

The COMMUTE (Collaborative Management for Urban Traffic and Emissions Reduction) Project

Zoom In 2

Cycling in the COMMUTE project

Project led by Toulouse Metropole, France



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EXECUTIVE SUMMARY

For three years, Toulouse Métropole, Tisséo Collectivités, Airbus, ATR, Safran, Afnor, Sopra Steria, the Club d'Entreprises Réussir and Toulouse-Blagnac airport work together to change mobility patterns of transport users and reduce congestion and emissions between Toulouse Métropole, its conurbation and the Toulouse-Blagnac airport area.

The project's main innovative feature is its private-public collaborative mobility management system. It is through that unique but also challenging process that the orientations of the project are agreed on and launched. The Collaborative Urban Mobility Management System formulates suggestions and recommendations, but also implements an innovative method for cooperation and co-creation.

It is within that collaborative context that the cycling action was born. Cycling has become an important element of the project during the project's second half. Not initially identified as an action in the remit of the project, it turned out to raise a lot of interest among project partners, which decided to co-create a dedicated action around this topic. This new focus required an amendment to the project. Recently adopted and immediately implemented, the cycling action feeds nicely into other Métropole's initiatives around active modes of transport, launched around the same period. It also aligns with national and European orientations on active travel modes.

Cycling has actually been the surprise of the COMMUTE project: it highlighted the true participatory and co-creative nature of the project. For more than half of the project, partners have tested measures and re-assessed orientations, based on the feedback from stakeholders. Appetite for actions around cycling were identified during the mid-term review of the project, and even before. They have now been formalised and can be implemented.

For all these reasons, both Toulouse Métropole and I have decided to zoom in the new COMMUTE action on cycling. This second COMMUTE Zoom In presents the main objectives of the newly adopted cycling action, its challenges, but also some history and background about the local, national and EU approaches on cycling.

INTRODUCTION

European cities face increasing challenges to provide efficient, resilient and low emission transport systems that improve the liveability and competitiveness of cities, while at the same time reducing environmental impacts. Car use to move people and goods is the main source of air pollution and congestion. These issues lead to health, accessibility, and quality-of-life concerns for citizens and can also negatively impact businesses through delays and reduced reliability of the road transport network.

However, more and more cities have reached a turning point and invest to gain back public space and become more liveable. Cycling and walking feature as key parts of the sustainability equation. In that context, COMMUTE rightly reflects a general trend in European cities, namely to slowly move away from owning a private car towards shared mobility - and the cycling share is growing in most European cities.

Combined with all the COMMUTE deliverables and with the other Toulouse Metropole initiatives around cycling, the cycling action should contribute to significantly change travel patterns in the Toulouse airport and aeronautical area and help to further reduce individual cars and emissions.

COMMUTE is the first French city-led public-private partnership on transport ever implemented. With its many actions, including cycling as one of the latest ones launched, the project has the potential to change the way mobility planning is carried out in the future, bringing the public and private sectors closer together.

Cycling in the urban mobility landscape

EU strategies on cycling

Cycling is an efficient way of using space in urban areas, and is healthy, clean and cheap. It has also enormous potential when we acknowledge that almost half of all car trips in cities are of less than five kilometers.

EU level policies are important as they provide a framework within which local measures can be developed. This is particularly relevant for cyclists, whose safety can be enhanced when motor vehicles are fitted with state-of-the-art safety equipment to prevent/minimise the severity of collisions, and roads are safely managed.

There were two explicit mentions of cycling in the 40 initiatives set out in the Commission's 2011 Transport White Paper¹. These related to efforts to deliver a 'zero-vision' for the number of road transport casualties, and the importance of promoting cycling as an alternative to car use. The White Paper also acknowledges the importance of cycling in delivering clean and sustainable urban mobility and of cycling becoming an integral part of the urban transport system. In the European Commission's 2016 Strategy for Low Emission Mobility², cycling was referred to in the section on action by cities, underlining the importance of local action and Sustainable Urban Mobility Plans (SUMP) in enabling and encouraging cycling. Support for the development of SUMPs was one of the main elements of the European Commission's 2013 urban mobility Communication. This led the European Commission to set up a European platform on SUMPs, which is now part of the European Commission's "Eltis"³ urban mobility observatory platform that facilitates the exchange of information and experience on urban mobility issues. Other elements of the urban mobility communication interact with cycling, including urban logistics, access restrictions, urban road user charging and the deployment of Intelligent Transport

¹ https://ec.europa.eu/transport/sites/transport/files/themes/strategies/doc/2011_white_paper/white-paper-illustrated-brochure_en.pdf

² https://ec.europa.eu/transport/themes/strategies/news/2016-07-20-decarbonisation_en

³ <https://www.eltis.org/fr>

Systems (ITS). The Commission's earlier 'Action Plan on Urban Mobility'⁴ from 2009 also included many actions that would help to develop cycling.

