

MaaS of the Month: CityTrips

The leading MaaS aggregator
in Spain



RACC

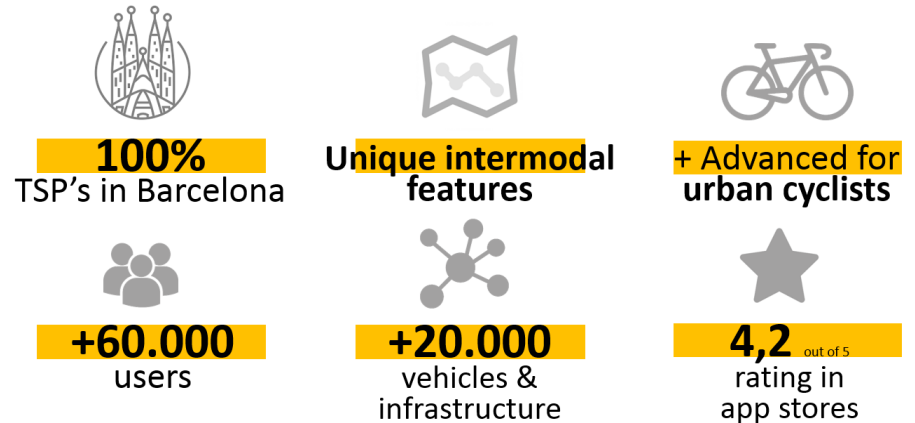
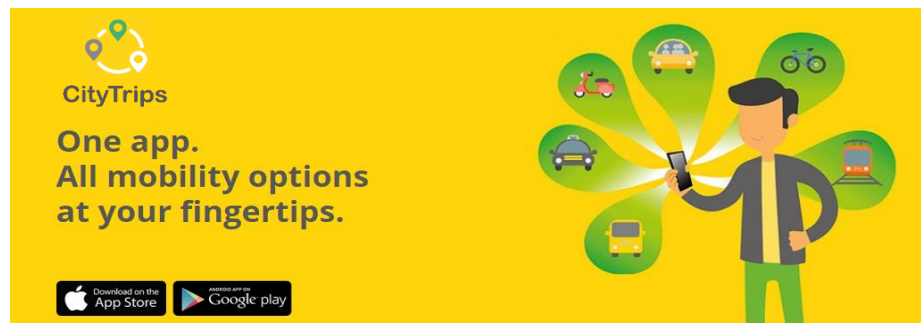
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RACC

MaaS
ALLIANCE

CityTrips by RACC

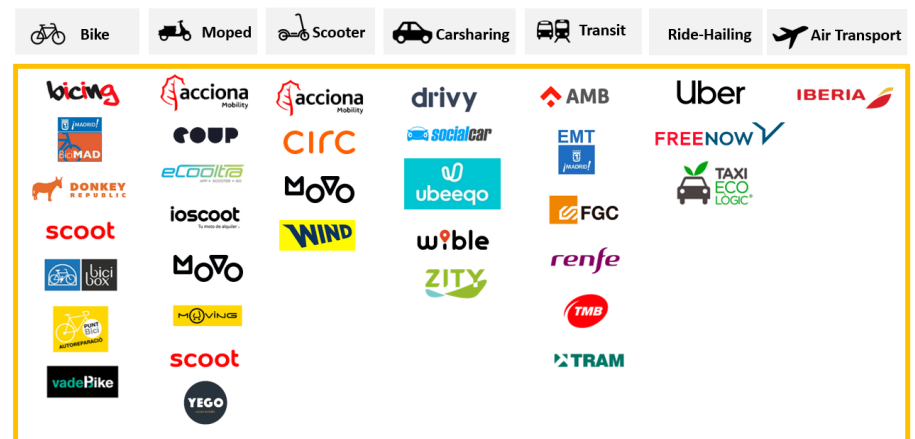
CityTrips is the leading MaaS aggregator in Spain. It improves mobility for citizens, providing easy, seamless, convenient and affordable transportation options at any time, ultimately becoming a viable option as an alternative to privately owned cars. CityTrips has been conceived to boost future mobility in urban environments, transforming the way we move in our cities to become more sustainable, more efficient, cleaner and healthier.

In 2018, RACC successfully launched CityTrips, a MaaS aggregator currently operating in major Spanish cities, accounting for 100% of the available supply of mobility services in Barcelona, with more than 60000 users showing very high satisfaction ratings. The solution aggregates public transport offer and shared mobility services in main Spanish cities – being the most complete solution in the market as for the number of mobility services integrated in Barcelona and Madrid, also covering Valencia, Zaragoza, Málaga and increasingly other cities. It provides all the information needed to safely ride a bike in the city, complemented with planning features, making it easier than ever to get from “A” to “B” combining the most convenient option at any time, or timely combinations of public transport and shared mobility covering different legs of the same trip.



MaaS Implementation

CityTrips encompasses a full Mobility as a Service (MaaS) platform and a single front-end application providing access to all mobility services (shared mobility, public transport), information on infrastructure, such as bike lanes and parkings, and journey planning features with multiple options to get through the city in a smooth, seamless and convenient way.



- CityTrips is currently the only app in the market that accounts for 100% of Transport Service Providers (TSP) offer in Barcelona.
- CityTrips implements unique features that let users efficiently combine public transport and shared mobility for door-to-door urban trips covering all user needs.
- CityTrips provides comprehensive information for the urban cyclists user segment: bike lanes and parking infrastructure, as well as RACC-branded free vehicle-repair stations.
- CityTrips is growing at a fast pace, with more than 60000 users currently.
- CityTrips makes it very easy for the users to locate, get comprehensive information and compare all available mobility options in a given location, including and combining with real-time transit. It accounts for more than 20000 vehicles (bike-sharing, moped-sharing, scooter-sharing, car-sharing) and infrastructure elements (parking and vehicle-repair stations for bikes).
- User satisfaction and acceptance is very high, as ratings in the iOS and Google app stores reflect.

Metric	Results to date
Users	>60000
Shared vehicles & infrastructure elements (bike parking lots and vehicle-repair stations)	>20000
Average rating at app stores	4.2 out of 5

Benefits to Society

An important part of CityTrips vision is to actively contribute to pursuing the following high level objectives:

- Foster more efficient and environmental-friendly mobility habits in cities, dealing with major societal goals to promote sustainable urban mobility and contribute to better air quality, reduced congestion and stress. In this regard, in order to better ground urban mobility strategies, CityTrips generates data-driven insights for urban planners at city, and also at B2B level, engaging public administration, policy makers and leading private players in the mobility arena.
- Provide access to viable, complete and convenient mobility as an alternative to non-sustainable mobility options. Special attention is being paid to provide extensive information on available mobility services, e.g. accessibility for PRM (People with Reduced Mobility), informing about adapted infrastructure in public transport, including taxis.
- Generate economic growth and opportunities for local mobility ecosystems and partners. In this regard, CityTrips is currently exploring the commercialisation of bundled mobility packages, as well as other Location Based Services that will be offered to a growing user base.

References

<https://gocitytrips.com>

“MaaS of the Month” is an initiative of the MaaS Alliance; it is a collaborative effort of the members of the Alliance’s Working Group on Users & Rules and Working Group on Governance & Business Models.

