
Working Toward a More Sustainable Future

2021 SUSTAINABILITY REPORT



Meet Milepost

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OUR FUTURE LOOKS BRIGHT

Meet Milepost in 2021, a year summarized by optimistic change as we grew our team across the country and successfully collaborated to accomplish great work with our clients.

As the world pushed forward through the pandemic, business picked up.

We rallied our team to take on an abundance of new projects while we preserved our company priorities to pursue work that advances positive impacts on society and the environment. Join our sustainability journey as we reflect on our growth and recommit to our mission-driven focus.



Our Story

Milepost Consulting was founded in 2006 as a company committed to using business as a force for good. Our story began when our founder, Dr. Dune Ives, found inspiration from her adventures on the Alaska-Canadian Highway. Her guide to finding the most efficient route, the best views, and the must-see stops was the Milepost Guidebook, which detailed the 1,390-mile route with the story behind each stop.

Milepost’s focus is reflected by that guide: we work hand-in-hand with clients to fortify their business through engaging program and initiative design that details the most efficient, effective, and interesting way to get there. **We use savvy strategic thinking and bold creativity to focus on generating real and measurable change.**

Whether a project is at the trailhead or nearing the route’s final mileposts, we deliver custom solutions with our dynamic team of problem-solvers, creatives, and storytellers.

ORIGINAL MILEPOST GUIDEBOOK ↷



Details adventures on the Alaska-Canadian Highway—a 1,390-mile route with the story behind each stop.

2021 Growth

Following the upheaval of 2020, Milepost faced the new year with determination to thrive. It quickly became clear that our client work was back in full force. To address the sudden overflow of work, we began by tackling the cornerstone of our company: the Milepost team. Continuing to provide a remote-friendly workplace afforded us the opportunity to recruit new staff from across the country, exponentially growing our team from 9 in 2020 to 15 in 2021.

Armed with an accomplished and motivated group of Mileposters, we increased our capacity for client work and focused on the expansion of a new product offering. As a result, in 2021 our business model grew to include a pilot of the **Monster Detective Collective**, an interactive energy education program for kids available as off-the-shelf programming.

While we can never fully anticipate global changes that affect our business, we can continue to use our talents, skills, and foresight to drive progress in partnership with our clients. We are proud of our journey this past year as we carried out our mission-driven focus, grew our team, and magnified our impact!

THE MILEPOST TEAM

15
Total employees

11 Full time | **4** Part time

Remote team across the country

Our team collaborated through distances far and wide across six different states. Although 2021 brought remote work top of mind for many companies, Milepost has championed flexible workplaces for many years. We are proud of our team for bridging the distance to produce powerful and meaningful work for our clients.