The importance of cycling has been recognised by various meetings of national Ministers, both within the EU and beyond. At the pan-European level, the promotion of cycling is an element of the Transport, Health and Environment Pan-European Programme (THE PEP⁵). The PEP's 2014 Paris Declaration explicitly recognised the benefits of cycling in delivering sustainable economic development, reducing transport-related emissions and promoting a more efficient transport system, whilst developing a pan-European masterplan for the promotion of cycling.

An informal Transport Council held under the Luxembourg Presidency in 2015 recognised cycling as being a climate-friendly mode of transport. The declaration called for the Commission to take action to:

- Integrate cycling into multimodal transport policy, including smart mobility, stressing the need to promote physical infrastructure and behavioural change programmes;
- Develop an EU level strategic document on cycling; and
- Set up a European focal point for cycling to serve as a one-stop-shop for relevant questions and facilitate exchange of best practices.

At the 2016 Informal Meeting of EU Ministers responsible for Urban Matters Within the EU, the 'Pact of Amsterdam'⁶ was established and noted that cycling was one of the elements to be focused on in delivering sustainable and efficient urban mobility.

In 2018, the EU's Transport and Environment Ministers met in Graz, Austria, to discuss pathways leading to clean mobility. They adopted the "Graz declaration"⁷, which includes acknowledging cycling as an equal mode of transport, developing a European strategic and supportive framework to promote active mobility, and integrating active mobility in the current and future European funding and financing schemes.

There is currently no official EU Cycling Strategy. However, the European Cyclists' Federation (ECF), supported by a number of other organisations, developed its own strategy and set of recommendations in 2017⁸. In a supporting letter to the Commission President, the ECF and its supporters called on the European Commission to develop its own cycling strategy, as a result of its potential scale and effect and in order to create a level playing field between cycling and other modes across Europe.

Many stakeholders see a need for a more strategic, EU level approach to be taken to enable and promote cycling in the EU.

⁴ <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2009:0490:FIN:EN:PDF>

⁵ <https://thepep.unece.org/>

⁶ https://ec.europa.eu/regional_policy/sources/policy/themes/urban-development/agenda/pact-of-amsterdam.pdf

⁷ <https://civitas.eu/news/european-ministers-adopt-graz-declaration-clean-mobility>

⁸ https://ecf.com/sites/ecf.com/files/EUCS_full_doc_small_file.pdf

EU guidance will be supplemented by dedicated guidance on road design quality requirements for vulnerable road users, which the Commission is expected to develop under the revised Directive 2008/96/EC on Road Infrastructure Safety Management (RISM). The revised RISM Directive is expected to be published by the end of 2019 and transposed into national legislations by the end of 2021.

The French context

An increasing number of European countries have put in place and implemented national strategies on cycling. Most of the time these national strategies and/or action plans set clear activities and precise goals for the development of cycling at the national level.



The COMMUTE team

Source: Danish Transport Ministry

In the first place, national cycling strategies allow national governments to set a clear framework for the development of cycling in their countries. This way, they can send the signal to regional and local authorities that cycling matters and that it should be taken into account in public policies.

The framework set by national cycling strategies ideally refers to the coordination of cycling policies (across vertical and horizontal government authorities), the exchange of good practice, the capacity building for local and regional authorities, the co-funding for investments in cycling infrastructure and the funding of pilot projects, research and awareness-raising campaigns. In addition to a general framework for the development of cycling, national cycling strategies allow to decide new legislative and fiscal frameworks which should be adopted at the national level. It is particularly relevant for the highway code, the taxation rates or the fiscal incentives for commuting by bicycle.

