

# RACC NEWS 2020



**RACC**  
Mobility  
Club

*We are here to help*



## Move-Right: Play and Learn

**[01 January 2020]** The RACC has designed a road safety website and game for the Educational Community to help teachers with road safety education for children from 6 to 12 years old. The website contains useful road safety information, updated on a monthly basis, with a link to the new online game to learn Road Safety while playing the game called “Move-Right Play & Learn”. Students must explore the city and learn how to move around safely in different situations, including skating, as car occupants, cycling, in public transport, as pedestrian, etc.

**Easy, fun and interesting.** Learning Road Safety through a cloud-based online game. Making road safety education technologically up-to-date, easy, fun and interesting. Using technology to educate children. The game can be accessed by an Ed-

ucator by registering or directly by a young child at home under parent supervision:

- Educator access: allows teachers and educators to personalize its usage, to play only one game with the whole class so that every student plays the same sequence or let every student follow the game at their own speed.
- Kids from home: children can play as guests. The game shows them different challenges on road safety and mobility. They must solve them correctly winning points. Or not so correctly, winning less points but learning why they have made a mistake.

The Club has included 12 situations that cover all the roles a child/person can develop when moving into the city:

- As pedestrians
- As drivers: bike and skate
- As passengers: parent’s car, public transport, school bus

- As citizens: what to do to help in case of an accident

**Free for Club members and non-members.** The RACC offers Play & Learn to the whole Educational Community of Spain and children from 6 to 12, Club members and non-members. The RACC has shared it with the Road Safety Authorities and the Club is working to achieve their recognition as one of the official tools for Road Safety education at schools.

The online game has been designed to grow in situations and languages and can be used in every market. The plan is to find partners interested, RACC can work on the implementation in other countries. The online game could be personalised for different Clubs if desired, and it is also prepared to include new mobility situations, new challenges, and new languages.

# Club crisis response: RACC headquarters made available to authorities

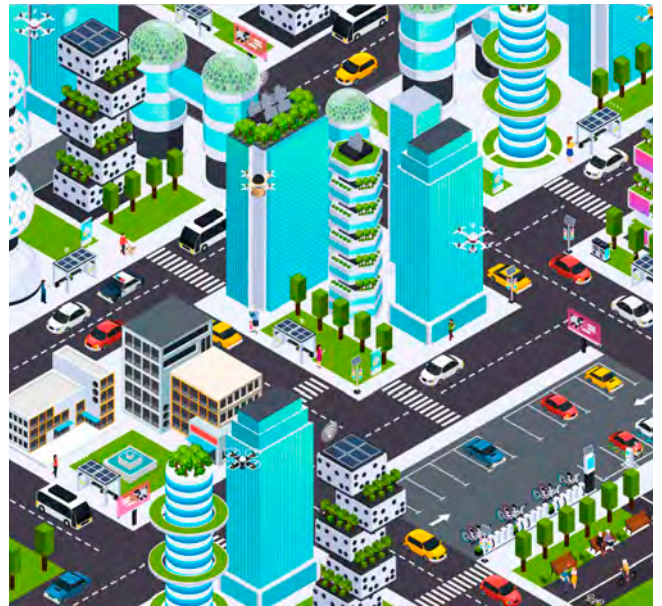
**[30 March 2020]** Given the exceptional situation created by the COVID-19 pandemic, RACC is working harder than ever in order to accomplish our mission of being there for people. Last February we created a monitoring committee that has been deploying our contingency plan, and all employees that are able to telework – including the central services, offices and call centres – are working from their homes.

Our telephone and online attention channels are operating normally, and we are also informing our members periodically about the measures we are taking and the services that are available to them. We are especially strengthening our telephone medical service, the on-site breakdown assistance service sending workshop-cars, and the urgent home repair service, in addition to the legal assistance and technical assistance services, now that many people are working from home.