WASHINGTON

Olympia
Bothell
Renton
Edmonds
Indianola

CALIFORNIA

San Francisco

VERMONT

Northfield

MICHIGAN

Grand Rapids

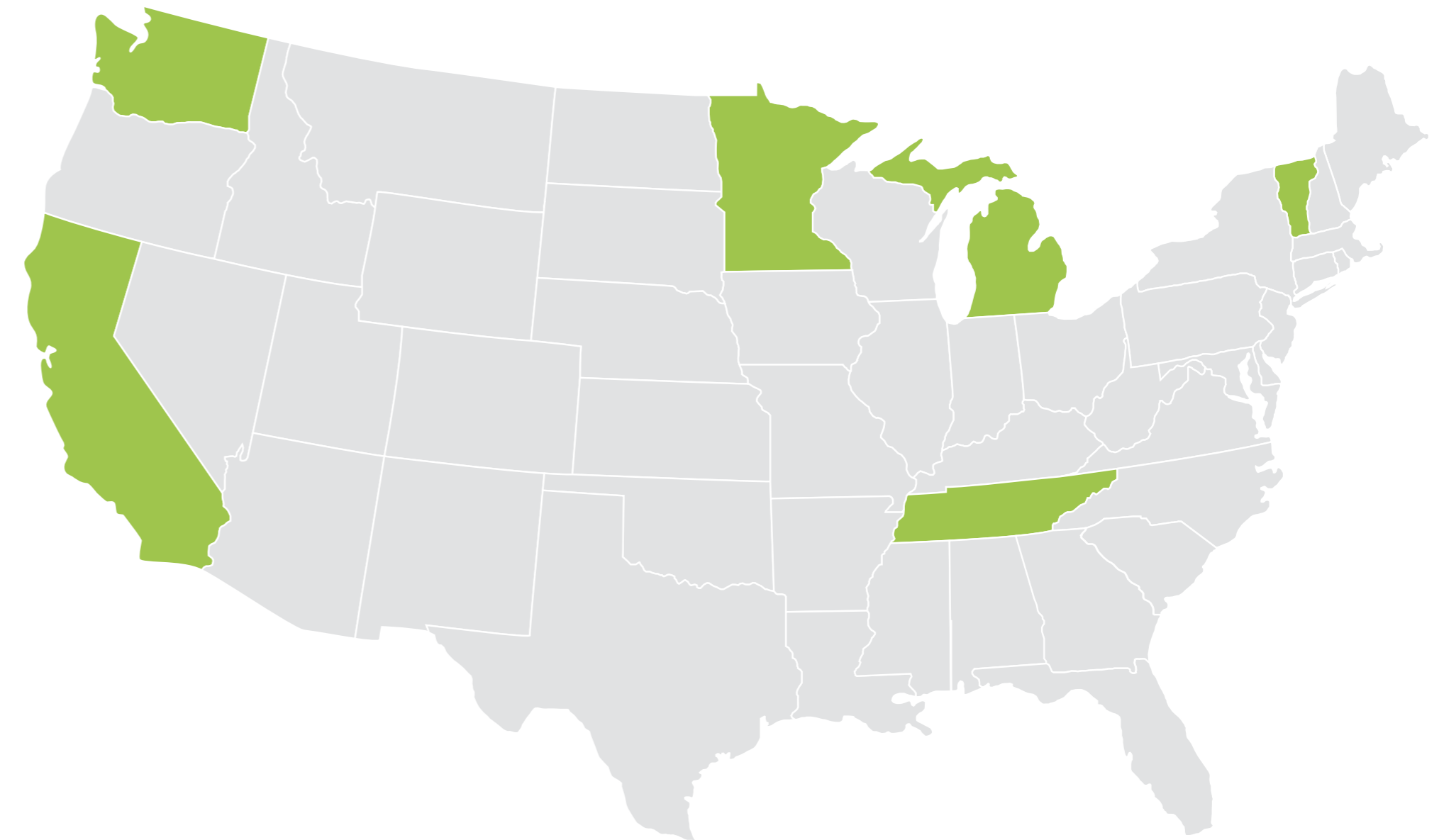
TENNESSEE

Nashville
Joelton
Hendersonville
Old Hickory

MINNESOTA

Minneapolis

Milepost has championed flexible workplaces for many years



Governance

Milepost is led by our four-person Leadership Team, each with a distinct focus area related to our internal operations and external client work. We are proud to be a women-led organization that focuses on purpose-driven work while building up our staff to grow professionally and thrive personally.

The Leadership Team is overseen by two shareholders who split ownership 50/50, and our Board of Directors.

2

Shareholders

50%
veteran

50%
person
of color

3

Board members

33%
veteran

33%
person
of color

4

Leadership Team
members



- ✓ Director of Sustainability and Operations
- ✓ Director of Accounts and Client Delivery
- ✓ Director of Creative Services
- ✓ Director of Development and Innovation

