

Active Mobility: Bicycle and Active Mobility Plan



Facts & Figures

Organisation:

French Government (Ministry of Ecological and Inclusive Transition)

Type of Initiative:

National Strategy and Funding Plan with calls for local projects

Target groups:

Citizens, companies and public authorities

Duration:

Launched on September 14th 2018. First call launched in December 2018, and first 152 projects were selected on 14th of September 2019. Other projects to be selected next years.

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Description of the Initiative

The Plan, based on the creation of a National Funding of € 350M and implemented through annual calls for projects, is part of the French Climate Plan and the National strategy on Clean Mobilities.

In concrete terms, this plan is based on 4 approaches :

Improving cycling amenities and cyclists safety by supporting, accelerating and expanding projects to create cycling routes within communities*:

Among others, improving visibility at pedestrian cross-ings, building bicycle locks at traffic lights, developing two-way cycling on urban roads in urban areas up to a maximum speed of 50 km/h, etc.

Securising bicycling*:

Fight against theft by mandatory bicycle identification, obligation to build secure bicycle parking facilities at rail-way and metro stations by 2024.

Creating incentives*:

Creation of an optional employee allowance (up to 400 €/year for private companies' employees, or 200 €/year for civil servants) that would cover green commuting expenses such as cycling or car pool-ing, introduction of cycling in the tax rate schedule of travel expenses, support for the provision of bi-cycle fleets by companies, support for purchase of electric bicycles.

Developing a "cycling culture" amongst young people*:

Increase bicycle training in primary school, deployment of mobility plans in middle and high schools, training sessions especially regarding social inclusion policies, better accessibility to cycling-related data coming from cycling providers : bicycle networks, self-service bicycles.

These measures were completed in spring 2020 through another successful national incentive, the "Coup de pouce vélo" ("Give a Little Help for Cycling"): To get out of

* All these measures were implemented due to an important law from 24th Decembre 2019 on sustainable mobility.



Active Mobility: National Cycling Plan 2020 (NCP)

COVID-19 confinement in April 2020, the Government has taken measures to encourage the use of bicycles by French citizens with the launch of a € 20 M plan to cover repairs, temporary cycle parkings and training. The [coupdepoucevelo.fr](https://www.coupdepoucevelo.fr) platform enables the exceptional payment of up to 50 euros for the repair of a bicycle with-in a network of referenced repair shops.

Last but not least, a national celebration “Mai à vélo” (“May with my bicycle”) will be launched in 2021, and repeated every year. The measure will create opportunities at a national scale to celebrate cycling, to provide trainings and to make citizens more aware of cycling benefits and potential.



Implementation of the initiative

This plan is based on a National Funding Plan. Cycling infrastructure projects are to be selected through calls for projects. The “Coup de pouce vélo” allows direct financial incentives for citizens.

Lessons learned

To boost cycling, concerted efforts are necessary and promotion of cycling needs to be recognized as a communal responsibility of all tiers of government: the Federal Government, federal states and local authorities.

Also a broad-based societal support to boost cycling is needed from institutions, associations, clubs and members of the public.

Pilot projects which support cycling today and tomorrow serve as model for other regions.



Impact

The objective is to support, accelerate and expand projects to create cycling routes within communities. It will partly target discontinuities in routes.

Its main aim is to triple cycling modal share amongst daily mobility, from 2.7% (2008 figure) to 9% (in 2024) nationwide.

The impacts of “Coup de pouce vélo” were very positive, aiming to have 1 000 000 bicycles repaired by the end of 2020.