

CYCLELOGISTICS IN SÃO PAULO

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National Bicycle Industry Association –
Aliança Bike



Aliança Bike

90 companies and associations affiliated.

Some are cargo bikes manufacturers, courier companies and logistics startups

Mission: Cycling economy

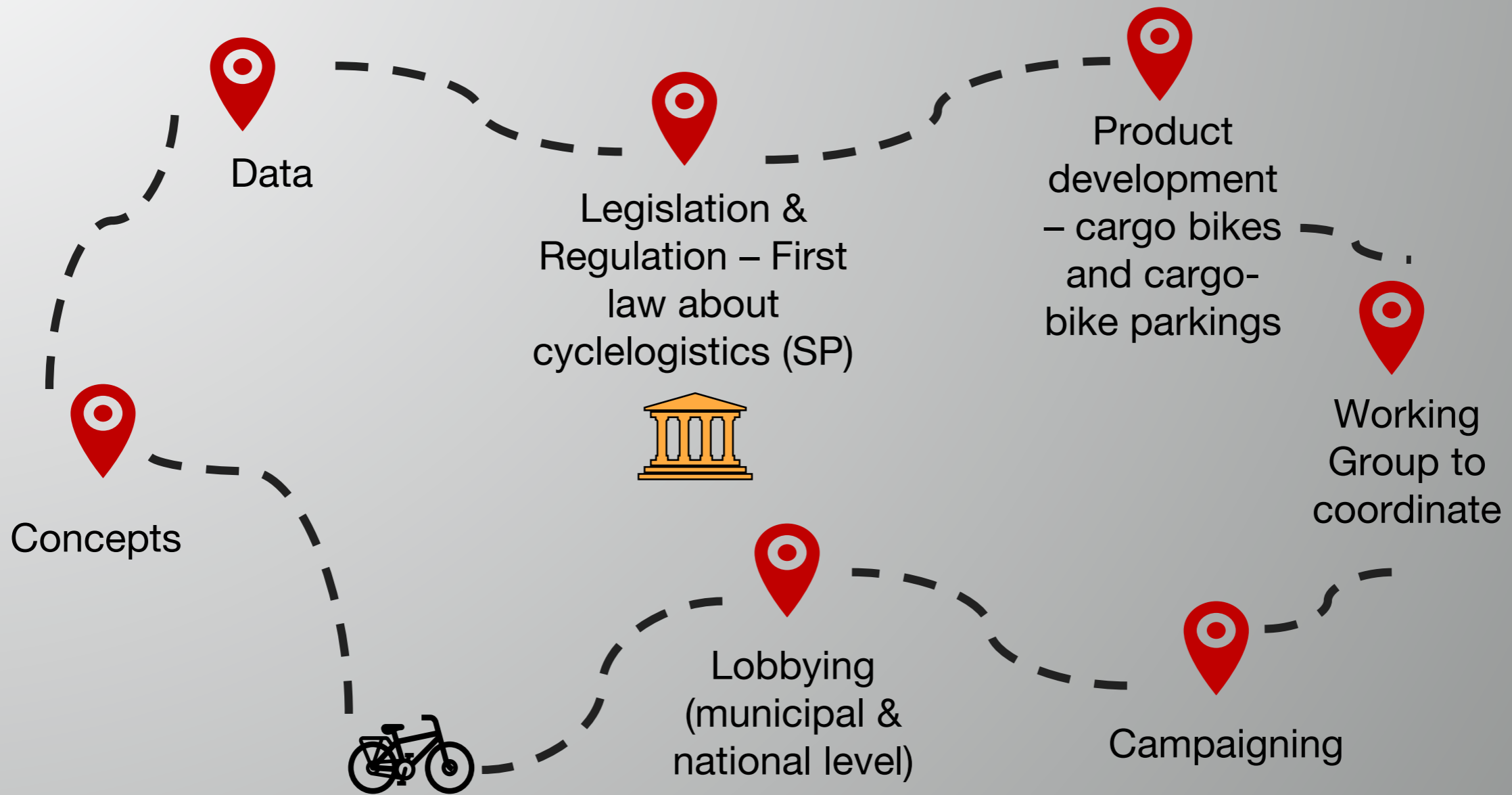
Why Cyclologistics?

