



**Urban-rural linkages  
in the time of Covid-19:**

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**A Metropolitan Perspective**



**Rural - Urban composition**  
of the Metropolitan Area of  
Guadalajara

# Metropolitan Area of Guadalajara

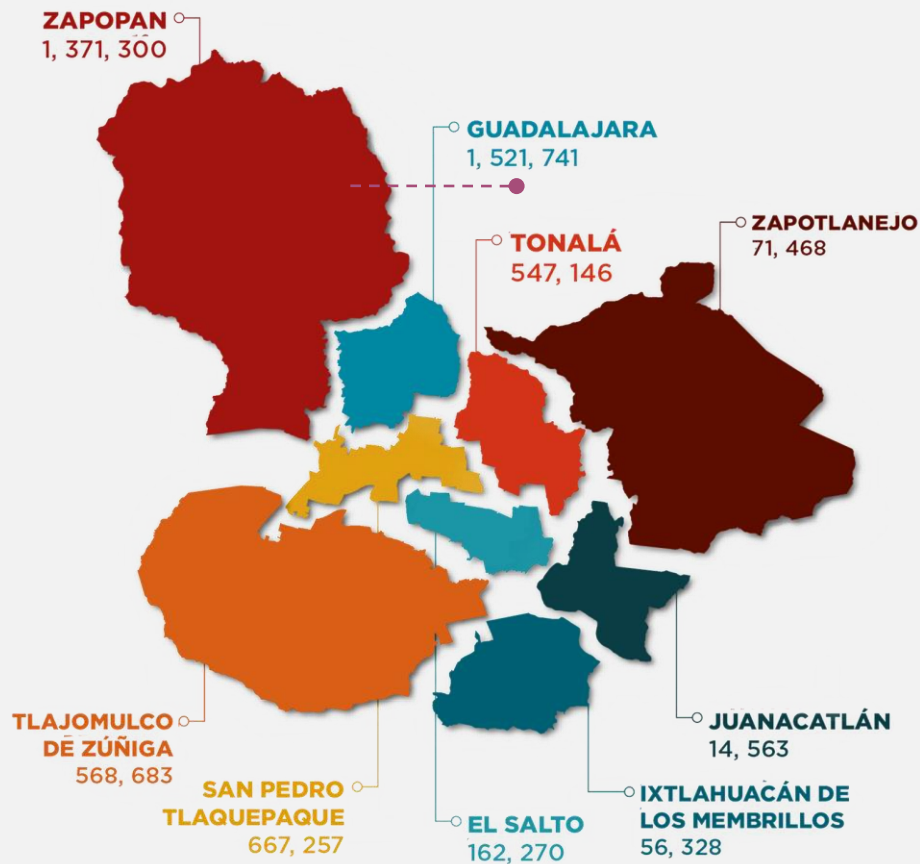
2nd largest metropolis of the country

9 municipalities

5 millions of inhabitants<sup>(1)</sup>

326546 ha of total land

Among the metropolitan areas of the country, **Guadalajara was the best rated** according to the Sustainable Development Goals that make up the UN 2030 Agenda<sup>(2)</sup>



<sup>(1)</sup> Geographic Information and Statistic Institute, 2017

<sup>(2)</sup> Sustainable Cities Index 2018, study conducted by Citibanamex, the Mario Molina Center, the Mexican Institute for Competitiveness and the National Public Policy Laboratory of the Center for Economic Research and Teaching..

## Rural - Urban composition

**72400 ha** currently urbanized (22%)

**254,083 ha** undeveloped land (78%)

The dominant use of land in the MAG is agricultural (39.86% of land)

