

# Safety at The Last Mile: Road Safety for Delivery Gig Workers



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# Overview of the growing gig economy in Malaysia

- The COVID-19 pandemic has impacted changes in the labor market in Malaysia.
- The shift from formal to informal employment occurred as a result of job losses and income reductions.



## Increase Revenue on Food Delivery Services

- DOSM reported that in 2020, the revenue from food delivery services increased by 7.3% and 14.5% in the first and second quarters, respectively, due to rising demand caused by restricted movement during the Movement Control Order (MCO).
- Food delivery services recorded moderate revenue growth of 1.9% in the third quarter following the reopening of restaurants and food services.





## Definition of P-HAILING

- The motor vehicle used for carrying goods in any journey in exchange for a fare for each item, where the calculation, booking, or transaction, and the fare for the journey are facilitated through a mobile electronic application provided by an intermediary business (*MOT, 2023*)



- The Self-Employment Social Security Act 2017 (Act 789) defines p-hailing workers as delivery riders, who are self-employed individuals engaged in the activity of delivering goods or food using motorcycles, bicycles, or on foot

# P-Hailing Components

- Rider apps for delivery
- Inspected vehicle

Machine/Tool

Environment

Traffic externalities such as congestion, pollution and crashes

Following the guideline provide by government

Man/human-  
Provider/Riders

Measurement

Material

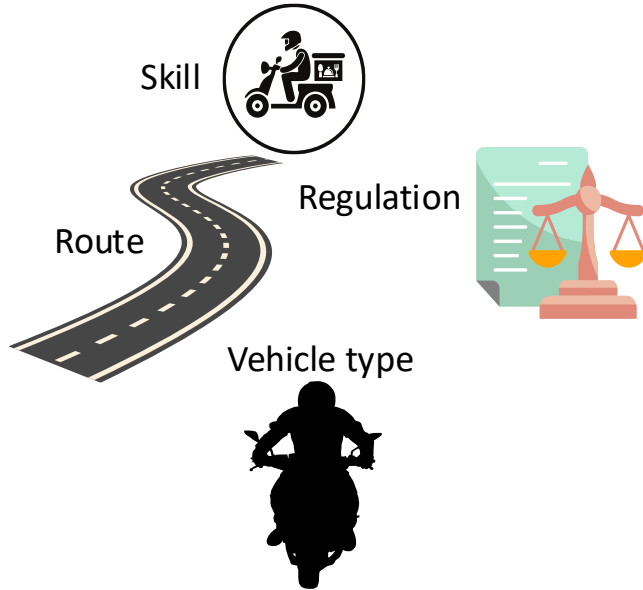
- Malaysian or permanent resident,
- driving licence
- No criminal record
- Pass a medical check
- p-hailing services registered with a local authority,
- vehicle inspection,
- appropriate insurance coverage and
- not blacklisted by the JPJ and PDRM

- Proper PPE such as by wearing motorcycle helmets.
- Boxes carried by p-hailing motorcycle riders must also adhere to dimensions and usage as prescribed by the JPJ

