

Bline

urban delivery

2025

**IMPACT
REPORT**



CONTENTS

- 1 🍷 A WORD FROM OUR FOUNDER
- 2 🍷 MISSION
- 3 🍷 B-SHARES
- 4 🍷 CARGO BIKE SHARE
- 5 🍷 CLIMATE IMPACT
- 6 🍷 MICROMOBILITY
- 7 🍷 CUSTOMERS
- 8 🍷 GREENWHEELS
- 9 🍷 PGE DRIVE CHANGE FUND





FOREWORD

The future of urban logistics is being written in the streets of our cities, in the decisions freight operators and municipalities make today, and in the growing recognition that how we move goods matters just as much as how we move people. At B-Line, we've believed this since 2009. Seventeen years later, that idea has grown into something I'm genuinely proud of and 2025 was a year that reminded me just how far we've come, and how much further we can go.

We expanded our range with an all-electric van — complementing the cargo trikes that have always been, and will always be, the heart of what we do. More capacity means more partners served, more emissions avoided, and a stronger case than ever that zero-emissions urban logistics is practical and scalable.

But 2025 wasn't only about moving more goods. It was about moving the conversation forward. We had the privilege of sharing our model and our learnings with the City of Portland, with the Los Angeles Clean Tech Incubator, and with C40's global network of cities. Every presentation, every report, every conversation with a city planner or logistics director reinforces what we've believed from the start: urban freight is one of the most overlooked levers we have for building more livable, equitable, and sustainable cities — and the window to get this right is now.

Looking into 2026 and beyond, we see abundant opportunities for impact and growth. Fleet expansion, new markets, and deeper partnerships with cities and businesses ready to rethink how their goods move. The tools exist. The urgency is real. The momentum is undeniable. And B-Line is built for exactly this moment.

FRANKLIN JONES

CEO & Founder of B-Line

MISSION



B-line

b-linepdx.com

FOR ALL HOME SODA MAKERS DELIVERED TO YOUR DOOR

SODA CYLINDER
Refills

LOCAL

SUSTAINABLE

CONVENIENT

SCAN NOW



Bubba Bubble

ORDER YOURS AT | BUBBABUBBLE.CO

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

B-Line redefines urban logistics by using the right tools for the job. Electric cargo bikes, trikes, and vans enhance delivery efficiency and reduce CO2 emissions. We offer our customers a range of synergistic services: delivery, warehousing, advertising, and in-field promotions.



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 and Bridge 13 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.



IN 2025 WE PROVIDED THE LOGISTICS NEEDED TO
169,112 MEALS FOR THOSE IN NEED



CLIMATE IMPACT



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.



