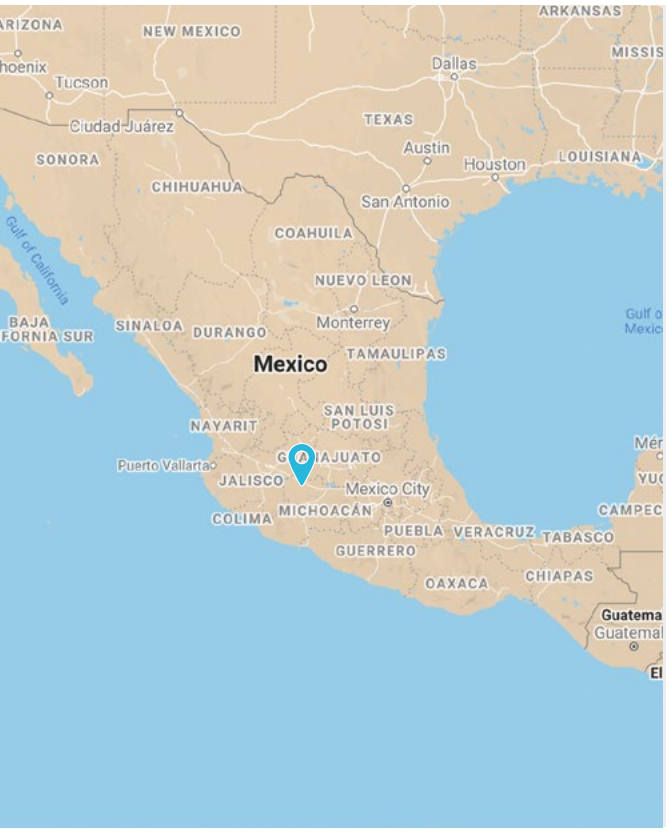
Guadalajara, Mexico

Partner country

Status of the project: **ongoing technical assistance**



Basic Information

Urban area: **151 km²**

Population: **5,243,392** | **Growth rate: 1.2%**

GDP per capita: **USD 7,991**

Modal Share

- **Formal public transport: 44.24%**
- **Walking: 26.9%**
- **Cycling: 2.73%**
- **Private cars: 15.7%**
- **Private motorbikes or 2-wheelers: 4.07%**
- **Taxis: 2.76%**
- **Moto taxis: 0.89%**
- **Other: 2.73%**

National GHG emissions per capita: **5.39 (tCO_2eq)**

Region capital city

Context

The Guadalajara Metropolitan Area (GMA) is the third most populated zone in Mexico and it is located in the centre of Jalisco's State with 5.2 million inhabitants. GMA is comprised of nine municipalities. It is an important centre for industries focused on electronics and cybernetics which attracts many young professionals. The main activities in GMA are the manufacturing industry, trading, personal services and maintenance. The Metropolitan Area hosts 75% of the total industry of Jalisco's State.

Currently, the transport system of the Guadalajara Metropolitan Area is comprised of 233 routes of collective buses, two BRT corridors, three LTR lines, four lines of Trolleybuses and the public bicycle system. In 2021, the most recent BRT line comprising 41.5 km launched operations to connect all the peripheric areas of the metropolis, provide service to four municipalities, and connect with the rest of the mass transport network.

The Metropolitan Coordination establishes a management scheme among the municipalities comprising the metropolitan area. This scheme includes the Metropolitan Coordination Board, the nine mayors and the state governor, the Metropolitan Institute of Planning, the Metropolitan Citizen Council and the Metropolitan Planning Advisory Council.

The Metropolitan Planning Institute for the Guadalajara's Metropolitan Area (IMEPLAN), the local counterpart, does not have the mandate and responsibility to finance mass public transport infrastructure. It does not have the authority to borrow from international finance sources for infrastructure projects, but it does for other more general types of projects (i.e. technical assistance). Systems and procedures are not in place to monitor, evaluate and report on urban mobility in charge of the counterpart.

IMEPLAN aims to develop and propose metropolitan planning instruments, studies and project proposals, as well as mechanisms to improve the joint efforts of the Metropolitan Coordination Instances. IMEPLAN receives technical assistance to develop a Sustainable Urban Mobility Plan and a pilot project. The objective of this technical assistance is to coordinate and establish a plan for urban mobility for the nine municipalities of the metropolitan area, including various modes of accessible, economic, efficient and safe transport.

The technical assistance contributes to institutional strengthening by capacity development of the local team, facilitating exchanges with cities in Latin America and Europe, and having objective and technical resources for facing the issues on mobility.