- ❑ Cycling economy is changing fast over the past years
- ❑ Cargo bikes: 60-year-tradition in Brazilian cities
- ❑ Lack of data, studies and researches

**Of all costs
involved in a
delivery, 60% are
last miles costs**

**55-60% of all
deliveries, in São
Paulo, could be
made by bicycles
or tricycles**

Cyclelogistics Strategy



Case study: Bom Retiro district (São Paulo)

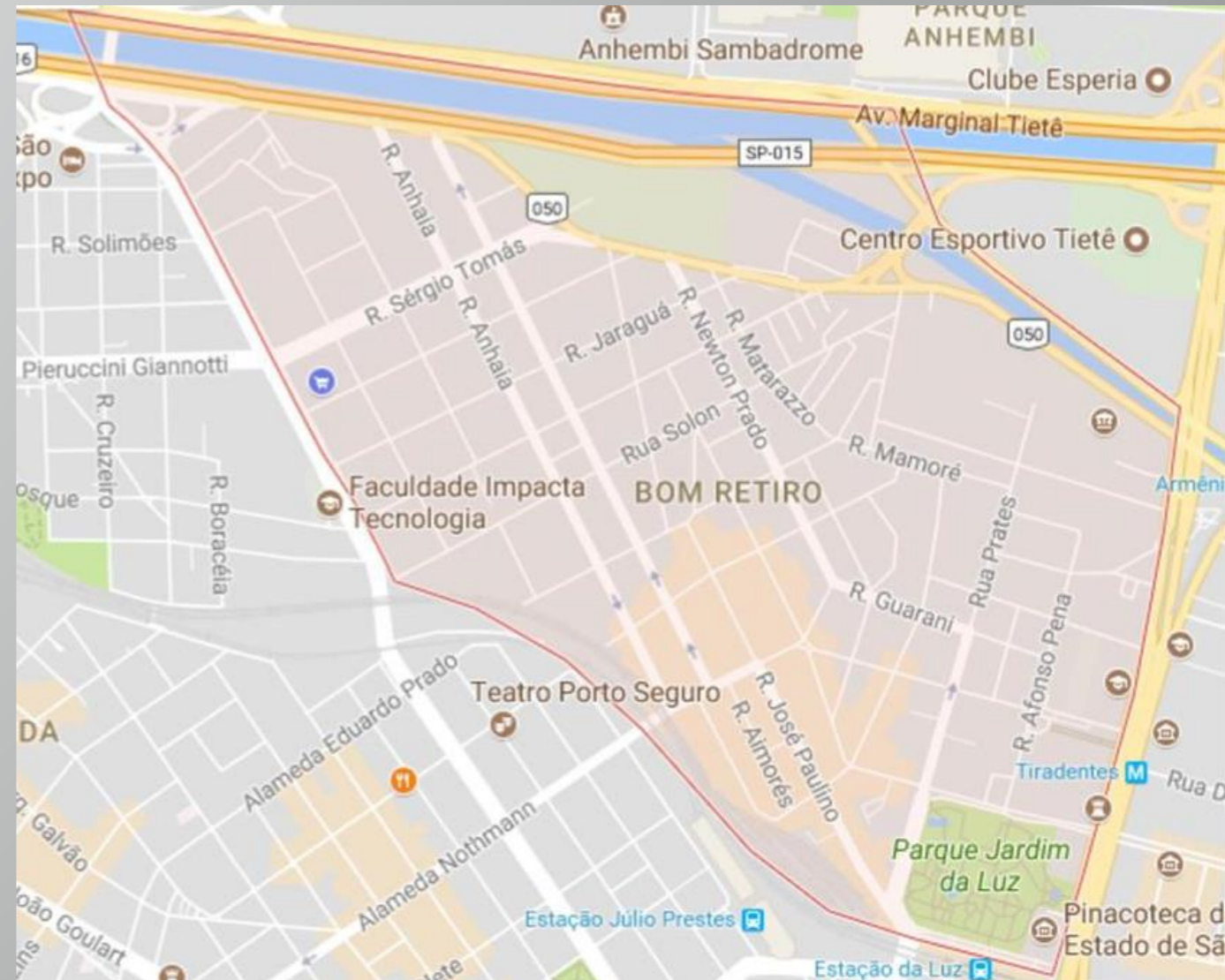


Cyclelogistics: cargo-bikes and tricycles deliveries

About the district

- ❑ 4,1 km² downtown
- ❑ Mixed land use
- ❑ High concentration of popular fashion manufacturers and retailers
