



FRIENDS OF
FROG FERRY

Oregon Legislature, February 2025

Frog Ferry was born because there is a need to do things differently in Portland.

2035 Portland Central City Climate Action Plan

- ✓ 122,000 more households
- ✓ 1.2M more daily trips



Our Mission

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

Education



- History of First Peoples
- Narrated tours for families
 - Nature, city & heritage tours
 - School field trips “Tadpole Tours”

Environment



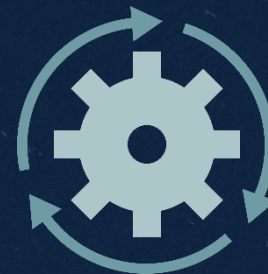
- Reduce greenhouse gas emissions:
- City 2035 Climate Action Plan
- Change culture of car dependency/EVs
- Foster stewardship of rivers
- Connection to valuable green space

Health & Community



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

Efficiency



- Public-private partnership
- Require low operational subsidy \$2.5M/yr (PCEF)
- Fund infrastructure costs via FTA grant 80-20% (Up to 90% federal)
- No displacement of neighborhoods/roads
- Create an iconic presence on the water



Phase 1: 2017 – 2022 Research & Outreach

Research: Feasibility Studies- *Delivered*

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

PRO BONO: \$32-40M (taxpayer savings)

FUNDRAISED: \$750K

CITY OF PORTLAND CONTRIBUTION: \$90K

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

Phase 2: 2023 – 2028 Pilot Project Planning/Test

- Plan, Partner, Fund & Operate
 - *Get in RTP (constrained project list-May 25)*
 - Pilot Operations and Project Plans
 - Secure Home Port /Dock Enhancements
 - Solicit Federal Funding Q2 2025
 - Vessels on Order Q2 2026
 - Launch Pilot 2028-boat on the water
 - Conduct Triple Bottom Line Report
-

PILOT PROJECT TOTAL (2 YR): \$20-49M

FEDERAL FUNDING REQUEST \cong \$10M+/yr

CITY PILOT PROJECT GF REQUEST \cong \$0

PCEF REQUEST: \$2-12M

*****Need City Partnership*****

Phase 3: 2028 – Onward Operate

- Launch Steady-State Public Ferry
- Total goal: 7 Vessels & 9 Stops
- Tap into Federal FTA Funds annually to build

Commuter Ferries are a Proven Worldwide Concept

Cities with Ferries:

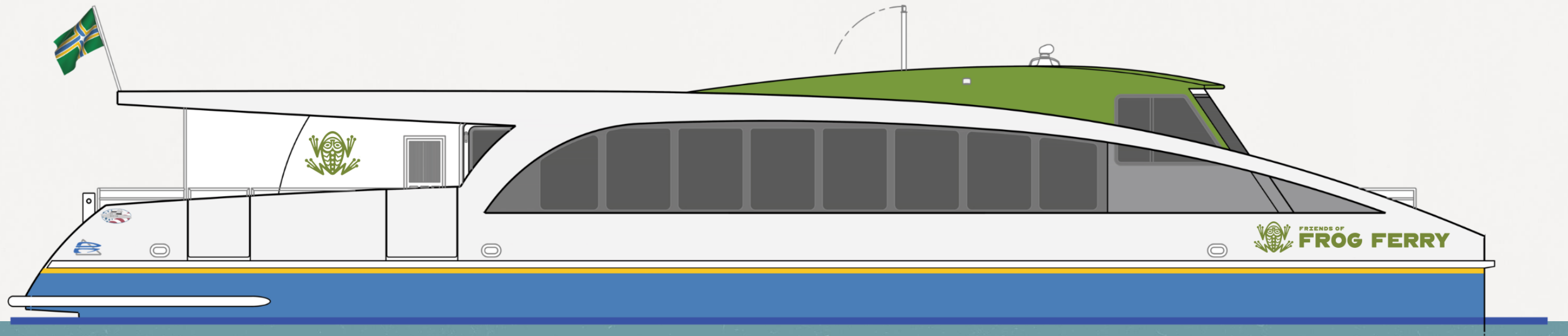
Boston, Tokyo, San Diego, Bangkok, Istanbul, Milwaukee, Seattle, Cape May, Hai Phong, Stockholm, Vancouver, BC, Chesapeake Bay, San Francisco, Mumbai, Toronto, Norfolk, Pensacola, Brisbane, Seoul, Singapore, New York, Washington, DC, New Orleans, London, Oslo, Amsterdam, etc.