We made available to the authorities the RACC headquarters in Barcelona. Our building has more than 16 000 m<sup>2</sup>, it is fitted with a medicalised heliport, and it is located very close to the main hospitals in the city.

As regards education, the RACC driving-school teachers are providing theory classes through the Instagram profile @RACCautoescuela. This service is offered for free, and it is open to everybody, regardless of whether they are pupils of our driving schools or not.

Moreover, we have made available to the whole education community our online road safety game 'Play&Learn', aimed at children aged 6 to 12 years, open to all and for free. In the educational field as well, we have extended the deadline for schools to take part in the 13th edition of the 'Young People and Mobility' contest.



## Research focusses on future mobility that may impact the club's service model

**[28 May 2020]** Research and innovation have always been a mainstay for the RACC to identify the needs of society, understand mobility trends and rigorously defend the interests of users.

The RACC is currently participating in 10 research initiatives of the European Union, which are usually developed by multidisciplinary consortia made up of public and private entities. Our function is directly related to our role as user association, meaning that we are the link between technological development and users, both during the phase in which the needs are analysed, as well as during the validation of solutions, the organisation of pilot tests and the dissemination of results.

We are currently involved in research projects in the fields of autonomous vehicles, services for connected cars and ADAS systems (Brave, C-Mobile, C-Roads, Drive2TheFuture and ADAS&me), Mobility as a Service (Galileo for Mobility), big data and mobility (European Data Incubator), improvement of road infrastructures (Slain), new safety systems for motorcycle riders (Pioneers) and emissions reduction (Modales).

R&D projects allow us to build knowledge on current and future mobility that we subsequently apply in different areas of interest of the Club and strengthen the reputation of the Club as a mobility expert. In addition, thanks to the European resources, we are able to achieve all of these benefits with a feasible funding scheme. We will continue participating in all the projects that may have an impact on the mobility of the future.



**13è Concurs**  
**Joves & Mobilitat**



Generalitat de Catalunya  
 Departament d'Interior



Generalitat de Catalunya  
 Departament d'Educació

# Young People and Mobility Contest 2020 rewards the best school works on Road Safety for bicycles and scooters

**[16 June 2020]** The Young People and Mobility contest, organized by the RACC, with the collaboration of the Catalan Traffic Service and the Departments of the Interior and Education of the Catalan Government, has presented the awards of its 13th edition, which this year focussed its theme on the safe mobility of young people using bicycles and scooters. The aim of the contest is promoting attitudes and values for a

safe, sustainable and responsible mobility amongst boys and girls aged 13 to 17 years. More than 18,000 pupils from all over Catalonia have taken part in this contest since its introduction, giving their perspective on mobility through more than 12,000 works. The prize-giving ceremony, which was held online this year, counted on the participation of Josep Mateu, RACC President; Miquel Buch, Minister of the

Interior of the Catalan Government; Juli Gendrau, Director of the Catalan Traffic Service; and Ramon Grau, Deputy Director General for Syllabus Design of the Department of Education. In addition to the categories Graphical AD, Video for Instagram, and Project for the Improvement of Road Safety, a new category was added this year, which recognises the best educational project on safe mobility promoted by a school.

