over a horizontal line.

Skai Dancey, PE, MBA  
Associate Vice President, Facilities

January 30, 2019

Susan Bladholm  
Friends of Frog Ferry  
902 SW Shaker Place  
Portland, OR 97225

Dear Susan,

Since our first conversation last April, I have appreciated participating in the conversation about bringing a passenger ferry service to the Portland-Vancouver metropolitan area. I was part of the BikeShare leadership team and see many similarities with your project, as both are bringing a new “green” mode of transit to our street-crowded community.

Please consider this my letter of support behind the effort to pursue researching the feasibility of bringing a ferry service to the region. This concept simply makes good sense and the time is ripe to look at operational models that would be a good fit for our region.

As a minority business leader, I understand that you are looking at the benefits to underserved communities, which include the potential for jobs, better air quality, more transit options, and a pricing schedule that will appeal to all walks of life. I am a property owner in the Vancouver area and often find myself commuting over the I-5 bridge, fighting traffic and thinking there must be a better way for us to connect by river.

Thank you for your leadership and please continue to call on me for guidance.

Best wishes,

James Paulson

July 3, 2018

The Honorable Ted Wheeler  
Mayor, City of Portland  
1221 SW Fourth Avenue, Suite 340  
Portland, Oregon 97204

Dear Mayor Wheeler:

As Greater Portland's chamber of commerce, the Portland Business Alliance represents more than 1,900 small, medium and large businesses throughout the metro region, including several in Clark County. The Alliance has long supported a regional multimodal transportation system that serves all users and, as traffic congestion worsens throughout the region, local leaders must give serious consideration to alternative modes such as waterborne transportation.

According to public opinion polling commissioned by the Alliance last December, conducted by DHM Research, traffic and congestion are a top concern for Portland residents — coming in second only to homelessness. Indeed, in the same poll, residents stated that maintaining and expanding public infrastructure like roads, bridges and transit should be one of the highest priorities for local government. As our region addresses congestion and explores mitigation strategies, the Alliance strongly supports feasibility research on Willamette River transit opportunities as called for in the Central City 2035 Plan, and that research should be extended to review Columbia River transit options that would connect Portland and Vancouver.

Through the Central City 2035 Plan's recommended River Transit Feasibility Study, the city has opportunity to explore funding mechanisms, phasing, and methods for implementing river transit as an alternative transportation mode for passengers requiring professional or recreational access to the central city. As Portland has demonstrated in the past, river transit can be an effective tool to connect people in the metropolitan area and foster growth for our region's businesses. It is only logical to leverage our natural water passageway for this purpose.

This effort will require a strong coalition of public and private sector leadership to bring the vision to fruition. Indeed, private businesses already are exploring potential river transit options and the city should encourage that effort. The Alliance is committed to helping build support from the private sector and we welcome any opportunity to partner with elected officials to advance this concept.

Thank you for your consideration.

Sincerely,

Dave Robertson  
Chair

cc: Portland City Council

# PBOT

PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Avenue, Suite 800 Portland, OR 97204 503.823.5185  
Fax 503.823.7576 TTY 503.823.6868 [www.portlandoregon.gov/transportation](http://www.portlandoregon.gov/transportation)

**Chloe Eudaly** Commissioner **Chris Warner** Interim Director

Susan Bladholm, Founder  
Friends of Frog Ferry

21 February 2019

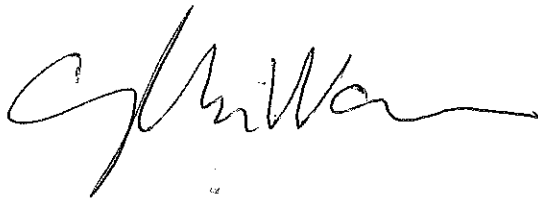
Chris Warner, PBOT Interim Director  
1120 SW Fifth Avenue, Suite 800  
Portland, OR 97204

Dear Ms. Bladholm

PBOT is pleased to support Friends of Frog Ferry's efforts to bring water transit to the Willamette River and Portland. In support, PBOT offers to contribute \$50,000 to the effort to better understand the demand for water transit and the feasibility of such a service. The contribution is broken down as follows:

- \$10,000 (with a matching \$10,000 contribution from TriMet) to help fund a transportation modeling effort by Metro to model the demand for a proposed water transit service;
- \$40,000 as a match for an ODOT STIF grant ask to fund a water transit Feasibility Study. In the eventuality the grant is not awarded, the \$40,000 match is still committed to the Friends of Frog Ferry for subsequent water transit-related efforts.