Portland Vancouver metro area traffic ranks the **5th 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)

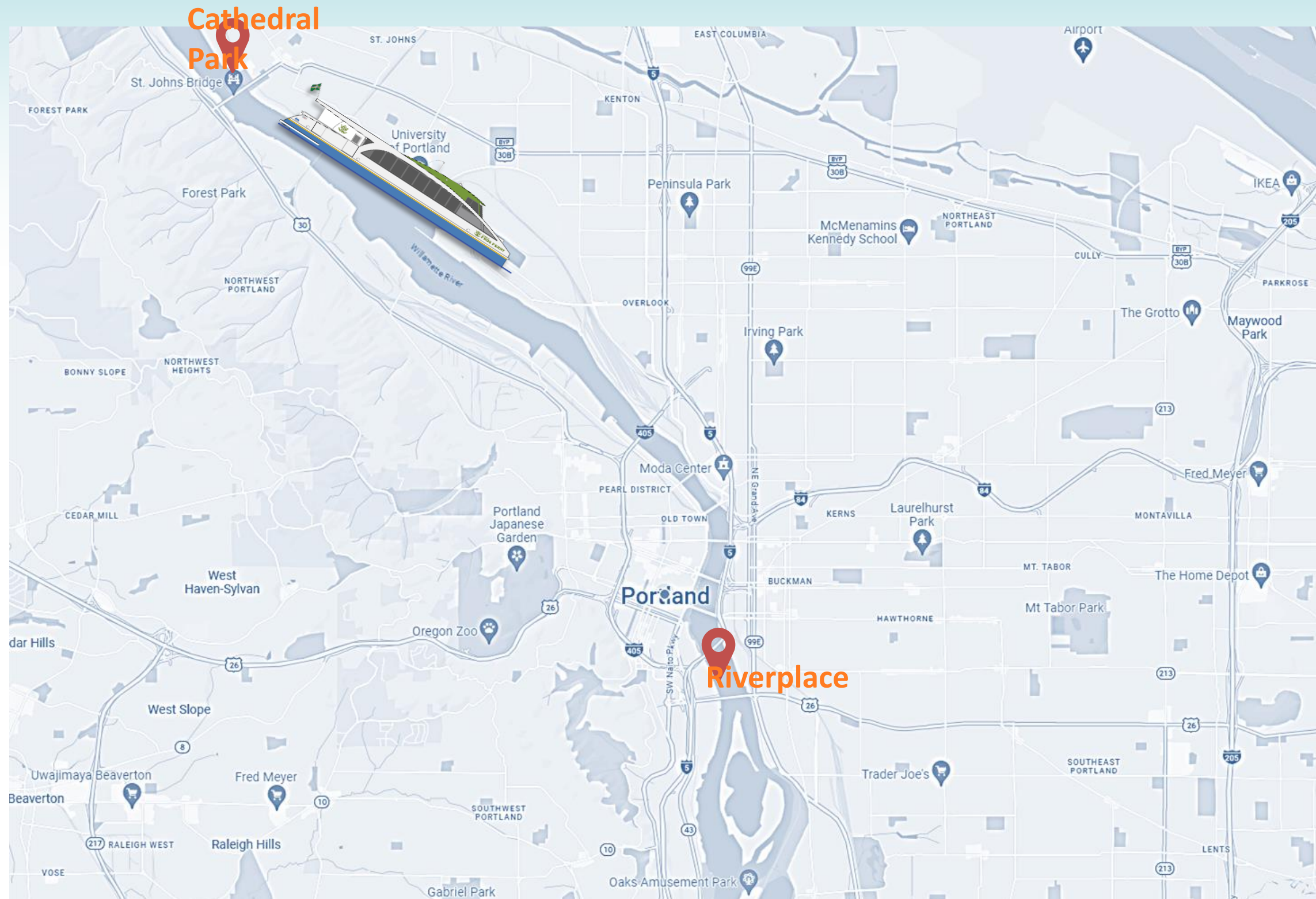
Propulsion

- Pilot: R99 or fully electric
- Propeller

Current Pilot Proposal

- One (1) 70 pax vessel
- Service 6 days / week, 14 hours / day
- Cathedral Park to South Waterfront
- Ticket Price: \$3.50;
Honored Citizen: \$1.75;
Children: \$0





Pilot Project Community

North Peninsula: Cathedral Park and St. John's

Racial Equity: 60% of residents identify as POC
25% 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.
- 87% of residents commute by single occupancy vehicle

Environmental Justice: Marginalized community with the worst air quality in the state of Oregon (I-5 impact) resulting in high levels of asthma and other respiratory illnesses.

Climate Equity Results:

1-vessel: 600/day=186,150/year

7-vessels: 3,288/day=1M/year

CO2 displaced 1-vessel 1 year: 3,170 metric tons



People want a ferry

OHSU & Frog Ferry Survey
December 2021

78% of participants are “extremely interested” or “somewhat interested”
in taking a ferry to OHSU: 800 Employees

	97203	97217	97231	other	Total		97203	97217	97231	other	Total
Extremely interested	63%	43%	44%	54%	53.4%		112	66	11	102	291
Somewhat interested	21%	29%	40%	22%	24.2%		37	44	10	41	132
Unsure or neutral	11%	13%	12%	14%	12.5%		19	20	3	26	68
Somewhat uninterested	3%	9%	0%	3%	4.4%		5	13	0	6	24
Extremely uninterested	3%	6%	4%	7%	5.5%		6	9	1	14	30
Total	33%	28%	5%	35%	100%	Total	179	152	25	189	545

The River Belongs to **All of Us**

Who Benefits?

- **Communities of color** lack access to exploring Portland's natural resources