- ❑ Traditional neighbour for immigrants (italians first, than jewish and now corean)
- ❑ High concentration of small groceries and restaurants.

Interviews were conducted by **three field researchers**, during two months, interviewing all of the **1.701 commercial facilities**.



Cyclologistics – Bom Retiro: goals

- To count commercial facilities by type;
- To count vehicles (cargo-bikes) per store/shop;
- To count number of cyclists-workers and vehicles per store/shop;
- To count deliveries made by cargo-bikes and tricycles per day;
- To categorize bicycles and tricycles used per type;
- To identify the delivery extent in the neighborhood - and away from it;
- The reasons why shops and stores opted for cyclelogistics;
- The resources involved in this economic activity.

Cyclologistics – Bom Retiro: findings

Vehicle	Number of stores and shops	% of stores and shops
On foot	222	31,8
Car, truck, kombi, van	145	20,7
Bicycle, cargo-bike, tricycle	114	16,3
Motorcycle	35	5
Others (post office, sedex)	245	35,1
Total Geral	761*	108,9*

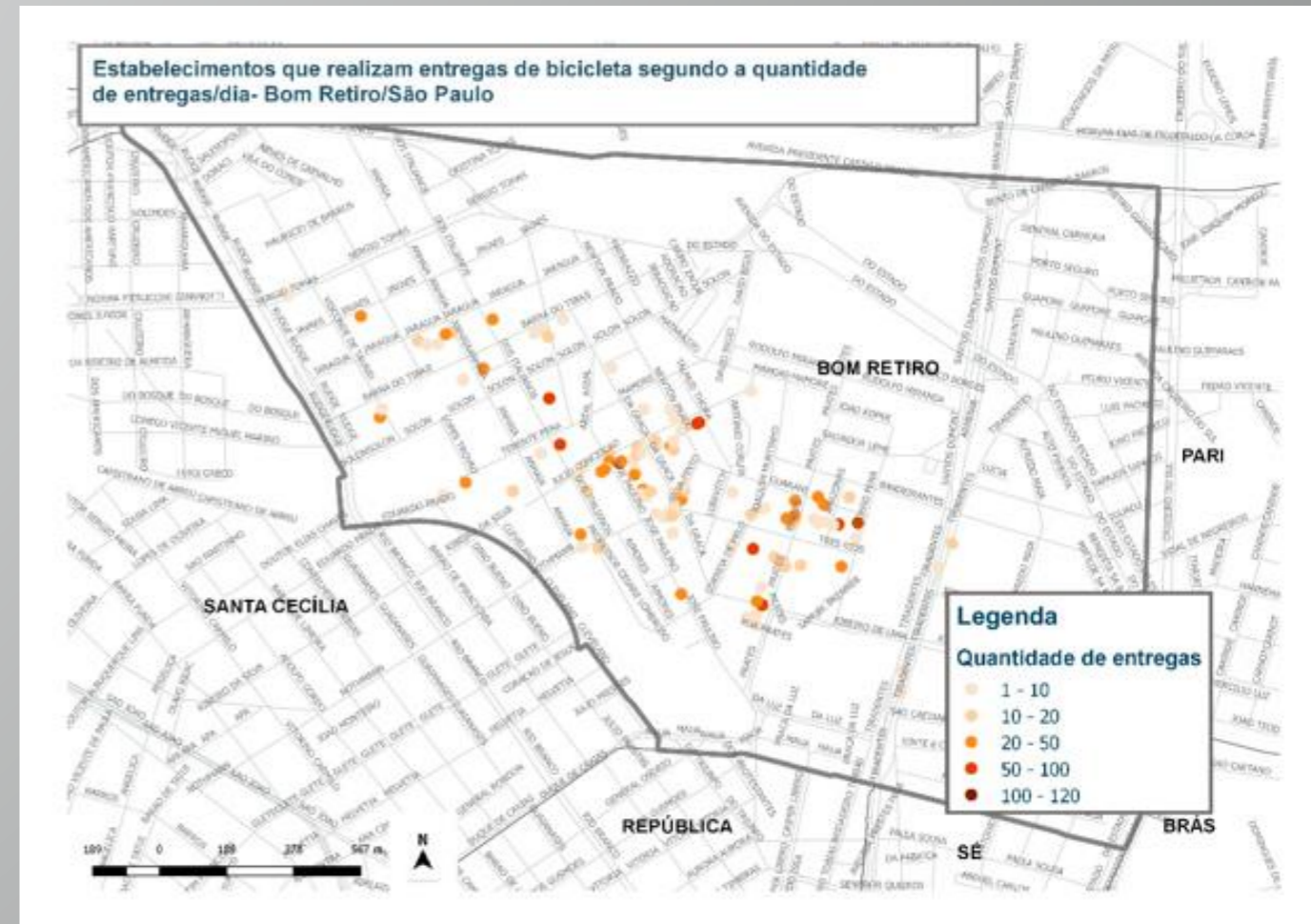
Stores/Shops that have delivery service (698 total, or 41.03%), **48.1%** do so by active means of transportation.

