

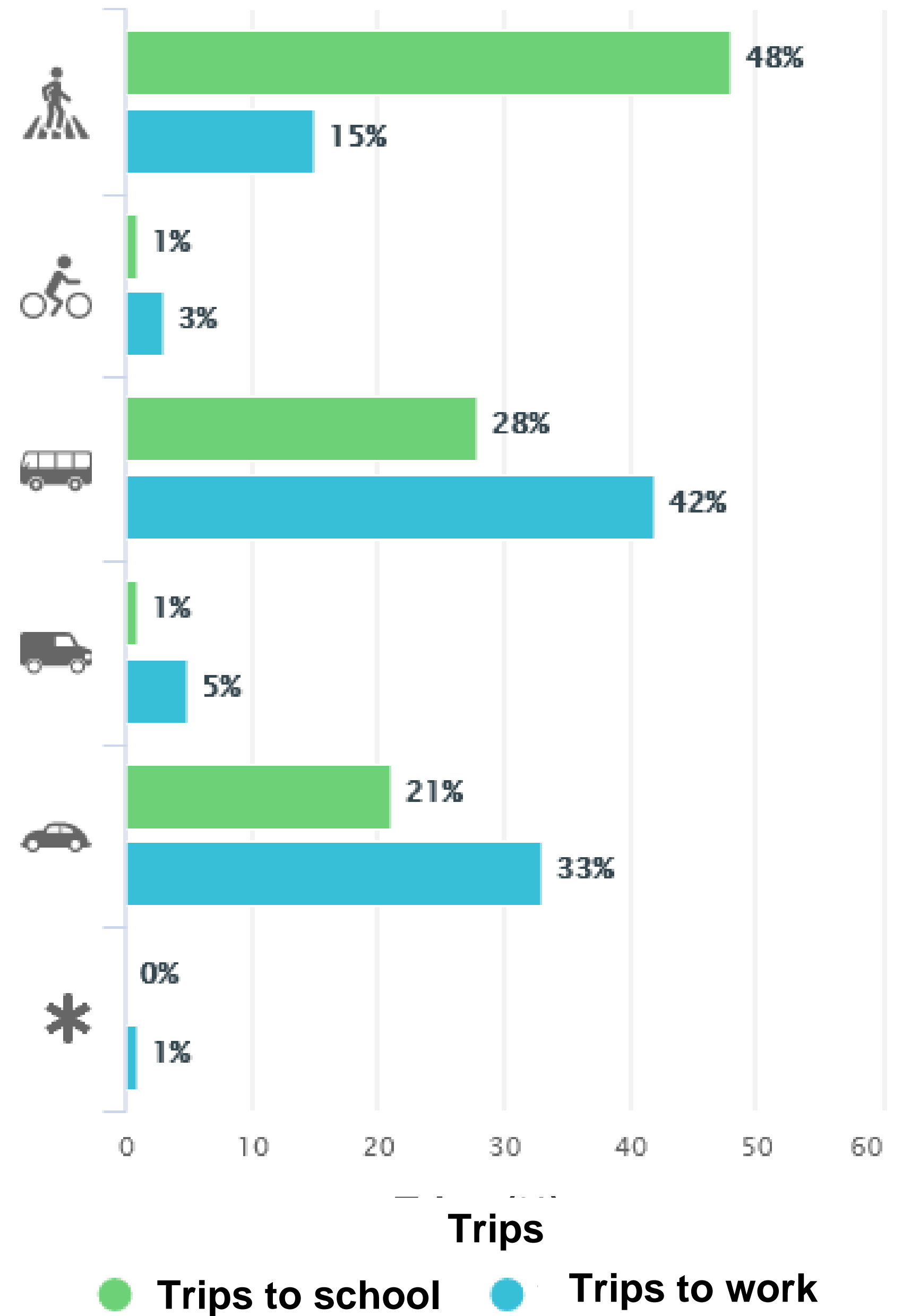
# Guadalajara TOD Against Segregation

Salvador Medina Ramírez

**M**◊**BILIZE**  
Santiago



