



Local Governments
for Sustainability



SUSTAINABLE
MOBILITY

CARGO BIKES FOR SUSTAINABLE LOGISTICS



Municipalidad
de Rosario

AUTONOMYDIGITAL
MOVING THE BUSINESS OF MOBILITY FORWARD

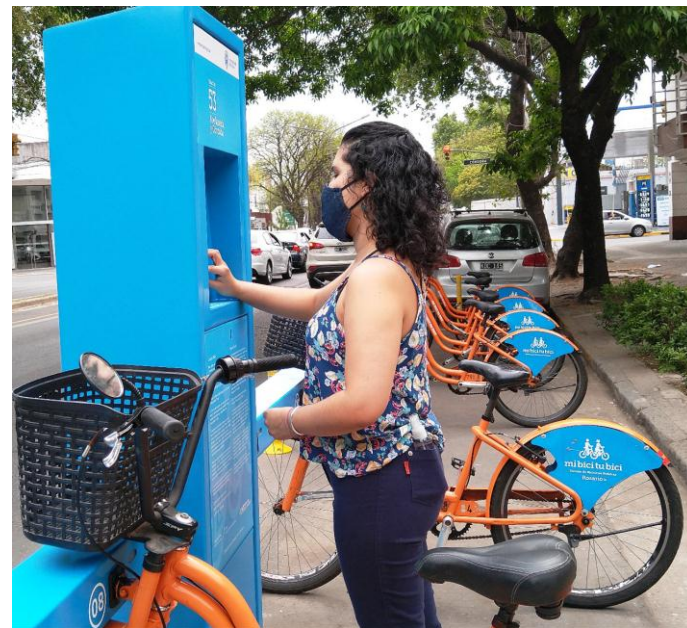


Mobility

Rosario is a pioneer city in Latin America in the implementation of sustainable mobility policies, done in a participatory way. In 2015 implemented its public bike share system in the city: Mi bici tu bici, which currently has:

- **53 stations** with a coverage radius of 400 to 600 meters each
- **450 bikes** in circulation
- **75.000 active users**

Accompanied by the cycling infrastructure that consists of **173 km** of bike lanes.



Project



The proposed project consists of the implementation in the short term of a scalable pilot for a Bike Share Cargo system integrated into the city's actual Bike Share.

It is intended to incorporate into the system 20 cargo bikes with geo fences technology and the associated infrastructure for docking. There will also be awareness actions and trainings in order to accompany and disseminate the initiative.

The pilot project will be implemented in the central area of the city, due to its high-density mixed use, commercial activity and Bike Share stations, as well as infrastructure for active mobility.

Project



Specific objectives

- Make visible the impact of urban logistics taking into account the economic, environmental and social aspects.
- Provide the commercial and service sector with an alternative for their own logistics with sustainable vehicles.
- Encourage the acquisition of zero and low emission vehicles by the private sector.
- Offer users of Mi Bici Tu Bici sustainable alternatives for moving large volume objects.
- Systematize data about the use of the service to assess its scalability.
- Obtain information to assess industry logistics demand.



Project



Project components:

Bikes: 20 cargo bikes, type rear cargo tricycles, with the associated infrastructure for docking. There will be 18 virtual stations associated with Mi Bici Tu Bici stations + 5 satellite stations to be located where demand requires it.

Technology: geo-fences type with monitoring software for data systematization and improvement based on user experience.

Operation and balancing of the service: by the Government company MOVI

Training for the operators, MOVI, and the local work group: trainings on the operation of the system to prepare its integration and use, and on the monitoring tool and data collection that the software allows.



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Impact

1. **Reduction** of the greenhouse gas emissions through the modal shift in the last mile urban freight
2. **Reduction** of traffic congestion
3. **Improvement** of local air quality
4. **Improvement** of commercial competitiveness
5. **Increase** the urban freight efficiency (time, fuel and others)
6. **Improvement** of the road safety in the project area of influence



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With the implementation of this project Rosario will deepen its sustainable mobility policies and become the first city in Latin America to have a Cargo Bike Share System for sustainable logistics and will encourage other cities to replicate the initiative by providing information and knowledge.

