



METROPOLITAN JOURNEYS ANALYSIS (ADM)

GUADALAJARA'S METROPOLITAN AREA (GMA)





**METROPOLITAN AREA
GENERAL CHARACTERISTICS**



GUADALAJARA'S METROPOLITAN AREA GENERAL CHARACTERISTICS

Population: 5 million inhabitants in GMA

Area: 3,256 km²

Density: 14 inh./ha in global area
61 inh./ha in urban area (POTmet*, 2015)

Guadalajara's Metropolitan Area

9 municipalities,
27 consolidated centralities (ready to grow)
48 emerging centralities (with a certain level of marginalization)

Masive transport

3 electric train lines (1 under construction)
1 BRT line

Daily trip generation: 11,523,641 (PIMUS, 2015)**



2,760,227



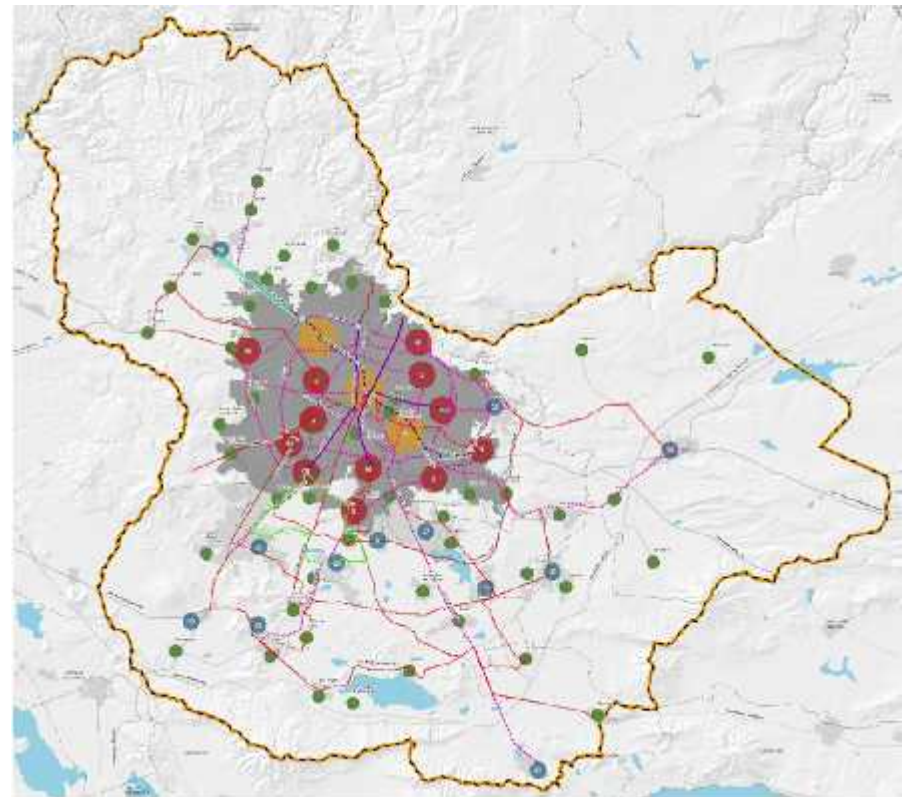
2,940,702



4,860,346



962,366



*Metropolitan Territorial Planning Plan of Guadalajara's Metropolitan Area
** Sustainable Urban Mobility Plan



**MOBILITY PROBLEMS
IN GMA**



MOBILITY PROBLEMS IN GUADALAJARA METROPOLITAN AREA



Interinstitutional incoordination between federal, state and municipal levels.



Decoupling of land use and mobility planning.



Lack of integral planning for sustainable mobility for public and private transportation, non-motorized mobility and goods transportation.



Outdated mobility information: Origin-Destination Study (2007), SUMP (2015).



Deficient public transportation system: quality, capacity and coverage.



Nonexistence of an information system for transportation users.




Lack of transparency with information and accessibility to data.


CURRENT SUMP'S TECHNICAL DEFICITS

- **Undefined** long-term vision and strategies.
- **Focused** on public transportation.
- **Lack of measurement reporting** and verification system for implemented policies.
- **State planning concentrated strategies**, the municipalities are not involved.





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¿WHY A MOBILE APP?

Traditional Origin-Destination studies are rigid for data collection, questions are limited and are not always gathering integral information. Besides, its update requires a lot of economical and human means.

Therefore, that application will be a **more economic** and **flexible** tool to collect data and will make our SUMP a **dynamic planning instrument**.


In 2017, 81 million people in Mexico had access to a mobile phone and 75% of those were smartphones.





MOBILE APP CHARACTERISTICS



- Collects **origin-destination** data and **trips** perceptions.
 - Provides **accuracy to data** (location, hour, day, distance, time, etc.).
 - **Feeds constantly the database** (with each event that is registering).
 - Gives **information and recommendations about the users' trips**, including: current climatic conditions, air quality, public bikes availability, etc.
 - **Open Data**
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PROJECT'S BENEFITS FOR THE SUMP

- **Precise and integral data**, appropriate policies.
- **A tool for measurement reporting and verification system** to evaluate implemented strategies.
- **An information system** for the metropolis's management.

The first step toward automatic mobility information collection and traditional data evolution.





FUNCTIONALITIES TO ACHIEVE THE GOALS

Challenge: Ensure that the application will be used daily by the metropolitan citizens.

Solution: Create an app where the citizens can check and evaluate existing transportation options, to improve their daily journeys thanks to the integration of additional components such as:

- **Meteorological conditions**
 - **Air quality**
 - **Public transportation availability**
 - **Flight departures**
 - **Roadways quality and availability**
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