



FRIENDS OF  
**FROG FERRY**

Portland City Council | Summer 2021



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# Passenger Ferry Grant Program - Section 5307

## What's New

- On July 24, 2020, FTA [announced](#) \$47.5 million in grant awards for 12 projects under FTA's FY20 Passenger Ferry program. View the [project selections](#).

## Learn more about FY20 Passenger Ferry Grants



## Related Links

- [Press Release: U.S. DOT Announces \\$47.5 Million in Grant Awards to Select Proje...](#)
- [Passenger Ferry Grant Program 2020 Selected Projects](#)

# FTA's Passenger Ferry Grant Program

What it covers:

- Support existing ferry service
- **Establish new ferry service**
- Repair and modernize ferry boats, terminals, and related facilities and equipment.
- **Funds may not be used for operating expenses or preventive maintenance.**

# Passenger Ferry Concept Pilot

- FFF will write grant application
- \$3.3 million to fund capital expenses from FTA
- 20% local match provided by Friends of Frog Ferry (FFF)
- No additional financial contribution from the City
- FFF will secure all additional funding
- FFF will be the lead in administering the project and running the 2 –year pilot

If awarded the grant:

- Subsequent Council action to accept the grant
- City of Portland/FFF Memorandum of Understanding to administer the pilot



We are a 501(c)(3) grassroots effort comprised of 1,700 supporters and stakeholders and 9 volunteer teams of 200 experts. We were founded in 2017 by Susan Bladholm, a transportation, economic development, and business strategist who saw the opportunity to use our river system. Ferries are considered a best practice for river cities.








## 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 community livability.

- Educate Native American past and present
- Enhance resiliency planning/emergency response
- Provide Equity Benefit: jobs, connect low-income communities to central economic core
- Require low future subsidy \$2.5 M- ops for 1M passengers
- Create an iconic presence on the water
- Best and highest use of time: calming and reduces stress
- Promote economic vitality; access
- Reduce greenhouse gas emissions
- Benefit tourism industry
- Efficient: Public-Private Partnership
- Fund infrastructure costs via FTA grant 80-20%
- Foster stewardship of rivers
- Less transit time for commuters





The status quo is not matching our transit needs.  
An effective transportation system provides choices and  
focuses on social and climate equity.





### **Commuter Ferries are a Proven Worldwide Concept:**

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 **15th 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





## Phase 1:

2017 – 2020

Research & Outreach

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- Best Practices Research: SF & Seattle
  - Research: Feasibility Studies
    - Best Practice Case Study: **Delivered**
    - Demand Modeling Report: **Delivered**
    - Op Feas. Plan/Finance Plan: **Delivered**
  - Coalition Building: **1,700 Stakeholders**
  - Secure Public Agency Sponsor: **Done**
  - Governance 501(c)(3)
- 

**PRO BONO:** \$7M

**FUNDRAISED:** \$1.1M

## Phase 2:

2021 – 2024

Pilot Project Test

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- Plan & Operate
  - Solicit Federal Funding Q3 2021
  - Vessels on Order Q4 2021
  - Dock Enhancements (Railings)
  - Launch/Operate Pilot Q4 2022
  - Conduct Triple Bottom Line Report
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**FEDERAL FUNDING REQUEST**  $\cong$  \$3.3M

