



Mobility as infrastructure for equality

The Guadalajara metropolitan experience

Mobility as Equality Infrastructure:
The Metropolitan Experience of Guadalajara

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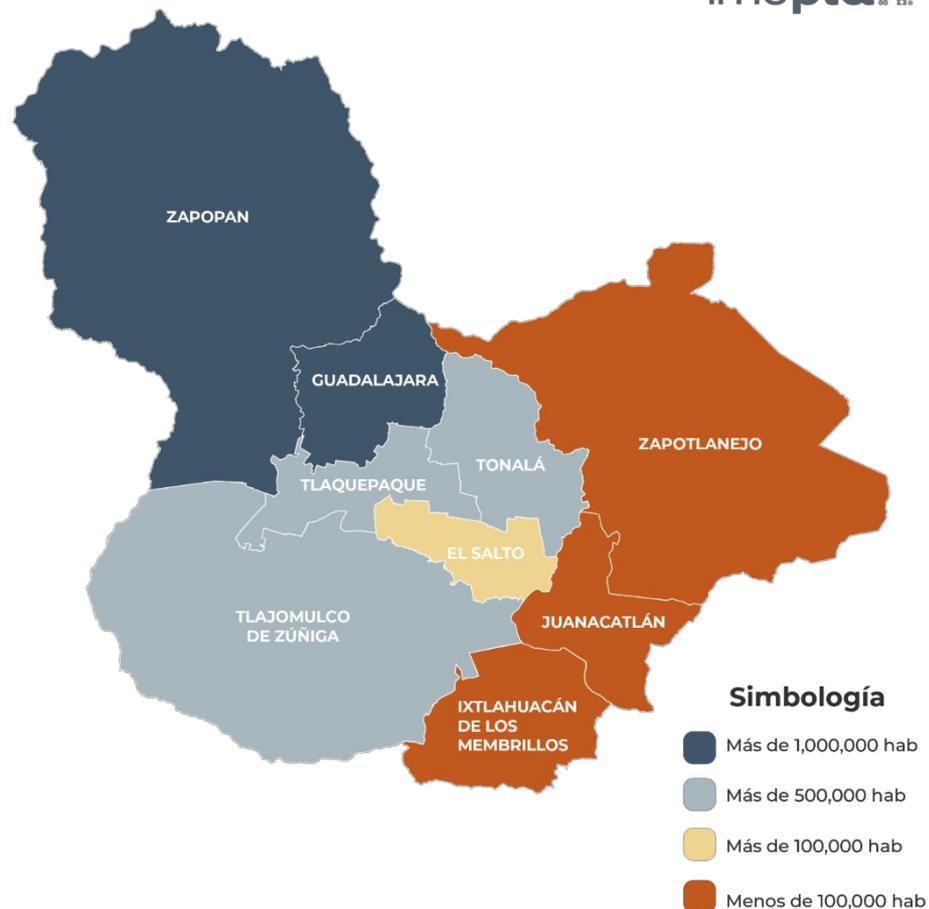
GUADALAJARA METROPOLITAN AREA

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The AMG covers a **total area of 3,265.46 km²**, of which **724 km² is urban area**, and has a population of **5,268,642 inhabitants**.

Second most important metropolis in the country:

- **9 metropolitan municipalities**
- **3,265.46 km² total area**
- **724 km² of urban area**
- **5,268,642 inhabitants**

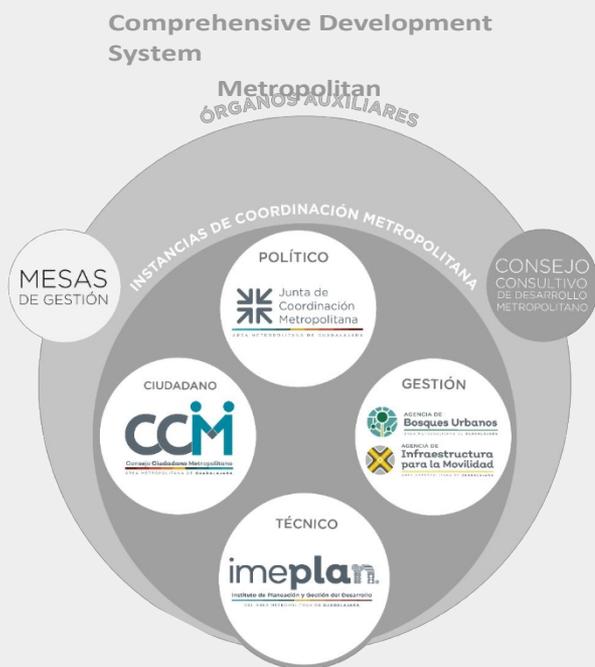


(1) *Institute of Geographic Information and Statistics (INEGI), 2020*

GUADALAJARA METROPOLITAN AREA

GUADALAJARA METROPOLITAN AREA

Metropolitan governance is key to generating impact at scale.



