



Female Users Bikeshare Experience in Guadalajara Metropolitan Area





Presentation

This report presents the results of the **Female Users Study of the Public Bicycle System in the Guadalajara Metropolitan Area** (México).

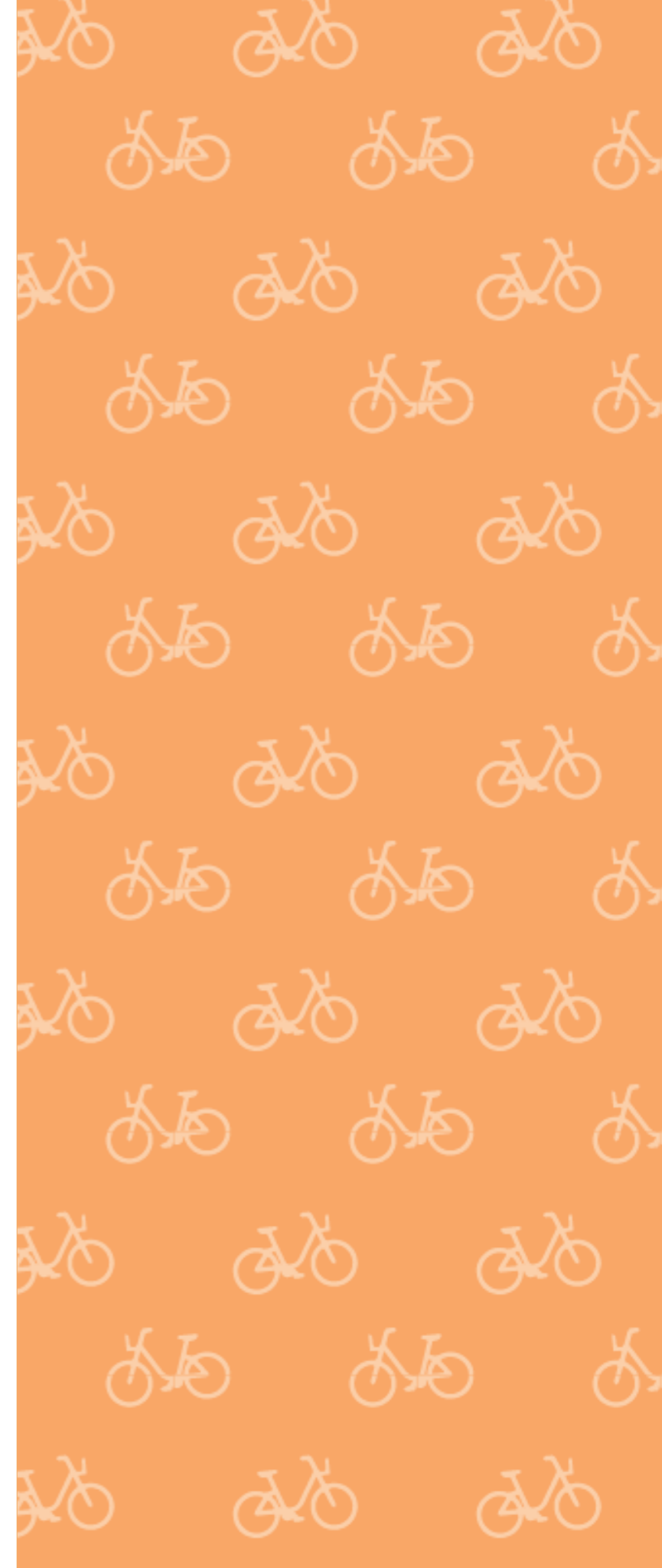
Our study, aims to understand the social and environmental implications of non-motorized vehicles, and women's experience with Street harassment and violence while using bikeshare transportation.

This study may inform mobility design in urban spaces, and the importance of integrating a gender perspective in mobility planning. The adoption of this perspective may increase women's participation and their perception of security while riding bikeshares.

Introduction

In order to make mobility more efficient and develop an environment-friendly transport dynamic, the city of Guadalajara, Mexico, implemented **MiBici public bicycle system**

Kaliopeo collaborated, with **IMEPLAN** and **MiBici**, to develop this study to examine, MiBici's female user's bikeshare experiences compared to other forms of transportation.



Methodology

**General
Objective**

To understand women's
experience using bikeshare
system.

Specific Objectives:

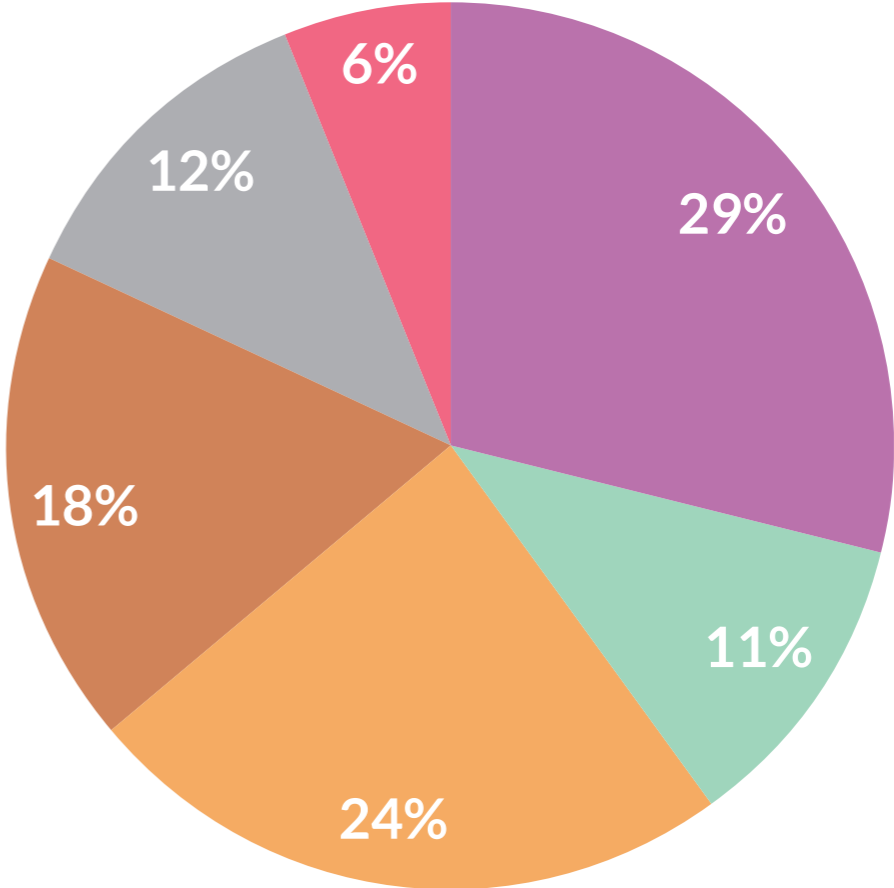
- To understand women's perception of security.
- To understand the psychological, health, economic and safety benefits of bikeshare use.
- To examine the frequency of street harassment and perceptions of security while MiBici is in service;
- To compare women's public bikeshare experiences to other modes of transportation.

Survey Technique	Survey CAWI
Research Instrument	Structured questionnaire
Universe of study	Users of the MiBici System
Lifting the interview	May 10 to 13, 2019
Sampling technique	412 cases
Sampling technique	Random, non-statistical (voluntary participation)

Results



Time using MiBici



- Less than 6 months ●
- 6 months - 1 year ●
- 1 - 2 years ●
- 2 - 3 years ●
- 3 - 4 years ●
- More than 4 years ●