Finally, national cycling strategies are also a means to boost dynamics at the national level and in various cycling-related areas such as cycling tourism, intermodality, education or physical activity. Setting clear objectives, in particular in terms of modal share allow national authorities to mobilise the different stakeholders involved in the promotion of cycling.

The French government presented in January 2012 the National Bicycle Plan which aims at increasing the cycling modal share, which has been around 3%, by an additional 1% every year to attain 12% in 2020. The first strategy at national level envisaged several interesting policy measures such as obligatory parking spots for bicycles in new or renovated buildings, modification of the Highway Code to be more cycling friendly, 30 km/h speed limit in urban zones to prevent serious accidents or bicycles provided by employees under advantageous conditions.

In March 2014, the Deputy Ministry for Transport issued the PAMA⁹ - 'Action Plan for Soft Mobility' for walking and cycling. This action plan focuses on 6 thematic axes: intermodality, public space including road safety, economic benefits of cycling, active mobility policies in urbanism, cycling tourism and finally awareness raising of the benefits of walking and cycling.

In September 2014 in Angers, the French Prime Minister unveiled the French Cycling Plan. It includes 25 measures to shift the cycling modal share from 3 to 9 % by 2024. Beyond adaptations to the Road Codes (e.g. « Code de la Route »), the Plan proposes changes to traffic rules, invitations to safer cycling parking spaces, cycling educational trainings at schools, etc. This national Plan should accelerate and boost the creation of cycling lanes in France. To support these measures, a cycling fund of 350 Million euros over 7 years has been put in place.

On 20 December 2019, France has announced the opening of the second call for funding from the Active Mobility Fund called "Cycling continuity" ("Continuités cyclables"). This represents 50 Million euros available in 2020 to bridge cycling gaps on the French territory. Applications can be made from 1 February until 31 May 2020. For the first call for projects launched at the end of 2018, 153 projects out of 275 applications will receive a total of 43,7 Million euros.

This national Cycling Plan and first funding call follow the Mobility Orientations Law, also adopted in 2019 ("Loi d'orientation des mobilités") In 2019 too, France appointed for the first time an interministerial

⁹ <https://www.ecologique-solidaire.gouv.fr/velo-et-marche>

coordinator for the development of cycling use in France, and will update its national cycling routes scheme (“Schema Veloroutes”).

The Toulouse Metropole context

At the end of 2019, a Cycling Roadmap was presented in Toulouse Metropole. It sets a common cycling policy framework for the 114 municipalities of the Toulouse conurbation.



Source: La Maison du vélo

This Roadmap should enable a concrete change in travel behaviours. The latest Urban Mobility Plan (PDU) adopted a year ago includes the expansion of the targeted area, which now covers the metropole, but also the wider conurbation. This comprehensive will be managed by Tisséo-Collectivités, to ensure a more coherent and continuous vision.

Toulouse Métropole commits on four major objectives to develop bicycle use within the framework of its policy promoting soft modes and public transport:

- To bridge the cycling gaps via the implementation of a programme for green and bikeable itineraries
- To deploy easy, safe and affordable bicycle parking for users
- To develop cycling services (mid-term or long-term bike rental, repair workshops, information points, etc.), and practice supporting actions.
- To develop intermodality with public transport

More than 25 Million euros per year will be available - 80 % of this amount will be provided by Toulouse Métropole. The Region and the “Département” will also contribute financially – the exact amount remains to be decided. The foreseen budget represents double the amount of investments recommended by the French Federation of Bicycle Users (Fub), namely 10 Million euros for 1 Million inhabitants.

This amount of investments is the highest ever. Local cyclists’ associations however call for at least 40 Million euros per year, over a period of 40 years, to be able to achieve visible changes in mobility patterns. 42 kilometers of cycling lanes have already been created between 2014 and 2019 in Toulouse and its conurbation.

In February 2019, Toulouse Metropole also set up a financial aid for the purchase of an electric bike¹⁰. 200 euros per user will be provided to finance an electric bike within the framework of the Programme of Actions for Better Air Quality.

Last but not least, the Mobilities project 2020-2025-2030 (« Projet Mobilités 2020-2025-2030 »¹¹) is an Urban Mobility Plan with the aim to develop an efficient and innovative transport network for the Toulouse conurbation. It also includes urban development and road networks organisation on the territories. This project, with 8 Billion euros to be invested in public transport over 15 years, focuses on the complementarity of transport modes, including cycling. It should enable to tackle mobility challenges such as accessibility and attractiveness by 2030. By then, 15 000 new inhabitants each year are expected to move to the conurbation, which will then record an additional 500 000 journeys per day. Today, 3,8 Million journeys take place in the conurbation, among them 250 000 done in public transport.