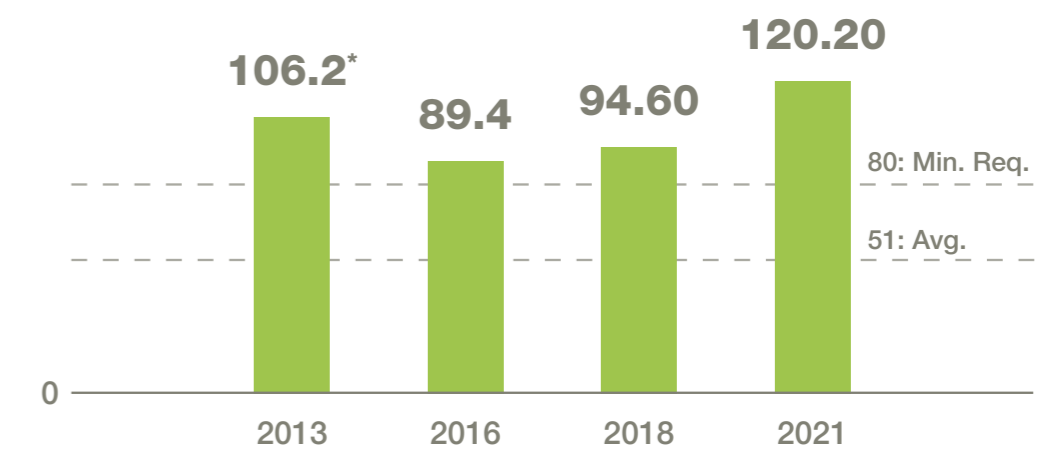
Committed to Good

Milepost is committed to creating positive environmental and social change through our values and work. Operating as a Social Purpose Corporation (SPC) since 2017, we are committed to creating long-term, positive value by prioritizing our employees, community, and environment over earnings. Additionally, we hold ourselves to high, globally recognized standards as a certified B Corporation.

Certified B Corporation

A proud B Corp since 2010, Milepost is committed to the high-quality business standards that are required to earn certification. One of the key requirements to achieve certification is scoring a minimum of 80 on the B Impact Assessment, a rigorous examination of our business practices, policies, and impacts. All B Corps must recertify every three years. In 2021, **Milepost recertified and achieved our highest-ever score**, illustrating our commitment to creating positive environmental and social change through the work we do, how we treat our employees, and how we choose to run our company.

OVERALL B IMPACT SCORE



*Milepost's B Impact score dropped between 2013 and 2016 primarily due to ownership changes, new office openings, and overall company growth.

In 2021, Milepost was recognized for the 3rd year in a row as one of the Best for the World™ B Corps. Out of roughly 5,000 certified B Corps worldwide, we scored in the top 5% in the Governance impact area due to our company mission, ethics, transparency, and engagement around our social and environmental impact.

People

Team Wellbeing →

Broadening our Horizons →

Volunteerism →

Diversity, Equity, & Inclusion →

THE FACES OF OUR COMPANY

You can't have a company without its people, and we truly think our people are top tier.

Each staff member brings a unique and valued perspective that we aim to foster and highlight. Through the following, we create strong and effective teams that push Milepost to be an excellent workplace for our staff.



Broadening our Horizons

At Milepost, we understand that investing in our employees equals investing in our company. We believe in providing professional development opportunities and offer every employee a discretionary budget to spend on training, education, and development. We have carefully selected a team that is fueled by curiosity, improvement, and purpose, and consider ourselves a learning organization – we acquire and transfer knowledge internally and cross-functionally and are always looking for ways to improve our internal processes and behaviors. Motivating all staff to be their best personal and professional selves continues to be a priority.

33%

of our staff
were promoted in 2021



PROFESSIONAL GROWTH

“Milepost makes it easy for me to attend educational events and webinars that I’m interested in. For larger expenditures, as long as the cost can be justified, I’ve never had the company turn down a professional growth opportunity I wanted to pursue. They’re very supportive.”

Tashina Jirikovic

Mileposter since July 2013



PERSONAL GROWTH

“MP has made me feel valued which motivated me to come out of retirement. My mental health is much better when I work and feel like I’m adding value.”