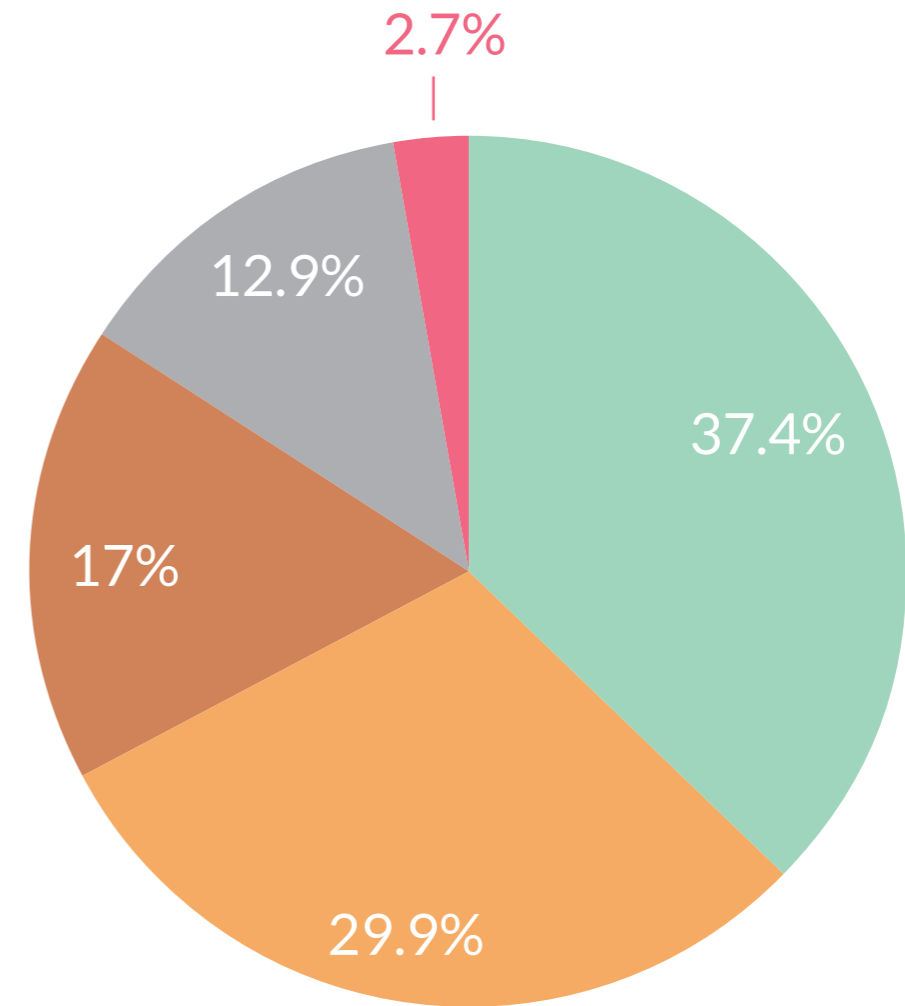


Main modes of transportation

Main modes of transportation	%
MiBici	85.7%
Bus	74.3%
Uber, Cabify, Didi or equivalent	53.4%
Subway	37.1%
Own car	33.5%
Own bicycle	13.6%
BRT (Bus Rapid Transit)	12.9%
Taxi	2.7%
Motorcycle	1.7%
Walking	1.5%



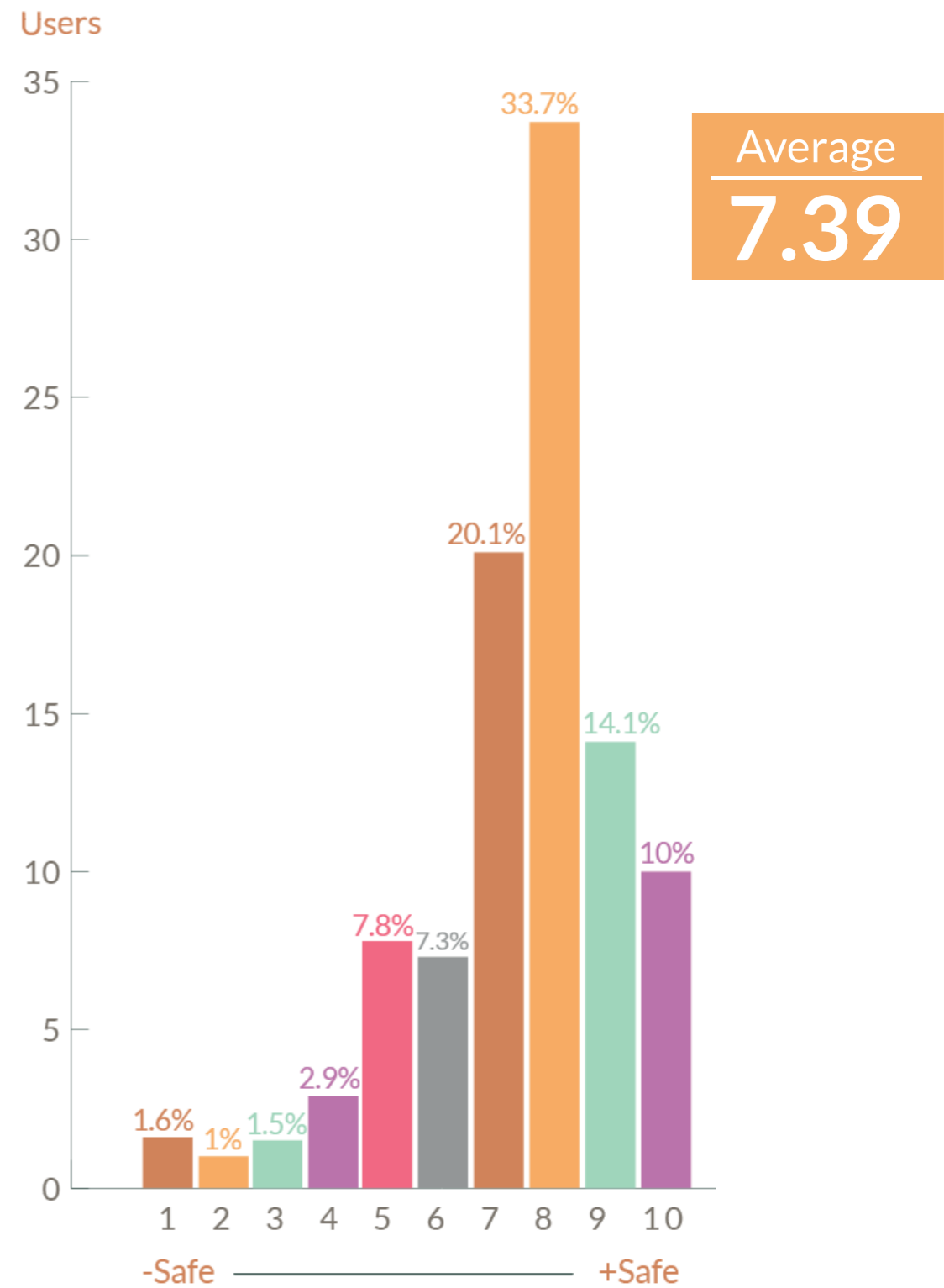
How often do you use the bikeways?



- Very frequently ●
- Frequently ●
- With medium frequency ●
- Nor so frequently ●
- Never ●