Sincerely,



**Chris Warner**  
Interim Director, Portland Bureau of Transportation



*The Portland Bureau of Transportation fully complies with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations, complaints and information, call (503) 823-5185, City TTY (503) 823-6868, or use Oregon Relay Service: 711.*

January 25, 2019

To: Friends of Frog Ferry Founders

From: David Penilton, President of America's Hub World Tours, LLC

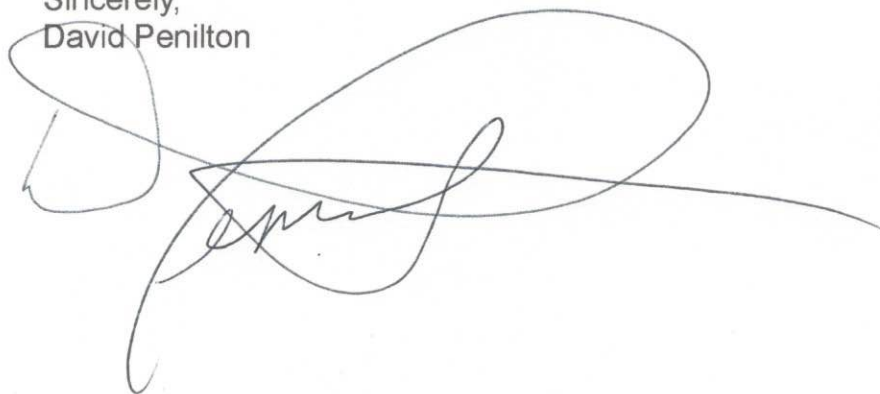
Re: Passenger Ferry Service Initiative

As a Portland Minority Business Leader and member of the Oregon Tourism Commission, I support the initiative to study the opportunity to bring a passenger ferry service to the Portland-Vancouver region. With the constraints of surface road expansion, an alternative mode of transportation in the region would help connect communities—by one neighborhood stop to another- and would help connect residents to their river. In addition, there are benefits for visitors to the region, to see our region by water.

There are the advantages of improving our air quality by removing several thousand cars off our roadways every day. Congestion impacts everyone, and this initiative will help improve the quality of life for both users and nonusers.

Let's get this innovative concept a chance, and support funding the feasibility studies and advocacy behind the effort. It's time we take a look at how to most strategically move people and cargo around our region and consider how to insure our residents can live their fullest and healthiest lives.

Sincerely,  
David Penilton

A large, stylized handwritten signature in black ink, appearing to read 'David Penilton', written over the typed name.



February 9, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Susan:

I applaud your efforts to spearhead the establishment of a passenger ferry system for the Portland metropolitan area. Given Portland's rapid growth, there is a need for expanding our modes of transportation to help mitigate congestion, especially on the I-5 corridor between Vancouver, Washington and downtown Portland. As a transportation infrastructure provider for the region, I recognize the importance of utilizing the Columbia and Willamette rivers in a responsible and environmentally-friendly manner, and your efforts to foster the movement of people via our river system makes good sense.

I support the Frog Ferry initiative as a public-private partnership, and wish you well in leveraging local, state and federal funding sources, as well as private sector investors to aggregate resources and improve the traffic situation. Best of luck to you as the initiative moves forward.

Sincerely,



Curtis Robinhold  
Executive Director



# Port of Vancouver USA

November 14, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Ms. Bladholm,

The Port of Vancouver USA is a 106-year-old economic engine located on more than 1,600 acres along the Columbia River in Vancouver, Washington. Thanks in large part to our location at the intersection of river, road and rail, our operations support more than 20,000 jobs and provide \$2.9 billion in annual economic benefit to the region.

In addition to our marine and industrial activity, we are redeveloping our birthplace on the Columbia River as a regional gathering place to promote trade and tourism. Known as Terminal 1, the site could include a new hotel; commercial, residential and office space; and public spaces. It will also connect to downtown Vancouver, the Renaissance Trail and the new city of Vancouver waterfront park. When fully developed, we expect Terminal 1 to attract thousands of visitors to Vancouver's waterfront each year and support 800 new jobs.

Terminal 1 and the adjacent development, The Waterfront Vancouver, will be dense areas in a location with constrained freeway access, making multimodal transportation options particularly important to support residents, workers and visitors. Water transit has long been a staple in cities like Seattle, Boston, New York and Tampa—large, waterside metro areas that also require multimodal transportation to move people around the city and region efficiently.

In September, the port's Board of Commissioners unanimously approved our 2018 Strategic Plan. Included in this plan is a Community Goal to implement the vision of a destination waterfront at Terminal 1. Our strategy to "Support public enjoyment and tourism through activities such as river cruises and events at Terminal 1" is consistent with Frog Ferry's efforts to increase the vitality of Vancouver's waterfront.