- **Commuters** from North to South Portland and surrounding communities
- **Native American/Indigenous** community led education and climate justice initiatives

Emergency Preparedness

Likely two bridges in Portland will be usable, leaving few options for emergency response.



Portland City Council Support Unlocks:

Federal Funding

Frog Ferry, as a non-profit, cannot apply for FTA Passenger Ferry funds. *Grant due June 2025.

Infrastructure ≈ **\$10m** (1 Year)

- docks
- boat
- planning

≈ **\$10m**

Docks / Infrastructure

Use of two existing docks, currently under-utilized. Docks considered a match for federal funding.

Cathedral Park Dock
+ RiverPlace Dock
(Value: \$4m)

Potential Private, Philanthropic, & Corporate Support

Need a MOU/proclamation that we are working together.

≈ **\$2m**

Local & State Funding

PCEF: Once infrastructure funding is confirmed, PCEF provides gap ops funding.

2025 Transportation Package: Legislators want to see Portland leadership commit first.

≈ **\$8m**

1 vessel (1 boat + 1 year operations + planning / ticketing / regulatory / marketing) = **\$20m**

2 vessels (2 boats + 2 year operations + planning / ticketing / regulatory / marketing) = **\$49m**

2025 - 2028 Proforma Summary (for 1 boat for 1 year of ops)

Expenses

- planning / ticketing / regulatory / marketing _____ \$9m
- operations _____ \$8m
- ops infrastructure (boats + docks) _____ \$8m
- Total _____ **\$25m**

Revenue

- startup funding: federal, philanthropic, and public _____ \$20m
- farebox _____ (\$4m)
- sales (sponsors / adv) _____ (\$1m)
- Total _____ **\$25m**
- Net Total _____ **\$20m**

