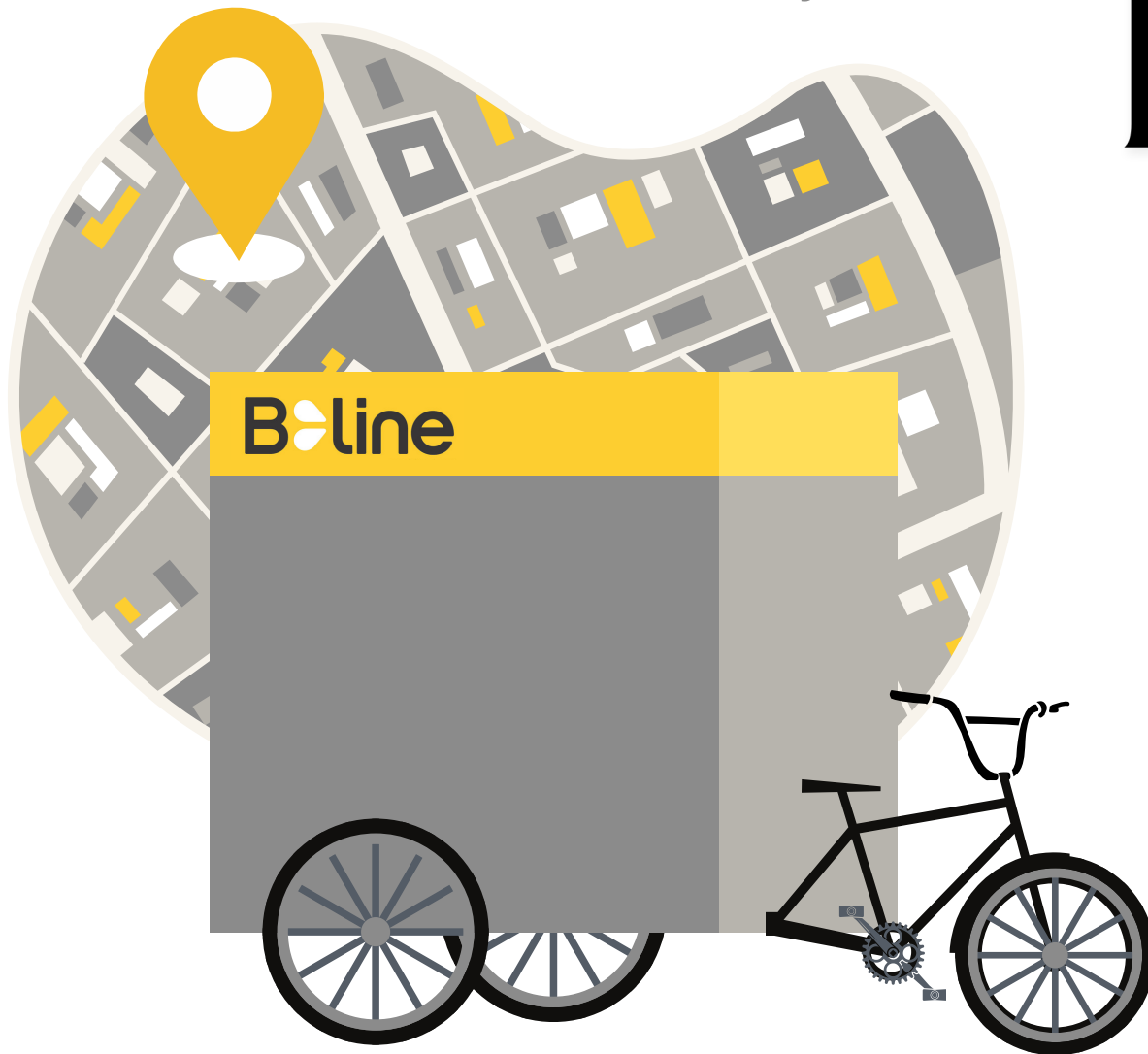


Bline

urban delivery



Impact Report 2024

Certified



Corporation



CONTENTS

- 1 🍷 A WORD FROM OUR FOUNDER
- 2-3 🍷 MISSION AND VISION
- 4 🍷 B-SHARES
- 5 🍷 CLIMATE IMPACT
- 6 🍷 MICROMOBILITY
- 7 🍷 WHO WE SERVE
- 8 🍷 GREENWHEELS
- 9-10 🍷 PEDALED PRODUCE
- 11 🍷 GRAND CENTRAL BAKERY
- 12 🍷 IMPACT TOGETHER