The COMMUTE action on cycling – Changing people’s travel behaviour

Background

The COMMUTE initial proposal included a pilot on an autonomous shuttle, to be deployed within the COMMUTE area in a public space, namely in the town of Pibrac, located near the airport and the Airbus site. This pilot was a dedicated COMMUTE action, led by Toulouse Métropole. The project consortium realised the necessity to re-orientate that action, due to several reasons:

10 <https://www.toulouse-metropole.fr/missions/developpement-durable/qualite-de-l-air/prime-velo-a-assistance-electrique>

11 <https://www.tisseo-collectivites.fr/projet-mobilites-2020-2025-2030-documents>

- Elections timetable on the initial site of Pibrac: municipal elections in March 2020 led to constraints that made it difficult to secure investments in road safety. Waiting until the end of the election period (after March 2020) would have made the testing period too short for quality results by the end of the COMMUTE project.
- Mobility goal: The COMMUTE Inter-Company Workplace Travel Plan highlighted a need for shifting individual car users towards active modes such as cycling. There was a strong need for providing more continuity in cycling strategies and to further support services to employees. Very strong demand was also noted from the side of employees from the partner companies, to activate this priority action lever for decongestion.
- Strategic goal: the Toulouse Métropole/Tisséo Collectivités Mobility project (2018) included the autonomous shuttle as an action, but not as a priority. The public survey on the 3rd metro line (2018) flagged up a strong need for active modes, which translated into the drafting of a roadmap on cycling for the conurbation, making cycling a priority.

As regards the autonomous shuttle, studies were carried out on other alternative sites: both public sites (Toulouse-Colomiers and Blagnac sites) and a private site (Airbus site). Results from studies on public sites led to a negative recommendation due to the elections context. Studies focusing on the private Airbus site resulted in a positive recommendation due to a faster operational deployment, starting already from February 2020. Real testing conditions are equivalent to a public site. It also incentivises and promotes active and green modes on a private site. It was concluded that the autonomous shuttle action will be carried out on the Airbus site.

As for cycling, survey results highlighted high benefits expected in terms of decongestion. Evolution of cycling modal shares from partner companies within COMMUTE in 2018 are as follows: 6% for ATB (+4 points compared to 2013), 10% for Safran (+4 points), 14% for ATR (+6 points), 12 % for Airbus. It was concluded that the new action on cycling should be introduced to support behavioural change of employees.

Amendment proposal on the autonomous shuttle action on the Airbus site and creation of the cycling action

As a result from the above-mentioned context and surveys, it was decided to amend the action on the autonomous shuttle by limiting its deployment to the Airbus site, and to complement it with new « cycling services » for employees, to be led by Tisséo Collectivités. This implies the creation of a cycling mobile hub on the COMMUTE area, including a repair workshop, information and advice, road safety awareness-raising, advice on bicycle purchase, etc. It also means the creation of a « Get on your bike » pack targeted to companies developing employers' mobility plans, e.g. theoretical and practical trainings, road safety prevention, journey planning information, advice on equipment, etc. New cycling services also include the deployment of a free-floating and short-term mobility service on the COMMUTE area (electric bicycles, scooters, etc.). A digital tool will be tested to measure and attest of cycling miles. This system will serve as evidence for employees to benefit from the mobility financial package within the COMMUTE companies.

The main objectives of the COMMUTE cycling action are the following:

- Increase cycling use in journeys to work (home to work and professional journeys)
- Develop and make bikeable itineraries
- Improve cyclists' support and facilities within companies (parking, showers, journey planners, etc.)
- Develop services around cycling (rental, maintenance, training, advice, communication, etc.)
- Better guarantee coherence between various soft modes schemes from the local authorities
- Integrate needs from the airport area within the action plan



Toulouse Métropole

Source :

Today, out of the 35 000 employees of the airport and aeronautical area, 3500 of them (modal share of 10%) cycle to work on a daily basis (Auat; 2018). This is also valid for the number of subcontractors on the site.

