A MAAS scheme: RACC trips

RACC from an automobile club to a mobility club

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Índex

- RACC is the biggest Spanish motoring club with around 1 million members

- The main services that RACC provides to its members are roadside assistance, medical and legal advice, travel assistance.

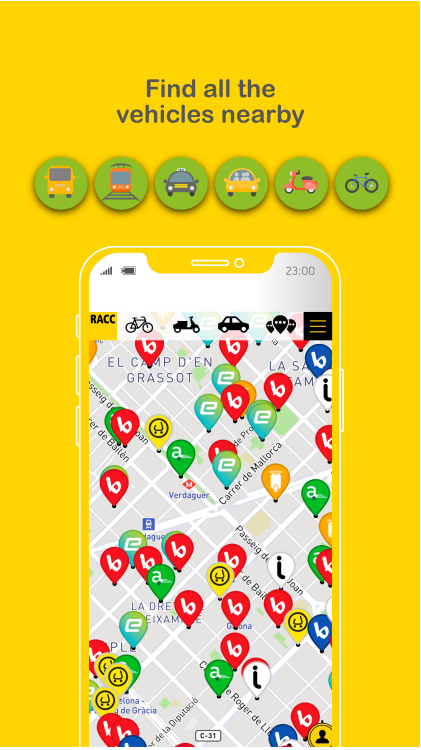
- Besides RACC is one of the main traffic information service providers in Spain. Providing this data for both: end users and also administrations/ private companies.

- **RACC is a club in transformation from an automobile club to a mobility club.**

- The MAAS agregator RACC trips is an app that gathers the mobility offer of the BCN, MAD and other big cities in Spain.

- Launched recently, it already has 25.000 users.









- Currently RACC trips includes the offer, with a a journey planner. With some of the moto sharing schemes it allows as well booking functionalities.

- RACC trips current mobility services offer (15.000 vehicles aprox.)

Bike

bicing

DONKEY REPUBLIC

scoot

bici box

PUNT Bici AUTOREPARACIÓ

vadeBike

Motorbike

eCooltra

ioscoot Tu moto de alquiler

MOVING

scoot

YUGO barcelona

Car

avancar

Bluemove Carsharing

drivy

socialcar

Public transport, taxi and VTC

AMB

mytaxi

FGC

TAXI ECO LOGIC

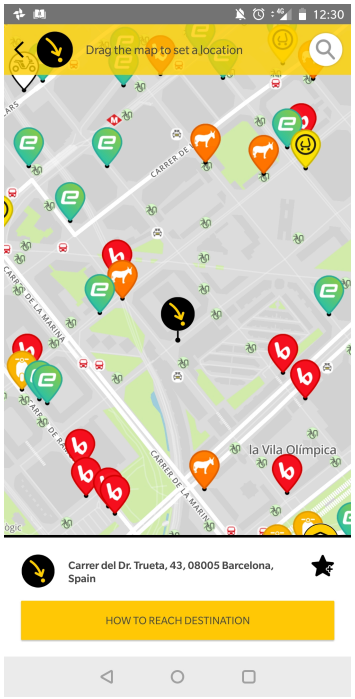
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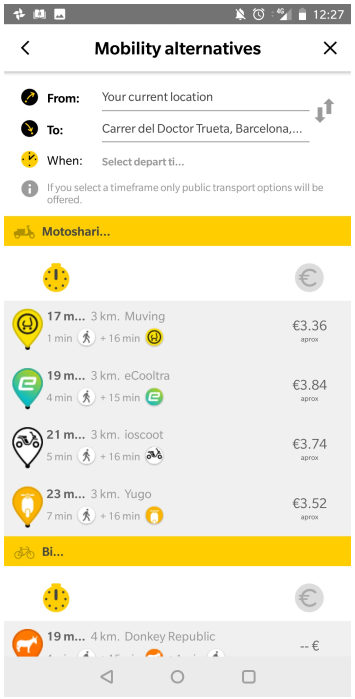
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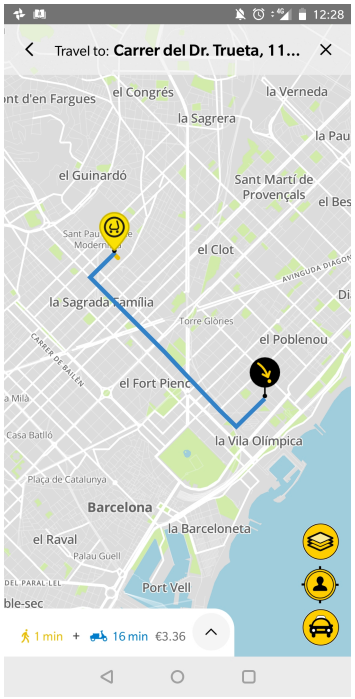
TMB

Uber

TRAM







- The main current objective of RACC trips is to offer a multimodal door to door experience as seamless as possible in the current fragmented offer of our cities.
- When deciding how to move the user has mainly 3 big constraints: time , cost and convenience.
- A multimodal travel planner and a correct positioning is at the base of offering this door to door multimodal travel experience seamless as possible.

4	**Integration of societal goals** Policies, incentives, etc.
3	**Integration of the service offer** Bundling/subscription, contracts, etc.
2	**Integration of booking & payment:** Single trip - find, book and pay
1	**Integration of information:** Multimodal travel planner, price info
0	**No integration:** Single, separate services

Source: MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)