Support from the Partnership

Technical Assistance: Sustainable Urban Mobility Plan (SUMP) and Pilot Project

Funded by: European Commission

Funding amount: EUR 600,000

Implemented by: GIZ through the EUROCLIMA+ Program

Local counterpart: Metropolitan Planning Institute for the Guadalajara's Metropolitan Area (IMEPLAN)

Supported Activities:

- Formulation of an Integral Sustainable Urban Mobility Plan for the metropolitan region integrating the nine municipalities, all modes of transport and aligned with the metropolitan land use plan
- A pilot project to implement an innovative methodology for data collection and analysis on urban mobility through digital technology. Data gathered is an input for the SUMP formulation and evaluation
- Capacity building for public institutions to achieve adequate planning processes in urban mobility

Status of implementation

Project start: Q2 2018

Expected project completion: Q1 2022

Completed outputs:

- Status quo analysis (November 2019 – January 2020)
- Urban cargo logistics (January 2020)
- MobiliseDays (February 2019)
- SUMP Workshop (February 2020)
- SUMP Self-Assessment Workshop (August 2020)
- Development of SUMP strategy – co-creating vision and objectives (April – May 2020)
- Establishment and application of monitoring, reporting and verification (MRV) tools (MobiliseYourCity and Ecologistics) (March-August 2021)
- Update of urban mobility data, integrating non-motorized mobility, freight transport, and public transport (2021)
- Metropolitan Strategy for Emergent Mobility (December 2021)

Next expected outputs

- Integrated SUMP for the nine municipalities of Guadalajara's Metropolitan Area
- Pilot Project: Mobile application for obtaining new information on citizen mobility patterns

Core impact indicators baselines

Indicator	Baseline - 2016
Total annual transport-related GHG emissions (Mt CO_2eq)	6.2 Mt CO_2eq
Annual transport related GHG emissions per capita (kg CO_2eq)	2,994 kg CO_2eq / capita
Road safety Annual traffic fatalities in the urban area, per 100,000 inhabitants	3.45 fatalities / 100,000 hab

Highlights

Preparing a SUMP for a metropolitan region creates challenges and complexity – but it also enables providing the citizens with sustainable mobility services that transcend administrative boundaries

Facing metropolitan coordination, the SUMP development required participatory processes and decisions making with many stakeholders, mainly the nine municipalities of the metropolis. Therefore, the SUMP has had to consider nine different realities for mobility planning and an important alignment with other local instruments at different levels: Climate Action Plan, Metropolitan Territorial Plan, Municipal Development Plans.

The sustainability and implementation of the SUMP might depend on the commitment from many authorities in the metropolis. Therefore, the participatory process and involvement level of the set of institutions has been crucial, as well as the alignment with the municipal development plans to enable the implementation beyond the administrative periods and political will.

The Metropolitan Strategy of Emergent Mobility for the metropolitan area was launched and upcoming work aims at its integration with local development plans

The Metropolitan Area of Guadalajara capitalised on the pandemic crisis and the atypical mobility patterns for envisioning a wider vision of the metropolis, developing the Metropolitan Strategy of Emergent Mobility. This policy document provides nine strategic axes on sustainable urban mobility for the nine municipalities and enables an urban mobility common vision for the future. As a further step, and leveraging the administration transition, the respective development plans of each municipality is expected to be aligned with the strategy.

Periplo represents the first step for a more dynamic, flexible and low-cost urban mobility planning, but its development requires resources from public institutions

Periplo is the app prepared in the framework of this technical assistance to be used as a practical participatory tool capable of engaging citizens in consolidating better mobility conditions. It is also a powerful instrument to monitor and evaluate sustainable urban mobility public policies in shorter periods by enabling adjustments and strengthening planning processes through dialogue between the government and inhabitants.

Developing this kind of pilot project requires awareness of the risks and opportunities of implementing a digital solution for urban mobility planning. It implies not only innovation but also technical skills (data, transport, software, etc.), infrastructure (hosting), budget (operation and maintenance), and more importantly, human capital to translate raw data into useful information for decision making. Periplo will be made available in 2022 to be used in the Metropolitan Area of Guadalajara. Its main challenge is to reach the minimum number of users to have significant or representative data. The commitment of the authorities and citizens should be aligned to make it possible the digitalisation of urban mobility planning processes.

Digitalising sustainable urban mobility planning is an innovative solution used for the first time in the Latin American context with the potential to be replicated

Periplo is possibly the first case study on digitalisation for urban mobility planning in Latin America, as a first effort to replace traditional origin-destination surveys or complement them. Digital tools such as Periplo might gather daily data and enable monitoring and evaluation of the measures and actions implemented in the short term. Periplo has many opportunities to be improved but it represents an important step towards digitalisation in urban mobility planning.