Mi Macro Periférico
Equality, inclusion and accessibility in mobility

Gobierno del Estado de Jalisco
The Jalisco Government has taken the mobility agenda as a priority.

All current projects include an inclusive, sustainability, and gender vision.

It is important to note, women are the ones who use public transport the most: representing 68% of current users.

Unfortunately, most women feel insecure using public transport (SIEMH, 2019)
Mobility on the Periferico Avenue

Previous to the intervention and from a socioeconomic perspective, the Periferico Avenue represented a barrier for integration and eligibility in the road system.

Female users of the public transport on these routes, were constantly exposed to insecurity and harassment.

Due to this situation, an integral intervention such as Mi Macro Periférico took into consideration the complexity of the area and it’s surroundings.
Just as other mobility projects, this corridor had an integrated intervention promoting:

- The inclusion of the most vulnerable (particularly women and young girls) through infrastructure and other components.
- Equity in public spaces.
- The eradication of violence and insecurity conditions, which prevalence has been a characteristic of the corridor.
Mi Macro Periférico Components

- Ciclovía
- Arbolado
- Estación Mi Macro
- Carril exclusivo Mi Macro
- Ingreso peatonal con accesibilidad universal
- Módulo de resguardo de bicicletas y servicios
- Puntos limpios
- Cámaras de videovigilancia (C5)
- Semáforos inteligentes

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Stations and Surroundings

- Stations made of glass, to be safer and permeable.
- Provision of security for users, particularly young girls and women with better illumination inside and outside the stations.
Service modules

• In most of the stations, service modules were built, for users and neighbours.

• Inclusion of bathrooms, lactation rooms, self service stores and bicycle storage rooms amongst some of the services provided.
Universal Accessibility

- Elevators and ramps with a steepness minor to 6% on all accesses.
- Signalization systems to improve orientation through the system involving age, gender and physical conditions perspective.
- Haptic maps, including a station diagram, entrances, door directions, access and sale points.
Orientation system

An orientation system in all stations was developed that allows users to understand the space in which they find themselves, thereby generating a sense of control and security, which has a positive impact on reducing stress and anxiety.

- Access doors that include neighbourhood maps and operative information.
- Informative Totem
- Neighbourhood maps
Lateral lanes

The pedestrian crossing level in the bays requires road safety measures to be able to properly drive at the crossing of the lateral as well as the ascent and descent from vehicles.

The maximum speed of circulation on the side of Periferico Avenue was set as 30 km/hr.

The objective is to provide accessibility and security for all users, particularly the most vulnerable
**Mi Macro Periférico operation**

The bus drivers have been trained with a Protocol for the Prevention of Community Sexual Violence in Public Transport.

Some women from the Female Drivers program were incorporated to Mi Macro Periférico. Female Drivers is a government program that give scholarships to women to partake in training in this field.
Mi Macro Periférico

This project represents for the Metropolitan Area of Guadalajara, and in particular for the Periferico Avenue: an urban transformation with an efficient massive transportation system that withholds gender perspective.

During the process, the objectives for the intervention were never lost: including the most vulnerable users, equity in public spaces, and the eradication of the conditions of violence and insecurity that have been characteristic of this corridor through time.

The first results, less than a year after the system was put into operation, show that the infrastructure and the actions implemented are working: the number of women who make use of public space have increased, going from a ratio of 3:1 men to woman, to 2 to 1 at present times.