There is great potential in a water taxi service in the Portland-Vancouver metro area, with benefits for both our communities and states. We appreciate and support Frog Ferry's efforts to connect the Vancouver waterfront to downtown Portland. We look forward to working with you and other partners to explore the feasibility of a water taxi service to support the continued connectivity and vitality of our region.

Sincerely,

Mike Bomar  
Director of Economic Development



ReachNow, LLC • 1111 NE Flanders St. Suite 202 • Portland, OR 97232

City of Portland  
Office of Mayor Ted Wheeler  
MayorWheeler@PortlandOregon.gov

April 27, 2018

**Subject: Passenger Ferry Service**

Mr. Mayor,

I urge you to support funding in the City's upcoming budget to perform a feasibility and operations plan for a passenger ferry service between Vancouver, WA and downtown Portland.

Portland now has some the worst commute times and congestion in the country, with no letup in sight. Free floating car sharing, like ReachNow offers, can help encourage active transportation and more public transit by providing the confidence to commute with something other than a Single Occupancy Vehicle – but still have access to vehicles in emergencies, for business meetings, or errands during the work day.

Car sharing can help mitigate *some* congestion, but Portland desperately needs improved transportation infrastructure and more non-SOV options to support our growing population and mitigate gridlock. With your help, we can take steps to offer new transportation solutions including passenger ferry service. Our quality of life depends on it.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Alan Bates".

Alan Bates  
Market Manager, Portland  
503-810-7396



July 15, 2018

Dear Ms Elissa Gertler

RE: Support of a passenger ferry system on the Willamette and Columbia Rivers

Portland transit system includes autos, buses, light rail, street cars, bikes, and walking. One option that many similar cities worldwide embrace, and that nature provides as a viable conduit, is utilizing water ways as a transportation choice. Portland is a 'River City' and uniquely located at the confluence of two majestic rivers within the Portland Metropolitan area. According, with forecasted population growth, the timing is now right to embrace nature's conduit of life and establish a viable passenger ferry system.

In addition to a viable transportation option, a river passenger ferry system would also enhance the tourism / recreation options and create a social-economic connection of communities – especially between Portland and Vancouver.

I strongly support Metro's consideration in advancing a plan and execution of a Portland / Vancouver river passenger ferry system as a viable transportation option and more.

Best regards,

Scott South

President

Stevens Water Monitoring Systems, Inc.



12067 NE Glenn Widing Dr. Suite 106  
Portland, OR 97220

(o) 503-445-8000 | (f) 503-445-8001 | (c) 503-341-2591

[www.stevenswater.com](http://www.stevenswater.com)

[www.pogoturfpro.com](http://www.pogoturfpro.com)



GRACE ROSE SERBU  
1221 SW 10th Ave, 1807  
Portland, Oregon, 97205  
541-686-2419  
[gserbu@gmail.com](mailto:gserbu@gmail.com)

To whom it may concern,

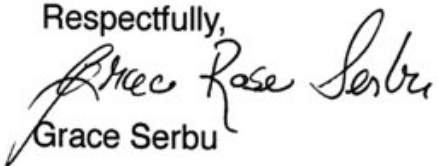
I want to communicate my strong support for the proposed FROG FERRY project.

Folks living in this area are well aware of the difficult auto commute to and from Vancouver so the choice to take a ferry is an obvious winner. Transportation is so important to our growing area and therefore to our economic landscape. Getting workers to and from work and OFF THE FREEWAY is key.

Our highly rated city needs to keep up with the demands of area growth. Portland has the vision and needs to get behind this project and quickly.

I expect our elected officials to make intelligent, effective and timely decisions. I realize Washington state and Vancouver must cooperate, but with Portland's enthusiastic support, the FROG FERRY will be a winner.

Respectfully,

  
Grace Serbu

April 17, 2019

I support the budget requests to help fund the feasibility analyses for the proposed passenger ferry service on the Columbia and Willamette rivers. We know our rivers are vastly underutilized and underappreciated. We know that our bridges are in real danger of collapsing, but have no unified response plan in place for traversing our rivers. We know we have a superfund to address, but by not traveling our rivers, our citizens stay one step removed from them and tend to forget that they need our attention. We know that there is only so much more capacity that we can add to our roads. There is broad and increasing support for the proposed Frog Ferry—our Board has coalesced seven teams of industry and community leaders, and a stakeholder team of over 900. It's been a 100 years since we truly utilized the rivers. It's time to do so again.