## Phase 3:

2024 – Onward

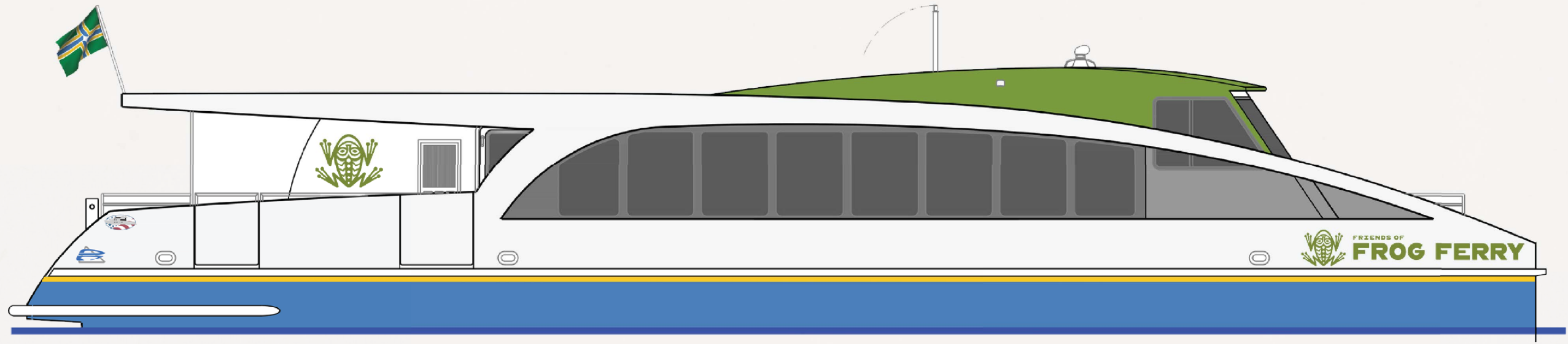
Operate

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- Launch Steady-State Public Ferry
  - Add Up to 7 Vessels & 9 Stops
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## Prototype Vessel: Dual Hull Catamaran

### Low Wake

- Essential vessel for rivers flanked by floating homes, river debris, exposed banks, marinas, kayakers

### Capacity 70 / 100 pax

- Crew 2-3
- Bicycle storage

### 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

- Future: Electric
- Pilot: R99 (Renewable Diesel) 80% cleaner than diesel

### Current Pilot Proposal Includes

- One(1) 70 pax vessel
- Service 6 days / week, 14 hours / day
- Cathedral Park to RiverPlace (existing docks)
- Ticket Price: \$3 (\$2 honored)





## THE CHINOOKAN MYTH OF FROG — OUR NAMESAKE





## Target Audiences

- Commuters
- Locals
- Visitors
- Emergency Response  
& First Responders







## Contributions to Date:

- Private Sector: \$7 M pro bono (committed)
- City of Portland: \$90,000 (committed) + FTA Sponsor \*\*\*\* Our request today\*\*\*\*
- State of Oregon/ODOT STIF Grants: \$700,000 (committed)
- Private Foundations & Donations: \$400,000 (committed)
  - Murdock Trust, Zidell Family Foundation, Travel Oregon, etc.
- Individual Donations of \$150-\$10,000