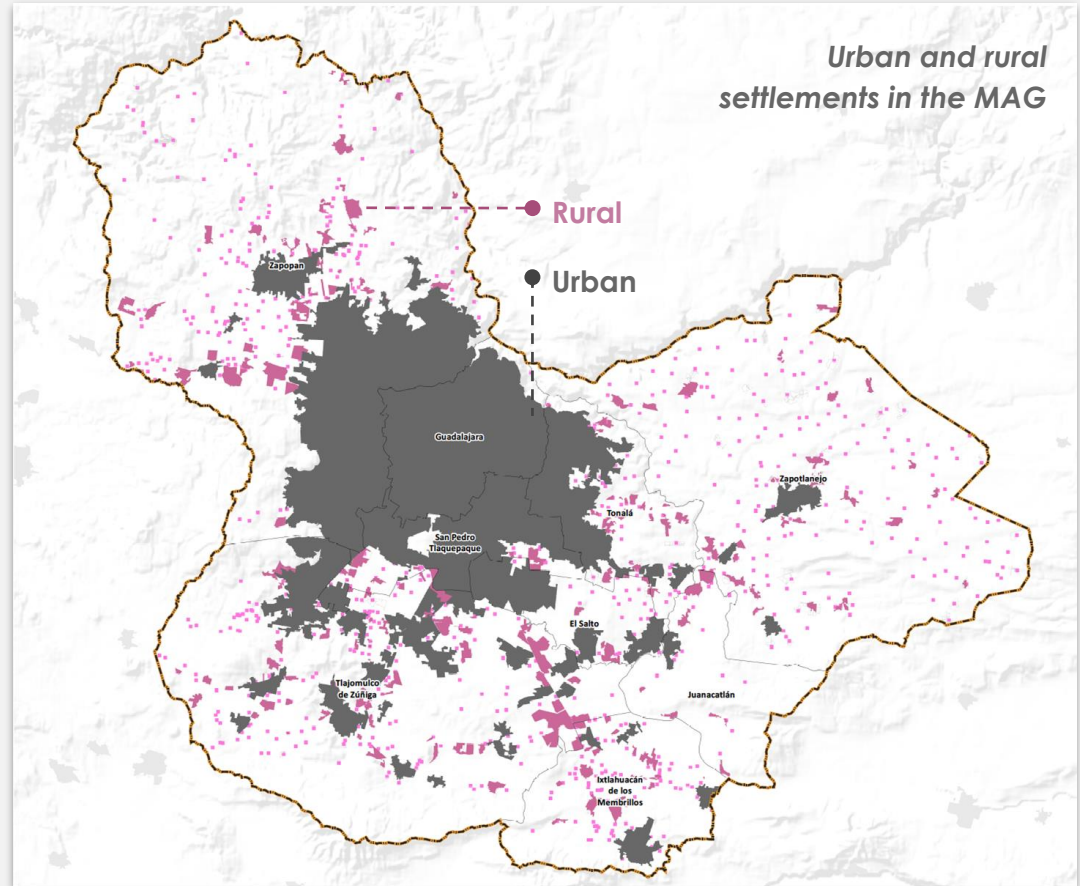
Urbanized zones and human settlements occupy **16.72%** and **5.28%** of land respectively.

20 urban settlements (with 4.1 million inhabitants altogether)

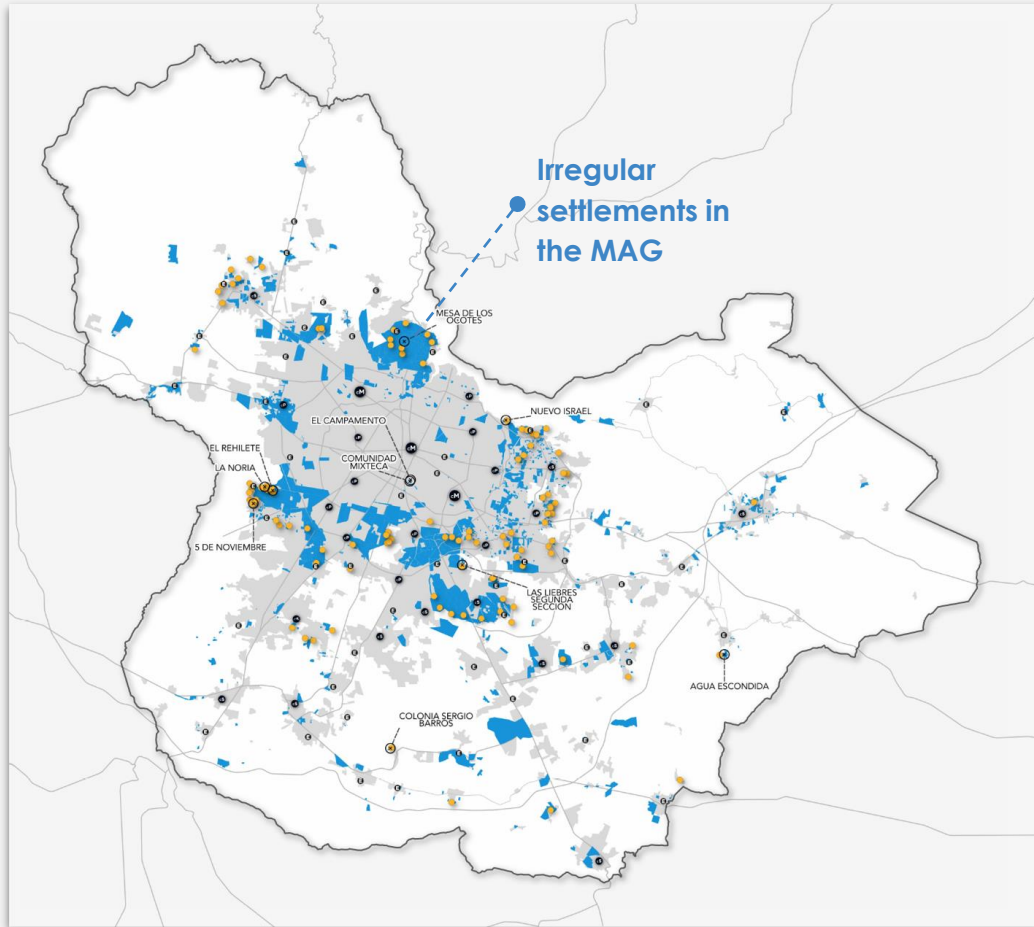
31 mixed settlements (with 178,366 inhabitants)