**Metropolitan
Coordination
Board**



Highest **political decision-making** body. Defines agreements and authorizes metropolitan instruments and projects.

Imeplan



Technical entity of the system. Generates planning, diagnostics, and information to support decisions.

**Metropolitan
Citizen
Council**



A space for **citizen participation** that contributes a social perspective and monitors planning.

**Mobility
Agency**



Operation of the MiBici system, traffic lights, maintenance of bike lanes and metropolitan corridors.

THE CHALLENGE: TERRITORIAL AND GENDER INEQUALITY

THE CHALLENGE: SPATIAL AND GENDER INEQUALITY

In the Guadalajara Metropolitan Area, inequality manifests itself in time and access to opportunities.

Women's dependence on public transportation

55% of public transport trips are made by women

66% of trips on foot are also made by women.

Proportion of chain trips linked to caregiving tasks

66% of trips related to care mobility are made by women.

45% Of the trips made by the AMG, 54.2% are made by women.

Gender gap in work-related trips

35% of work-related trips are made by women.

59% Of those who reported not leaving their homes, 54.2% were women; the main reason was to take care of the household.

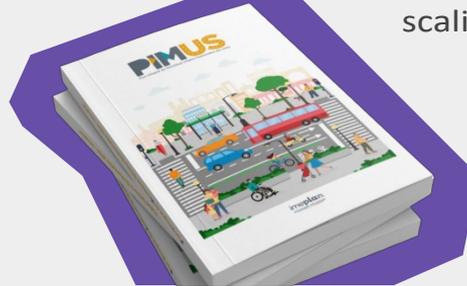
THE APPROACH: EQUITY POLICY THROUGH MOBILITY

THE APPROACH: EQUITY POLICY THROUGH MOBILITY

**Implement integrated
the gender and territory
perspective into
metropolitan planning as a
structural criterion, not as
an isolated program.**

Guiding principles:

- Use of disaggregated data for decision-making.
- Integrated multimodal planning.
- Actions or measures based on equity criteria.
- Metropolitan coordination to scaling up impact.



STRATEGIC INTERVENTIONS: METROPOLITAN MOBILITY PLAN

STRATEGIC INTERVENTIONS: METROPOLITAN MOBILITY PLAN



The Comprehensive Sustainable Urban Mobility Plan (PIMUS) coordinates buses, trains, bicycles, and pedestrian mobility within a metropolitan framework with a gender focus.



Planning is no longer neutral and becomes a tool for correcting structural inequalities through investment decisions, coverage, and territorial prioritization.

STRATEGIC INTERVENTIONS

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Yo Jalisco, Women as breadwinners

Support for women in vulnerable situations to obtain exemptions from public transportation fares.

- Reduces economic barriers to access to transportation.
- Addresses mobility poverty.

Requirements

- Have financial dependents
- Be the breadwinner of the household
- Income less than \$762 per month, equivalent to 1.3 times the Mexican minimum wage.



STRATEGIC INTERVENTIONS

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MiBici+

Pilot program for long-term electric bicycle rentals: a new model to serve outlying municipalities where coverage is unfeasible under the traditional station-based scheme.



Objectives

- Provide child seats and cargo bikes
- Promote care mobility transfers
- Replace motorized travel
- Extend coverage outside central areas
- Address last-mile connectivity
- Contribute to reducing emissions

STRATEGIC INTERVENTIONS

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My Peripheral Macro

The climate agenda, land management, and gender agenda can be integrated into a single mobility strategy.



Development of mass transit corridors



Interventions that seek to replace individual trips and reduce emissions

One example of this is Mi Macro Periférico, through the improvement of infrastructure, sidewalks, lighting, and the installation of breastfeeding rooms, among other things.



"Mobility is not just transportation; it is infrastructure for equality."





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