# RACC launches Bicipedia RACC

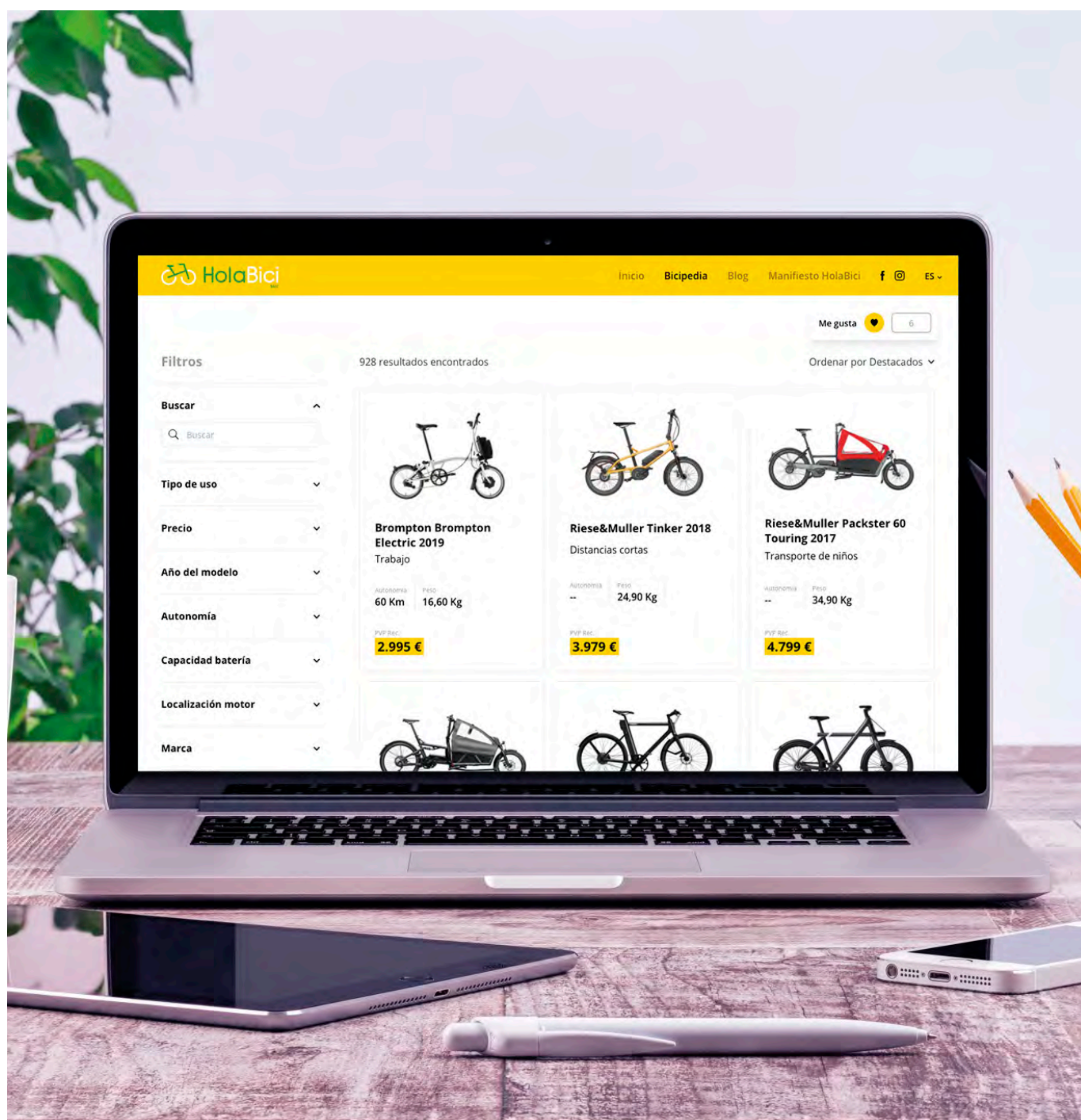
**[25 June 2020]** The RACC has created Bicipedia RACC ([www.bicipedia-racc.es](http://www.bicipedia-racc.es)), a virtual encyclopaedia on electric bicycles to promote safe and sustainable mobility.

With this portal, the Club extends its services dedicated to the new mobility, making specific progress in the field of urban cycling. Bicycles have become one of the safest ways to move around the city during the COVID-19 pandemic,

and they are, at the same time, a very environment-friendly means of transport. These circumstances make Bicipedia RACC more useful than ever.