859 rural settlements (with 139,198 inhabitants).

1,700 points (types of production in the agricultural sector), grouped into 46 different agricultural activities.



## Urban sprawl



**Of urban growth between 1990 and 2015,** 74.5% was on previous agricultural areas, 9.9% on grasslands, 7.5% on low deciduous jungle and 3.1% on forests.

**From 1990 to 2015,** built area in the MAG doubled from **31,630 ha** to **72,889 ha**.

**TECHO study (2018):** of 107 irregular settlements in the MAG (that were interviewed) 60% of the community leaders mentioned that the previous use of land in their areas was agriculture.

The background is a light gray map of a city grid. The grid consists of various street patterns, including straight lines, curves, and a central circular intersection. On the left side, there is a vertical bar with a color gradient from dark red at the top to dark blue at the bottom, with orange and yellow in the middle.

## **Linkages urban-rural: Challenges for the MAG**

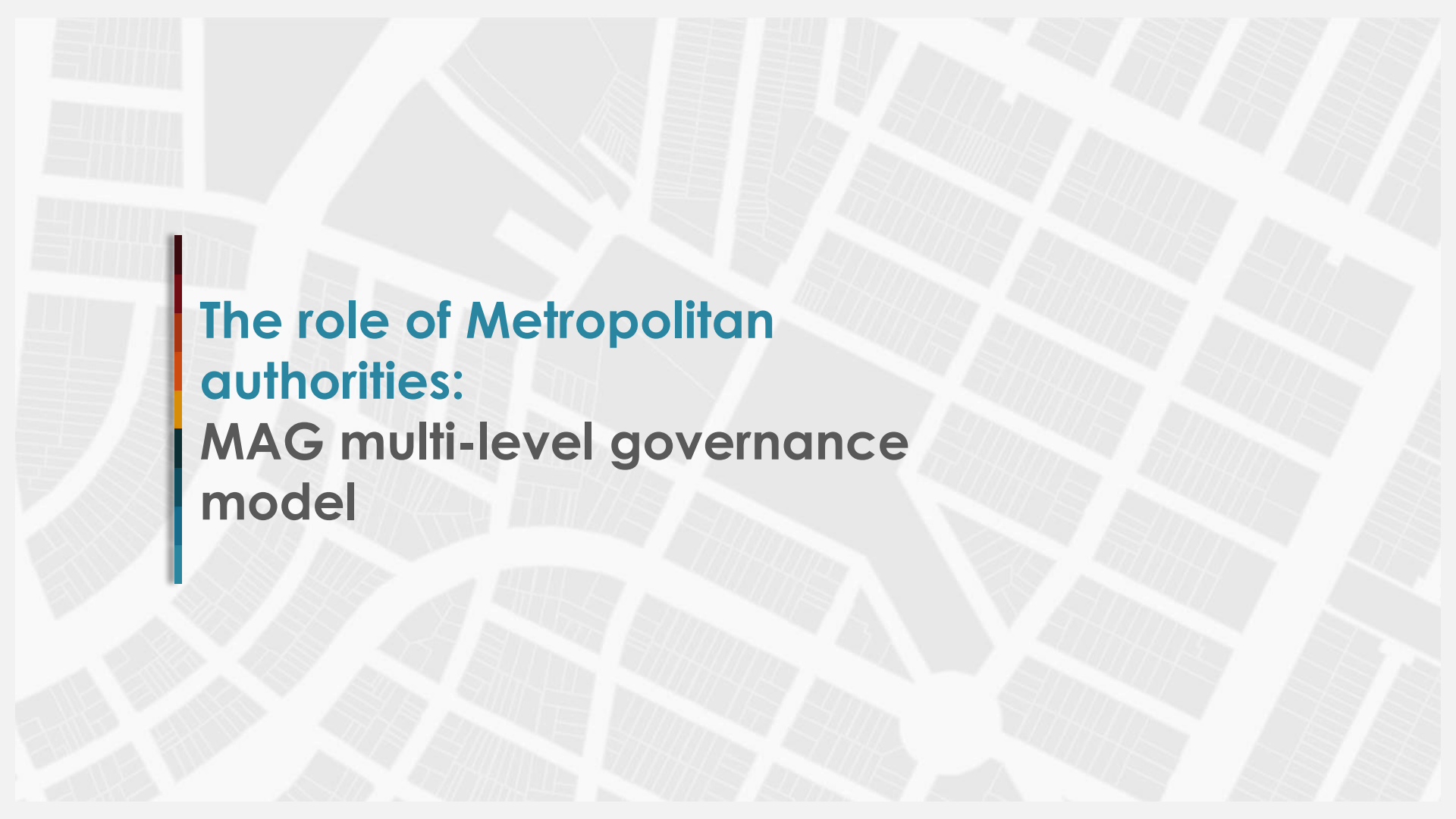
# Main problems for the agricultural sector in the MAG