B-line b-linepdx.com

★ SEASIDE
is for Fun

Get your FREE Travel Guide and
plan your next beach trip
seasideOR.com

MISSION

FROM OUR FOUNDER

On a cold February morning in 2009, I pedaled B-Line's first delivery—a load of fresh produce from Organically Grown Company to a small grocery store in Northwest Portland. That moment was driven by a vision: a city where cycle-based logistics play a vital role in reducing congestion, emissions, and inefficiencies in urban freight. Fifteen years later, B-Line's trikes have become a recognized and trusted part of Portland's transportation landscape. Yet, we are only getting started. This Impact Report highlights the progress we've made, and we are deeply grateful to the partners, customers, and advocates who have been part of our journey.

As we look to 2025, B-Line is setting bold goals—expanding into new markets and continuing to lead the way in the emerging cycle logistics industry. The future of sustainable urban logistics is unfolding, and we invite you to be part of it.

Let's keep moving forward—together.

FRANKLIN JONES

CEO & Founder of B-Line



CYCLE LOGISTICS

Cycle logistics is the transportation of goods and services using cargo bikes, including storage, handling, and flow management. With the rise of e-commerce and the need for efficient last-mile delivery solutions, cycle logistics has emerged as a vital component in reshaping urban transportation.

64X MORE ENERGY EFFICIENT THAN
A STANDARD BOX TRUCK*

Bline

OUR TRIKES ARE
ELECTRIC ASSIST WITH A
600 LB CARGO CAPACITY



*metric calculated by dividing trike MPGe by average box truck MPG

WHAT WE DO

As an urban logistics company, B-Line's vision is to **redefine how goods and services are transported in our increasingly urban environment** by simply providing the right tool for the job. By utilizing innovative electric trikes, we provide a sustainable and efficient solution to Last Mile Logistics that not only reduces environmental impact but also enhances delivery efficiency. We seek to enrich the fabric of our cities by reducing congestion and CO2 emissions, developing local green collar jobs, partnering with local manufacturers and small businesses, doing our share to help those in need in our community, and generally believing that businesses can be a catalyst for positive change. **We offer our customers a range of dynamic services: delivery, warehousing, and advertising.**

**B-LINE'S MISSION IS TO MAKE OUR
COMMUNITIES MORE LIVABLE FOR ALL**



WHERE WE WORK

B-Line operates out of The Redd in the Central Eastside Industrial District (CEID) of Portland, Oregon. The Redd serves as a hub for the regional food economy connecting chefs, entrepreneurs, and food service directors with regional farmers, ranchers, and fisherfolk. Nurturing a robust Pacific Northwest food economy and driving local food system resilience. B-Line manages cold storage, delivery, and fulfillment services for growing food and beverage businesses and beyond.



B-SHARES

Oregon consistently ranks among the top ten worst states in the nation for outright hunger, but each year, Oregonians throw away 150 lbs. of food per person. In the Portland area, close to 200,000 tons of food ends up in landfills, further contributing to greenhouse gases. This wasted food is a lost opportunity to impact hunger in our community. Surplus food transport is a major hurdle for food banks. As an urban logistics company making multiple round-trip delivery routes in downtown Portland daily, B-Line works with partners like Clay Street Kitchen to leverage its existing business model to deliver food donations at significantly reduced cost--50% or less compared to traditional delivery methods. This not only helps reduce food waste but also ensures that nutritious meals reach those in need. These efforts underscore our belief that businesses have a role in addressing food insecurity and paving the way for a more resilient and equitable food system.

Learn how to get involved with [B-shares](#)



**IN 2024 WE HELPED CREATE 207,855
MEALS FOR THOSE IN NEED**

MICROMOBILITY

Our commitment to sustainability is at the heart of our operations, as we strive to decrease carbon emissions and ease urban congestion. We work tirelessly to keep green commuting options available for our city. Our micromobility program swaps batteries on Biketown Bikes and Lime Scooters. Through these partnerships, we are continuously helping to expand green commuting options, making eco-friendly transportation accessible to everyone.