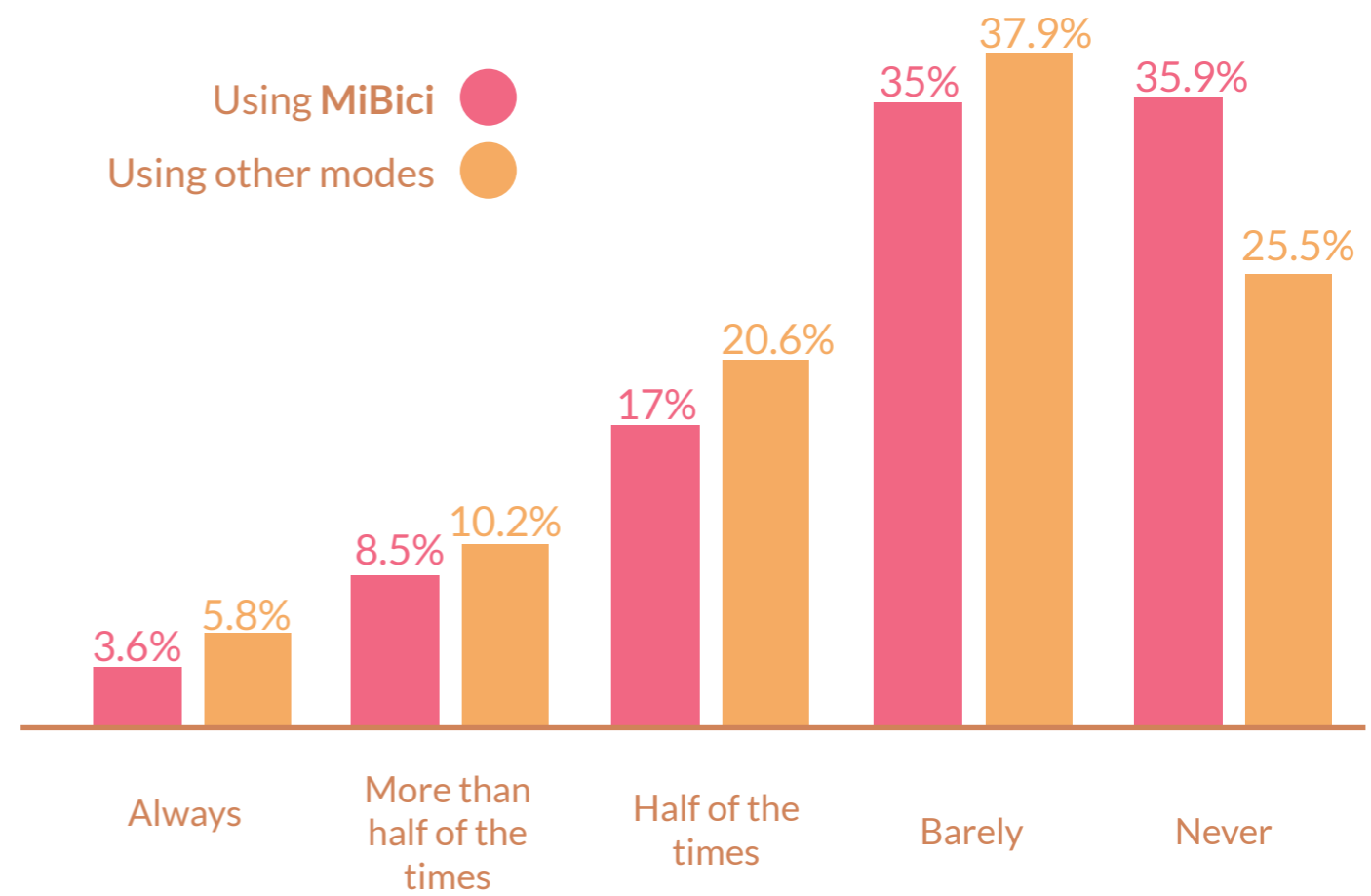
Rate to security perception when using MiBici