## 1. Limited access to water resources

## 2. Low rentability of agricultural products (negative cost-benefit relationship)

## 3. Pressure put on by urban sprawl growth

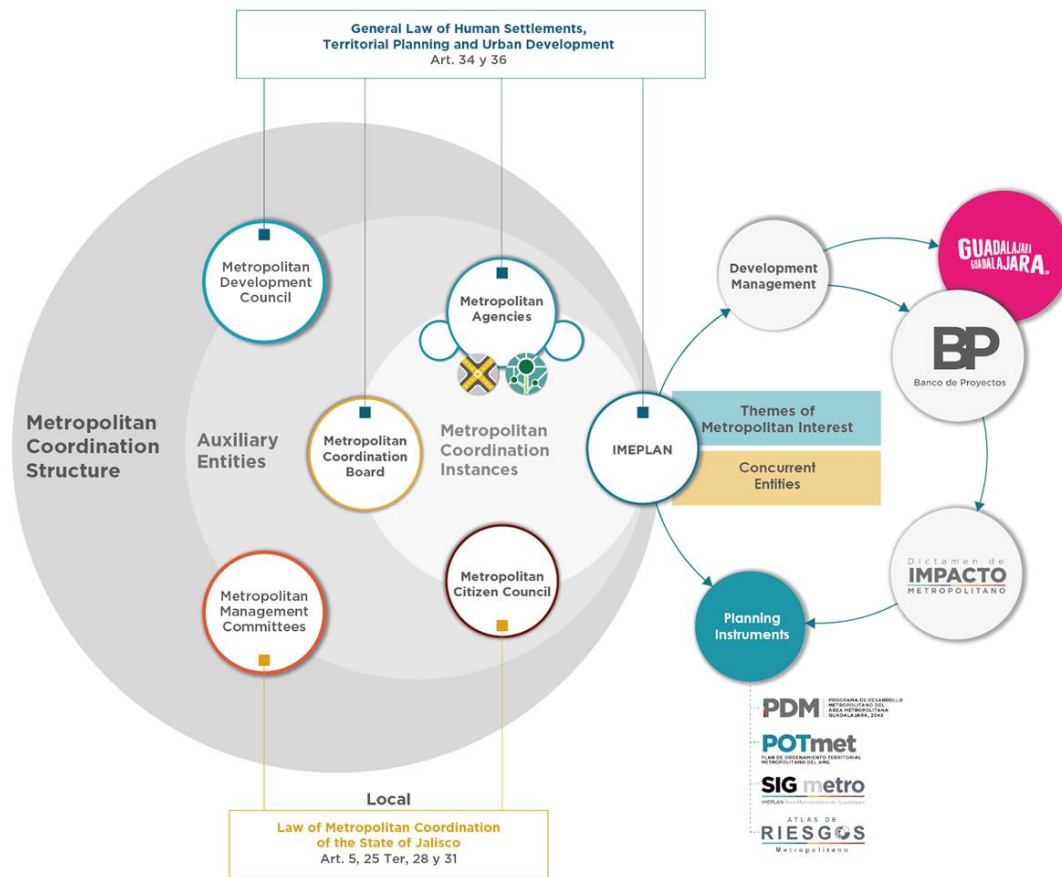
- **Elevated costs of the necessary inputs and resources for agricultural production** (infrastructure failures, roads and irrigation, and lack of basic public services).
- **The market only values agriculture for its commercial value**, without taking into account its environmental benefits.
- **Agricultural production is undervalued** (other functions such as building local food security/safety not recognized).
- **Producers have difficulty to connect** in more direct ways to the final consumers.
- **Urban sprawl:** territorial fragmentation and a loss of ecosystemic services.
- **Reduction of productive land is related to a competition of land** use between urban (formal and informal) and agricultural.

