

# 2020

## B-Line Impact Report





# HELLO PDX

B-line is grateful for another year of providing our unique trike-based business model of last-mile logistics, warehousing, and mobile advertising to the Portland community. In a truly unprecedented year, we are especially thankful to have worked closely with an ever-growing cohort of partners; from local farms and businesses to artisans and non-profits.

This report celebrates all we've done together in 2020 to make our community more livable for everyone!

**FRANKLIN JONES**

Founder & CEO of B-Line

# Who is B-Line?



We're a proud Certified B-Corporation providing delivery and logistics services out of The Redd on Salmon St. in Central Eastside Portland. We began our work in 2009 with a simple mission:

*Make Our Community More Livable.*

## WHAT DOES A THRIVING COMMUNITY LOOK LIKE?

At B-Line, we see a community where businesses and people are connected by trikes! We see the nut butter grinders, the bread bakers, and office suppliers delivering their delicious and useful goods to Portlanders; all while reducing their Carbon footprint, cutting noise pollution, and even feeding those in need. How do we do it? It's simple, we collaborate with amazing partners to create programs like these:



## OUR CORE BUSINESS

Our bread and butter is delivery by cargo-trike, warehousing, and advertising.



## GREEN WHEELS

In partnership with New Seasons Market, this program makes it easier for small and emerging vendors to consolidate and deliver their goods.



## CSA PARTNERSHIPS

New in 2020, we launched CSA distribution from local farms. This program has us supporting local farmers and logging record trike miles!



## B-CYCLES

Collects and facilitates Styrofoam and PakTech lid recycling through Agilyx and Vancouver Plastics.



## B-SHARES

In partnership with Whole Foods Market, Clay Street Table, and others, this program redirects food for local shelters and decreases food waste.



By the Numbers:

# ENVIRONMENTAL IMPACTS

**351,948**

Ibs Delivered

**55,260**

Gallons of Styrofoam  
and PakTech Six  
Pack Lids Recycled  
with Agilyx and  
Vancouver Plastics.



Here's how many 26 ft.  
truckloads that would take!

That's like running the Hood to Coast Relay 2,880 times!

**573,160**

Miles Avoided



39,944

Gallons of Gas  
Saved

What can a trike do?



Here's what that would  
look like in 55 Gallon  
gas cans

Our custom electric, low-emissions trikes can carry over 600 pounds each.

**807,065**

Ibs of CO2 Avoided



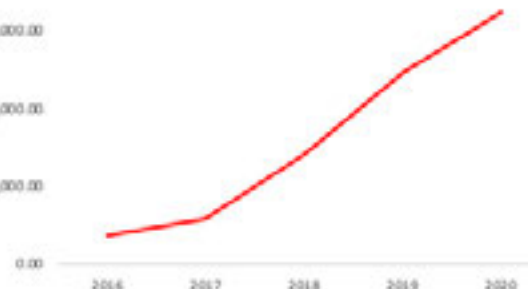
That's like flying round  
trip from PDX to NYC

x516



It would take **16,640** full-grown  
trees a full year to capture that much  
CO2.

