

Professional cargo delivery riders

How can they contribute to a more bike-friendly city?

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**KOUCKY &
PARTNERS**
TRAFIK- OCH MILJÖKONSULTER

Content

Challenges

Solutions

Experiences of traffic safety among professional cycle delivery riders

- Importance
- Exposure
- Experience

Background



Challenges

Space = resource

Congestion

Growth of e-commerce

CO2-emissions

Public Health

etc.

Background

Solutions

Flexible transports

Smaller, more suitable vehicles

Sustainable, green jobs

Consolidation centres/mini depots

Last/first/only mile solutions

Etc.



Experiences of traffic safety

Why?

- *Important group of riders*
- *Jobs/service in a sector that faces many challenges*
- *Exposed group*
- *A risky work environment?*
- *Experienced group*
- *Infrastructure, behavior, and more*

Experiences of traffic safety

Method:

- Web-survey with Swedish and European riders
- Structured and semi-structured – to capture experiences
- Some statistical data on accidents

- 201 respondents
- Financed by the national traffic safety fund "Skyltfonden"

Experiences of traffic safety

Questions regarding...

- ... *actual statistical* contra *lived* experiences
- ... traffic rules
- ... external aspects/factors
- ... interactions with other road users
- ... certain behavioural codes
- ... education on traffic safety
- ... understanding of self behaviour and compliance with traffic rules
- ... technical aspects

Experiences of traffic safety

52 % ride 30 km or more every day (226 working days/year)
= at least 6800 km/year

52 % ride 6 or more hours every day (226 working days/year)
= at least 1350 hours/year (on the bike)

Experiences of traffic safety

15 % have been in an accident with another person requiring a hospital visit

60 % of these are accidents with motor traffic

20 % with other cyclists

20 % with pedestrians

"For my 3 trips to the hospital while working, it was always the same story. I had the right of way; the motorist didn't see me because either on the phone or not looking if there was someone before passing, and bam. I always got lucky, didn't stay at the hospital more than 2 hours for a sprained leg or muscle trauma (well except one time when my nose broke, 1 day in the ER and surgery a bit later) "

Experiences of traffic safety

50 % have been in an accident with another person NOT requiring a hospital visit

50 % of these are accidents with motor traffic

20 % with other cyclists

25 % with pedestrians

5 % “other”

It's been too many to tell, but the major ones are of course the ones where motorists making a right turn, thereby cutting you off. Other re-occurring scenarios include “swerving” bicycles on the bike lane, and pedestrians with the eyes glued to the screen of their phone.

Experiences of traffic safety

55 % have been in a single accident

Most common: poor road conditions, level differences, poor maintenance and reckless driving (taking chances)

Also weather conditions (especially among Swedish riders)

I had a few falls because of - ice on the road or gravel on the road. I did not notice a level difference when it was raining and I just slipped on coating or on “cat-heads”..

Experiences of traffic safety



Experiences of traffic safety



Experiences of traffic safety

64 % feel safe or very safe

21 % feel "Not safe"

70 % believe that they show good examples of how to behave in traffic but expresses challenges in "behaving properly"

Bad rules should not be complied.

I ride within the law and am especially aware of this as my cargo bike has the company brand so I feel as though I am representing that brand on the roads

Summary



High level of feeling safe

15 % has experience of needing to visit a hospital =

- *Which other workforce has the same numbers?*

- *Is there a certain culture?*

A lot can be done

This group of riders can be "used" for improvements

Analysis

Riders are an

- 1. Important group*
- 2. Exposed group*
- 3. Experienced group*



1. Importance

They know the existing situation
They know what works/what does not
They can be a "locomotive" for change
Important service for the city

2. Exposure

Traffic and urbanity

“Weather and wind”

Interactions

Maintenance: level and needs

2. Exposure

6-10 hours/day

5-6 days a week

All year around

2. Exposure

Visibility

Market opportunities

Culture building

3. Infrastructure

Good/Bad solutions

What is needed?

Will mean improvements for others!



Thank you!

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