2017 - 2024

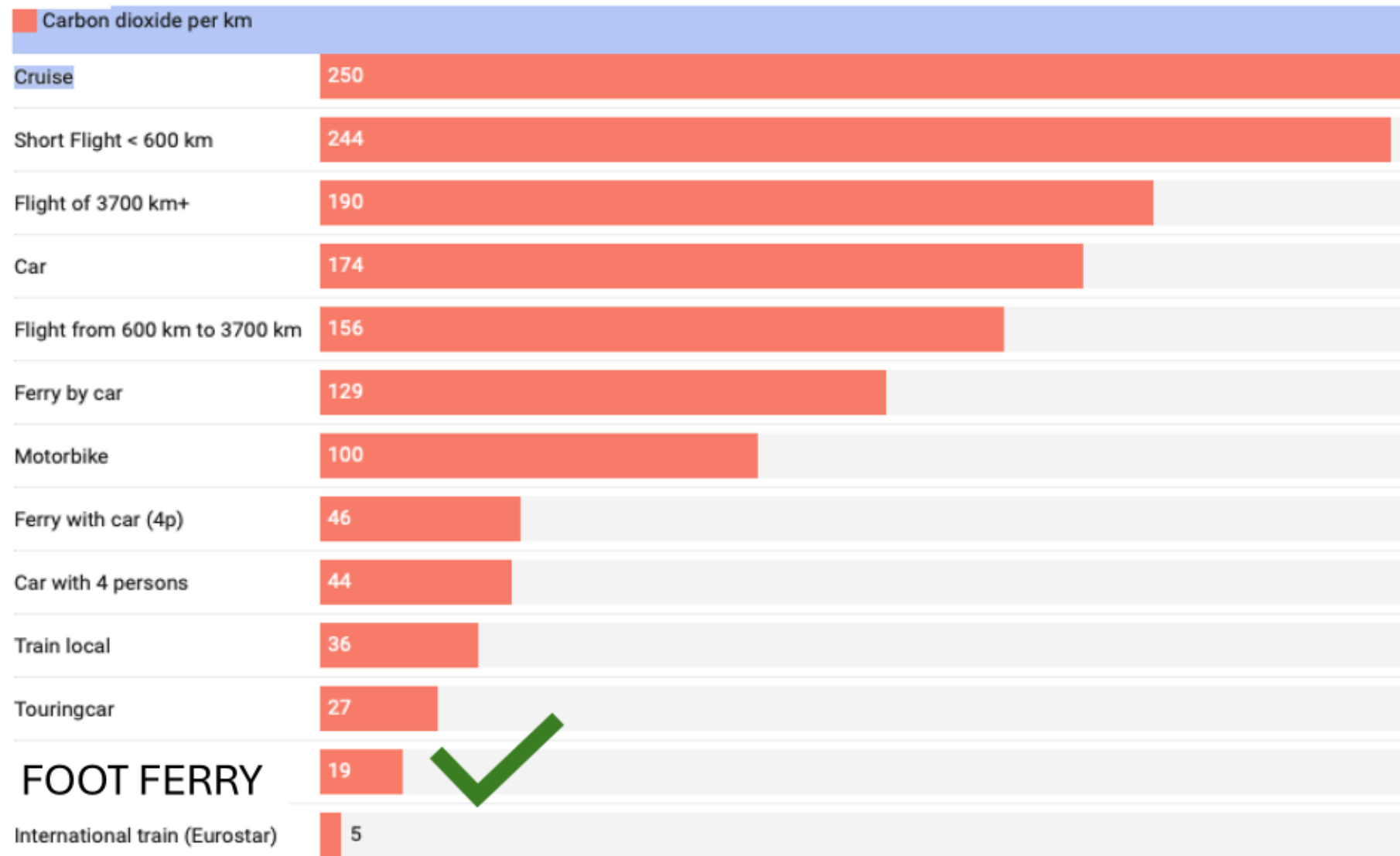
- ✓ \$32m value contributed to date
- ✓ \$390k public funding to date

