

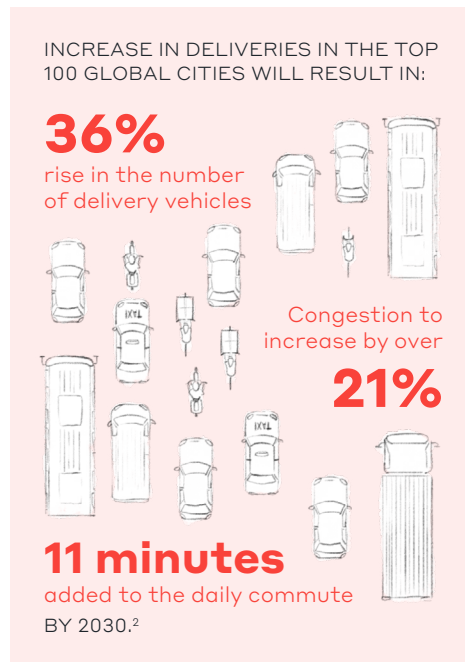
Future of delivery:

Unleashing the potential of micromobility for the last mile

Increasing demand for deliveries is causing a last mile delivery challenge

Demand for deliveries of almost everything from ready-to-eat meals to home improvement items is on the rise. Parcel deliveries are the largest market segment followed by grocery and food deliveries.

The resulting freight task, especially the 'last mile' that brings the service or product directly to customers, adds pressure to our cities and places resulting in pollution, congestion, and negative impacts on health and wellbeing. For freight operators, the last mile is the most complex in terms of cost and efficiency, accounting for 53% of the delivery cost.¹



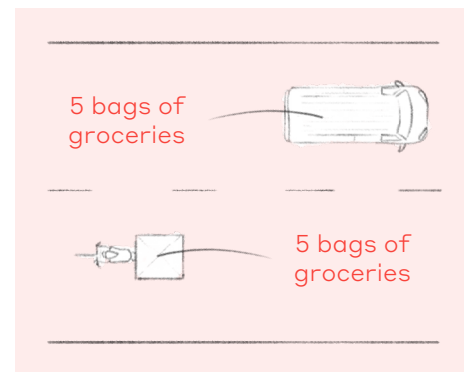
Micromobility is a smarter way to move freight in city centres compared to car, vans and trucks

Micromobility is emerging as the smart way to move freight in our city centres.

DEFINING MICROMOBILITY:

People or electric powered, low to moderate speed, light weight vehicles such as bikes, cargo bikes, trolleys and drones.

Small, environmentally-friendly and space-efficient vehicles can have a competitive advantage over cars, vans and trucks in busy and dense city centres, where space to move and to park is increasingly at a premium.



Relying upon cars, vans and trucks for the last mile risks clogging up our local places and adding to emissions. Transitioning to micromobility in our city centres offers an alternative that is better for people, places and businesses.

Schemes to integrate micromobility in the last mile delivery task are already showing favourable outcomes:

- Following improvements to the cycling network, *Uber Eats* in Toronto has seen a 40% increase in deliveries by bike between 2019 and 2020.³
- *PostNL* in Utrecht has achieved a reduction in CO² emissions of around 35,000 kg per year by switching to micromobility.⁴
- Use of micro-logistics hubs in London could reduce traffic volumes by 13% and reduce harmful vehicle-related air emissions by 17% by 2025, through the consolidation of deliveries and a shift to micromobility for the last mile deliveries.⁵
- Preliminary results from Bogota's *Bici Carga* trial show that up to 4.2 tons of emissions could be avoided per year by using cargo e-bikes for last mile deliveries.⁶
- A pilot project in New York resulted in a 109% increase in deliveries by cargo bikes.⁷

Delivering by micromobility is not the right option in all places. Success will depend on the city's density, urban form, the operating environment, size and type of delivery, operator willingness and proximity to customers. But where these ingredients come together, the last mile freight task is ripe for disruption to create better outcomes for cities and improved efficiencies for businesses.