For the development of this project, the RACC counted on the support of the ANWB, which has already an electric bicycle comparator helping users to choose the most adapted e-bicycle. Bicipedia is only the latest RACC initiative created for cyclist. Indeed, the Club

provides also *Punts Bici* – self-repair stations of the Club, *RACC Bici* – breakdown assistance through a new membership modality, and *City Trips* – the mobile App that gathers the complete urban transport offer and also integrates information about bicycles lanes. At the same time, the Club continues to dedicate efforts to analysing the behaviour of bicycle users and consolidating its user community called *HolaBici*.







## RACC wins the 2020 Innovation Award

**[25 June 2020]** On 25 June 2020, FIA Region I hosted the 2020 Innovation Award online ceremony to honour innovative projects run by its member Clubs.

**The 2020 Innovation Award winner is the RACC with its project Nestor,** a personal assistance service that offers more than 150 services, from home repairs to food delivery. The Nestor app is free to download and is available for both iOS and Android devices for both RACC members and non-members.

A joint second place went to ACI with the project Guido Bene and ÖAMTC with its Diagnostics tool for battery checks of electric cars. ACI's Guido Bene is a new insurance policy that rewards outstanding driving style with a valuable renewal discount, thanks to the black box installed in the vehicle. ÖAMTC's Diagnostics tool makes it possible to evaluate the status of batteries of electric cars, and therefore will help create a "second hand/used" car market for electric cars.

**The Innovation Award – Road Safety went also to the RACC with the project Move-right, play and learn,** a road safety website and game that helps teachers with road safety education for children from 6 to 12 years old. Finally, the ACP received the 2020 Excellence in Advertising Award for its campaign "You don't know what ACP can do for you". Featuring a series of humorous videos and posters, the campaign shows that today ACP services extend well beyond roadside assistance.

# Call on Public Administrations to adopt a mobility strategy with a metropolitan vision

**[09 July 2020]** Now that we are in the recovering phase and daily activity in cities is increasing, mobility becomes one of the biggest challenges, due to the imposed social distancing and the occupancy limitation in public transport. With this in mind, the RACC called on public administrations to adopt a mo-

bility strategy with a metropolitan vision, offering mobility alternatives and ensuring safe, affordable and flexible mobility for all.

In order to reduce congestion at peak hours and reduce commuting, the RACC requests companies to keep the habit of teleworking and to arrange flexi-

ble entry and exit times for work and schools. In addition, RACC advocates for walking, the use of bicycles and micro-mobility vehicles to cover urban distances of less than 10 km, where these alternatives may be more competitive than cars in terms of travelling time. The safety in the recently transformed urban spaces should also be guaranteed, for instance by segregating bicycle lanes from the ordinary motor vehicle traffic.

The RACC also supports an ambitious aid scheme to electrify vehicles (public transport, private vehicles and taxi fleets) and demands a parking strategy to allow visitors to park their car and continue the journey with a bike or shared e-scooter. This should be complemented by a substantial expansion of shared bicycles and motorbikes fleets. Concerning public transport, the Club notes that the frequency should be increased to compensate for the loss in the permitted occupancy. Likewise, the freed-up space in trains and busses should be allocated to micro-mobility vehicles.



