

Oregon Legislature: Ways and Means May 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





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.

Founder / President



Susan Bladholm Board Member, Transportation Enthusiast



James Paulson: Chair HR Professional



Paul Brodeur 40 Years in the Maritime Industry, Director of King County Marine Division



Jennifer Schloming: Secretary Former Portland City Hall

Board of Directors



Nina Byrd Strategy Consultant, Bridges purposeful work with Institutionalized Systems



Juan Carlos Vildósola Covarrubias St. Johns Neighborhood Association Board Member, Transportation Activist



Willie Levenson Human Access Project Ringleader, Willamette River Steward



John Sainsbury Maritime Consulting Partners Principal, Frog Ferry Partner



Scott South Former Frog Ferry Board Chair, Manages Frog Ferry Financials (CPA)



John Furukawa User-Design Innovator, Experienced Start-Up Leader



Captain Peter Wilcox Executive Director of Decarb the Inside Passage

Phase 1: 2017 - 2023 **Research & Outreach**

Research: Stepped in for PBOT to lead

- 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) status in 2018

Phase 2: 2024 - 2028 **Pilot Project Planning/Funding**

- Solicit City/PCEF Funding 2024 & 2025
- Add to RTP (constrained project list-May 25)
- Pilot Operations and Project Plans
- Secure Home Port /Dock Enhancements
- Solicit State Funding 2025 •
- Vessels on Order Q2 2026
- 2028: boat on the water •
- Conduct Triple Bottom Line Report

VALUE DELIVERED: \$40M (taxpayer savings) **CITY OF PORTLAND CONTRIBUTION: \$90K ODOT STIF GRANTS (via TriMet 2ct): \$300K**

PILOT PROJECT TOTAL: \$20M FEDERAL FUNDING REQUEST: \$0 **STATE FUNDING REQUEST: \$10M PCEF REQUEST: \$10M** (over three years)

Phase 3: 2028 – Onward Operate

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



• Tap into Federal FTA Funds annually to build

Our Mission

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

Education



- History of First Peoples
- Narrated tours
 - Heritage tour: Chinookan legacy
 - School field trips "Tadpole Tours"
 - **River Ecosystem Stewardship** •

Environment



- Reduce greenhouse gas emissions
- City 2035 Climate Action Plan
- Change culture of car dependency/EVs
- Foster Portland waterfront activation
- Connection to green space

Health & Community



• Equity for commuters

Connect low-income communities to JOBS. Ops/FF/MRO/construct/indirect

- Enhance resilience/emergency response
- Promote economic vitality/access
- Tourism
- Reduce stress & anxiety

Efficiency



- 4P partnership
- Low operational subsidy \$2.5-3M/yr (PCEF)
- On Hold: Fund infrastructure costs via FTA grant, 80-20% (Up to 90% federal)
- No displacement of neighborhoods/roads
- Iconic presence on the water



Friends of Frog Ferry

Commuter Ferries are a Proven Worldwide Concept

River 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, Boston, 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: fully electric
- Propeller
- 23-24 knots.
- Low maintenance and ops cost

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 Citizens: \$1.75

PORTLAND



Friends of Frog Ferry

Start Up Phase - Pilot



Pilot Project Community 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.

Climate Equity Results:

1-vessel: 600 cars displaced/day=186,150/year 7-vessels: 3,288 cars displaced/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
Extremely interested	63%	43%	44%	54%	53.4%		112	66
Somewhat interested	21%	29%	40%	22%	24.2%		37	44
Unsure or neutral	11%	13%	12%	14%	12.5%		19	20
Somewhat uninterested	3%	9%	0%	3%	4.4%		5	13
Extremely uninterested	3%	6%	4%	7%	5.5%		6	9
Total	33%	28%	5%	35%	100%	Total	179	152



OHSU Transportation and Parking

97231	other	Total
11	102	291
10	41	132
3	26	68
0	6	24
1	14	30
25	189	545

Friends of Frog Ferry

The River Belongs to All of Us: Stewardship

Who Benefits?

- **Commuters** from North to South
- Native

Communities of color lack access to exploring Portland's natural resources

Portland and surrounding communities

American/Indigenous community-led education and climate justice initiatives

Intro to Frog Ferry's Climate Benefits

Carbon footprint of travel per kilometer, 2022

The carbon footprint of travel is measured in grams of carbon dioxide-equivalents¹ per passenger kilometer. This includes the impact of increased warming from aviation emissions at altitude.







Friends of Frog Ferry

Emergency Preparedness

Few options for emergency response in the event of compromised bridges.

Frog Ferry is included in Metro's CEDS (Comprehensive Ec Dev Study) as an emergency response asset.

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Notably, the new Vancouver B.C. service, which is not an exact duplicate, but has some similarities is costed at \$65M.

Portland City Council Support Unlocks: 6

Frog Ferry, as a non-profit, cannot apply for FTA Passenger Ferry funds. Infrastructure Costs (1 Year) •docks •boat •planning NA at this time.	Docks / Infrastructure Use of two existing docks, currently under-utilized. Docks considered a match for federal funding. Cathedral Park Dock + RiverPlace Dock (Value: \$4M)	Pending a resolution creating a part apply for \$10M in PCEF funding.	Funding
1 vessel (1 boat	t +1 year operations + planning /	′ ticketing / regulatory / marketin	g) = \$20M
2025 - 2029 Proforma Summary (for 1 boat for 1 year of ops) Expenses •dock use \$0 •planning / ticketing / regulatory / marketing \$9M •operations \$8M •ops infrastructure (boats + docks) \$8M Total \$25M Revenue \$1000 (\$4M) •startup funding: federal, philanthropic, and public \$20M •farebox \$25M Net Total \$25M		2017 - 2024 ✓ ≅ \$32M-\$40M value contributed to date ✓ \$390k public funding to date	Total need for 1 year







"We need citizens to come with solutions."

"Doom Cycle to Boom Cycle."

"We can solve problems 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 have 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 a scarcity mindset? We can't afford the infrastructure and services we have."

"What is the cost if we don't do it?"

"This is a no-brainer. It checks so many boxes."

What this means now in 2025:

We have the support of residents. We have been patient, as altruistic volunteers. We've done the research. It is clearly feasible. This is our fourth legislative session, third asking for funding. We have derisked the project by \$40M. We can help activate downtown Portland in three years. This small investment of \$10M can help restore confidence. This small investment can help revitalize our economy. This is the year; we will not be back with another request. We need your leadership to help fund this project—now.

Request: It's time for a partnership with the City and State. \$10M request via Capital Construction or 2025 Transportation Package

and





Alicia Chapman, Founder & CEO Willamette Technical Fabricators





www.frogferry.com





Frog Ferry Board (Left to Right)

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. Note: Three Advisory Board members are not in photo

PCEF Grant Round 2 GGE's Comparison with Finalists		s 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 Infrastrcture	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. Sainsbu	
Frog Ferry - 7 Vessel System Per Year	130,000	Metric tons/Yr // Assumes later funding fr US Dept of Transporation	
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.