# GUADALAJARA



# Urban Sprawl

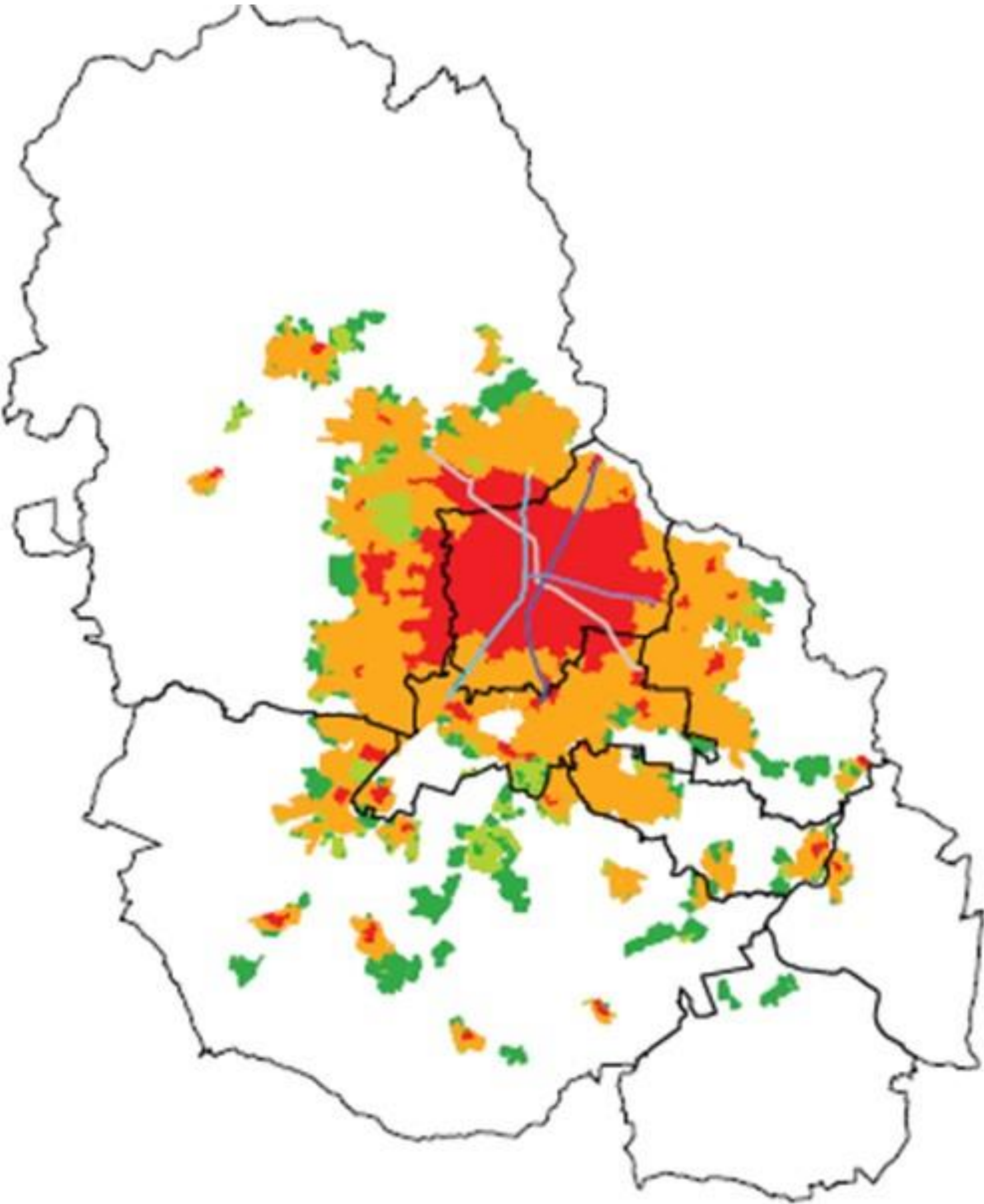
## Urban growth of Guadalajara 1990-2010

