Aliança Blke
90 companies and associations affiliated.
Some are cargo bikes manufacturers, courrier companies and logistics startups
Mission: Cycling economy

Why Cyclologistics?
- Cycling economy is changing fast over the past years
- Cago 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

Data

Legislation & Regulation – First law about cyclelogistics (SP)

Concepts

Lobbying (municipal & national level)

Product development – cargo bikes and cargo-bike parkings

Working Group to coordinate

Campaigning

ALIANÇA BIKE
Associação Brasileira do Setor de Bicicletas
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 jewwish 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

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

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

<table>
<thead>
<tr>
<th>Main reason to deliver w/ cargo-bikes and tricycles</th>
<th>Number of shops/stores</th>
<th>% of shops/stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed and practicality</td>
<td>100</td>
<td>87,7</td>
</tr>
<tr>
<td>Economy</td>
<td>9</td>
<td>7,8</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>3,5</td>
</tr>
<tr>
<td>Couldn’t inform</td>
<td>1</td>
<td>0,8</td>
</tr>
<tr>
<td><strong>TOTAL GERAL</strong></td>
<td><strong>114</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Store/Shop per type</th>
<th>Number of shops/stores</th>
<th>Deliveries per day</th>
<th>% deliveries per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haberdashery</td>
<td>33</td>
<td>714</td>
<td>30,39%</td>
</tr>
<tr>
<td>Grocerie and supermarket</td>
<td>20</td>
<td>454</td>
<td>19,32%</td>
</tr>
<tr>
<td>Restaurants and diners</td>
<td>18</td>
<td>304</td>
<td>12,94%</td>
</tr>
<tr>
<td>Water distribution</td>
<td>6</td>
<td>255</td>
<td>10,85%</td>
</tr>
<tr>
<td>Bakery</td>
<td>4</td>
<td>240</td>
<td>10,21%</td>
</tr>
<tr>
<td>Butcher house</td>
<td>6</td>
<td>132</td>
<td>5,61%</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2</td>
<td>40</td>
<td>1,70%</td>
</tr>
<tr>
<td>Others</td>
<td>25</td>
<td>210</td>
<td>8,94%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>114</strong></td>
<td><strong>2349</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Delivery app bike messenger
Delivery app bike messenger by shift (Faria Lima bike lane), from 6am to 8pm
DELIVERY APP
BIKE MESSENGER
PROFILE
270 messengers interviewed
51% used to cycle before working as app bike messenger

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

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

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

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

R$ 936 is the average monthly income
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