# Gig Drivers Vs Private Drivers?



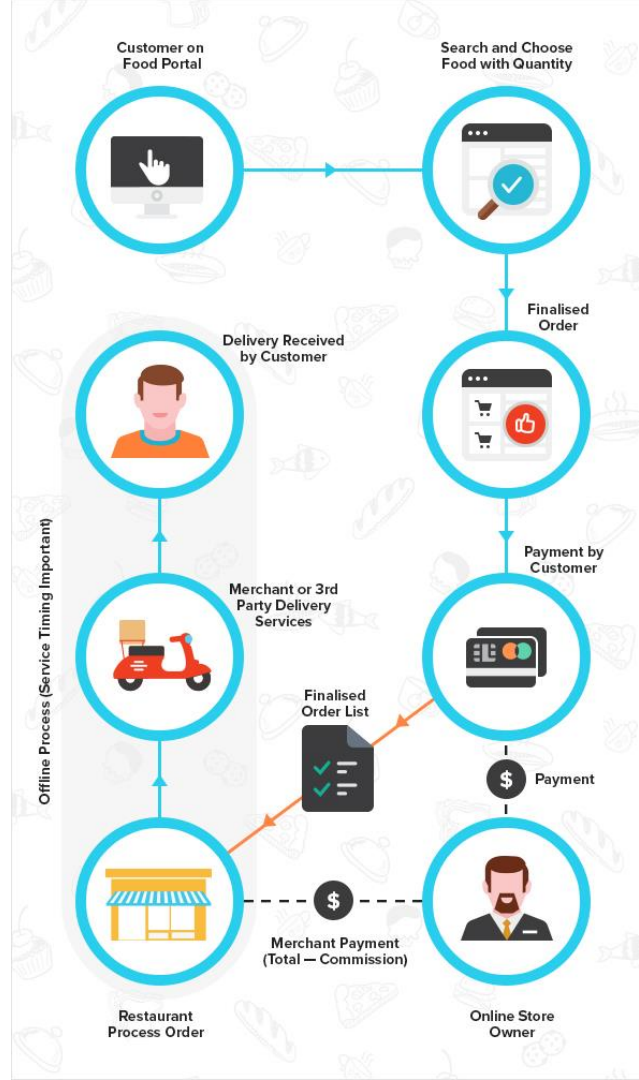
## Similarities



## Differences



# FOOD DELIVERY ACTIVITIES

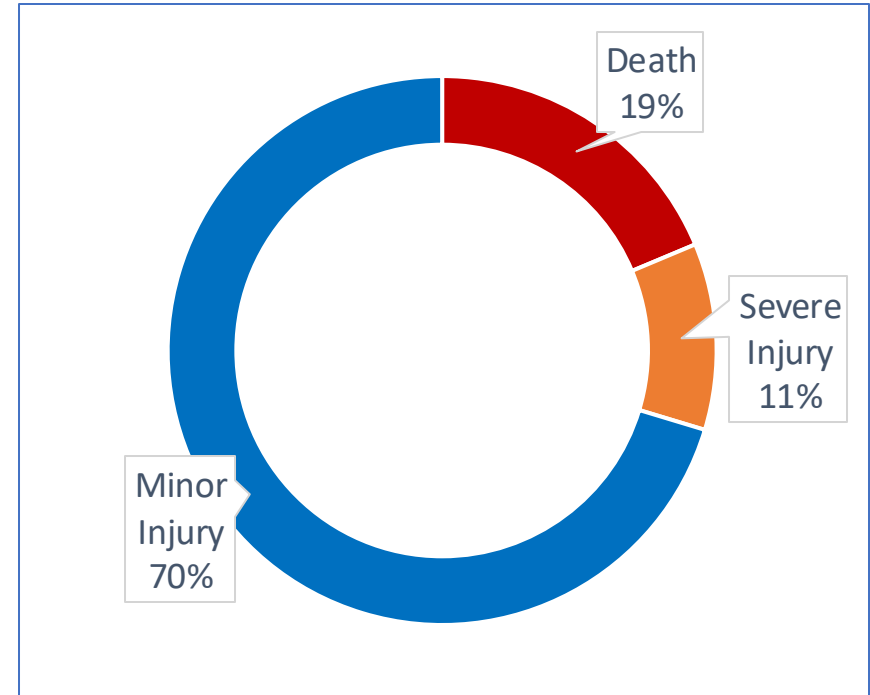
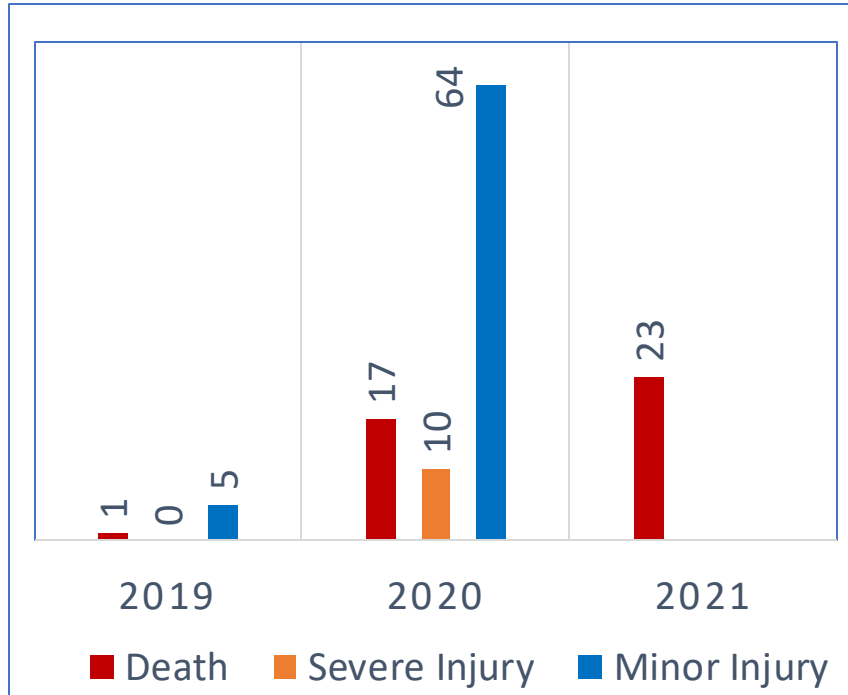


