

2015 BENEFIT COMPANY REPORT



Compiled by Franklin Jones, CEO
Revised: June 8, 2016



B-Line: Certified B Corporation Since 2010

B-Line is the missing link in the infrastructure of a sustainable city. Solving the challenges of the “last mile” of a distribution network, B-Line delivers on the promise that business can be a catalyst for social and environmental change.

B-Line: Eco-friendly urban delivery, warehousing, advertising and promotions

B-Cycles: Recycling service for hard-to-recycle plastics

B-Shares: Transportation of surplus food to address hunger and reduce waste



Certified



Corporation®

B Impact Report

- Bi-Annual Impact Report
 - Certified through B Labs
 - Updated in January 2015
- B-Line scored a 95 on its B Impact Report.
- B-Line utilizes B Labs Impact Report as its third-party standard because of
 - its ability to broadly measure not only community impact but also assess B-Line's operational impact, and
 - B-Line's long history with the B Corp community and history of B Impact Assessments provide a gauge over time of our performance.



What makes us a better company?



B Impact Report

Certified since: February 2010

Summary:	Company Score	Median Score*
Environment	25	7
Workers	18	18
Customers	5	N/A
Community	28	17
Governance	19	6
Overall B Score	95	55

80 out of 200 is eligible for certification

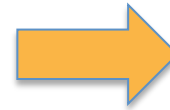
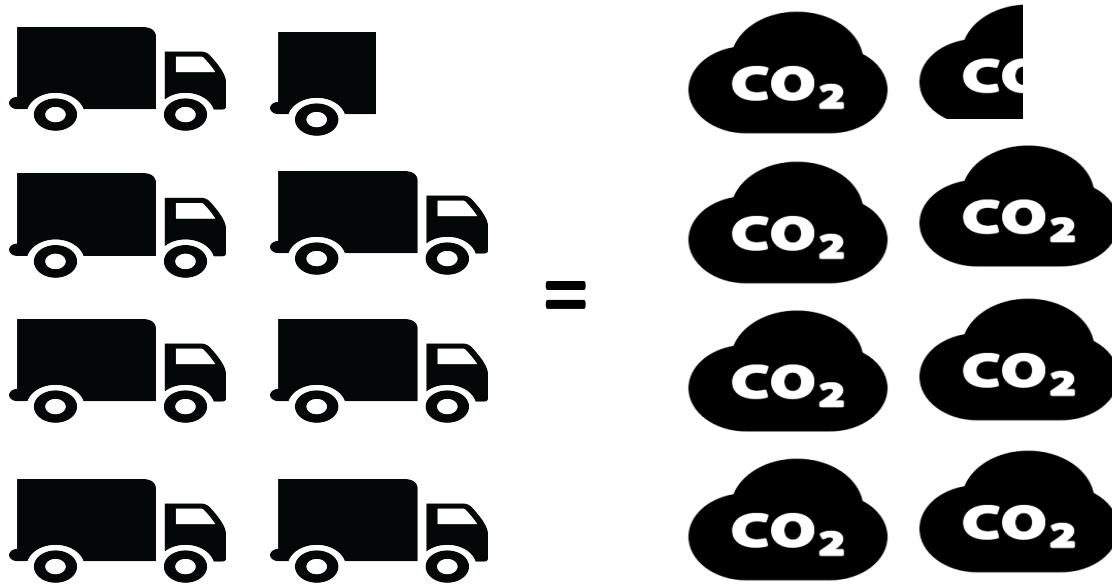
*Of all businesses that have completed the **B Impact Assessment**

*Median scores will not add up to overall

B-Line Impact since 2009

Impact by the numbers

- Over 150,000 truck delivery miles avoided
- 150 metric tons of CO₂ emissions avoided
- 115,000 miles traveled by B-Line trikes



= 20,000 miles



= 20,000 miles



= 20 metric tons of CO₂



=



B-line

sustainable urban delivery

2015 Freight Tricycle Impact



Annual Metrics

Truck Miles Avoided	24,873
Carbon Emissions Avoided (lbs)	44,800
Pounds of Product Delivered	2,053,237
Estimated Deliveries	29,176
Estimated Trike Miles	14,880