Thank you for your consideration,

Allison Tivnon, Friends of Frog Ferry board member

March 4, 2018

RE: Passenger Ferry Service

Please know that I support the effort to improve transportation options and encourage community leaders to become more involved.

There is no question that a high-quality public transportation system is important to the Portland metro area.

We are all interested in seeing more transportation options developed as a way to combat increased traffic congestion.

It is my understanding that the Frog Ferry has developed a plan which moves us a little closer to that goal.

This plan coordinates the efforts and interests of community groups and units of local governments to address the transportation needs of our residents.

If you are unfamiliar with the project, please learn more.

I hope, on behalf of your constituents, you will take an active role in partnering with Frog Ferry to make our community a better place to live and work by improving the available transit options.

**Thank you for your consideration of this matter.**

John Tortorici

(Retired technology executive)



February 16, 2018

As Portland's destination marketing organization, Travel Portland takes great interest in projects that will enhance our desirability as a tourism destination, especially initiatives that create competitive advantage for our region.

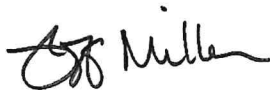
One of the many benefits of the tourism industry is its ability to bring in outside dollars to stimulate our local economy. In 2016, the tourism industry brought in \$5.2 billion dollars in direct spending equating to over \$250 million in state and local taxes and supporting over 37,000 jobs in the Portland area.

During our Tourism Master Plan process, a future looking plan for tourism in our region, stakeholders identified a tourism transportation strategy as one of the priorities for consideration. As the city and region continue to grow, we believe that the development of a transportation plan that incorporates alternative transportation options, including water taxis, could be a compelling approach to curbing congestion and increasing the quality of the visitor experience.

The Frog Ferry proposal for a Portland-Vancouver passenger water taxi service is that type of innovative initiative that seeks to mitigate congestion while also offering an appealing alternative way to experience the region.

Therefore, it is our pleasure to write in support of the proposed Frog Ferry initiative. While the primary beneficiaries of this project are Portland residents and commuters, we see the future advantage of a connected water transit system that links to key visitor attractions in the central city.

Sincerely,



Jeff Miller  
President & CEO  
Travel Portland

March 5, 2018

As the state of Oregon's destination marketing organization, Travel Oregon's vision is a better life for all Oregonians through strong, sustainable local economies. Therefore, Travel Oregon pays special attention to initiatives that enhance our tourism product and benefit our domestic and foreign visitors, as well our state's residents.

Alternative transportation options and congestion relief are topics often raised by our industry stakeholders and Travel Oregon is actively advocating for solutions. The proposed resource, the Frog Ferry, would utilize the Willamette and Columbia Rivers and deliver a unique visitor experience while driving economic development for the state.

Travel and tourism in Oregon is an \$11.3 billion industry supporting 109,000 jobs for Oregonians. This initiative aligns with Travel Oregon's 2017-2019 Strategic Plan by optimizing statewide economic impact. The city of Portland is often the gateway to greater Oregon, especially for international visitors. By facilitating the development of a world-class tourism product in Oregon's largest city, we can drive economic development and leave our visitors with more stories to share with the world.

The Frog Ferry proposal for a Portland-Vancouver passenger water taxi would provide an attraction to promote the state on a larger scale and provide an alternative transportation option.

It is my pleasure to write in support of the proposed Frog Ferry initiative.

Sincerely,



Todd Davidson  
CEO



May 3, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Susan,

We appreciate your leadership in taking the initiative to spearhead the establishment of a passenger ferry service for the Portland-Vancouver region. As a maritime manufacturer, we see how communities around the world benefit from efficient, cost-effective marine transit that leverages the natural highways that rivers and other waterways provide. We also are very aware that utilizing such assets is increasingly an important strategy in regions where congestion is deteriorating the quality of life of citizens. We have many employees who would take a great deal of pride in manufacturing and maintaining a ferry operating in their own backyard and many who would benefit from using the ferry for their daily commute as is the case for Vigor employees in Washington and Alaska.

Vigor is a leading builder of ferries and serves customers such as Washington State Ferries, the Alaska Marine Highway System and the San Francisco Bay Area's Water Emergency Transport Authority (WETA) by building both passenger-only and passenger + car ferries for these customers. Among the largest ferry systems in the world, the Washington State Ferry System serves 25 million passengers per year, greatly contributing to the region's transportation system. While Portland's geography is much different than San Francisco, Seattle or SE Alaska, the river provides a great opportunity to move commuters, take cars off the road and increase quality of life in addition to facilitating the attraction of new business and investment.