Of all the stores that make deliveries, 114 - or 16.3% - deliver deliveries of bicycle and / or tricycle



Cyclologistics – Bom Retiro: findings

- ❑ **2.349** cargo-bikes and tricycle deliveries *per day*;
- ❑ **202** total number of bicycles and tricycles used for delivery in Bom Retiro;
- ❑ **220** total number of workers employed exclusively for this activity - 97% are men and 3% are women.
- ❑ **40,3%** began to use cargo-bikes and tricycles after bikepath network was implemented.



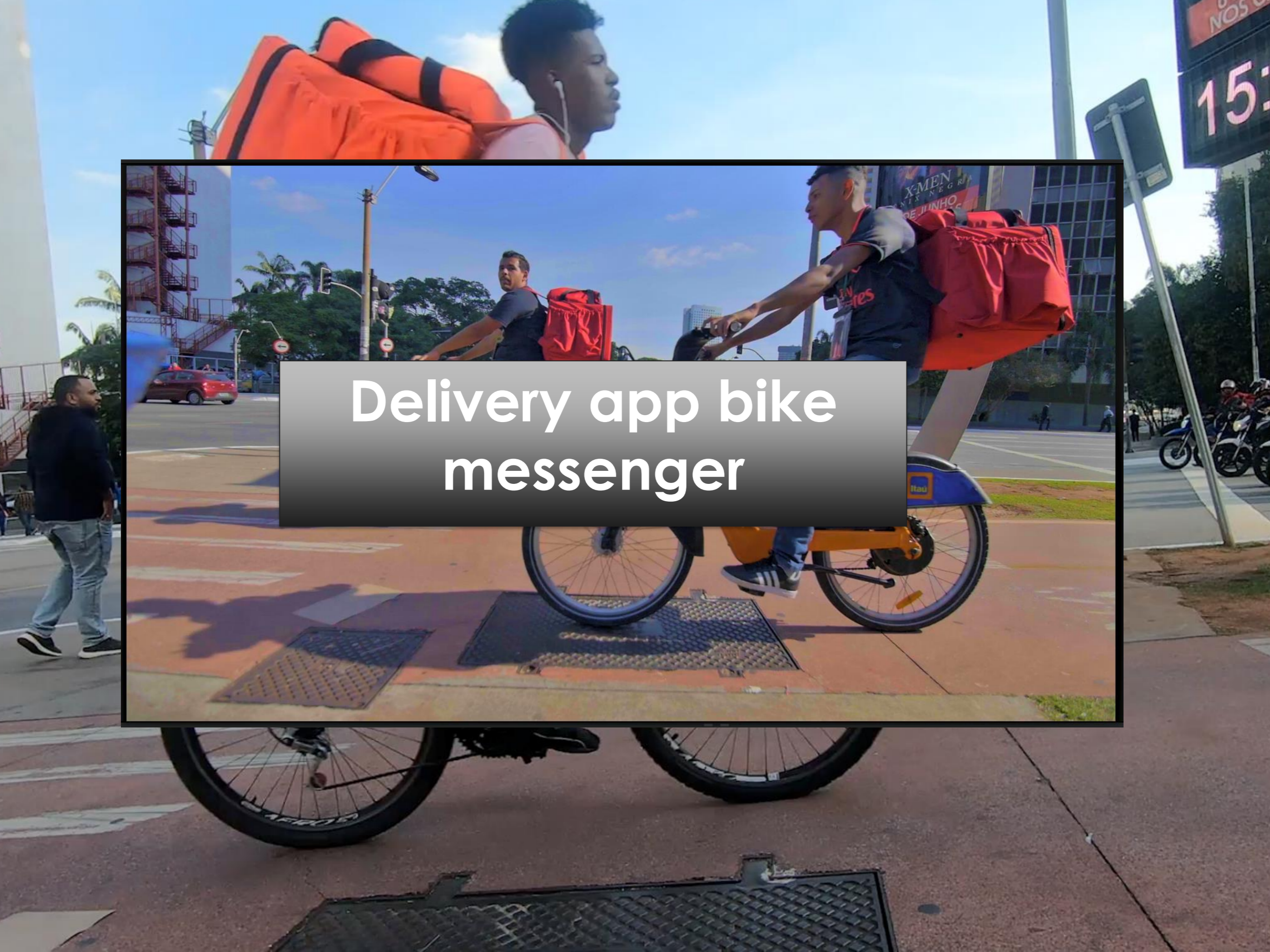
Cyclologistics – Bom Retiro: findings

Main reason to deliver w/ cargo-bikes and tricycles	Number of shops/stores	% of shops/stores
Speed and practicality	100	87,7
Economy	9	7,8
Others	4	3,5
Couldn't inform	1	0,8
TOTAL GERAL	114	100

Store/Shop per type	Number of shops/stores	Deliveries per day	% deliveries per day
Haberdashery	33	714	30,39%
Grocerie and supermarket	20	454	19,32%
Restaurants and diners	18	304	12,94%
Water distribution	6	255	10,85%
Bakery	4	240	10,21%
Butcher house	6	132	5,61%
Pharmacy	2	40	1,70%
Others	25	210	8,94%
TOTAL	114	2349	100%

