

5-31-2011

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

Franklin Jones

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**PORTLAND STATE UNIVERSITY**  
**SUSTAINABILITY HISTORY PROJECT**  
**INTERVIEW INDEX**

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