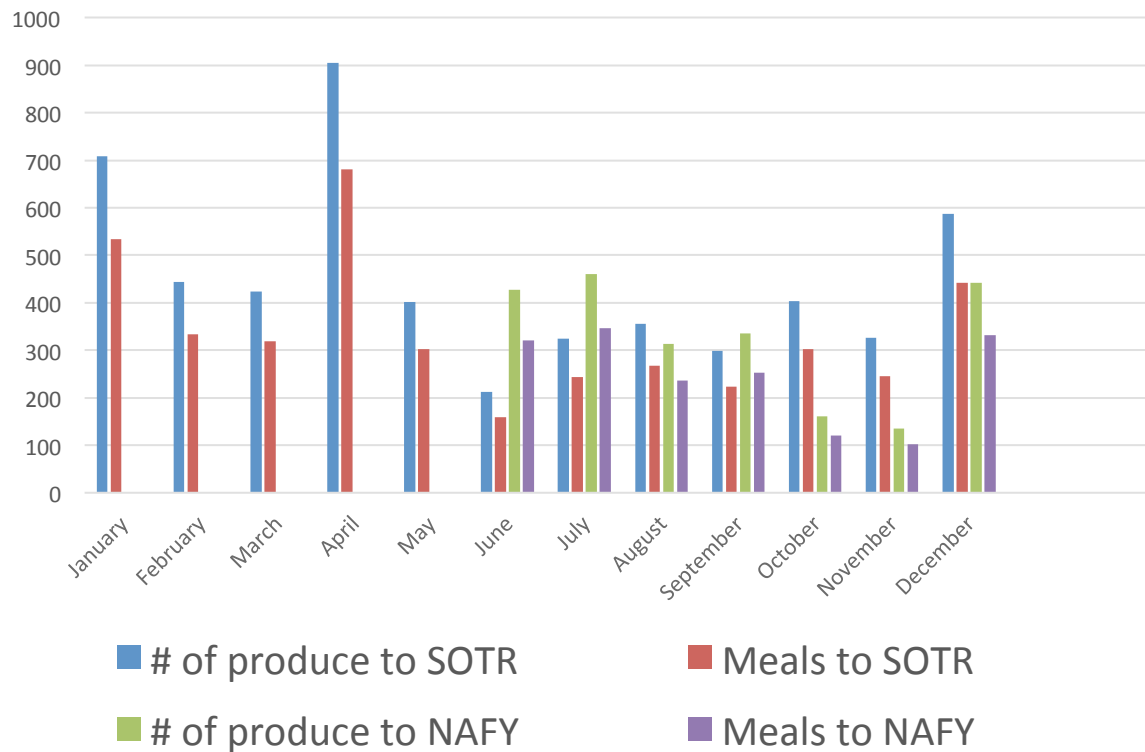
B-Cycles: Recycling Service for Hard-to-Recycle Plastics

- 129 Pick ups
- 575 Bags or ~4,025 lbs (mixed)
- 27 customers, from 41 locations



B-Shares: Addressing Hunger, Reducing Waste

2015 Monthly B-Shares Impact



7,667 pounds of produce shared in 2015 from local food grocers, an equivalent of 5,763 total meals* to partners such as Sisters of the Road Café and New Avenues for Youth