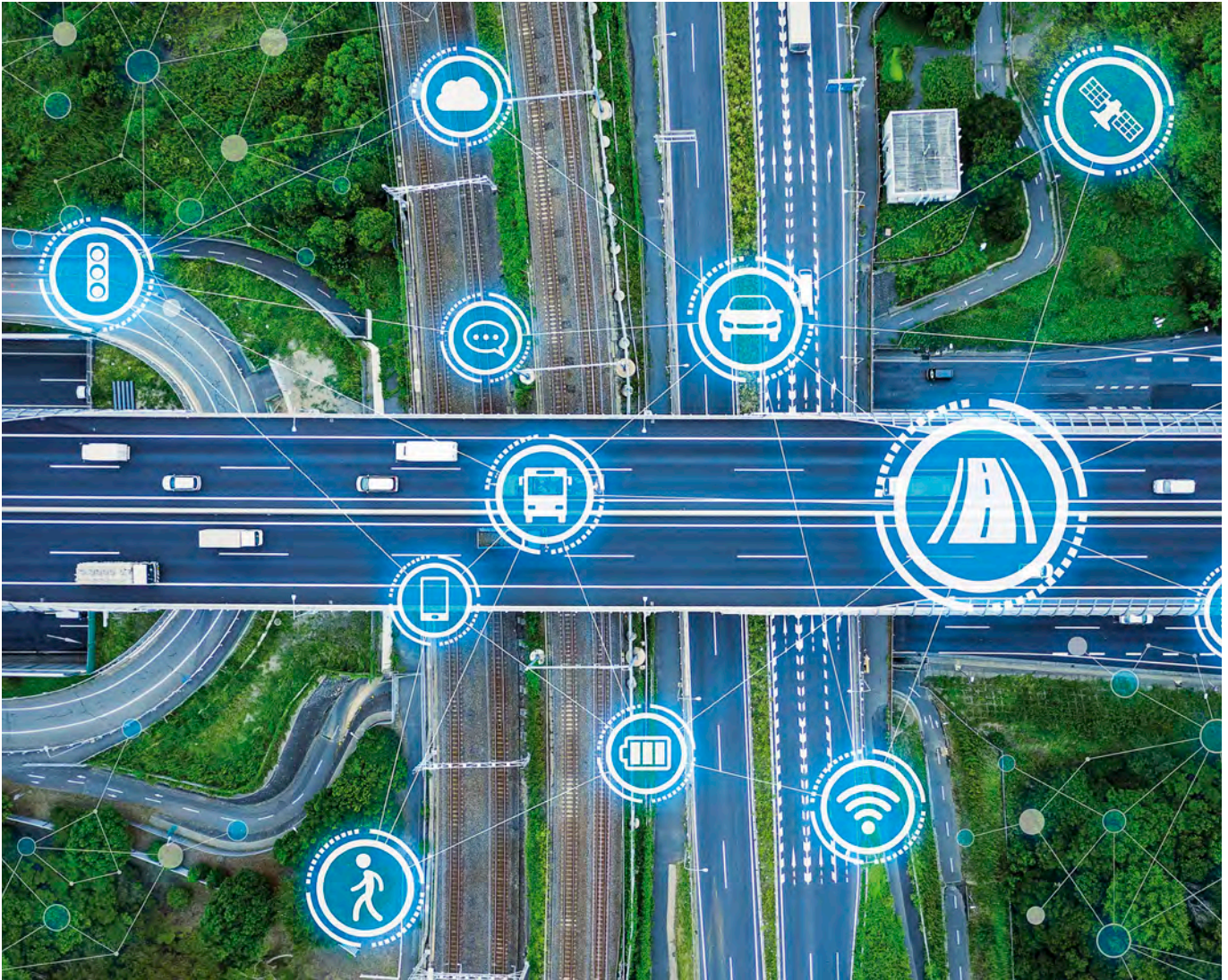
## Citytrips App is now available for Barcelona's tourists

**[09 July 2020]** The RACC has signed a collaboration agreement with the local consortium Turisme de Barcelona to make the RACC's CityTrips App available for Barcelona's visitors. The RACC's App will provide tourists with information about all modes of transport and will help them to move around in an agile, sustainable, affordable and safe way, even from a health point of view, as it now includes advice to reduce the risk of infection from COVID-19. Thanks to the agreement, the App will also disseminate a varied offer of tourist activities and experiences. The RACC's CityTrips is available in English, Spanish and Catalan and can be downloaded for iOS and Android for free.

RACC President Josep Mateu with Marian Muro, Turisme de Barcelona consortium General Manager.