### Crecimiento de la mancha urbana

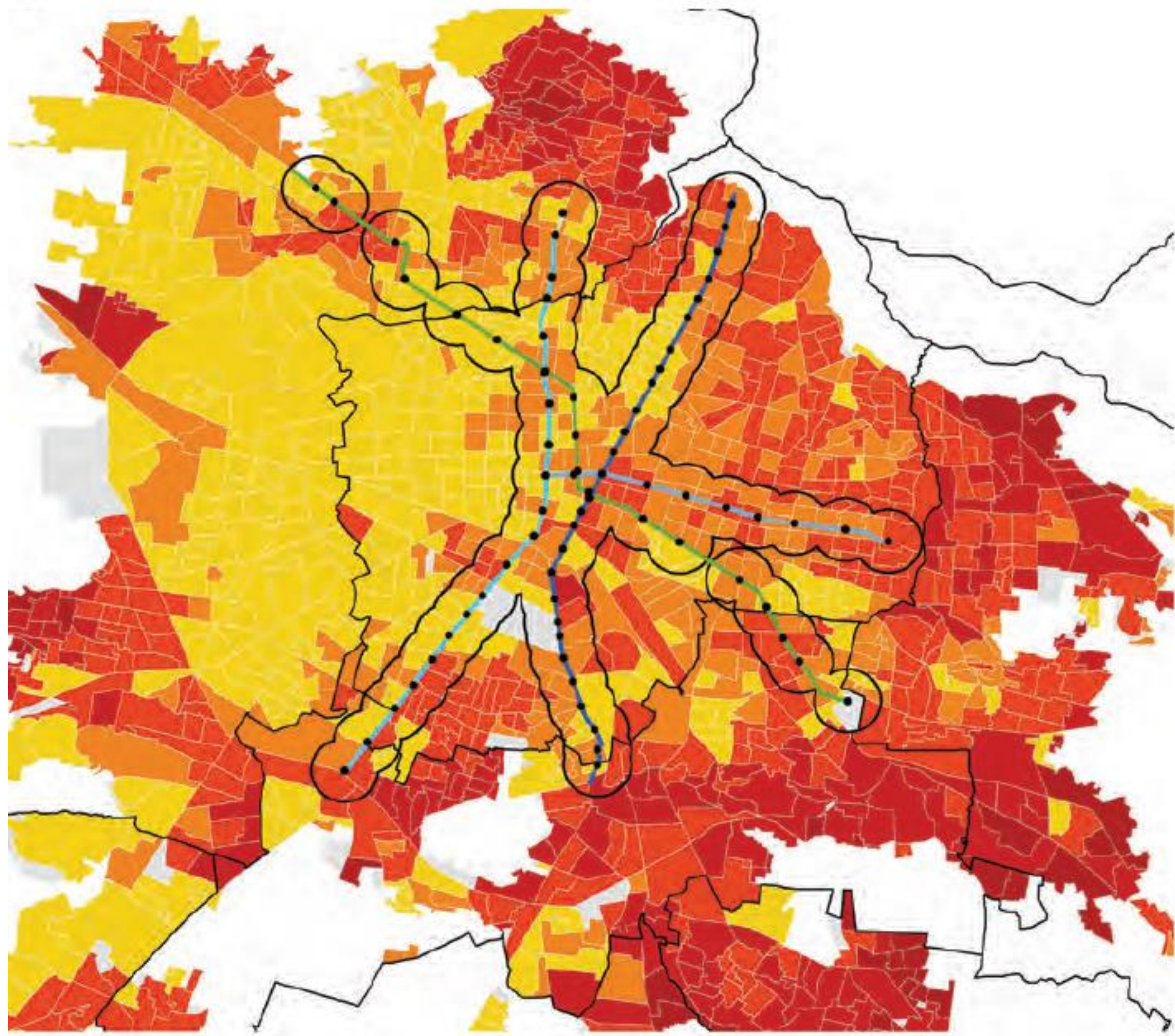
- 1980
- 2000
- 2005
- 2010
- Municipios ZMG

### Red de transporte público

- Macrobus
- Tren Ligero Linea 1
- Ampliación L1
- Tren Ligero Linea 2
- Tren Ligero Linea 3