**Source:**

<https://foodorderingwebsitedevelopment.wordpress.com/2016/06/24/business-model-of-online-food-ordering-delivery-website/>



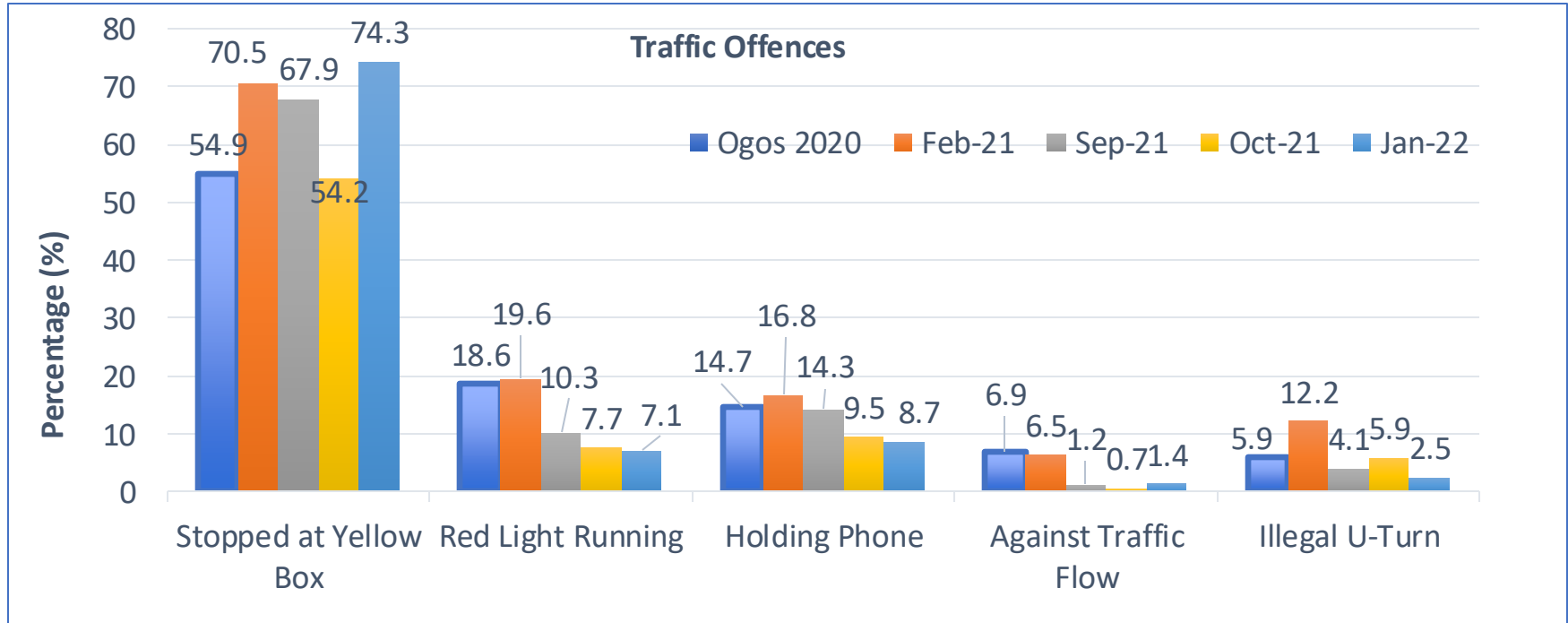
## Road Crash among p-Hailing Riders during MCO