**Total need for 1 vessel
for 1 year = \$20m**

Intro to Frog Ferry's Climate Benefits

Carbon footprint with different modes of travel

Emission in grams of carbon dioxide per person per kilometre





Frog Ferry Board

Juan Vildosola, St. Johns NA board; Susan Bladholm, founder/president; Captain Peter Wilcox, Decarb The Passage; Nina Byrd, Strategist; John Furukawa, startup exec; Paul Brodeur, King County Ferries (retired); Scott South, Treasurer and former Frog Ferry chair, Jennifer Schloming, Frog Ferry Secretary and St. John's resident, and James Paulson, Frog Ferry chair and Chair of Worksystems Inc.
(left to right) Note: Three Advisory Board members are not in photo



Let's build a better Portland: 4P Partnership
Safe | Equitable | Climate-friendly | Resilient



QUESTIONS?



www.frogferry.com

City Commissioners (and staff) briefed since 2017

Dan Saltzman
Nick Fish
Amanda Fritz
Charlie Hales
Ted Wheeler
Carmen Rubio
Dan Ryan
JoAnn Hardesty
Chloe Eudaly
Mingus Mapps
Rene Gonzalez
Sam Adams
Elana Pirtle-Guiney
Loretta Smith
Jamie Dunphy
Dan Ryan
Sameer Kanal
Steve Novic
Tiffany Koyama Lane
Angelita Morillo
Olivia Clark
Mitch Green
Eric Zimmerman
Deputy City Administrators + Bureaus = 50+

Estimated number of briefings since 2017

Oregon Legislators: 80
Multnomah County: 35
Metro: 18



SUSAN BLADHOLM, FOUNDER & PRESIDENT

10 years with Business Oregon focused on special projects, to include being co-founder of Cycle Oregon.

10 years with the Port of Portland, specializing in aviation and marine infrastructure marketing.

Leader at regional economic development agency Greater Portland Inc. and Travel Portland.

5 years with Erickson Inc, a global helicopter operator and manufacturer.

12 years as a student pilot, flying out of Aurora Airport to locations with ferries on the US West Coast.

“Doom Cycle”

“We can solve with innovation and creativity”

“We need partnerships– new investments.”

“Quality of life is the greatest determinant of economic vitality. We need more than good wages and affordable housing. We need a high quality of life to attract talent.

“High functioning cities: Great culture and recreation, low pollution and crime, and a strong urban built environment.”

“We need to inspire Portlanders. Remind them that we can do big things again. Regain our place as a market leader.”

“How do we avoid the scarcity mindset? We can’t afford to infrastructure and services we have. We can’t take on anything new.

“What is the cost if we don’t do it?”

PCEF Grant Round 2 GGE's Comparison with Finalists		9.1.24	
PCEF Award Category	GGE Saved	Notes	
Energy Efficiency	29,750	Total of all Finalists/Final number should be less	
Renewable Energy	2,448	=	=
Workforce Dev & GC	1,109	=	=
Regenerable Ag & Grn Infrastructure	29,442	=	=
Transport Decarbonizing	5,646	=	=
Other grants	16,281	=	=
TOTAL	84,676	Metric tons GGE saved if all current finalists were to be funded!	
Frog Ferry GGE Savings (Rounded)			
Frog Ferry Pilot - Over duration of Grant	14,250	Estimated lifetime estimate in metric tons, both pilot ferries	
Frog Ferry Pilot - Vessels (2) Lifetimes	190,000	3,170/yr * 30 years typical lifetime in freshwater per J. Sainsbury'	
Frog Ferry - 7 Vessel System <u>Per Year</u>	130,000	Metric tons/Yr // Assumes later funding fr US Dept of Transportation	
Frog Ferry - 7 Vessel System <u>30 Years</u>	3,900,000	Metric tons GGE saved over 30 years by full 7 ferry system // "	

The striking figure is the comparison in the **Transport Decarbonizing** category:

The combined GGE savings of **ALL PCEF Grant Round 2 finalists** is **5,646 metric tons**.

The GGE savings for **Frog Ferry** is **14,250 metric tons**, nearly 3x all finalists combined.