# SEGREGATION

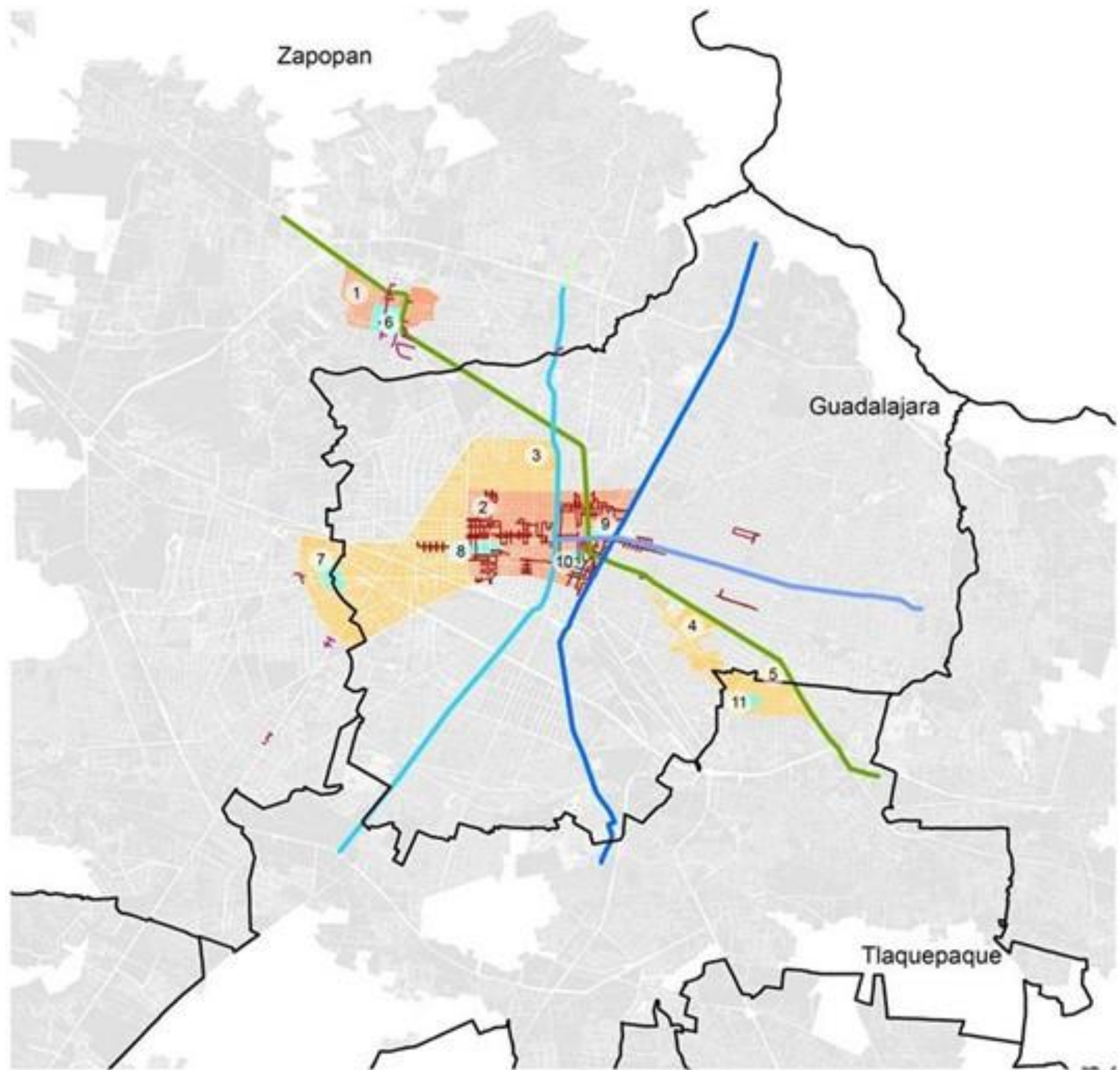


Grado de Marginación Urbana

- Sin información
- Muy bajo
- Bajo
- Medio
- Alto
- Muy alto

Urban Marginalization, 2010

# SUSTAINABLE MOBILITY



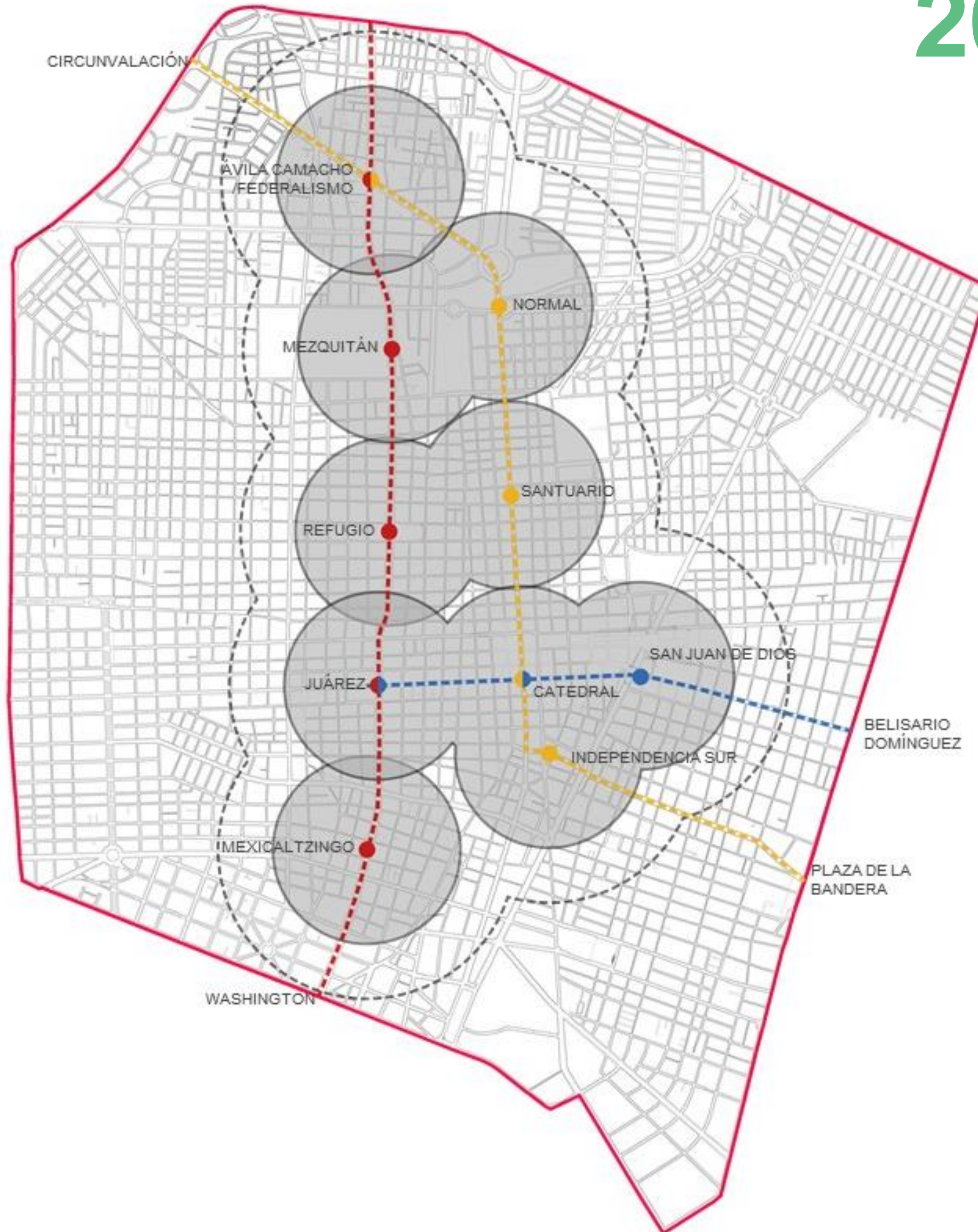
- MacroBús
- Tren Ligero Línea 1
- Extensión L1
- Tren Ligero Línea 2
- Tren Ligero Línea 3

- Zona 30
- MIBICI Etapa 1
- MIBICI Etapa 2
- Parquímetros Guadalajara
- Parquímetros Zapopan
- Manzanas
- Límite municipal

# POLICY Changes & Challenges



# 2016: TOD in Guadalajara



# MEXICO CITY





# LESSONS

- **Provide a package of infrastructure to increase of accessibility for poorer people**
- **Profit the opportunities generated by new infrastructure to implement TOD**
- **Change public policy to reduce the cost of social housing in order to avoid inequality**
- **Work with different stakeholders, including developers, to make changes easily**