2016 BENEFIT COMPANY REPORT

B-line
sustainable urban delivery

Compiled by Franklin Jones, CEO
Revised: October 2017

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 B Corporation

B Impact Report 2016

- 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 asssess 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 the change

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 2009 - 2016

Impact by the numbers

- Over 220,000 truck delivery miles avoided
- 185 metric tons of C02 emissions avoided
- 120,000 miles traveled by B-Line trikes

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= 20,000 miles

= 20,000 miles

= 20 metric tons of C02

=

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2016 Freight Tricycle Impact

Annual Metrics*	
Truck Miles Avoided	89,808
Carbon Emissions Avoided (lbs)	91,206
Pounds of Product Delivered +	2,053,237
Estimated Deliveries +	29,176
Estimated Trike Miles	27,674

* Trike impact numbers are based on estimated client mileage savings. CO_2 Avoidance is based on estimated annual truck miles saved divided by MPG and multiplied by EPA standard conversion data.

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

- 334 Pick ups in 2016
- 1,161 Bags or ~7,665 lbs (mixed)
- 27 customers, from over 40 locations

B-Shares: Addressing Hunger, Reducing Waste

- 25,892 pounds of produce shared in 2016 from local food grocers
- Equivalent to 19,467 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

- In 2015, 25 local vendors were selected from New Seasons Market's "Local Finds" program.
- Local brands include favorites such as: Jacobsen Salt Co, Elliot's Nut Butter, and Sweet Creek Foods
- B-Line offered warehousing, receiving, and delivery services, reducing over 4,156 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

- 4,156 vendor deliveries avoided
  - 255 replaced by consolidated trike trips
  - 311 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

B-line

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