



Moving Moreland business again.

Moreland Community Budget Submission

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Identified community need

As everywhere else small business in Moreland has been hit hard by the effects of the pandemic and extended lockdowns and needs support. At the same time, the community has become used to a high degree of online shopping and ordering for delivery. Local businesses are adapting their models to these new shopping modes and delivery is an increasingly significant part of business.

But the vehicles making these local deliveries increase the dangers for pedestrians and people on bicycles, add to transport emissions, increase congestion and deter active travel uptake.

The solution

Many of these deliveries are being made by Moreland businesses to Moreland residents. Making it easier for business owners to make these deliveries by bicycle, whether standard bicycle, electric bicycle or one of the many types of cargo bicycles would;

- support local businesses in making their deliveries in a manner that doesn't negatively impact local community.
- support local businesses interested in the transition to more sustainable transport
- assist in minimizing congestion in Moreland
- help keep pedestrians and a cyclists safer and not negatively impact Moreland's active travel targets
- assist in minimizing emissions



There are already many businesses based in or travelling within Moreland that make deliveries by bicycle or have done in the past. Some of these businesses are;

- Delilah Hair Studio
- Maker Maker Yarn Store
- Framework Designs
- Loafer Bread
- Ovens Street Bakery
- Good Brew
- Cargone Couriers
- Momentum Messengers
- The Boroughs
- Good Cycles
- Pleasant Earth Eco Friendly window cleaning
- Miss V Non-toxic Cleaning
- Terra Rosa Gear



Many more businesses are in a position to do so, especially with the availability of electric cargo bikes. For some it may be the investment in a vehicle that prevents them from making the switch.

Our proposal is that Moreland Council officers create a program identifying Moreland businesses who;

- Make a significant percentage (25% or more) of their deliveries within Moreland by motor vehicle
- Are willing to make these deliveries by bicycle/cargo bicycle if possible.
- Provide a branded cargo bicycle suitable to their deliveries on a one year trial basis at no cost to the business to those businesses that can identify a % of deliveries no longer to be made by motor vehicle.
- At the end of the trial those businesses who want to keep making deliveries by bicycle be assisted in retaining the vehicle they have been using.

Local trips in urban areas like Moreland are often quicker by bicycle than in a motor vehicle and so we do not envisage that delivery staff will require more time to make these local deliveries. In fact, businesses may make a saving in person hours.



Moreland Council strategic objectives

This proposal aligns with the following strategies in the Council Plan 2021 – 2025:

Strategic Objective Number 1: An environmentally proactive Moreland includes the strategy:
- cut carbon emissions from energy, transport and waste

1.1 1.1. Lead by example and partner with others to accelerate the shift to zero carbon emissions in energy, transport and waste in ways that are efficient, financially responsible, healthy and socially fair

Strategic Objective Number 2: Moving and living safely in Moreland - Improve the safety of everyone in our community. Make it safer and easier to get around.
, includes the strategy: - encourage more people to walk, cycle or take public transport

2.5 Facilitate substantially increased use of active transport in the community through targeted programs which include a focus on children, young people, families and older people



Budget

A provision of up to \$10,000.00 per bicycle would mean that almost any electric cargo bicycle could be provided as required. Bicycles could be branded for each business within this cost.

A local business such as Cargo Cycles could be the provider of the bicycles:

<https://cargocycles.com.au/product/christiania-model-p-event-bike/>

[n.b. This proposal has not been discussed with Cargo Cycles so this should be taken purely as a suggestion] In addition there are many other businesses in Melbourne providing cargo cycles.

Not all businesses would require the whole \$10,000.00 depending on the bicycle suited to them, and so we believe up to twenty businesses could take part in the trial while leaving enough budget for officer hours.

Eligible businesses would be those based in Moreland offering goods, trades or services within Moreland that are already being provided by motor vehicle and that a significant proportion of which could be transitioned to bicycle. The aim of the trial should be to see a shift in mode for existing deliveries.



Further Reading:

Fleet Europe: Why cargo bikes beat EVs for last mile deliveries

<https://www.fleeteurope.com/en/last-mile/europe/analysis/new-report-why-cargo-bikes-beat-evs-last-mile-deliveries?a=JMA06&t%5B0%5D=Last%20Mile&t%5B1%5D=e-bike&t%5B2%5D=e-cargo%20bike&curl=1>

Eltis: Large-scale introduction of cargo bikes – a game changer for European cities

<https://www.eltis.org/resources/case-studies/large-scale-introduction-cargo-bikes-game-changer-european-cities>

Yahoo: Pedal power: the rise of cargo bikes in Germany

<https://au.sports.yahoo.com/pedal-power-rise-cargo-bikes-germany-112305179--spt.html>

Financial Times: City couriers favour electric cargo bikes over vans for deliveries

<https://www.ft.com/content/d74fb4be-5cc7-47f0-b71d-40b46734ecfa>

Cargo cyclists replace truck drivers on European city streets

<https://www.lowtechmagazine.com/2012/09/jobs-of-the-future-cargo-cyclist.html>

DHL: DHL SUPPLY CHAIN TRIALS ECARGO BIKE FOR HOME DELIVERIES

<https://www.dhl.com/gb-en/home/press/press-archive/2021/dhl-supply-chain-trials-ecargo-bike-for-home-deliveries.html>

Pedalling their wares

<https://www.smh.com.au/entertainment/pedalling-their-wares-20120303-1u96u.html>