The first and last mile – the key to sustainable urban mobility

What role in the wake of the corona crisis?

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Pedestrian options
- Walking
- Special provisions for the elderly, people with a disability
- Public escalators

Bike, board, skate options
- Personal (electric) bicycles
- (Electric) bicycle sharing
- (Electric) skateboards, foot skates
- (Electric) kick scooters
- Segways, monowheels and other devices

Vehicular options
- Light electric vehicles
- Car sharing
- Ride sharing or carpooling
- Ride hailing and traditional taxi
- Autonomous vehicles in sharing system
- Park and ride

Public transport options
- Conventional public transport
- Micro transit
- Advanced group rapid transit
Survey of neighbourhood problems

- **Air quality**: Urban 16, Rural 38, EU-28=26
- **Litter or rubbish on the street**: Urban 17, Rural 41, EU-28=28
- **Noise**: Urban 21, Rural 43, EU-28=32
- **Heavy traffic in your immediate neighbourhood**: Urban 24, Rural 48, EU-28=35

Source: Eurofound (2017)
Generalised journey cost – a key concept

Monetary
- fare
- fuel
- fees etc.

Non-monetary
- travel time
- waiting time
- penalties for transfers, crowded conditions etc.
Generalised journey cost example for 20km trip

Note: values are for illustration purpose only
Findings

• Good first and last mile options are an indispensable part of an efficient transport system.
• Active modes, like walking and cycling, provide the greatest health and environmental benefits.
• Good public transport remains the backbone. There is no technology “hack” or quick fix.
• People switch if they experience sustainable transport as fast, safe and convenient.
• First and last mile options can influence the choice of transport for longer trips and are relevant beyond urban areas.
Recommendations

• Confront transport users with the costs created by their mobility choices
• Provide sufficient and comfortable alternatives to car use
• Obsess about the user experience – subjective factors can be decisive
• Promote active modes as first/last/only mile options
• Align technology (MaaS, automated vehicles, ride hailing etc) with sustainable mobility goals
COVID-19

• Pandemic poses a major challenge to multimodal, high-density passenger transport

• There is a tension between efficient urban transport and physical distancing requirements

• But it is also an opportunity to repurpose existing infrastructure (e.g. pedestrianise streets, give more room to cyclists)

• Good walking and cycling infrastructure make the transport system more resilient

• First and last mile options can reduce demand peaks and avoid overcrowding by replacing short public transport trips

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