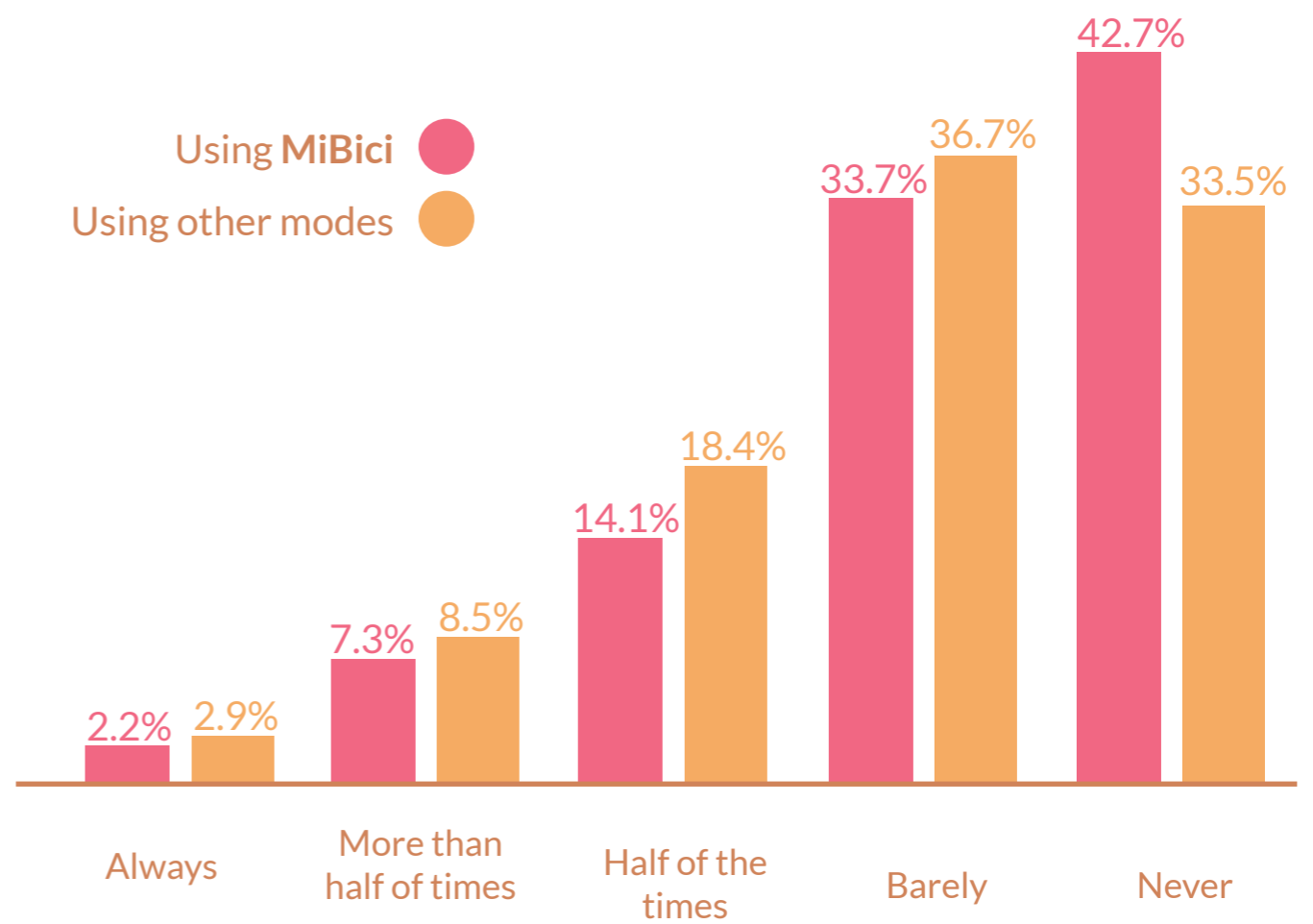
Harassment Incidents



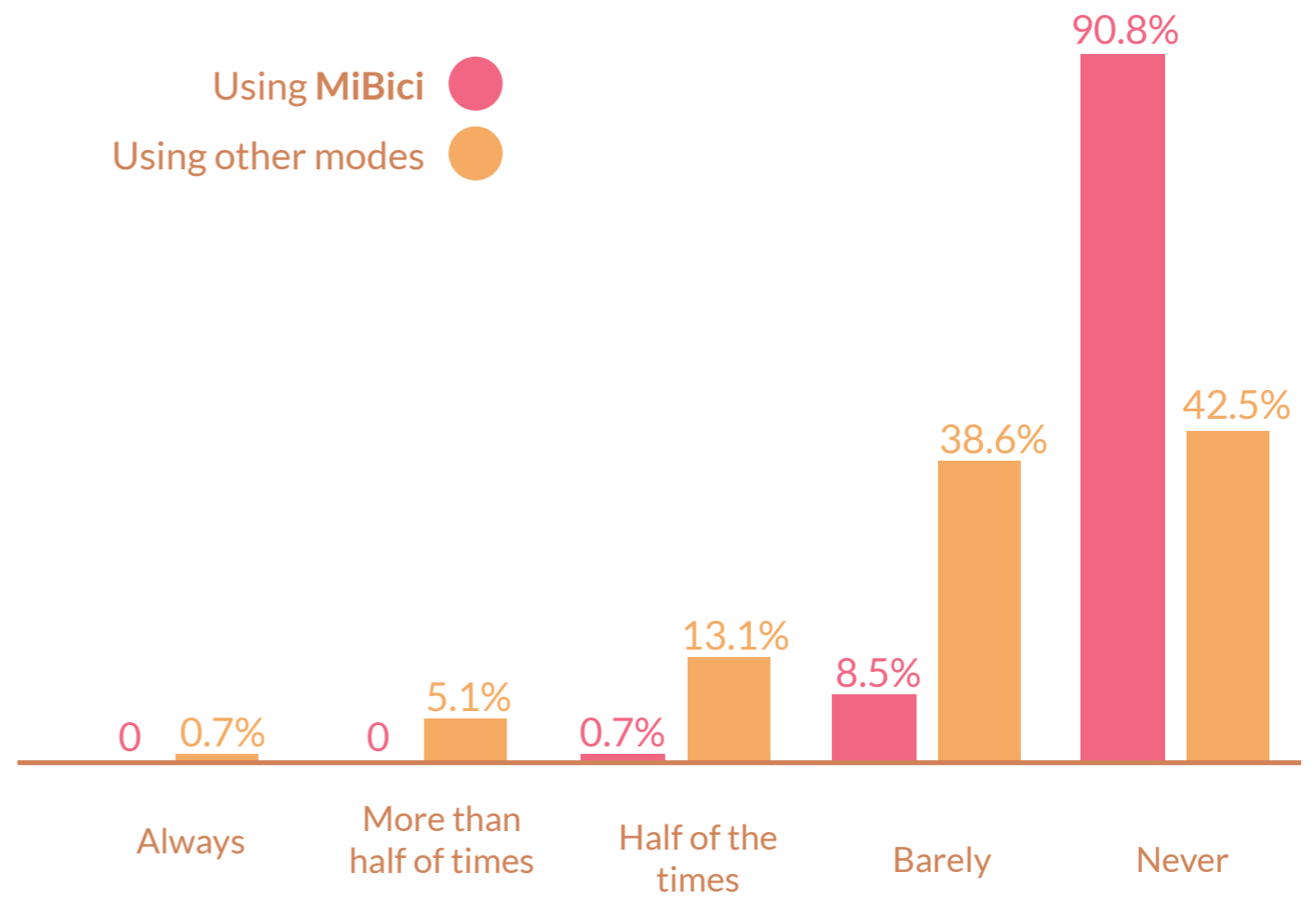
Sexual comments



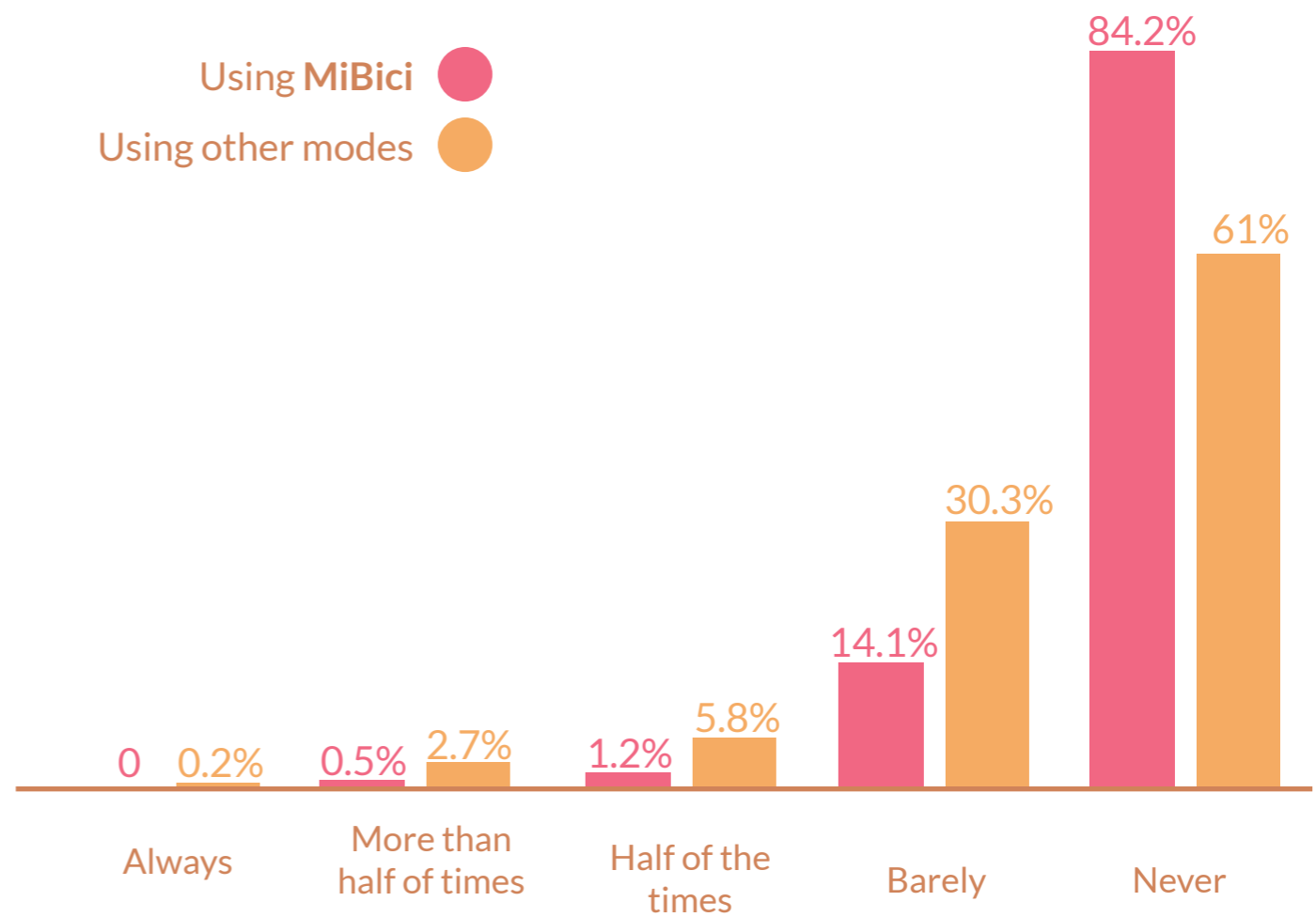
Rude comments about your body



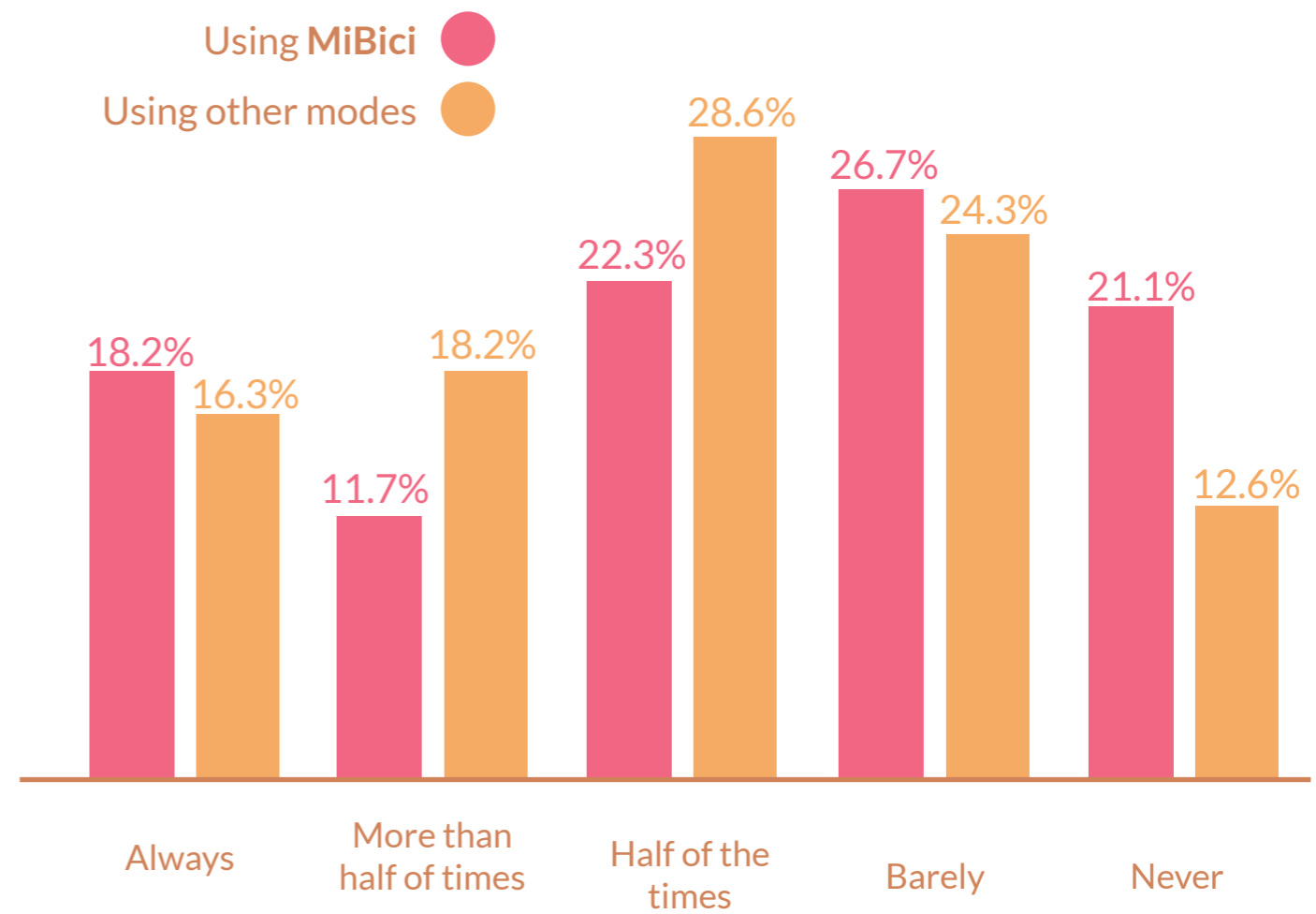
Touching



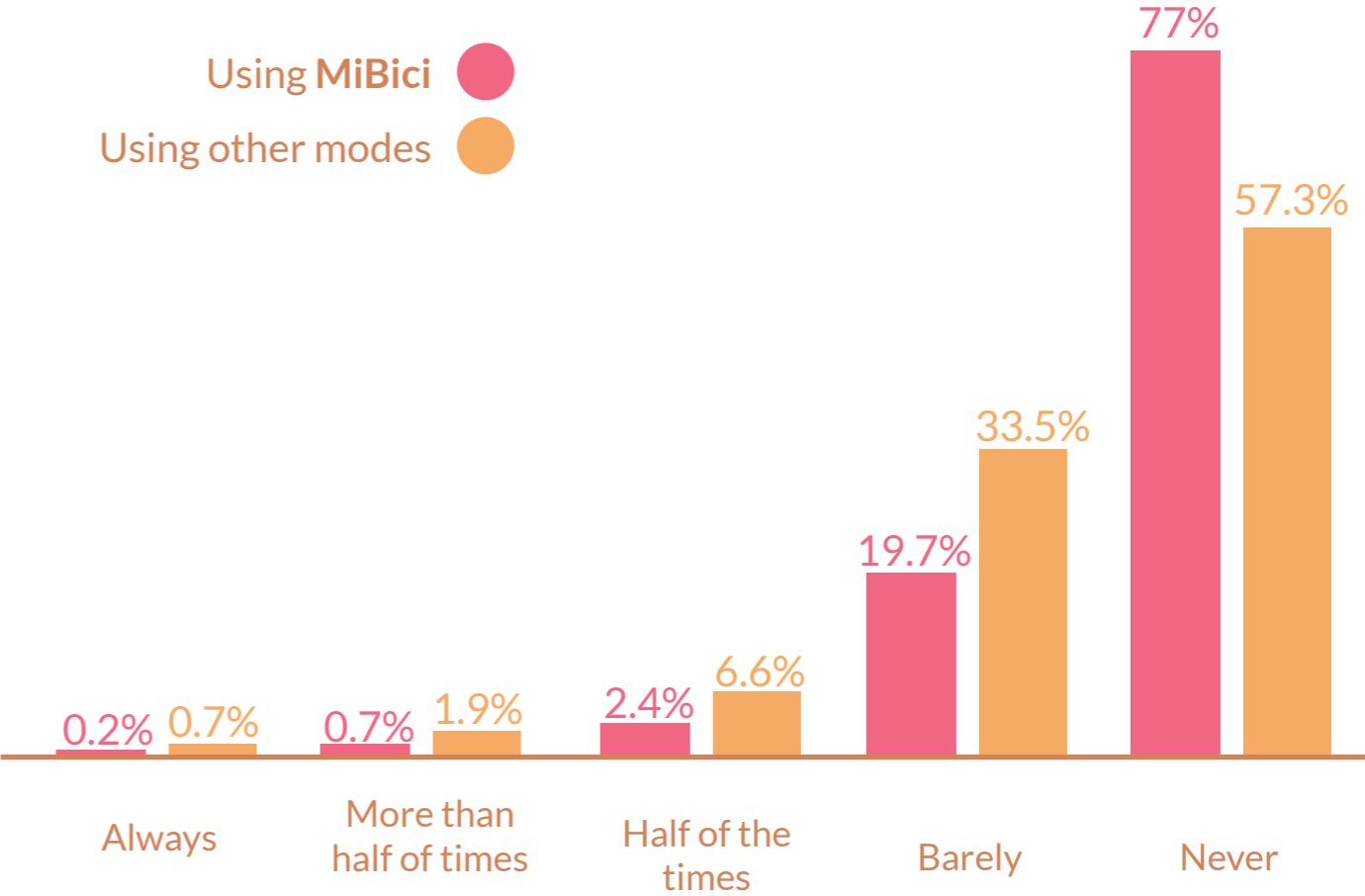
Public masturbation



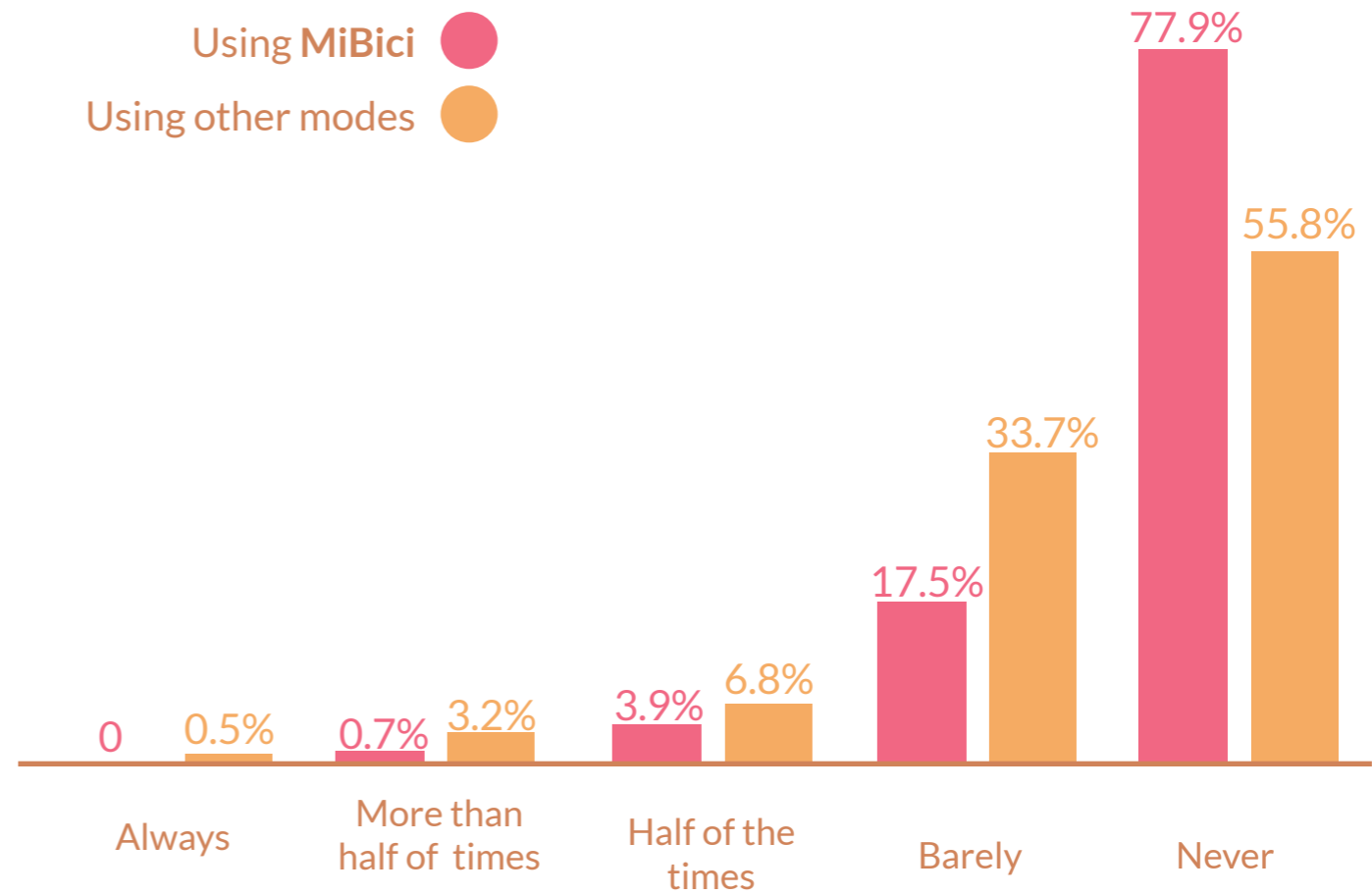
Lewd or intimidating staring



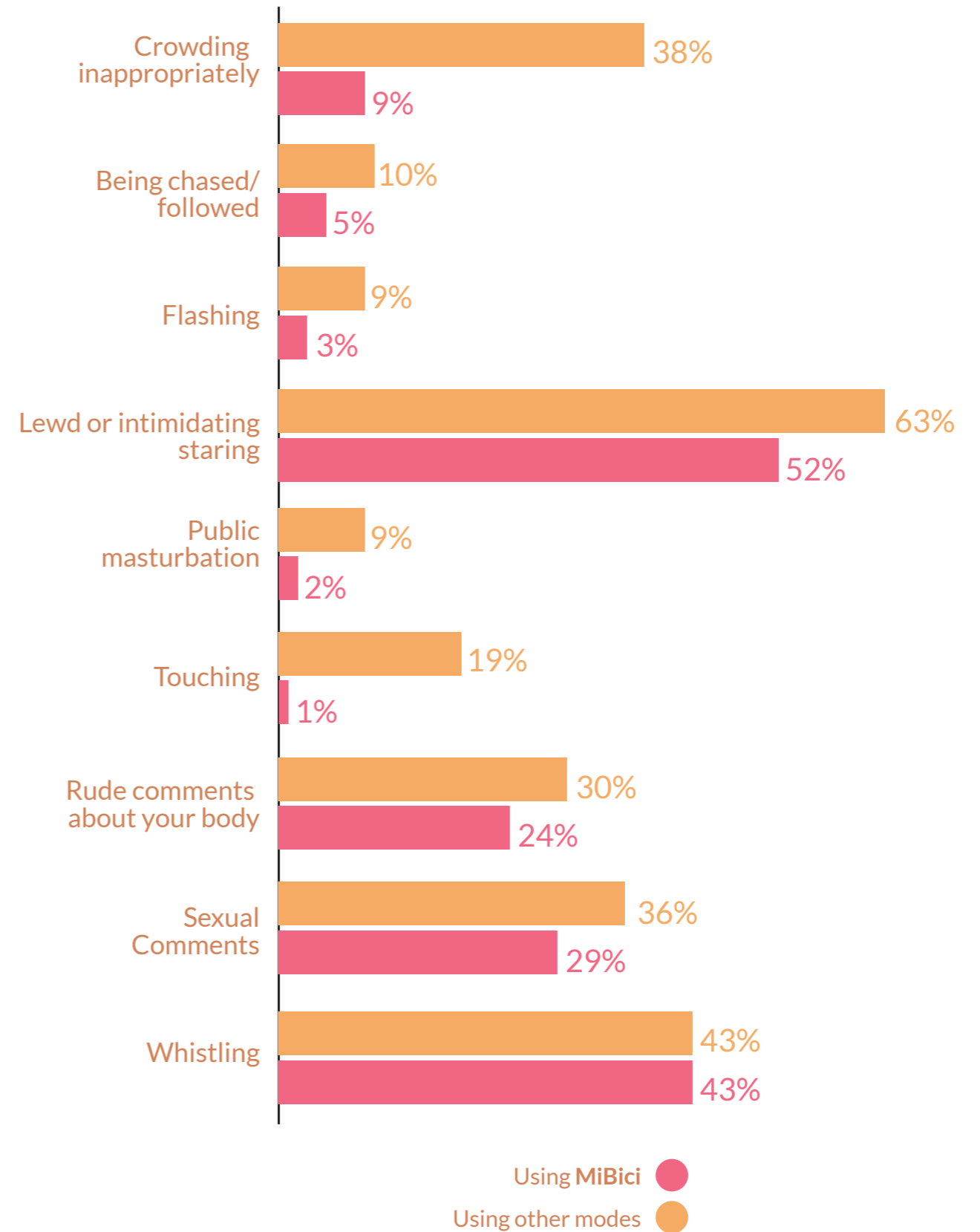
Flashing



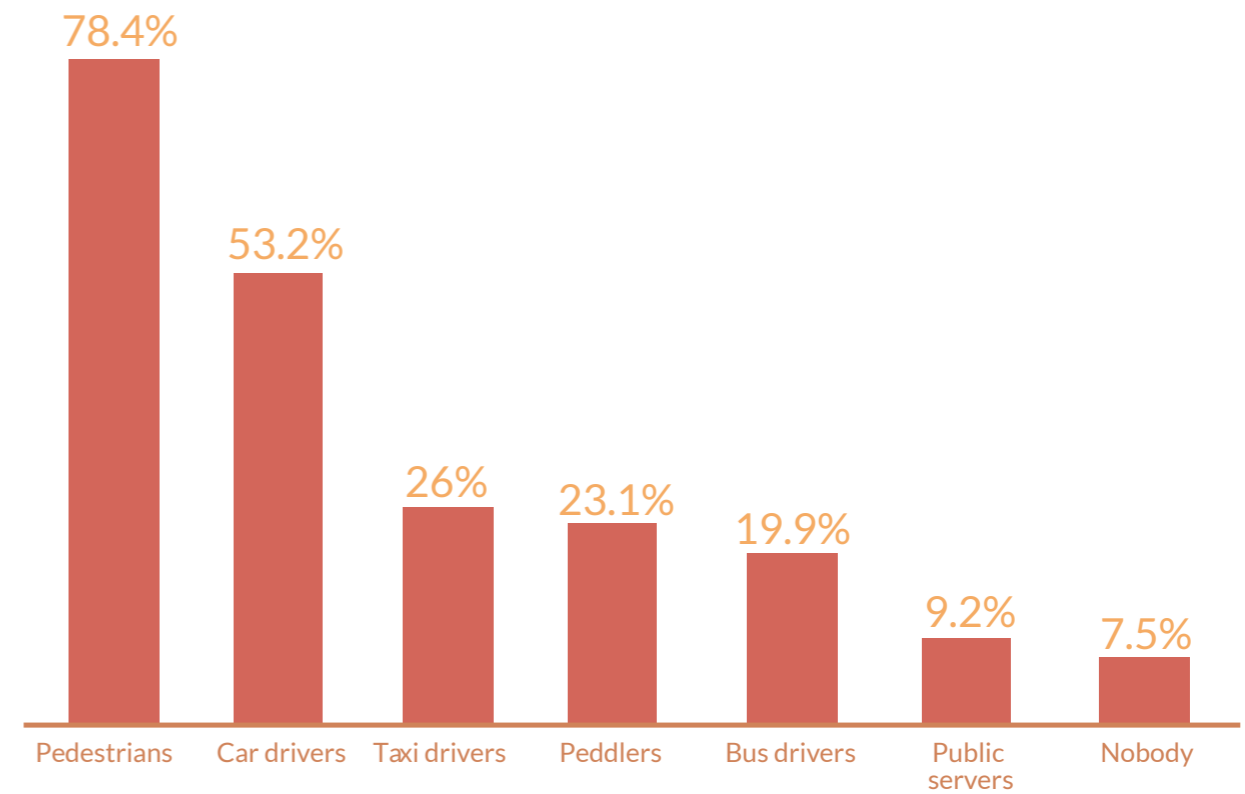
Being Chased/Followed



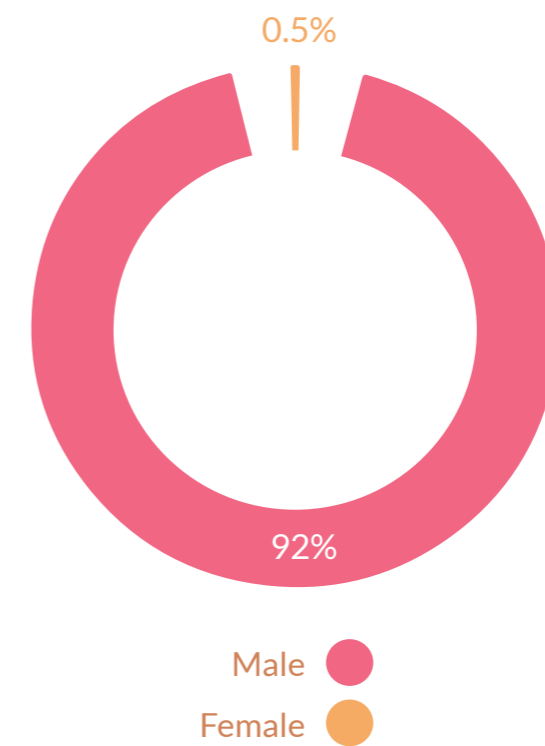
Harassment incidents



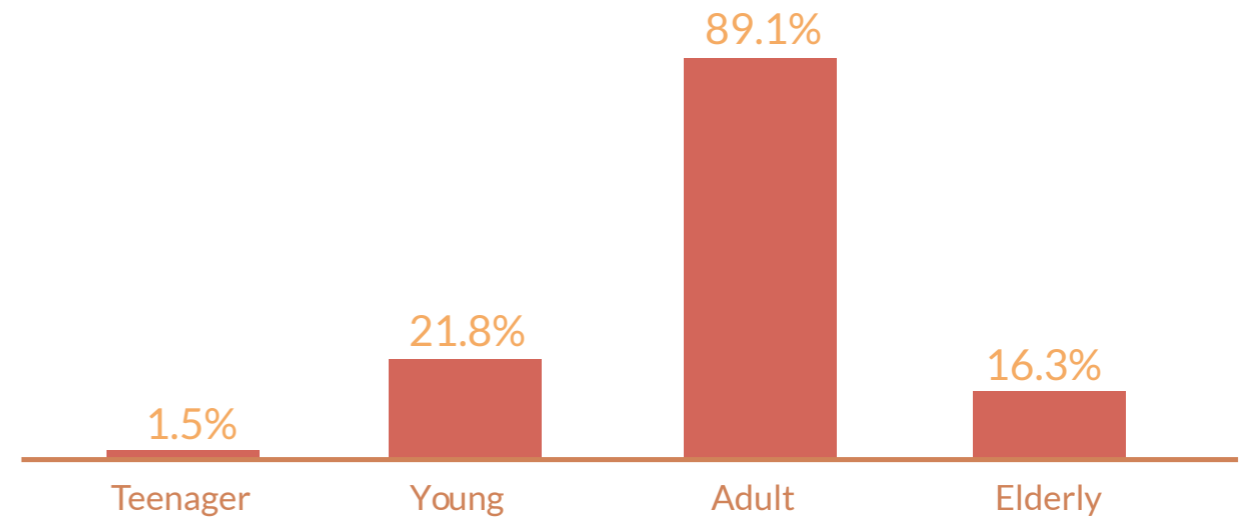