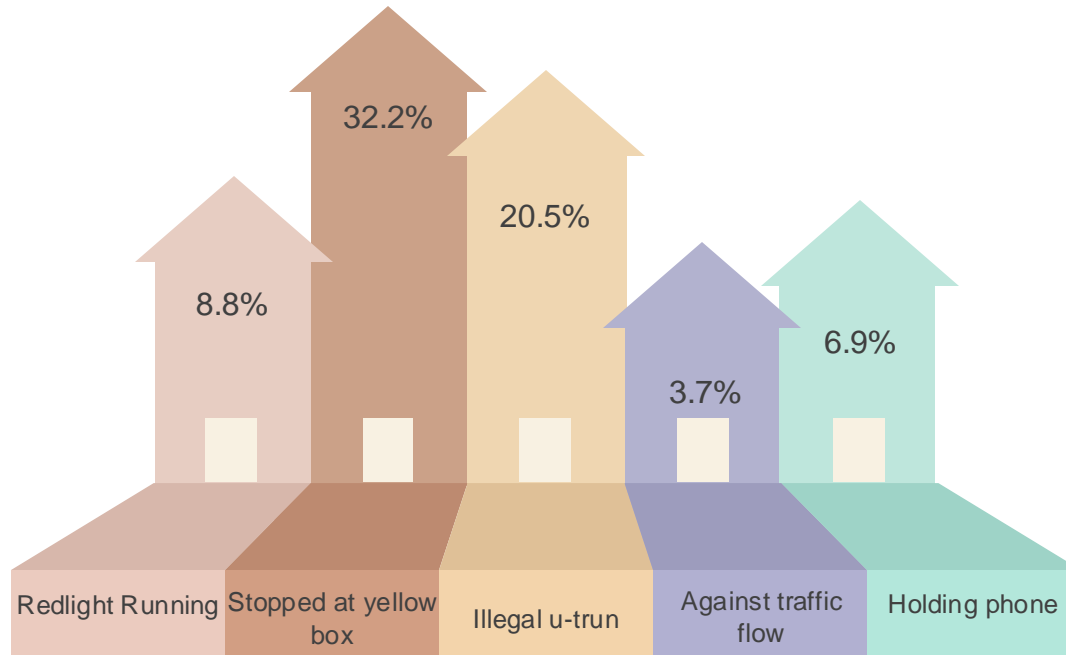
Source: RMP, 2021



## Riding Behaviour among p-Hailing Riders



## p-Hailing Riding Behaviour (Dec 2023)



Source: MIROS, 2023

### DEC 2022

RLR



17.4%

SYB



64.1%

IUT



5.9%

ATF



3.9%

HP



4.5%

# The Safety of Food Delivery Services Using E-Scooters in Lembah Pantai through FGD

## Objectives:

- i) Identify safety issues from the perspective of delivery riders

## Study Findings:

- Delivery riders are aware that their job carries a high risk of being involved in road accidents while making deliveries. However, for the sake of survival, they need to earn a living to support their family.

Source: MIROS, 2021



Between  
Life & Work

Hazard

Speed Limit

Exclusive  
Lane

Reminder

PPE

Insurance

Traffic  
Regulation

Training  
Needs

SOP

Figure 1: Keyword for safety issues identified

## The intervention for gig should be as more of than the public drivers, **BUT** tailored to their nature

- We can't ban or control their exposure as it affects their income – then how?

# MIROS Initiatives

## Launch of the P-Hailing Rider Safety Campaign

- Date: 9 April 2021
- Officiated by: YBM MOT
- Collaborators: Ninjavan, J&T, MyEG, DegoRide, Grab, Foodpanda



## Roadshow together with JPJ and PERKESO

- Aimed at educating and raising awareness among p-hailing riders (delivery riders) in the Klang Valley, while also offering gentle reminders about safety or best practices.



## Awareness Training

- Raising awareness of road safety and the basics of safe riding during deliveries
- Duration: Apr – Dec 2022
- Ninjavan, J&T, MyEG, Grab, Foodpanda, ShopeeFood

## Advocacy Programme with RMP

- Participating in the Main OP (Operation) for p-hailing/e-hailing together with JSPT Bukit Aman on Jalan Selayang Baru, Gombak.
- Date: 17 Jan 2022

# MIROS Initiatives (Cont.)

## Poster Dissemination

- The dissemination of safety message posters related to p-hailing riders is carried out on MIROS's social media platforms
- Duration: May – Dec 2021



## Ninja Van Delivery Driver and Rider Safety Enhancement Program

- Both group of motorcyclist and drivers
- An enhancement programme from the previous training
- Duration: Apr – Jun 2023



## Train of Trainer: p-hailing Safety Induction

- In ensuring the uniformity of the modules and the quality of delivery, this program is conducted to train trainers who will deliver the PSI modules
- Date: 20 – 22 Nov 2023, 22 – 23 Jan 2024



## Module Development for MS 2756: 2023 Awareness Training

- Road Traffic Safety – Good practices for platform providers in implementing work-related road traffic safety management
- Date: 17 – 18 November 2023

## On-going & upcoming programme (2024)

### ■ P-Hailing Safety Induction



- A training programme is specifically organized for delivery riders who contribute to the Self-Employment Social Security Scheme (SKSPS)
- No. of session: 4
- Grant by PERKESO

### ■ Platform Providers Support Programme



- An awareness programme to platform providers on the MS 2756: 2023 practices
- Grant by PERKESO
- Date: 15-16 Oct 2024



## Conclusion

- As the gig economy continues to grow, the safety of delivery gig workers, particularly in the last mile of delivery, becomes increasingly crucial. Ensuring road safety not only protects the workers but also enhances the efficiency and reliability of the services they provide.
- By prioritizing road safety, we can safeguard the well-being of delivery gig workers and maintain the trust of the customers they serve, ultimately leading to a more sustainable and productive gig economy.



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# Q & A



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