Portland, as well as Vigor, was founded along the banks of the river and we should leverage our River City brand and turn the focus back to the river by getting people back on the water. We would like to be part of this solution and are especially interested in bringing the most sustainable practices to the Frog Ferry operations.

Vigor supports the Frog Ferry initiative and we look forward to working with you in support of this effort.

Sincerely,



Frank Foti  
Chief Executive Officer



July 19, 2018

TO: Elissa Gertler, Director of Planning, METRO  
FROM: Linda Weston, Rapporto, LLC  
RE: Regional Transportation Plan

As you consider the regional transportation plan, I urge you to give serious consideration to including the development of a ferry system, both across the Columbia between Portland and Vancouver, and across the Willamette at various points between the East and West sides.

As traffic in the metro area becomes progressively more choked and untenable, the addition of a ferry system would help to alleviate the increasing congestion.

The United States has experienced a resurgence of ferry transportation, with nearly 600 ferry operations in the United States alone. About half of these systems are government owned and operated, while the other half are split between privately owned and public/private partnerships. The fastest growing segment of the ferry market has been small (less than 150 passengers) people only ferries. The technology for ferries has been racing ahead providing low wake, high speed, and low emission options at a reasonable cost.

Frog Ferry has done a great deal of research and work towards development of a plan to implement such a system. This seems like a reasonable way to add transportation alternatives without building new freeways or other road systems. I support Frog Ferry, and I urge you to support it as well.

Rapporto  
3439 NE Sandy Blvd, #618, Portland, OR 97232  
503-936-4898 | [www.rapportopdx.com](http://www.rapportopdx.com)

# Working Waterfront



April 25, 2018

Susan Bladholm  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Susan,

Thank you for your work to address Portland's traffic congestion issue through researching the potential for a sustainable river-friendly passenger ferry service in the Portland metropolitan area. The Portland Harbor is an economic engine, a freight hub and a source of jobs for the Portland metropolitan area. Over 50 industrial marine businesses support more than 29,000 local jobs bringing more than \$1.8 billion in personal income to the region's economy. One of every nine jobs in the Portland/Vancouver area is located or supported by the work done in Portland's harbor industrial district. As our metropolitan area's population grows, the region faces more transportation bottlenecks that create longer and more difficult commutes for employees, and slow the movement of freight. We support looking to new and innovative ways to move through and around the Portland metropolitan area.

In addition, as businesses that are located along Portland's working waterfront, we are keenly aware of the river and how it is used. As a city that was founded on the benefits of being located along a river, we encourage looking for ways to enhance and embrace the river as a remarkable local resource. We support your efforts to sensibly leverage the river as a natural highway and alternative choice for employees to commute to and from work.

We appreciate your vision and look forward to a successful outcome so working waterfront employees may have the choice to commute by river ferry in the near future.

Sincerely,

A handwritten signature in blue ink that reads "Ellen Wax". The signature is fluid and cursive, with the first name "Ellen" and the last name "Wax" clearly legible.

Ellen Wax  
Executive Director

*Established in 2005, the Working Waterfront Coalition, with its extensive knowledge of harbor industry needs and active industry participation, is dedicated to working with its partners to ensure an appropriate balance between environmental concerns and the needs of river-related, river-dependent employers. Portland's Harbor is a vital employment area: home to thousands of valuable high-wage, high-benefit jobs. In addition, WWC members are conscientious stewards of the environment, making significant investments in the harbor consistent with state and federal laws.*



THE ZIDELL COMPANIES

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March 22, 2018

Susan Bladholm,  
The Frog Ferry  
4430 SW Selling Court  
Portland, OR 97221

Dear Susan,

I am writing to express enthusiastic support for the concept of a passenger ferry service in the Portland/Vancouver metropolitan area.

For nearly a century, the Zidell family has been intricately tied to the Willamette River with our ship dismantling and barge building businesses. Now we are evolving our company to develop this 33-acre riverfront land into a vibrant mixed-use neighborhood with residential, retail and open spaces. We envision expanding the Greenway along the Willamette River, creating new parks, and opening access to the river for people to enjoy. We celebrate other efforts to do the same.

Many major river cities around the world already have a ferry or water taxi system in place. We applaud the Frog Ferry's proposal to add a much-needed new mode of transportation to benefit both commuters and tourists. Any additional access to the Willamette River will further Portland's position as a hub for creativity and innovation, helping to bolster the quality of life we all value so deeply.

We encourage the City Council to support the Frog Ferry's proposal to kick off this effort.

Best regards,

Charlene Zidell  
Director of Corporate Relations and Communications