## RACC joins Galileo4Mobility project to improve MaaS

**[20 August 2020]** The RACC has taken part in the European Galileo4Mobility project, which aims to introduce Galileo satellite technology into MaaS services to improve the user experience when using mobility services. This European satellite network offers much more accurate geolocation than other satellite systems and is in the global race to increase its market share. Many mobile phones, browsers and other connected devices are now compatible with this technology, which benefits users with more accurate geolocation when using mobility apps or maps, and is a qualitative leap in their daily mobility. The Galileo4Mobility project has been developed for two and a half years in

five European countries, with funding from the European Satellite Agency (GSA), which reports to the European Commission.

**Pilot trials in Barcelona.** The RACC has led the commercial aspects of this initiative, analysing the potential of the different developed MaaS services, doing the market analysis and identifying the main challenges that Galileo4Mobility will have to face in the future. The Club has also been responsible for organising the pilot trial in Barcelona, which was based on the use of the Galileo system on the MaaS CityTrips platform. This platform was developed by the RACC itself and provides users

with real-time information and access to the full offer of mobility and shared vehicles available in the city, according to their location and destination. Finally, the RACC analysed and assessed all the pilot trials carried out in Europe as part of the project. The Barcelona trial was joined by 3 more: a shared taxi service implemented in Thessaloniki (Greece), the shared car and bicycle service in the surroundings of Paris, and an on-demand town bus service in Cervelló, in the vicinity of Barcelona. The operation of all of these projects was based on Galileo satellite geolocation technology and demonstrated this system's great potential in promoting sustainable mobility.



# New road safety campaign for motorbike and motosharing users

**[21 September 2020]** The RACC and the Barcelona City Council have launched an awareness raising campaign to improve the road safety of motorbike and motosharing users. The initiative that carries the slogan “On motorbike, zero risks. Get it into your helmet!”, involves the participation of the eleven companies that offer motosharing services in the city, and counts on the support of the FIA.

The initiative reflects the concern of the RACC to improve road safety for the most vulnerable group of road users, such as motorbike riders. With more than 300,000 registered motorbikes and mopeds in Barcelona, figures show that almost 1 of every 2 road accident fatalities in 2019 involved a motorbike rider. The messages of the campaign raise awareness about the risks involved in riding under the influence of alcohol and drugs, ask users for a civic behaviour, avoiding to ride on bus lanes or bike

lanes, and recommend the use of masks and gloves for health safety reasons. The campaign does also highlight the benefits of motosharing to move around the city and the optimisation of public space, as well as the contribution to cleaner air and noise reduction, since

all the mopeds offered in Barcelona are electric.

The campaign is disseminated by means of stickers placed on shared mopeds, through outdoor advertising and by means of messages and videos distributed in social media.



# The Club collaborates on tests for the European C-MobILE Project

**[22 September 2020]** A consortium led by the RACC, Applus+ Idiada –a company specialised in vehicle design, testing and homologation– and the Barcelona City Council, have launched

the application C-MobILE Barcelona, which offers official and real-time information to motorists, motorcyclists and cyclists about mobility-related incidents happening around them.

**Users receive real-time visual and voice alerts** through the C-MobILE Barcelona app, about incidents and services on the road, such as works, traffic-jams or adverse weather conditions, the state of reversible lanes, as well as notifications about speed limits, the entry into the Low Emission Zone, and the traffic-light changing intervals and the travelling speed recommended to reach traffic lights when they are green.

The Club collaborated with the validation of the app, both from the perspective of final users and at a technological level, and has performed tests under real traffic conditions with the RACC's vehicle fleet.

C-MobILE Barcelona is a free Android application, compatible with any navigation app, such as Google Maps or Waze.