The background of the slide is a light gray map of a city grid, showing various street patterns and blocks. On the left side, there is a vertical bar with a color gradient from dark red at the top to dark blue at the bottom. The text is positioned to the right of this bar.

**The role of Metropolitan  
authorities:  
MAG multi-level governance  
model**



# MAG's Governance Model





**Metropolitan policies**

# Metropolitan policies: an integrated urban-rural approach

Metropolitan Plan for Territorial  
Ordering - Land Use of the  
MAG (POTmet)

- Strategy for the polycentric model of the city and the strengthening of a metropolitan structure.
- Holistic Urban Management (i.e. water resource management).
- Strategic Zones (NEUS - New Sustainable Urban Settings)
- "Green peri-urban system" strategy

Strategy for the urban-rural  
linkages for the Metropolitan  
Development Program

## **Cartographic studies and a diagnostic of the MAG with:**

- Key agricultural products in the MAG.
- Mapping the key urban-rural linkages in the MAG.
- Maps of strategic zones for the agricultural sector (for animal raising, irrigation and seasonal agriculture)
- Mapping of key stakeholders, their interests, relationships, jurisdictions and problematizations.

Main strategies and municipal  
programs for the agricultural  
sector

- Land improvement through the use of organic fertilizers.
- Training programs in diverse topics.
- Promotion of cooperative and collaborative organizations.
- Infrastructure improvement of roads that connect agricultural areas.

The background of the slide is a light gray map of a city grid, showing various street patterns and blocks. On the left side, there is a vertical bar with four distinct color segments: a dark red top segment, an orange middle segment, a yellow bottom segment, and a blue bottom segment. The text is positioned to the right of this bar.

**Covid-19 in the *MAG*:**  
**Crisis response and post-crisis  
recovery actions**

# Metropolitan authorities: crisis response

## State Government “Plan Jalisco COVID-19”

- **Employment:** Emerging Program of people’s employment and salary protection.
- **Food security:** “Jalisco without hunger, together for nutrition”
- **Mental health:** “Stay at home” support program.
- **Communications:** Plan Jalisco COVID-19 APP “Plan Jalisco Covid-19”
- **Transportation:** Medical connection COVID-19
- **Health:** Sanitary filters in all highway accesses to the MAG.
- **Gender-based violence response:** “Stay at home, Stay safe” (Emerging State Plan for the prevention of intra-family violence in the midst of the Covid-19)

**Plan Jalisco  
COVID-19**

Plan emergente para la protección al empleo y al ingreso a las personas.  
Conoce los detalles y realiza tu registro.

Da clic aquí

**PLAN EMERGENTE**

**Presentación del programa**

**Jalisco  
sin Hambre**

Plan Jalisco **COVID-19**

 Sistema de Asistencia Social

 Agricultura y Desarrollo Rural

 Jalisco

## Metropolitan authorities: crisis response

### Metropolitan municipalities



**Employment:** “Looking after your Job” (Guadalajara)

**Women's economic empowerment:** “Made by women” (Guadalajara)

**Local Economic Development:**  
“Tonalá Strong”: Aid for craftsmen and merchants

Zapotlanejo: 100% forgiveness in fees for the payment of property taxes, construction and commercial licences, water payments and other types of municipal taxes.

Tlaquepaque: 12.3 million pesos toward family income support for upwards of three thousand families.

**Nutritional Programs:**

Three thousand daily breakfasts distributed among the most needy neighborhoods (El Salto)

20 thousand pantry packages for the most needy (Tlajomulco)

**Communications:** 3,830 cell phone sim cards with free internet for people to work from home. (Zapopan)

# New actions and governance arrangements: the post-crisis recovery

## City-regional approaches: Studies and analysis about the “Metropolitan Region”



- **“Metropolitan region”**: nearby areas that are related to the city through its economic, migration or tourism patterns or dynamics; but are not necessarily part of the metropolis.
- **Necessary development** of tools for the making of a metropolitan-rural network that could include migrants and communities in need.
- **Establishment of priorities** to identify productive anchor projects that would link communities that have relationships of economic interdependence with others.
- **Data-driven development** to build these “metropolitan regions”.



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