



French Plan for cycling promotion and active mobility

Sylvie Banoun

**Interministerial Coordinator
for Walking and Cycling**

6.12.2018



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...)



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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



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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 subsidize 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...