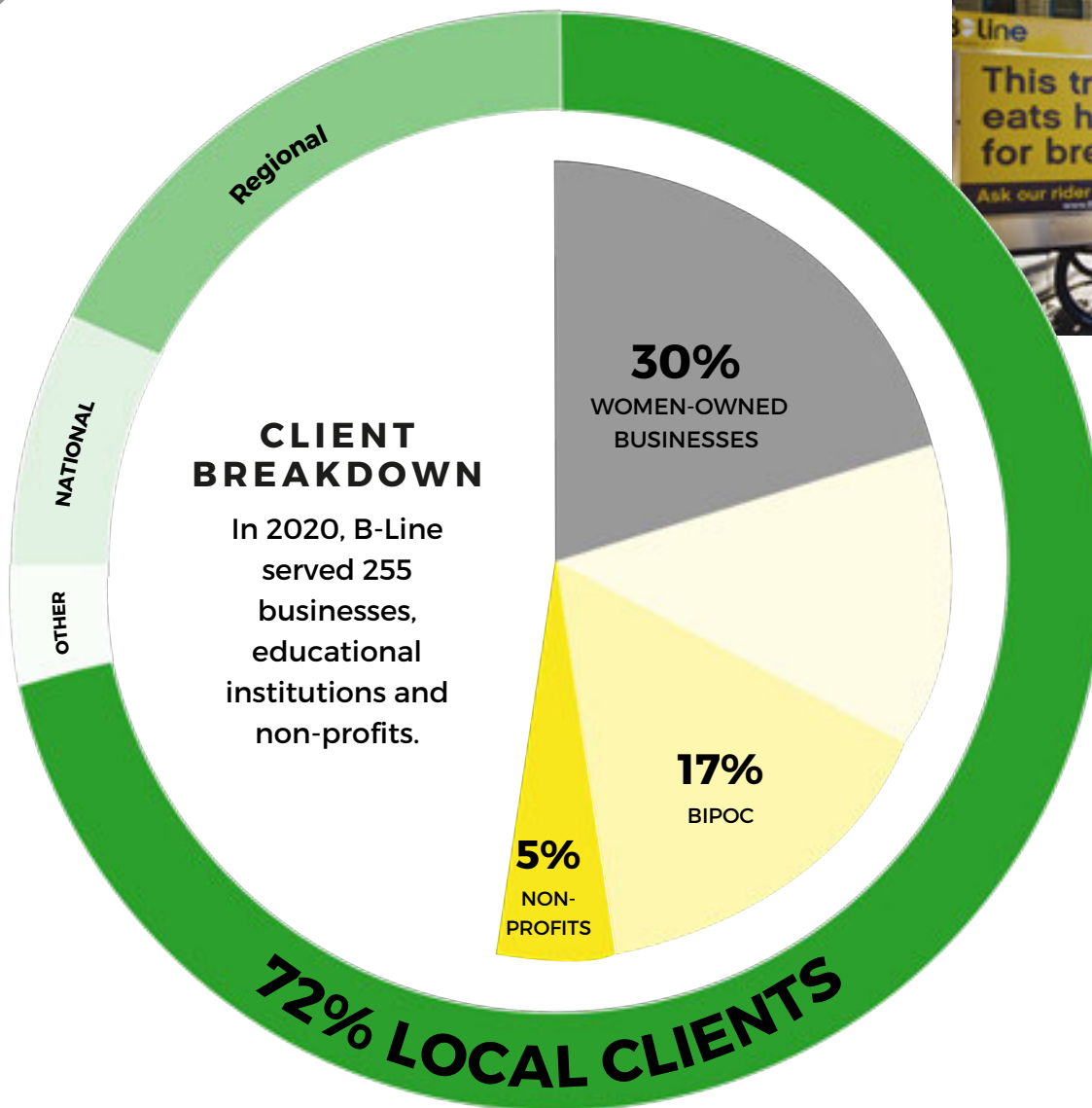
Ibs CO2 Avoided



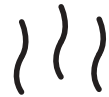
Annual CO2 Avoided

# Social Impact:

## B-SHARES



21,345 lbs  
of food saved &  
diverted from Whole  
Foods meaning

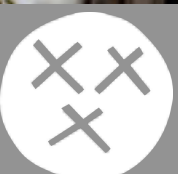


**17,788**

Meals were  
delivered to our  
non-profit  
partners & those  
in need.



**SISTERS  
OF THE  
ROAD**



## CSA PARTNERS



B-Line has launched a new model of CSA delivery with 2 farms in 2020. By delivering CSAs by trike, farmers save time, can consolidate with other farms, and continue to grow their own businesses.

*"Last year with 40 shares, it would take me 6 or 7 hours to deliver them all. This year, I'm back at the farm by 10 in the morning. So it's a huge time-saver for me."*

*-Emily, Owner of Full Cellar Farm*



# Meet our team

In a year like no other, we are proud to share a little more about how we work and how we've adapted.

*We added a few new practices:*

- Contact tracing
- Increased sanitizing
- No tours
- Masks required
- Active social distancing
- Staff that could, worked from home

*Here's where we work!*



# Thank you!



From the entire team at B-Line, thank you  
for navigating this challenging year  
together and working to make Portland a  
more livable place.



A heartfelt thank you to **Taproot Consulting**  
for designing B-line's 2020 Impact report.



IMPACT 2020