Jim Purcell

Mileposter since February 2021

Investing in our employees = Investing in our company

Team Wellbeing

Benefits

We offer a wide array of benefits to our team that aim to support their health, wellbeing, and financial future. Everyone primarily works from home (or coffee shop or park) with the option to work out of a co-working space if that best suits their needs. We offer flexible work hours because we understand and respect that everyone has a life outside of work and may have needs that take place during typical work hours.

120
hours paid vacation

+1
paid week off
while Milepost is closed during
the last week of the year

120
hours paid
sick/volunteer time

80 sick hours | **40** volunteer hours

6
paid holidays

5
types of insurance
medical, dental, vision, life, and
short/long term disability

401k
savings plan
with a fully vested matching
contribution

Employee Satisfaction

People love it here! Each year we send out a fully anonymous employee satisfaction survey for our leadership team to understand employees' needs. Checking in with our team allows us to make effective decisions that improve our workplace and keep satisfaction high. We are proud that our staff feels valued for their contributions, believes their work is meaningful, and feels good about their future with Milepost.

9.14
out of 10

Overall employee satisfaction score

8%

Attrition rate



WORK/LIFE BALANCE

“To me, work/life balance means being able to flex time to schedules, take off early on a Friday, and taking time off. Milepost gives a generous amount of PTO from first day of hire with minimal parameters for using, which has allowed me to continue taking the types of trips I was used to pre-work.”

Hannah Behounek

Mileposter since July 2021

Volunteerism

Service in All Aspects

Our employees are committed to serving our clients, but also have a heart for serving their communities. We provide the opportunity for all full-time employees to pursue their respective passions by offering 40 hours of paid volunteer time to serve their community each year.

40
hours of paid
volunteer time



Renee Barker

Mileposter since June 2021

Research Service

Renee is very interested in citizen science, and how anyone can contribute to important research that informs environmental policy and innovation. In 2021, she used her hours to serve the Adventure Scientists nonprofit by collecting Black Walnut data across public lands for a tree timber survey. Thousands of samples for the Timber Tracking project from volunteers like Renee contribute to new technology and tools to better understand tree species origin. This data helps law enforcement address the growing crimes of timber theft and poaching in the U.S. and around the world.

