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:

**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-Shares**

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

**B-Cycles**

Collects and facilitates Styrofoam and PakTech lid recycling through Agilyx and Vancouver Plastics.
By the Numbers:

ENVIRONMENTAL IMPACTS

55,260 Gallons of Styrofoam and PakTech Six Pack Lids Recycled with Agilyx and Vancouver Plastics.

351,948 Lbs Delivered

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

573,160 Miles Avoided

What can a trike do?

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

39,944 Gallons of Gas Saved

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 Lbs of CO2 Avoided

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

That’s like flying round trip from PDX to NYC x516

IMPACT 2020
Social Impact:

CLIENT BREAKDOWN

In 2020, B-Line served 255 businesses, educational institutions and non-profits.

- 30% WOMEN-OWNED BUSINESSES
- 17% BIPOC
- 5% NON-PROFITS

72% LOCAL CLIENTS

In 2020, B-Line served 255 businesses, educational institutions and non-profits.

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

17,788

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

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

80% of staff continue to bike to work.

0 outbreaks of Covid-19 and staff let go due to the pandemic.

87% of staff feel B-Line is a champion of Sustainability.
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.