The table below presents the modal current shares in 2018 in relation to the total number of staff per site for each of the 5 companies that are part of the COMMUTE Inter-Company Workplace Travel Plan:

Id	Sites	Modal share	Number of staff
1	Airbus St Martin	12%	10050
2	Airbus Blagnac	12%	7300
3	Airbus C Ader	12 %	2700
4	Airbus L.Breguet	12%	1450
5	Airbus JL Lagardère	7%	1650
6	ATB	16%	350
6²	ATB plateforme	?	3500
7	ATR Blagnac	8%	850
8	Safran Andromède	6%	1300
9	Safran Ventilation Sys'	6%	350
10	Safran« ouest »	?	720
11	Sopra Steria Ramassiers	3%	500
12	Sopra-Steria Colomiers 1	5%	1120
13	Sopra Steria Eolis	4%	110
	Total des 5 entreprises historiques	~ 10%	~ 35 000

Source : Toulouse Metropole

Until October 2020, COMMUTE partners wish to increase the cycling potential to 20% of employees, which would correspond to 14 000 cyclists on the Toulouse airport and aeronautical area. The current evolution lets us envisage a significant increase in cyclists in the area.

Cycling action within the COMMUTE Inter-Company Workplace Travel Workplan

The promotion of soft modes is at the core of the COMMUTE Inter-Company Workplace Travel Workplan (ICWTP). The cycling factsheet is therefore a key element of the ICWTP and feeds into the Cycling Roadmap of the conurbation, developed by Tisséo

Collectivités at the end of 2019. Activities around cycling within the ICWTP contribute to the following objectives:

- Organise a collaborative reflection aiming at promoting cycling
- Support public mobility policies, as described in the Mobilities Project 2020.2025.2030
- Support the economic development of the airport platform of the Toulouse conurbation, through better accessibility from neighbouring municipalities to the COMMUTE area, and from municipalities easy to access by bike with a catchment area of 10 to 15 km max around the airport and aeronautic platform, including the municipalities of Blagnac, Colomiers, Cornebarrieu, Toulouse, Mondonville, Aussonne, Pibrac, Brax, Tournefeuille, Beauzelle, Seilh....

The scope is described as follows:



Source : TISSEO Collectivités

Actions and timetable

Actions and all details related to cycling within COMMUTE have been included into a cycling factsheet (“Fiche Vélo”), developed jointly by all partners. Here a detailed overview of these actions:

Action	Theme	Action	Lead	Deadline
1	Governance	Collect the needs from partners and put in place a Cycling Roadmap	Toulouse Metropole, municipalities	2019
2	Infrastructure	Current cycling network in the area: <ul style="list-style-type: none"> Deal with difficult spots Facilitate the continuity of the network Enforce current measures 	Toulouse Metropole, municipalities, Tisséo Collectivité	2019 & +
3	Infrastructure	Future cycling network for the area : <ul style="list-style-type: none"> Provide new arrangements and space on the cycling network Facilitate continuity of the network 	TM, Communes, Tisséo Collectivités	2019 & +
4	Service	Evaluate / implement a service of free-floating mobility solutions for a short period on the airport area (electric bikes, scooters, e-scooters...) to enable the	ATB AIRBUS ATR SAFRAN Sopra-Steria	2019/20

		connection with transport hubs such as the airport, the SNCF train station, LINEO terminals...		
5	Service	Creation of a cycling package including a mobile stand dealing with training, road safety awareness raising...	Tisséo Collectivité	2019/20
6	Service	Creation of a mobile contact point on the airport area following the concept of « La Maison du Vélo Toulouse » (« The House of Cycling »), offering rental, information services...	Tisséo Collectivité	2019/20
7	Service	Develop a financial support system for rental or purchase of electric bikes for employees	Company Board of Airbus	2019/20
8	Communication	Define and implement a communication plan aiming at developing cycling	TISSEO Collectivités, Club Entreprises Reussir, Toulouse Metropole	2019/20
9	Human Resources	Impact assessment on financial incentives	TISSEO Collectivités, CER SOPRA-STERIA	2019/20
10	Service Human Resources	Testing of a smartphone app which supports services such as “proof of pedalling” for the allocation of Clean Mobility packages within companies...	TISSEO Collectivités	2019/20

Timetable:

	2018	2019												2020
	12	1	2	3	4	5	6	7	8	9	10	11	12	
Factsheet drafting														
Factsheet validation														
Coordination among partners														
Actions' validation														
Budget														
Providers selection														
Implementation														

Each action has its dedicated factsheet and own timetable.