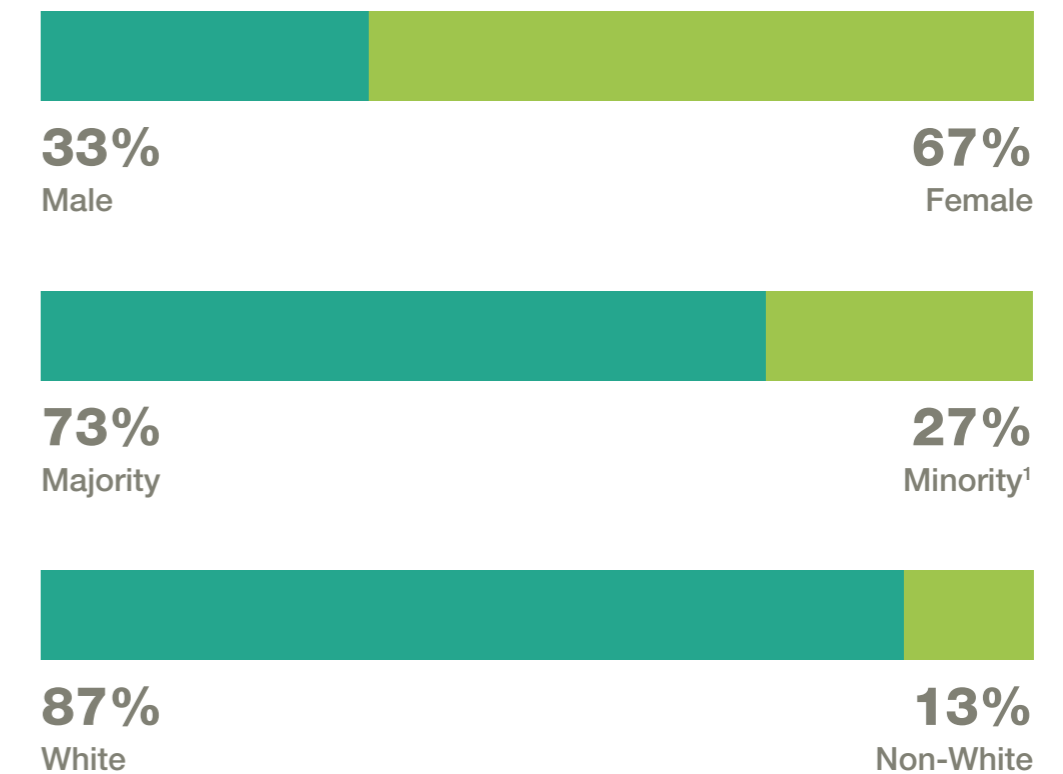
Diversity, Equity, & Inclusion

We continue to take deep strides towards learning and implementing meaningful best practices around diversity, equity, and inclusion while intentionally breaking down barriers. Recent examples include reexamining and revising our recruiting processes to mitigate biases, pursuing education in anti-racism in program design, and removing the use of charged words or phrases in internal documents. Additionally, we are proud to have 1:1 gender pay equity at Milepost. Compensation is determined specifically based on position, not ability to negotiate, race, gender, or any other trait. We are completely transparent with salary levels and expectations during the hiring and promotion process.

2.5:1

high to low
wage ratio

EMPLOYEE DEMOGRAPHICS



¹Minority includes persons of color, those who identify as LGBTQ+, and veterans.

Social Impact

Our values extend to the work that we pursue. As a trusted partner to our clients, our team advances people-centered solutions in programming, communications, and strategies, helping to bridge gaps to reaching equitable outcomes.

In 2021, Milepost worked with a large utility client to advance a program serving income-qualified customers with home energy improvements to reduce their energy burden. By partnering with a community-based organization with deep local roots, the program took steps to better serve the harder-to-reach, non-English speaking residents. This partnership brought a closer look at processes from a client perspective that will inform future efforts to all communities under their service. We are proud to support the scaling of social impact work like this to make programs more equitable to all people in need.



Planet

Responsibility
for our Emissions →

The Monster
Detective Collective →

TAKING CARE OF OUR HOME

Staying committed to our planet is one of Milepost's core values. We aim to reduce negative environmental impacts associated with our business practices wherever feasible, and always prioritize actions that will benefit our planet for years to come.

A large portion of our client work involves energy efficiency and management, corporate sustainability, and other environmentally sustainable activities for different audiences. Our commitment is also reflected on a personal level for much of our staff, and we encourage our team to implement planet-friendly practices in their workspaces and personal lives.

We all play a role in inspiring actions that protect our planet for future generations.



Responsibility for Our Emissions

Climate change continues to be front of mind. We measure and monitor our annual emissions, which helps our company make proactive choices to prevent emissions when feasible and offset our carbon emissions when they are unavoidable as part of our operations.

While our emissions grew in 2021, they were still dramatically lower than pre-pandemic years. Although we were unable to track our emissions in 2020 due to the lack of business travel and dedicated office space, 2021 saw the return of business travel, in-person conferences, and co-working spaces which allowed us to resume tracking our emissions impact. We have offset our emissions since 2011 and are pleased to renew our purchased offsets through Cocobolo Nature Reserve in 2021.



Cocobolo Nature Reserve

Milepost is proud to partner with **Conservation through Research, Education and Action (CREA)** to offset our carbon emissions from business travel. CREA is a nonprofit organization in Panama that oversees the Cocobolo Nature Reserve, a 1,000+ acre reserve home to endangered ecosystems and species. Preserving this land maintains connections to wilderness corridors and protects from the conversion of

this habitat to farmland, hunting, and other drastic landscape changes that negatively affect biodiversity in the area. The rainforests across Cocobolo act as carbon sinks, storing carbon that would otherwise be released when processed for forestry products or converted to other land use. We are excited to help further their mission to enhance conservation through research, education, and actions.