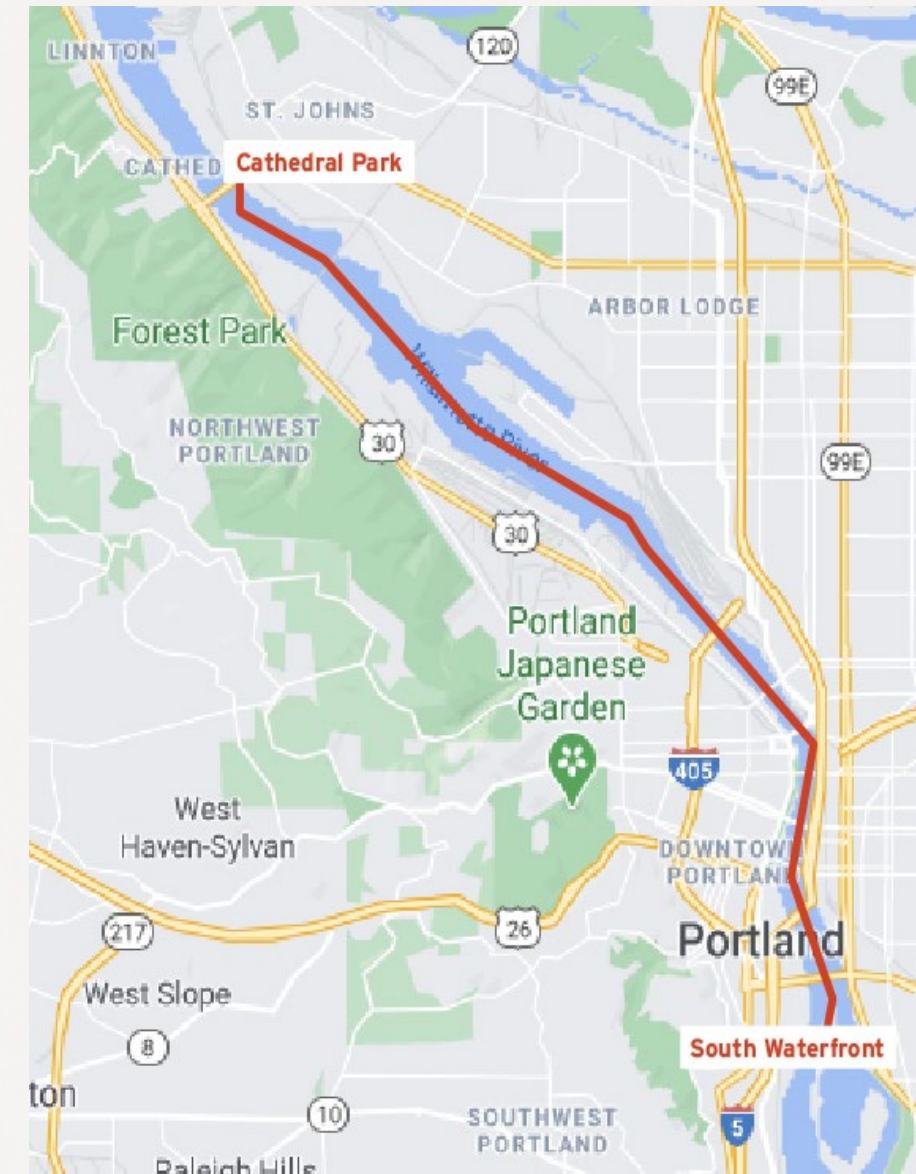
## 2021-2024: Pilot Project

2021 Q3-2022 Q2: Planning

2022 Q3-2024 Q2: Operation

One-vessel operation to create confidence, gain data, show leaders that the operation is feasible, and test public demand.

- **Who/What:** Connect OHSU employees/patients (300 employees a day M-F) and PSU students/staff (400) who live in the St. Johns and Cathedral Park neighborhoods. Few transit options; currently a one-hour commute each way. . Transport up to 1,000 passengers a day.
- 40%+ identify as non-white. 20% live below poverty line. One of Oregon's most diverse communities. 87% commute SOV.
- **Why:** The Portland area road congestion and declining air quality has reached a critical level that demands new mobility solutions. Ferry = clean transit = 25 min transit
- **Where:** Between existing Cathedral Park and RiverPlace docks.
- **Ticket Cost:** \$3.00 | **Honored Citizen:** \$2.00 | **Children:** \$0







## Request of Portland City Council

We ask the City to sponsor our funding request to the FTA Passenger Ferry Grant Program.

Funding opportunity estimated to open August 2021

- Friends of Frog Ferry will complete 100% of the FTA application, all reports, and ensure compliance.
- FFF has the team in place to fulfill the grant requirements, plan and operate the Pilot Project.
- As a non-profit, we cannot apply to the FTA program. Only designated recipients, such as the City may apply.
- The City has no responsibility for costs for the Pilot Project.
- The City will not own or operate the ferry.
- FFF carries all risks for financial obligations and the raising of funds for the Pilot Project.
- FFF will request a letter of support from Oregon's Congressional delegation and SW Washington Delegation.
- FFF will request a co-signed letter from the State of Oregon, TriMet and Metro.  
(We have letters of support from the neighborhood associations already.)





# Pilot Project Cost & Funding

Expense: \$9,722,239

## Income:

- State of Oregon: STIF \$ 500,000
- ARPA \$2,500,000
- FTA grant \$3,300,000\*\*\*
- Sponsorships \$2,500,000
- Farebox/Concessions \$1,000,000

Total \$9,800,000



A photograph of two people sitting on a wooden dock by a river. The person on the left is seen from the back, wearing a grey tank top and black shorts. The person on the right is a woman with brown hair, wearing white-rimmed sunglasses and a plaid shirt, looking towards the camera. Between them is a six-pack of Full Sail Amber beer and a brown paper bag. A pair of black and white sneakers sits on the dock in the foreground. In the background, a city skyline with various skyscrapers is visible across the water, which has some ducks swimming in it.

People protect what they love.  
Let's connect with and protect our rivers.





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