Responsible of the harassment



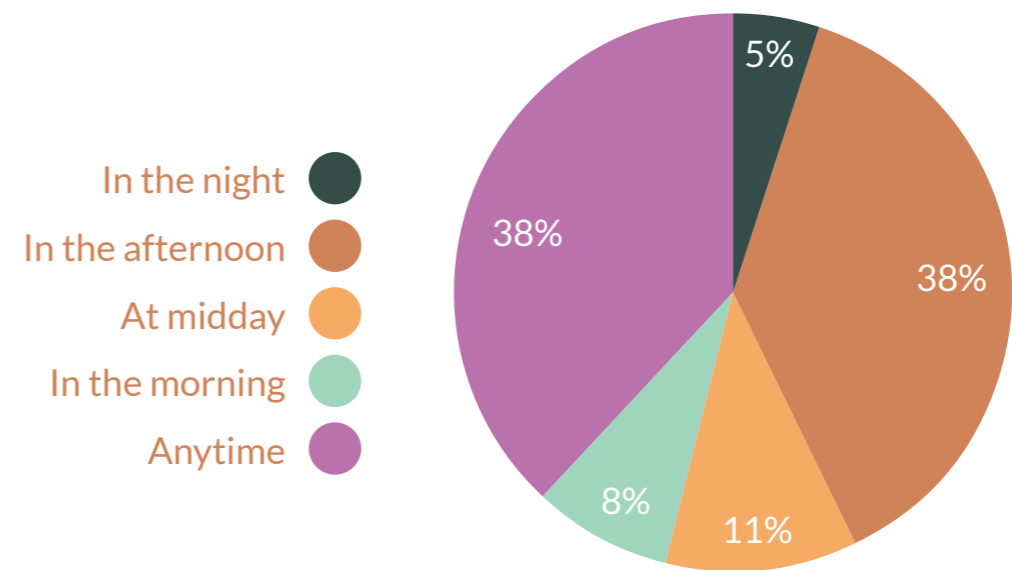
Gender of the harasser



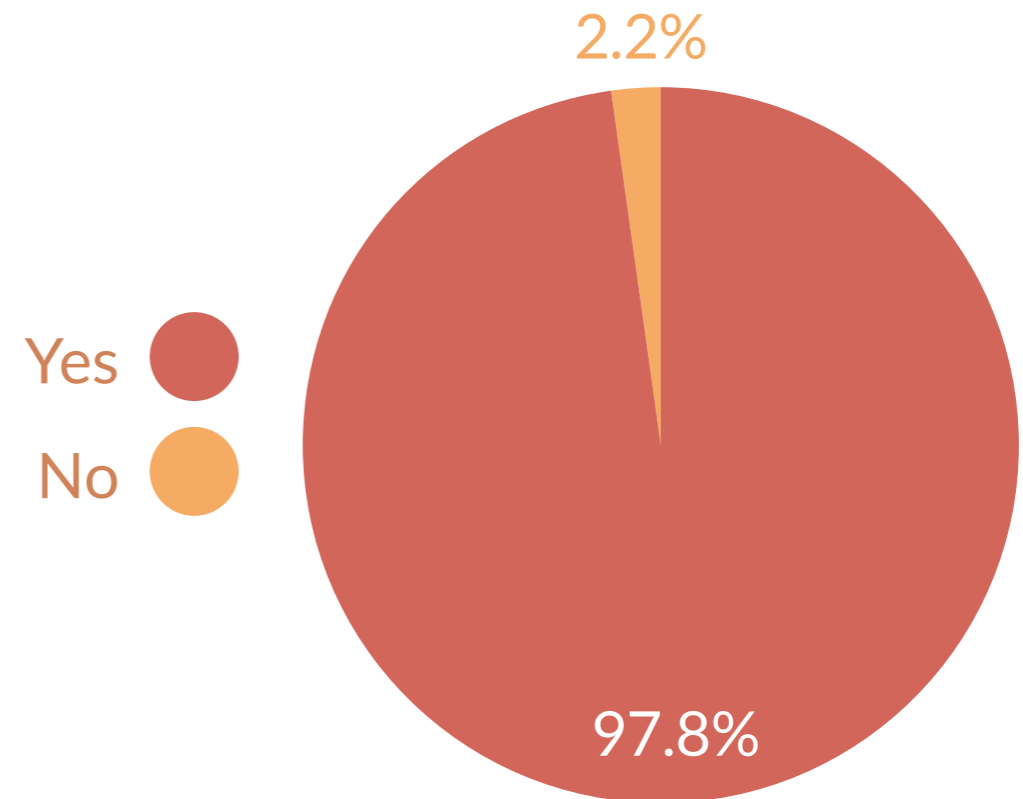
Age of the harraser



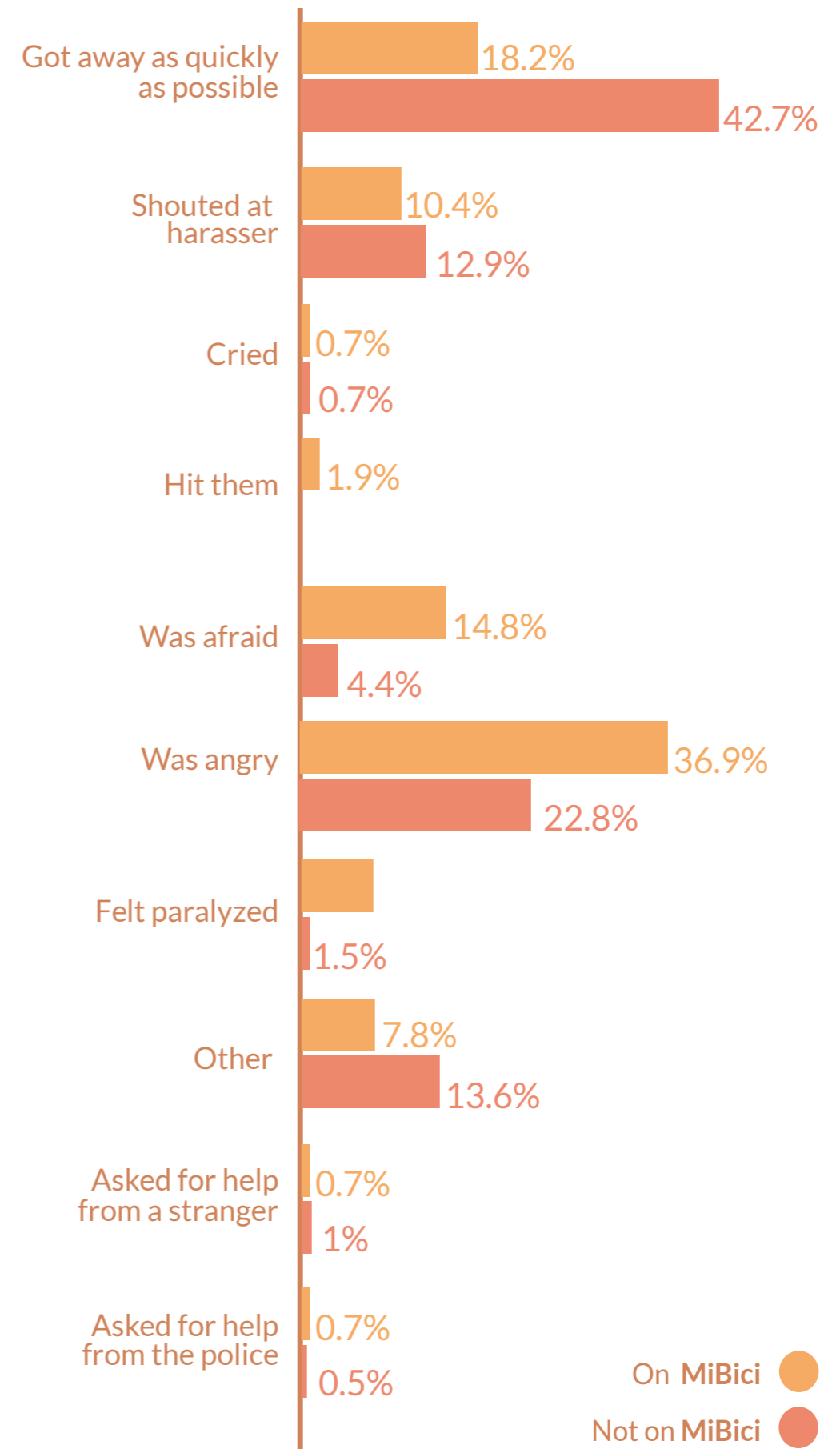
Time of the harassment suffered



Do you consider sexual harassment as violence?

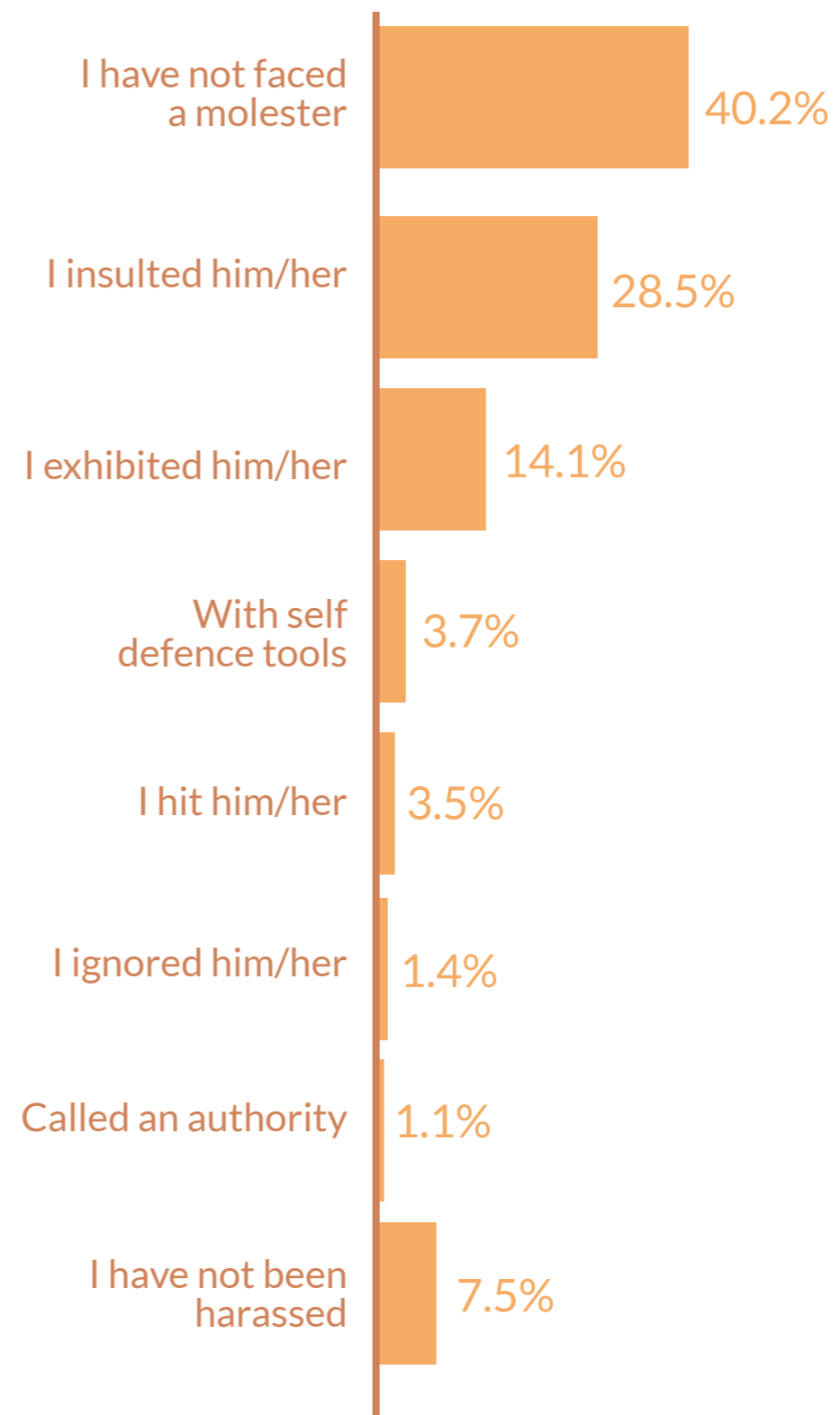


Reaction after being harrassed



On MiBici ●
Not on MiBici ●

How did you face the harraser?



Conclusions

Our study reveals that **92.5% have been harassed when using a mode of transportation.**