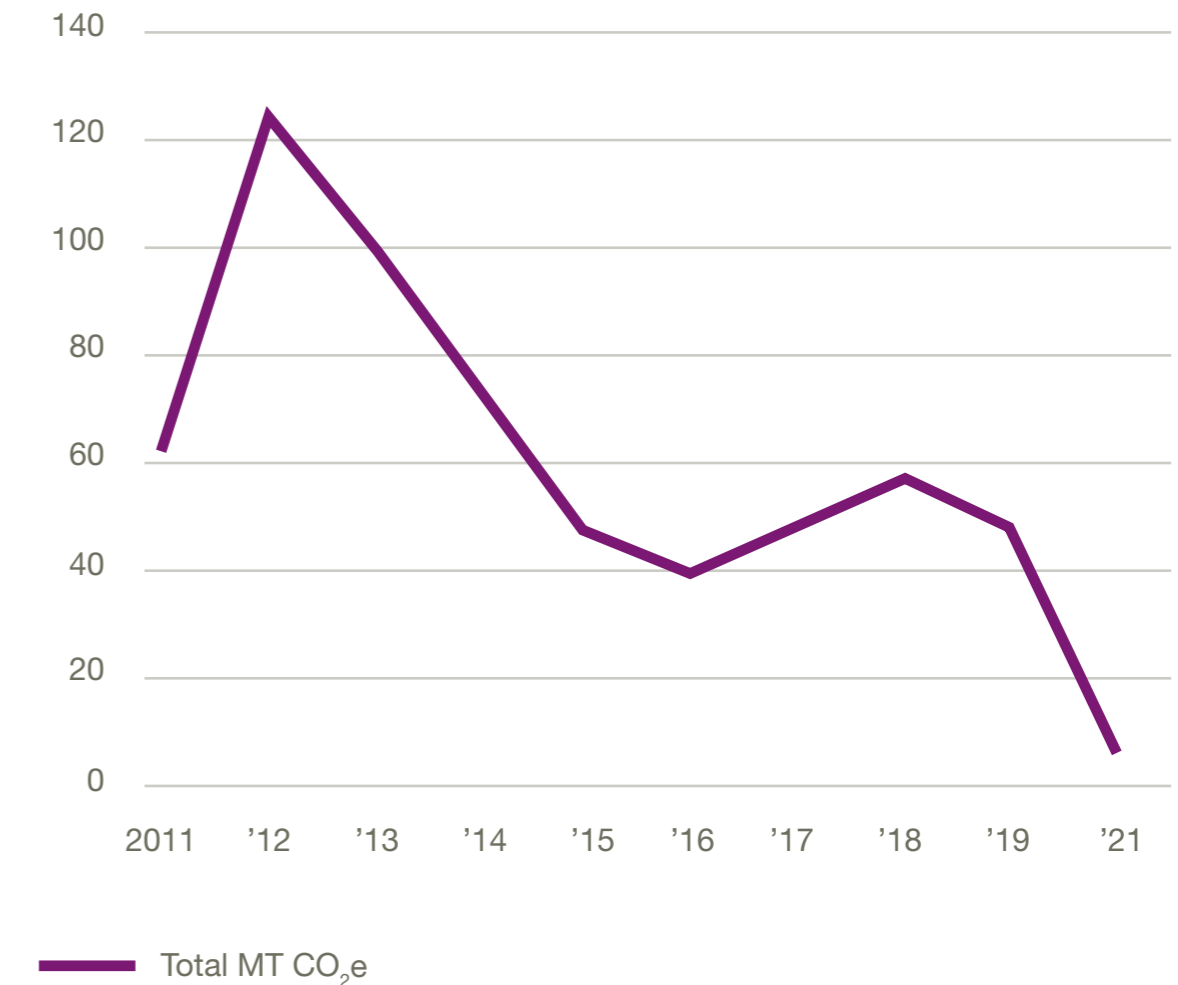
Beginning in 2021, we are adjusting the price we pay to purchase offsets, **voluntarily raising our payment from \$15 per metric ton of carbon dioxide equivalent to \$51**, in alignment with the current federal administration’s calculations. This now includes a “social cost,” which accounts for the negative impacts of emissions not currently covered by the price people pay for fossil fuels and other GHG-emitting activities. Although this payment adjustment is not required, we believe businesses should be leveraged to create positive change; paying for the true cost of emissions aligns with our core values and is a small price to pay when considering the extensive societal impacts of climate change.