## RACC and the insurance company Zurich present pioneering study about mobility from the gender perspective

**[29 September 2020]** The RACC, with the aim of contributing to the defence of users in urban mobility, has presented a pioneering study in Spain, carried out together with the insurance company Zurich, that analyses the differences between men and women as regards the perception of personal safety and their mobility habits when walking or using public and private transport in Madrid and Barcelona. The study, which is based on more than 1,500 surveys and 17,000 behaviour observations during peak hours in buses and the underground, shows that in both cities, four of every ten women have suffered some episode of physical or verbal harassment while walking. Around 60% of women in Madrid and 68% in Barcelona declare that they have changed their mobility habits occasionally due to personal safety rea-

sons, compared to 30% and 28% of men, respectively.

In both cities, nine out of ten women try to be accompanied when moving at night, for which the private car, a taxi, the motorcycle – and personal mobility vehicles in Barcelona – are considered the safest means, while walking, the underground or the bus are considered as the most insecure.

### **Safety measures in public transport.**

More than 75% of women in Madrid and 80% in Barcelona, believe that it is essential to increase the safety measures on public roads and in public transport. Higher fines for people who assault or harass, increasing the number of security staff in the underground and improving lighting in public spaces are some of the measures demanded by female users.

Considering the conclusions of this study, the RACC recommends the Administrations, amongst other actions, to make an inventory of the public spaces (squares, roads, etc.) to detect safety risks while walking on the streets, to perform mobility and gender audits led by women, and to apply technologies that make a quick intervention easier in case of risk (cameras with artificial intelligence, SOS button, etc.).

The Club's recommendations for public transport operators are to perform security audits that take into account the gender of users, to establish on-demand-stop systems for night buses or in outlying areas, to implement mobility apps with real-time data to minimise waiting times, to increase the number of surveillance cameras and security agents, and to improve the lighting in stations, platforms and bus stops.



# RACC and Deloitte promote the Mobility Institute, a research platform that analyses new mobility trends and models

**[16 November 2020]** The RACC and Deloitte Digital have got together to launch the Mobility Institute ([www.mobilityinstitute.es](http://www.mobilityinstitute.es)) a research platform which leads the analysis of new mobility models and trends with a perspective of promoting collaboration and business and institutional relationships.

The Mobility Institute has already been joined by 45 members from the sectors of infrastructures, distribution, consulting, engineering, finances, insurances and public administrations.

The mission of this new independent platform is to generate and share knowledge of mobility in the midst of change and its market opportunities, with the aim of generating a great engine of possibilities for companies and associated entities.

At present, the Institute has been joined by public entities like the Metropolitan Authority of Barcelona, the Metropolitan Transport Authority of Barcelona, the City Councils of Madrid, Badalona and L'Hospitalet, railway operators like

Renfe and FGC, metro operators (TMB) and private transport and mobility companies, including Uber, which joined recently in order to take part in the debate on the future of mobility in large cities, contributing with their experience as a worldwide ridesharing benchmark.

**Analysing mobility from all perspectives.** The Mobility Institute analyses urban mobility from all perspectives - involving consumers, technology, companies and administrations-. In addition to generating market research activities for its members, related to micromobility, digital data management or new trends in the field of vehicle ownership models, amongst other topics, the Mobility Institute does also coordinate the Mobility Barometer, a permanent observatory that monitors the evolution of the citizens' mobility habits in Barcelona and Madrid every month. The creation of the Mobility Institute by the RACC and Deloitte is a response to the evidence that mobility has be-

come much more than the movement of people or goods from one point to another, and that it implies, above all, the movement of data.

Cities are turning into more intelligent spaces thanks to the new technologies, new regulations and the emergence of new disruptive actors that have a direct effect on the changes happening around us.

In this new scenario, initiatives like the Mobility Institute can contribute to a safer, more intelligent and sustainable mobility that will help to achieve targets, such as the reduction by 30% of the CO<sub>2</sub> emissions in Europe by 2030 or the halving of the number of road accident victims.

At the same time, it offers companies as much information as possible about the changes and trends in mobility, thus making it easier to match the new mobility with the economic progress in cities and countries and also offers consulting services that meet the particular needs of each case.