6,579

**BATTERIES SWAPPED IN
2025**



46,803



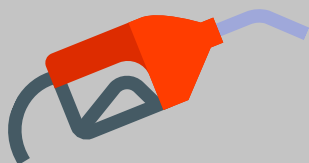
DELIVERIES MADE

52,740 GALLONS



RECYCLED PLASTIC

19,733 GALLONS



FUEL SAVED

\$72,222 SAVED ON FUEL COSTS

443,201 lbs
OF CO2 SAVED IN 2025



THAT'S LIKE

120x

ROUND TRIP FLIGHT
PDX TO NYC



1,377x

TRIPS FROM MT
HOOD TO THE
OREGON COAST

THAT'S LIKE

275,311

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

9,138

TREES 1 YEAR TO
SEQUESTER THIS
MUCH CARBON

Bline

b-linepdx.c

**EARN
YOUR
MASTER'S
IN DATA
SCIENCE
IN
PORTLAND.**

**WILLAMETTE
UNIVERSITY**

*** DAILY SANDWICH SPECIALS ***

TUESDAY
CORNED BEEF REUBEN

WEDNESDAY
MEATBALL SUB

THURSDAY
PANCETTA

CORE HAZE LUNCH

Desert Sun
CERTIFIED ORGANIC
ONIONS



SOCIAL IMPACT

OUR CUSTOMERS

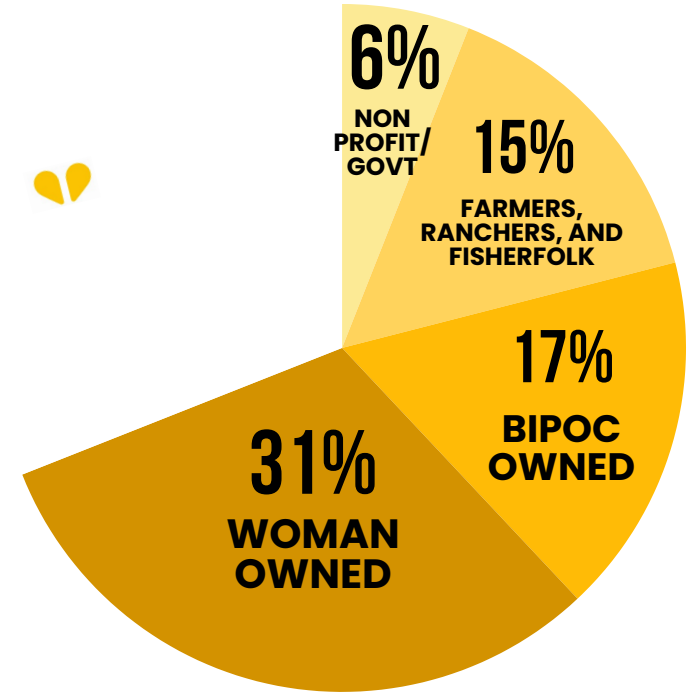
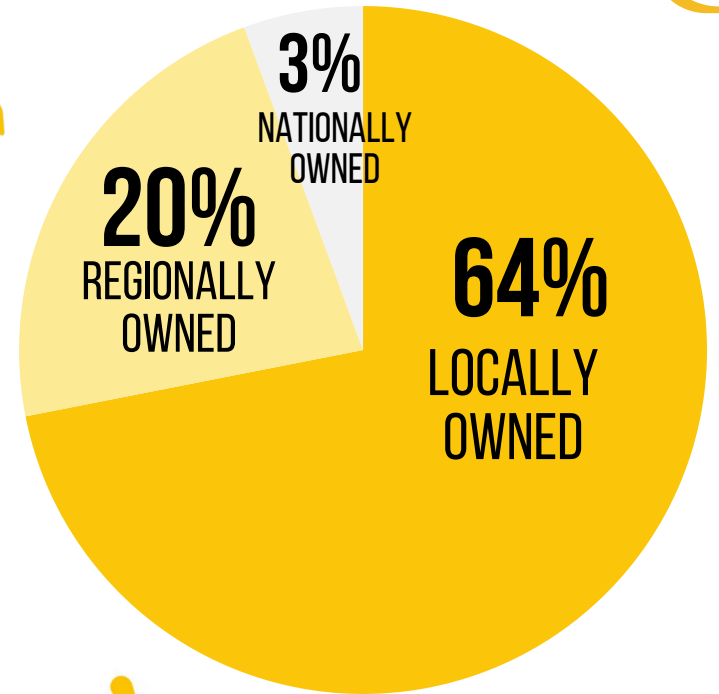
Our commitment to inclusivity and sustainability is reflected in the diverse range of partners we collaborate with. In 2025 B-Line served **223** businesses, institutions, and non-profits. By fostering these relationships, we aim to build a resilient community where every business, regardless of size or ownership, has the opportunity to thrive. Here are just a few we worked with this year!

PORTLAND
COFFEE ROASTERS

NEW SEASONS
MARKET



Coava





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.

22 NEW SEASONS STORES

84 VENDORS SERVED



COMMUNITY IMPACT & GRANT-FUNDED INITIATIVES

In 2025, B-Line's community engagement expanded significantly, bolstered by three strategic grants advancing zero-emissions delivery and cycle logistics initiatives across the Portland region.

In partnership with longtime community ally Clay Street Kitchen, B-Line deployed an all electric, refrigerated van rather than the traditional box truck shifting to cleaner transportation. This work is made possible through DEQ's Oregon Clean Fuels Program, administered via the PGE Drive Change Fund.

To broaden access to the practical benefits of cargo bikes and cyclelogistics, B-Line has launched a community cargo bike share program in partnership with Lloyd EcoDistrict. Residents in north and northeast Portland will be able to access trike based delivery of shared items from the Ecodistrict's lending library of goods. Through additional community partnerships, the project is also developing options for residents to gain access to cargo trikes and other assets for everyday errands and local trips.

Funding for the project is provided through the Oregon Clean Fuels Program, with Pacific Power raising grant funds through the aggregation and sale of Clean Fuels Program credits generated by customers who charge electric vehicles at home. Additional matching funds from Portland General Electric will provide an electric van to move assets between partner organizations across the greater Portland metropolitan area.

Looking ahead these initiatives reflect B-Line's commitment to deploying the right tool for the right job. We are putting cargo cycles and electric vans to use in service of dynamic, neighborhood-centered, climate-focused logistic solutions. We are proud to be growing our fleet and our partnerships in ways that create measurable community and environmental benefit.





The easiest way to run errands just got closer to home.



B-Line is launching a cargo bike share to help residents use the right-sized tool for everyday trips. Soon you'll be able to borrow a sturdy, electric-assist cargo bike right from a community partner organization—perfect for grocery runs, hauling supplies, or errands across town **without a car**.



Sign up now to be notified when the program launches and join the first pioneering group of neighbors who'll be able to borrow a cargo bike for your own errands!

This project was made possible with support from the Oregon Clean Fuels Program and Pacific Power.



What would you use a cargo bike for?



[CHECK OUT OUR
PREVIOUS IMPACT REPORTS](#)

**JOIN THE
MOVEMENT,
LET'S MAKE
AN IMPACT
TOGETHER**

*PREPARED BY: DRAVEN KILLIAN
IN COLLABORATION WITH: KENNETH OSBORN, LUKE
PENNINGTON, FRANKLIN JONES, AND PHILLIP ROSS*