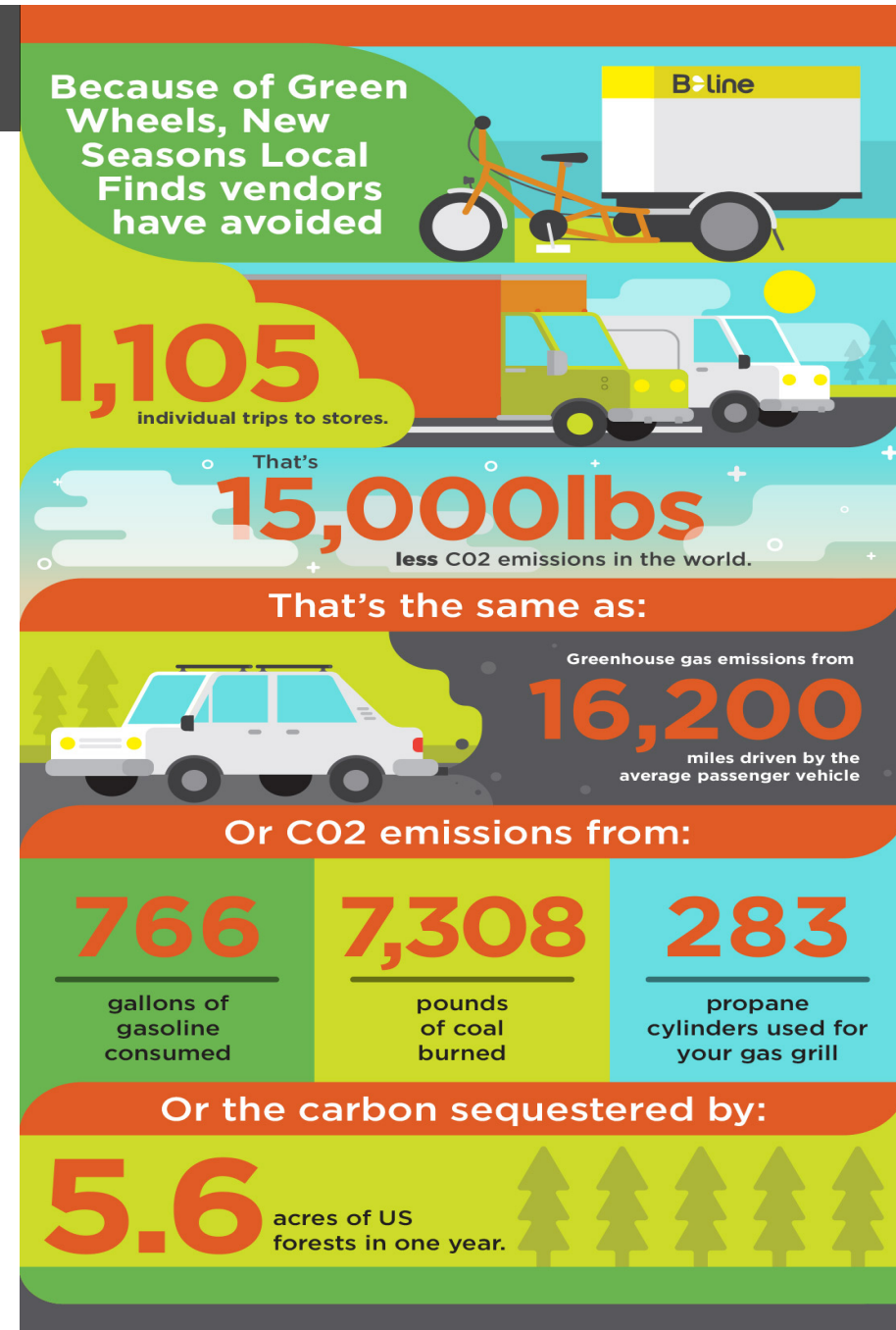
*based on Oregon Food Bank conversion ratio of 1.33lbs / meal.

Green Wheels Program: New Seasons Market (Pilot)

In 2015, 25 local vendors were selected from New Seasons Market's "Local Finds" program.

Local brands include favorites such as: Jacobson's Salt, Elliot's Nut Butter, and Sweet Creek Foods

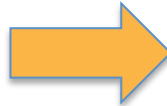
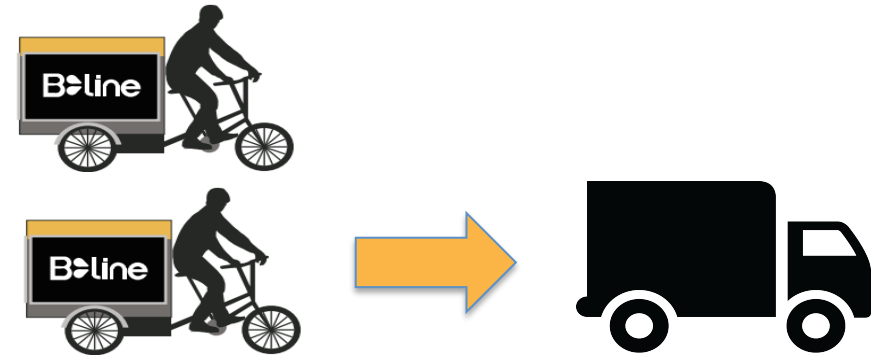
B-Line offered warehousing, receiving, and delivery services, reducing over 1,105 individual trips. This program has multiple benefits, saving valuable business time, reducing congestion at urban stores, and avoiding carbon emissions.



Green Wheels Impact In 2015 (April Launch)

Impact by the numbers

- 691 vendor deliveries avoided
 - 312 replaced by consolidated trike trips
 - 379 replaced by consolidated trike-to-truck trips



Reflection on Impact

- 2015 represented the beginning of new era for B-Line Urban Delivery. We negotiated a lease to move to a larger facility while continuing to grow and diversify our core business.
- B-Line's impact numbers are publically displayed on our website, are distributed in newsletters to our stakeholders, and shared via our social media channels. When requested from clients, B-Line provides client specific impact reports.
- 2016 is expected to be a banner year as we aggregate more products via our larger urban consolidation center and bring on more trikes.



Be in Touch



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