

DESIGNING (NOT JUST PILOTING) A ZERO-EMISSION MICROHUB FOR A PUBLIC MARKET

Bline



PBOT
PORTLAND BUREAU OF TRANSPORTATION



James Beard
PUBLIC MARKET

APRIL 22, 2026



THE RIGHT TOOL FOR THE JOB



NATURAL

RURAL

SUBURBAN

URBAN

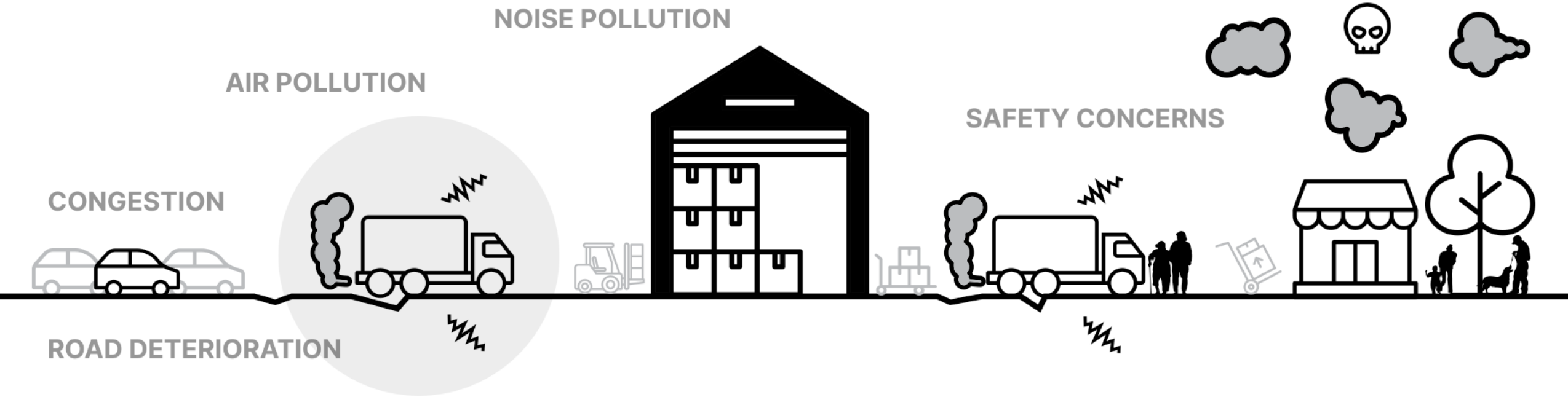
URBAN CORE



THE STATUS QUO

The movement of goods today relies on an outdated system of **fossil-fuel powered freight**.

This harms public health, contributing to respiratory issues, stress, and a **lower quality of life**.

