



## Preparing for change – e-cargo bikes for smart logistics in Maastricht, The Netherlands.

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**Planned, even temporary, reduction in road capacity demands innovative mobility and logistics solutions.**

Mid 2017, Maastricht Bereikbaar offered financial-support for a 6 month pilot scheme to lease or buy an electric cargo bike to transport goods in and around the city. This provided a unique opportunity to test stakeholder interest, and aimed to initiate a permanent voluntary behavior change in urban freight transport.

The city, with Amsterdam University of Applied Sciences, is actively looking at how electric cargo bikes can deliver added-value for users and the city.



10 e-cargo bikes were available for 6 months to suppliers, freight forwarders and (private and public) organisations (offices, retail, etc.)

Scheme developed in cooperation with business associations



Participants provided data on their travel behaviour

It can be quicker on an e-cargo bike and you can use your e-cargo bike for free publicity

## Scope of works

The e-cargo bike pilot aimed to create awareness about 'clean' modes of transport and to reduce the number of kilometres driven through the city centre. The offer:

- 4,000€ towards using e-cargo bike for logistic activity, compliant with the rules,
- targeted parcel distribution, shop owners collecting/ distributing their own deliveries, and service and maintenance companies
- companies using cargo-bikes report that transport by bike in the city center is faster and cheaper (no parking fees). Going by bike is not hindered by one-way streets and the Wilhelmina bridge can be used all year long (saving a lot of time and fuel)
- after a successful six month pilot phase, participants can keep the e-cargo bike and receive the last payment of 2,000€.

It was anticipated the 6-month trial and communication of positive experience should be enough to establish a permanent behaviour change and encourage other companies to make a shift to smarter, cleaner and safer distribution and mobility.

## Outcomes

- 10 entrepreneurs interested in leasing or buying an e-cargo bike; 6 approved and 4 of them bought a bike and took part in the pilot study
- close cooperation with stakeholders;
- continuous awareness raising on the impact of freight deliveries and on options to work more efficiently
- small scale testing of e-cargo bikes and learning from the experiences – potential for up-scaling;
- evaluation of the temporary permission to use the Wilhelminabrug expected to give new insight into current behaviour of freight transporters and service vans.

## Lessons learnt

- e-cargo bike is a viable mode of transport for many
- using e-cargo bike requires well planned working schedule and activities, but offers a lot of freedom and spare time
- e-cargo bike as quick as car, during rush hour you can even be faster, ideal for express services
- large parcel delivery companies did not participate, as transported volumes are too big for an e-cargo bike
- e-cargo bikes are not allowed in the pedestrian zone after 11 am. Maastricht is currently defining a pilot case allowing e-cargo bikes partial access to the pedestrian zone. Companies using an e-cargo bike do not use the busiest streets to avoid delays and dangerous situations.

## Future of the project

The current pilot period ends in May 2018. The city will evaluate outcomes and lessons learned to decide next steps. Maastricht is currently developing a new 'e-cargo bike' and 'e-bike for delivery' testing programme to increase the number of cleaner, greener deliveries.



E-cargo bikes are emission-free and silent

For smaller deliveries and services e-(cargo) bikes are a good alternative

For retail supply, e-cargo bikes are not an efficient transport means, as volumes are too high, requiring too many e-cargo bikes

The city is concerned that granting privileges for e-cargo bikes will set precedents and make enforcement difficult



e-cargo bike trip range depends on the journey characteristics: heavy weight and hilly surroundings reduce range



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