Ten opportunities for city centres if micromobility is prioritised

- Support Vision Zero**
- Focus on people and place**
- Decarbonise the last mile**
- Promote healthy communities**
- Improve access for all**
- Empower local businesses**
- Create jobs**
- Productive use of infrastructure**
- Competitive advantage for businesses**
- Leverage emerging technology**

Big Moves checklist

for city leaders to unleash the potential of micromobility for the last mile

→ Fundamental

Big Moves fundamental to creating the right operating environment for deliveries by micromobility.

1 Safe Moving

Make it safer for people to move around by micromobility.

- ❑ Focussing regulatory tools on enabling micromobility, rather than cars, vans and trucks, makes it safer to move around city centres through lower speeds, low traffic neighbourhoods and low emission zones.
- ❑ Safe moving infrastructure for micromobility in our cities must be prioritised by all, featuring extensive cycling networks that meet NACTO guidelines, self-explaining streets and proactive management.
- ❑ Governments, operators, businesses and communities each play a role to create a micromobility culture in our cities with guidance, support and education such as maps, guides, training and trials.

2 Easy PUDO

Change the built environment to facilitate safe and easy pick-up and drop-off from kerbsides and in buildings for people making deliveries by micromobility.

- ❑ Optimise managing and allocating the kerbside for people delivering by micromobility by removing parking for cars and designating places for (un)loading as well as providing infrastructure such as charging facilities and lockable parking.
- ❑ Space and facilities for people to (un)load deliveries by micromobility must increasingly be available within office and residential buildings, restaurants and shops through updating building codes for new developments and by building owners retrofitting facilities to meet emerging demand.
- ❑ Governments and delivery businesses have a key role in supporting people through guidance and tools to enable safe, productive use of kerbsides and of facilities within buildings, and to normalise using micromobility for deliveries.

3 Policy Leadership

Set long-term policy direction to create an enabling environment for a transition to micromobility for last mile deliveries in city centres.

- ❑ Governments, industry and communities must commit to *Vision Zero*, developing and delivering on actionable strategies to eliminate fatalities and serious injuries with safety embedded through all systems.
- ❑ A commitment to achieving net zero emission must deliver meaningful change in the design and operation of the transport sector by promoting zero emission vehicles over internal combustion engine vehicles.
- ❑ Integrated land use and transport strategies are integral to setting a shared vision to guide investments and policy decisions to make last mile deliveries by micromobility the easier choice for businesses and operators.

→ Accelerate

Big Moves to accelerate the transition towards last mile deliveries by micromobility in city centres.

4 Remoding

Remode deliveries from cars, vans and trucks to micromobility for the last mile in city centres.

- ❑ Governments must make it easy for operators and businesses to find, secure, establish and use micro-logistics hubs in our cities through positive planning regulations, incentives, facilitating industry collaboration and directly creating hubs only when it makes sense to intervene.
- ❑ Operators and businesses must continue to optimise the delivery chain by embracing opportunities to consolidate deliveries, move close to the customer and shift the last mile delivery task to micromobility so that micromobility is the new status-quo instead of cars, vans and trucks.
- ❑ Property owners can investigate and invest in under-utilised and well located assets as locations for micro-logistics hubs.

5 Test and Scale

Test ideas to promote last mile deliveries by micromobility and scale up what works.

- ❑ Lighter, quicker, cheaper demonstration projects, such as pop-up cycle lanes and temporary pick-up and drop-off zones for deliveries by micromobility, make it easy for businesses, operators and communities to experience and embrace new ways of sending and receiving deliveries.
- ❑ Ensuring nimble policy and regulatory frameworks are in place to support, and not block, testing new business models and technologies is essential for fostering innovation.
- ❑ Governments must make it easy for communities, operators and businesses to engage by creating opportunities to provide feedback, facilitating knowledge sharing through platforms such as communities of practice and by establishing outcomes-based data sharing and reporting requirements.