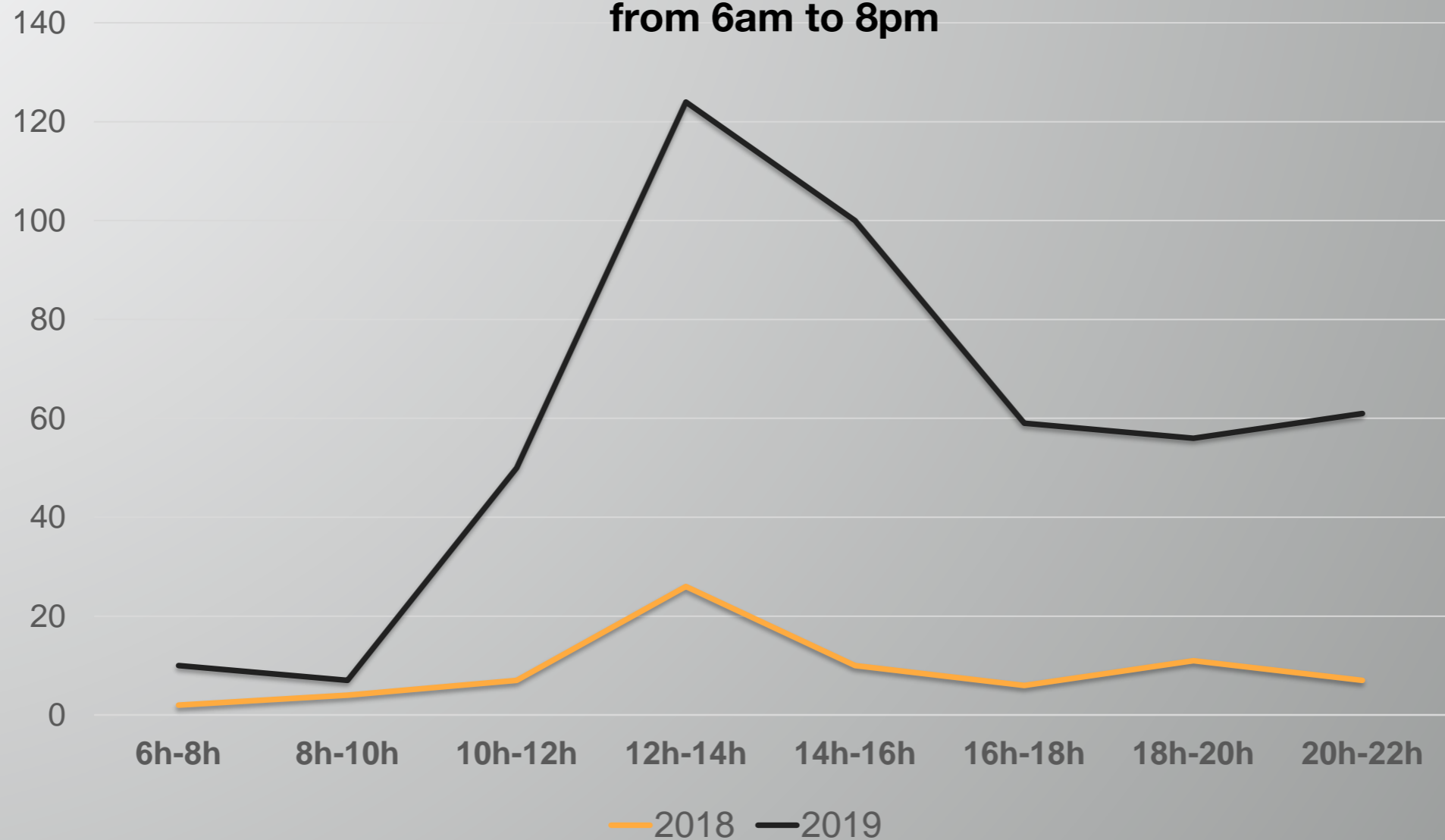






Delivery app bike messenger

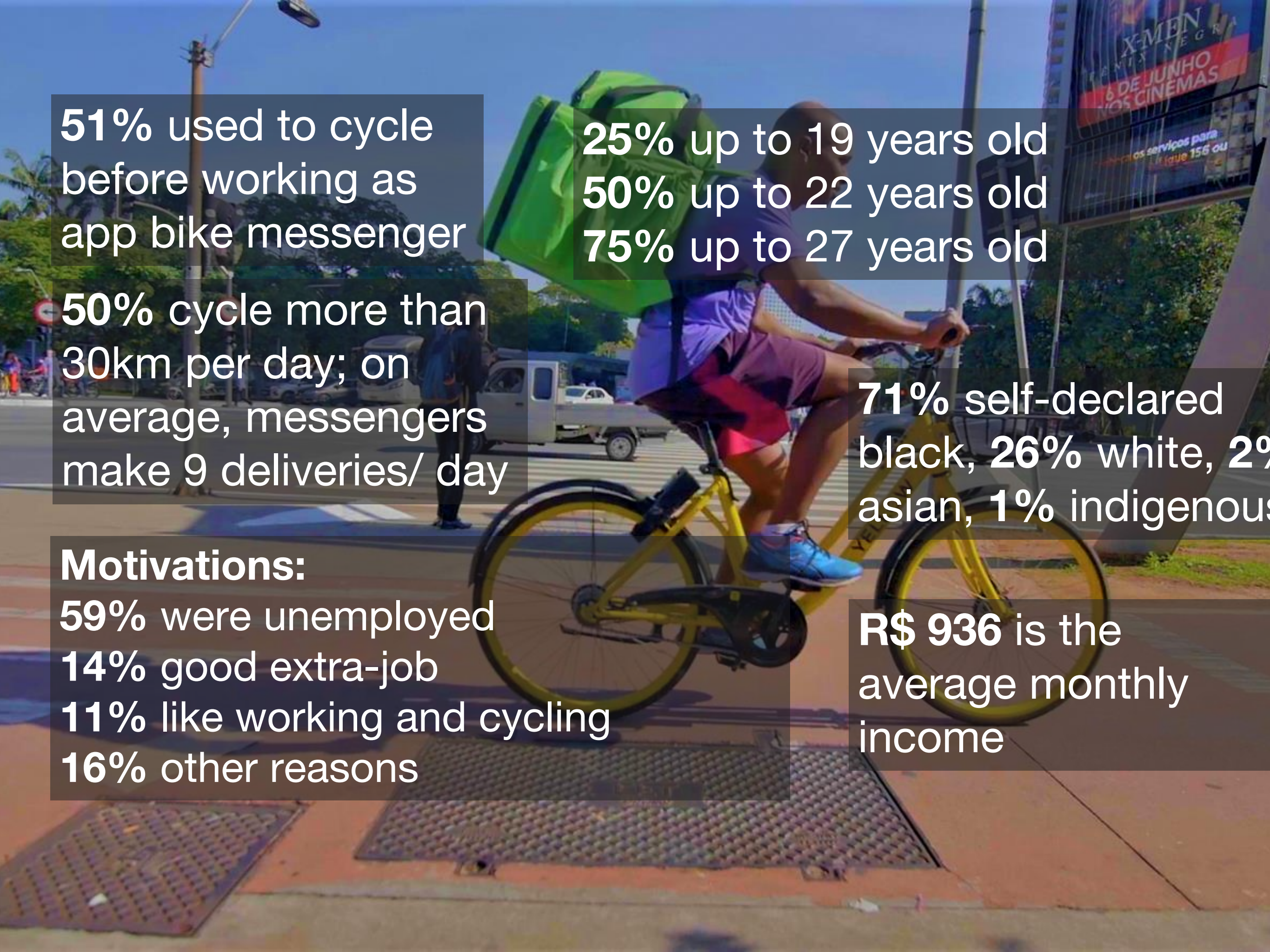
**Delivery app bike messenger by shift (Faria Lima bike lane),
from 6am to 8pm**



A delivery person is riding a yellow bicycle on a city street. The person is wearing a purple t-shirt, pink shorts, and blue sneakers. They have a large, bright green delivery bag strapped to their back. The bicycle has a black basket on the front and the word "YELLOW" written on the frame. In the background, there are palm trees, a traffic light, and a billboard for "X-MEN FANTASMA NEGRO" with the text "6 DE JUNHO NOS CINEMAS" and "libera os serviços para ligue 156 ou".

DELIVERY APP BIKE MESSENGER PROFILE

270 messengers
interviewed

A delivery cyclist wearing a purple shirt and shorts is riding a yellow bicycle with a large green delivery bag on the back. The cyclist is on a city street with buildings and a billboard in the background. The billboard has text in Portuguese, including "X-MEN", "6 DE JUNHO", and "CINEMAS".

51% used to cycle before working as app bike messenger

25% up to 19 years old
50% up to 22 years old
75% up to 27 years old

50% cycle more than 30km per day; on average, messengers make 9 deliveries/ day

71% self-declared black, **26%** white, **2%** asian, **1%** indigenous

Motivations:

59% were unemployed
14% good extra-job
11% like working and cycling
16% other reasons

R\$ 936 is the average monthly income



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