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5-31-2011

Interview with Franklin Jones, B-Line, 2011 (audio)

Franklin Jones

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Portland State University Sustainability History Project <u>Interview Index</u>

INTERVIEWEE: Franklin Jones

Interviewer: Grant Russ

Date: May 31st, 2011

Location of Interview: Indigo 12 West

Research Assistant: Megan Foster

Interview Series: Documenting Sustainable Practices in the Pacific Northwest

Recording Equipment: DIGITAL RECORDER (WINDOWS MEDIA AUDIO FILE) WITH AN

EXTERNAL, OMNIDIRECTIONAL MICROPHONE

Time	Notes
0:00:00	Introductions
0:02:55	Why Portland is such a good place for B-Line?
0:03:47	Education: history
0:04:11	Why the involvement of B-Line?
0:05:50	Typical / atypical day in B-Line
0:09:00	Vision for B-Line; mission driven business / opportunity for social and
	environmental change
0:11:00	B-Line's growth
0:11:50	Mission statement: collaboration with starting partner-relationships within business
	and operation
0:14:13	How has the business model exceeded goals
0:15:39	Capstone project with previous students running a cost/benefit analysis of B-Line
0:17:14	How the local businesses and city received the B-Line model
0:17:55	Recent awards earned; Best Service/Product
0:18:33	B-Line helps with city goals of reducing emissions
0:19:13	Partnerships with other companies
0:20:04	Shared interests of partners – long term vs. short term costs

0:20:57	Effect B-Line has had on Portland – began as a novelty
0:22:15	Observations of B-Line employee contributions
Time	Notes
0:24:03	Opinion on bikes viewed as a trivial step – Large operation vs. small
0:24:47	Small steps add up to larger component with reduced cost
0:26:30	How B-Line has streamlined delivery logistics
0:27:19	Delivering to multiple brands in one trip
0:27:45	Future partnerships – advertising / brand alignment
0:29:03	Trend of large corporations partnering with local businesses
0:30:07	Partnership with Office Depot
0:30:21	Experience during recession – partners more willing to take risks
0:31:15	Vision of sustainability
0:32:44	Economical aspect of sustainability – long term
0:33:25	Assessing progress toward sustainability – economic, environmental, equity aspects
0:34:46	Anything differently would have done? – approaching with more capital
0:35:46	How can Portland go further to assist B-Line?
0:36:37	How a company can do something that does not fit with protocol
0:37:22	Placing true resources forward
0:37:40	Proudest achievements – standard of living and income for employess
0:38:57	Challenges – costs and money to grow – labor intensive
0:39:59	Future projects – B-Share, work with hotels – research and development for new
	vehicles, continuous projects
0:41:20	Technology – electric vs. gas power – impact based on use of electric power
0:42:49	Additional comments – examining sustainability through our own lenses.