7641 BATTERIES SWAPPED IN 2024



CLIMATE IMPACT

Bline

b-linepdx.com

EARN
YOUR
MASTER'S IN
COMPUTER
SCIENCE
IN
PORTLAND.



WILLAMETTE
UNIVERSITY

Bline

b-linepdx.com

EARN
YOUR
MBA
IN
PORTLAND.



WILLAMETTE
UNIVERSITY

DELIVERIES MADE



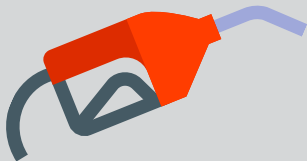
45,683

RECYCLED PLASTIC



70,500 GALLONS

FUEL SAVED



20,601 GALLONS

\$81,786 SAVED ON FUEL COSTS

462,700 lbs OF CO2 SAVED IN 2024



THAT'S LIKE

126x

ROUND TRIP FLIGHT
PDX TO NYC



1,432x

TRIPS FROM MT
HOOD TO THE
OREGON COAST

THAT'S LIKE

286,488

MILES AVOIDED

Miles avoided represents the mileage a diesel truck would have driven if B-Line did not provide carbon free or aggregated delivery services for our clients.



IT WOULD TAKE
9,540
TREES 1 YEAR TO
SEQUESTER THIS
MUCH CARBON



WHO WE SERVE

OUR CUSTOMERS

Our commitment to inclusivity and sustainability is reflected in the diverse range of partners we collaborate with. In 2024 B-Line served **215** businesses, institutions, and non-profits. By fostering these relationships, we aim to build a resilient community where every business, regardless of size or ownership, has the opportunity to thrive.

5%
NATIONALLY
OWNED

20%
WOMAN
OWNED

10%
FISHERFOLK,
FARMERS,
RANCHERS

4%
FELLOW
B-CORPS

64%
LOCALLY
OWNED

20%
REGIONALLY
OWNED

2%
NON
PROFIT

12%
BIPOC
OWNED





GREENWHEELS

The GreenWheels program is a partnership between B-Line and New Seasons Market. GreenWheels helps small and local producers get their products into stores while minimizing environmental impact and simplifying operational processes. Clients save time, money, and labor via a single drop point which consolidates goods from many producers into a single delivery to New Seasons Market stores. This collaboration reduces clients' carbon footprint typically associated with traditional transportation methods while streamlining the entire supply chain process.

21 NEW SEASONS STORES

94 VENDORS SERVED



LETTUCE TACKLE TRAFFIC





559,637 LBS OF ORGANIC PRODUCE PEDALED IN 2024



DID YOU KNOW?

Your restaurant can receive fresh fruits, veggies and herbs from our partner Organically Grown Company, the Northwest's top source for quality, organic produce from local farms and beyond.

WE'RE PEAS IN A POD

Both B-Line and OGC are purpose-driven companies – we're not just here to make deliveries; we're here to make a difference. Let us handle the logistics while you focus on creating amazing dishes and serving customers.

THE FRESHEST ORGANIC PRODUCE IS A BIKE LANE AWAY

Contact Diane, **503.907.3611** or newcustomerteam@organicallygrown.com to see OGC's extensive and ever-changing list of locally grown and specialty produce. Every item can be traced back to the farms where it was grown, and you can even pick the farms you want to support.

Order by 4 pm for next-day delivery – 7 days a week!



GRAND CENTRAL BAKERY

Grand Central Bakery has pioneered artisan baking in the Pacific Northwest and has worked with B-Line since 2010 to deliver freshly baked bread all over Portland. Grand Central is committed to local sourcing, traditional techniques, and the very best flavor; that's why we deliver every loaf with care.

IN 2024 WE
DELIVERED OVER
67,000 LOAVES OF
BREAD TO **45**
BUSINESSES





**LIKE WHAT
YOU SEE?**

**LET'S MAKE
AN IMPACT
TOGETHER**

**CHECK OUT OUR
PREVIOUS IMPACT
REPORTS**

PREPARED BY: DRAVEN KILLIAN
IN COLLABORATION WITH: LUKE PENNINGTON AND
PHILLIP ROSS