Evaluation

Monitoring and evaluation of cycling within COMMUTE is based on indicators measuring the objectives mentioned above. These indicators emanate from the COMMUTE indicators and are consolidated on the COMMUTE Inter-Company Workplace Travel area. We can distinguish between the following indicators:

a) Quantitative indicators

Indicateurs	Source
Cycling modal share (% of staff, number of cyclists...)	Mobility survey / Human Resources data
Cycling potential (% of staff, number of cyclists...)	Mobility survey and count
Equipment within companies (showers, bicycle parking...)	Companies
Equipment in public spaces on the airport area (km of cycling lanes, maintenance workshops...)	Toulouse Métropole/ GEOVELO/ companies
Safety on airport area (number of declared accidents, gaps on cycling itineraries...)	VELOBS
Training and awareness-raising (number of actions, company packages...)	Companies/TISSEO Collectivités
Information & Communication (number of actions)	Companies/TISSEO Collectivités/Toulouse Métropole
Rental of classic and electric bicycles (number of rental places, location of rental places on the area...)	Companies/SOPRA
Allocated budget (by companies, public entities...)	Local authorities / Companies listed in the Cycling Factsheet
Pollution (estimation of reduction in GHG emissions...)	SOPRA

b) Indicateurs qualitatifs

In order to monitor implemented actions, COMMUTE partners working on the cycling action have defined the following quantitative indicators:

- Improve health / physical shape
- Reduce stress linked to road congestion
- Improve infrastructure (asphalt, safety)
- Reduce atmospheric pollution linked to motorised transport
- Reduce journey time / constance of the journey time
- Improve facilities' safety and reduce accidentology of the area



Source : Toulouse Metropole

The challenges

Challenges linked to the cycling action were mainly noticed in the build up to its approval, both internally and with the European Commission. By the time that the project had reached half of its life, private COMMUTE partners had noted the appetite from their employees to go beyond carpooling and other measures already included in COMMUTE. Cycling had always arisen interest, even more so since the launch of the project. This is partly due to the small geographical scope of the project.

The challenge lied in re-allocating tasks and resources within the consortium, and seeking the approval of all partners, followed by the European Commission's green light. Toulouse Metropole, as project lead, has been facilitating this process through consultation, bilateral and group discussions, and case building exercises. Following this, an amendment was drafted by Toulouse Metropole and approved by the European Commission in January 2020.

Implementation of the action is ongoing, and the following challenges can be anticipated:

- The main challenge is linked to financial aspects: how to ensure coherence between the action plan and the COMMUTE budget
- Collaborative functioning: how to align the top down and bottom up approach linked to this action
- Stakeholders' involvement: how to integrate third parties into this new action, so late in the implementation process of the project
- Scope: how to define the geographical scope of this action in view of optimising its effectiveness

CONCLUSIONS

Due to the wide range of co-benefits that can be generated, cycling significantly contributes to fulfilling objectives in a number of EU policy areas including transport and mobility; low carbon development; innovation and technology; air pollution; smart cities; industrial competitiveness and economic growth; environment and climate change; health; etc. Perhaps the most significant way that the EU supports cycling is by providing funding and financing opportunities through the European Structural and Investment Funds and via its other funding programmes, such as Horizon 2020, which will be followed by Horizon Europe in January 2021.

Despite the positive impacts that cycling in cities can bring, there are still challenges to encourage greater uptake, and approaches vary significantly depending on the local context. The situation differs significantly across Member States. Even within countries, the level of cycling varies significantly between cities. This is a result of variations in the local political, cultural, economic and historical contexts, as well as different topographies and climates.

With COMMUTE and parallel cycling actions, Toulouse Metropole is clearly going a step beyond national ambitions on the matter. COMMUTE partners chose to work on cycling as a result from consultation and co-creation - thus highlighting the benefits from the unique COMMUTE collaborative governance model. The late addition of the cycling action to the COMMUTE project also demonstrates how this mode of transport is increasingly attractive in cities of that size, and how the national and EU levels should continue to provide support to cities in promoting it, like it has been the case for COMMUTE.

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