Because we primarily operate as a remote company, we do not have any owned property or vehicles to calculate Scope 1 and 2 emissions. However, we can calculate select Scope 3 emissions based on our travel by air, train or car, and hotel stays.

6.15
MT CO₂e
 Scope 3 emissions
 from business travel

100%
 of calculated
 emissions
 offset for the past 10 years

ANNUAL EMISSIONS COMPARISON



The Monster Detective Collective

In 2021, Milepost rolled out our newest business offering: the Monster Detective Collective. Designed specifically for utilities, this off-the-shelf kids’ energy education program engages customers and transforms energy behavior through interactive presentations, activity books, take home materials, and more. Originally created in partnership with the Tennessee Valley Authority (TVA) as the EnergyRight®Monsters, Milepost now offers the award-winning energy literacy program to utilities outside the Tennessee Valley as the Monster Detective Collective.

Expanding our business model

Adding a turnkey product offering will create a new revenue stream for Milepost – effectively diversifying our business strategy and building a more resilient business model for the years to come.

Energy Literacy Program Pilot

Milepost conducted extensive market research in fall 2021 to better understand customer preferences, pricing structure, and preferred offerings of the Monster Detective Collective. As part of our market research efforts, we launched a pilot offering to nine participants across the United States, including eight publicly owned utilities and one nonprofit. The findings from this pilot informed the development of product features prior to rolling out the program for public purchase.



9
participants
across the
United States

1,600+
kids reached

100
Net Promoter
Score
for the Monster Detective
Collective Energy
Literacy Program

Prosperity

Financials →

Purchasing with Our Values →

SUCCESSFUL OPERATIONS

Financial transparency, shared profits, and full team involvement are foundational business practices that help keep our employees engaged and our company flourishing.

The prosperity of our company directly impacts our ability to offer employees a secure, rewarding, and thriving work environment.

As a mission-driven company, our operating focus leverages corporate responsibility as a force for creating positive social and environmental change – and financial prosperity is necessary to accomplish our mission. The more we earn, the more we are able to grow our company, magnify the impacts of our work, and leave a positive mark on the world.



Financials

Milepost considers 2021 our comeback year. Throughout 2020, we demonstrated resilience and grit – and despite not making a profit during the peak of the pandemic, our efforts led to a surging return of client work in early 2021. After nearly doubling our staff size, Milepost ended 2021 with an 8% profit margin, allowing us to increase total employee bonuses by over three times the previous year’s amount and once again distribute profits to shareholders after not doing so in 2020.

\$1.85M
in revenue, with an
8% profit margin

\$80K
distributed
as employee
bonuses

13
employees
received an
end-of-year
bonus

\$40K
distributed to
shareholders

NORMALIZED P&L



92%
Total Operating Expenses

8%
Income

75%
Payroll &
Benefits

1%
Travel
Expense

6%
G&A

5%
Professional
Fees

<1%
Interest

5%
Other
Operating
Expenses

Based on revenue from Q1-Q4 of 2021

Purchasing with Our Values

Milepost champions a sustainable purchasing policy to reduce our environmental impacts and support local economies through our buying power. We give preference to vendors owned by underrepresented populations to promote diversity in our supply chain. While we do not operate our business from a building space that necessitates significant office supply purchases, we do have purchasing needs associated with training, software, and specialized services.



Policy Highlights

When making purchases or selecting vendors, we give preference to businesses and materials with the following attributes:

**100%
Recycled**
or green
materials

**Locally
Based**
suppliers

**Small
Businesses**
or MWBE-owned
businesses

Thank you!

LEARN MORE

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