French Plan for cycling promotion and active mobility

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Why a masterplan?

Challenges (1)

- **Public Health**
  - Drastical increase of sedentary behaviour
  - Insufficient physical activity
  - With huge consequences: obesity, diabetes, hypertension, cancer (colon, breast...) and mental diseases – and even lack of concentration

- **Environmental**
  - Fossil fuels overconsumption
  - Poor air quality
  - Urban sprawl (land use)
  - Bad energy efficiency
Why a masterplan? Challenges (2)

- **Economic**
  - Shrinking city-centres with decreasing quality of life
  - Discrepancies between territories
  - High mobility costs for people and public authorities

- **Social**
  - Increasing precarity and inequity
  - Inequalities of mobility meaning also difficult access to work and services
  - Less accessibility to public and private spaces and social selective motorisation (TCO of a car...)

Why a masterplan? Opportunities

- A lot of short distance trips
  - 40% in EU < 3 km, in France, 2/3 < 5 km
  - It is consistent with walking (<1 km) and cycling, especially e-bike

- Most of the home-work short distance trips are made by car
  - 3/4 of the trips <5 km
Why a masterplan? : opportunities

- Dynamic and innovative national cycling industry
  - Cycles, e-bikes
  - Services – bike-sharing-services

- A very dense road network
  - One million km roads
  - National cycling network – 22 870 km, (2/3 in use - 15 120 km) and regional cycling networks increasing
Thus… a four dimensions plan

- **Safety**
  - Regulatory framework (new adapted rules for cyclists)
  - Infrastructures – funding (up to 100 M€/year during 5 years state budget for small size projects, 350 M€ in seven years to cure severance)

- **Preventing theft**
  - Identifying bikes before selling
  - Safer bike parking
Four dimensions plan

- **Incentives**
  - Fiscal provision for professional bike-trips
  - Allowance for bike to work
  - White certificate to subside bike parking in social housing

- **Make bike natural again**
  - Begin with children – autonomous bike use to school
  - Schooling or re-schooling adults
Facts and figures

- **Today**
  - Modal share of walking: 23%
  - Modal share of cycling < 3%
  - 57% of French adults (over 15 years) cycle at least once a year... (43% do not!!)

- **Objectives**
  - 2024: modal share of cycling 9%
  - 2022: every 11 years-child should have learnt to cycle in the street
Thank you...