The specific nature and conditions of each transportation option determine the exposure to harassment, waiting times in the street, and the autonomy to decide when and where to go. **Individual vehicles such as cars and bicycles offer autonomy of movement, and personal distance from others while traveling.** In contrast, public transportation are in shared spaces with physical closeness, which increases women's risk of harassment.

Sexual harassment is a constant in the lives of women. Therefore, many women make daily decisions to reduce their exposure to harassment such as: changing in routes or paths (68.1%), modifying or restricting schedules (47.9%), or allocating economic resources to private transportation of platforms such as Uber, Cabify or Didi (27.7%). **These limitations may thwart economic development and growth, since women represent more than half of the population of cities such as Guadalajara.**



MiBici offers different mobility options to citizens and **this mode of transportation provides autonomy and freedom, it also is a more secure form of transportation compared to other public modes of transportation. Hence, women report lower exposure to touching and inappropriate approaches experiences when using MiBici compared to other public modes.**

It is important to highlight that, from a gender perspective, **MiBici is a safer transportation in the context of street sexual harassment.** While street harassment is still present, it is not as frequent, and women describe MiBici as an **empowering and useful.**





RESEARCHING TEAM

General Coordination

Karla Zafiro Rizo Contreras

Tecnical team

Gloria Mayela García Alcalá

Oscar Fernando Torres Mora

Tsanda Erandeni Aguilera Rubio

Edition

Aída Monserrat Chávez Campoy

English edition

Nyesha C. Black

Design

Joel Nivardo Castro Gonzalez