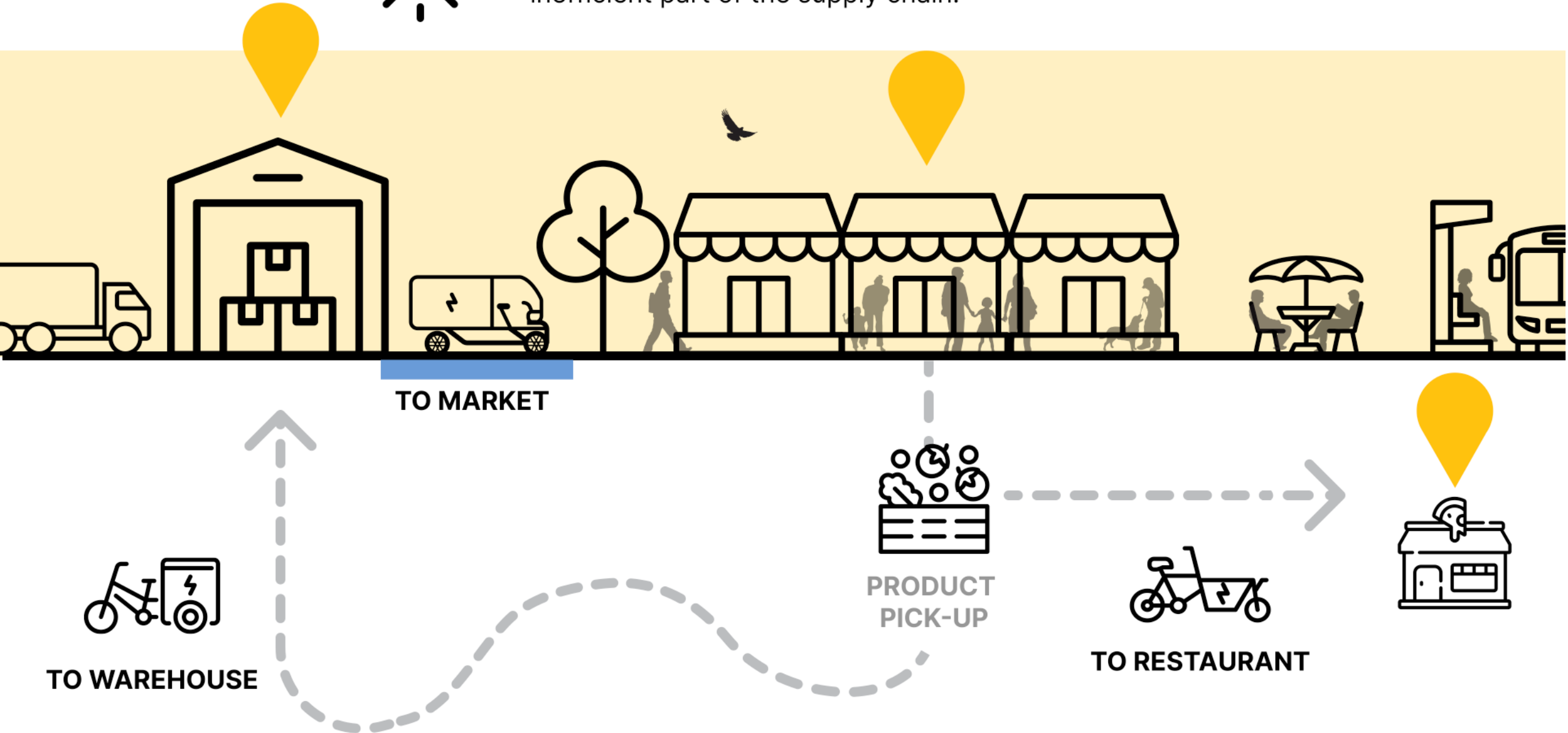


This system optimizes for cars & trucks, not people.



We're tackling the most costly and inefficient part of the supply chain:

the last-mile to the market



COLLABORATING FOR A MORE RESILIENT FUTURE AT THE JAMES BEARD PUBLIC MARKET



STATUS QUO: LARGE FOSSIL-FUEL TRUCKS



B-LINE: ALL ELECTRIC, HUMAN-SCALE FLEET

THE PRODUCTS WE'RE BUILDING

ZERO EMISSIONS ECOSYSTEM



Neighborhood Microhubs

CYCLELOGISTICS FLEET



All Electric Assets

TECHNOLOGY STACK



Open Source
Order Management
Platform

PLAYBOOK

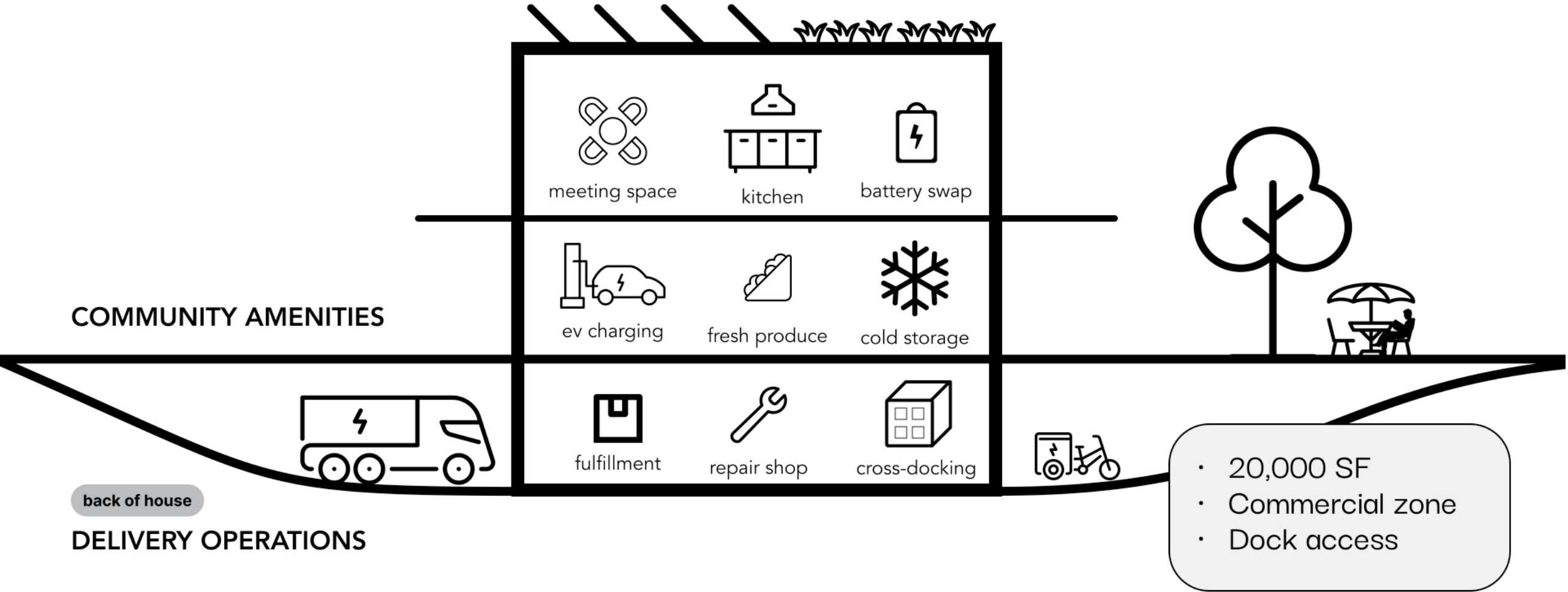
Operating
System

Partnership
Strategy

Business
Development

Community
Engagement

The Redd: Medium Microhub



FREIGHT DECARBONIZATION



THE WAVE OF INNOVATION IS NOW





Experience Zero-Emissions Logistics at the James Beard Public Market in 2027

Franklin Jones
CEO & Founder
B-Line Urban Delivery

franklin@b-linepdx.com

Jessica Elkan
Executive Director
James Beard Public Market

jessicafelkan@jamesbeardmarket.com

Russ Brooks
Urban Freight Coordinator
PBOT

Russ.Brooks@portlandoregon.gov

Emi Day
Design Strategist
B-Line Urban Delivery

emi.day@b-linepdx.com