## RACC major player at the Smart City World Congress 2020 in Barcelona

**[20 November 2020]** The RACC has played an outstanding role as participant, organiser and partner of the Smart City World Congress, held on 17 and 18 November in Barcelona, as an online event under the name Smart City Live 2020.

This meeting, the most important event dedicated to smart cities and urban innovation, has gathered 20,498 specialists in urbanism, architecture, technology, geopolitics and public management from 144 countries, with the participation of 242 speakers, including **Ada Colau**, Mayor of Barcelona; **Michael Müller**, Mayor of Berlin; **Anne Hidalgo**, Mayor of Paris; **Teresa Ribera**, Spanish Vice President and Minister of Ecological Transition and **Takuya Hirai**, Japanese Minister of Digital Transformation.

**RACC President, Josep Mateu**, who is Vice President of the Smart City World Congress, took part in a Side Event during which he explained the Club's proposals as regards urban mobility, which need rigorous and agreed planning, with a metropolitan vision, in order to ensure a safe and sustainable mobility, at the same time allowing the economic progress of cities and countries.

### **Sharing the success of City Trips.**

In this session, which also counted on the participation of the RACC Foundation, the most highlighted topic was the importance of new technologies and big data to offer better mobility services to users. In this sense, the RACC shared the Club's experience with **City Trips**, the app with an international vision that

gathers the public and shared transport offer in more than 26 large cities in Europe, America and Asia.

The Club also organised a debate on Tactical Urbanism through the Mobility Institute, analysing, together with the RACC President, municipal authorities and public transport managers from Barcelona, the new challenges of urban mobility arising out of the Covid-19 pandemic.

The RACC was also involved in the organisation of Smart City Live 2020 as partner of the event, thus showing its commitment to an urban and metropolitan mobility that does not exclude anyone, allowing for the economic progress of society and making another step forward in its evolution as a Club of services for mobility.



# How have users changed their urban mobility habits due to covid-19?

**[23 November 2020]** One of every three citizens in the metropolitan area of Barcelona have changed their mobility habits due to COVID-19, due to health reasons -the need to keep physical distance and maximize hygiene- and due to the reduction of travels as a consequence of the loss of jobs and the increase of teleworking, according to a study carried out by the RACC. The study, performed with the aim of contributing to an improvement of urban and metropolitan mobility within the current context, making user safety and environmental protection compatible with economic progress, shows that currently there are **1,125,000 less travels made in Barcelona than before the pandemic.**

The private car is the means of transport that has grown most. It was used to make 24% of the travels within the city and is now used for 47%, and as regards metropolitan travels, it has

increased from 27% to 52%. Walking has increased the percentage of use as well, especially inside Barcelona: before the pandemic, 1 of every 4 respondents (24%) walked around Barcelona, and the current figure is 1 of every 3 (34%).



By contrast, **the use of public transport has dropped notoriously.** The number of underground users has dropped from 42% to 27% in the city and from 30% to 20% in metropolitan travels; and the use of the urban bus has dropped from 32% to 24% inside the city and from 20% to 16% in metropolitan travels.

For all of these reasons, the RACC recommends minimising the volume of travels, promoting teleworking and time flexibility; increasing safety for bicycles and scooters in the city and their co-existence with pedestrians; reducing the price of public transport during peak times to promote its use; creating spaces for bicycles and scooters on the roads, increasing the investment in zero-emission public transport; boosting shared mobility and promoting a rational and efficient use of the privately-owned vehicle, with more Park&Ride facilities and HOV lanes, and increasing the e-car recharging points.

## The Barcelona Road Safety Forum, co-organized by the Club, analyses the human dimension of road safety

**[11 December 2020]** The Barcelona Road Safety Forum, the yearly meeting organized by the RACC, the Barcelona City Council, the Catalan Traffic Service, and the Association for the Prevention of Road Accidents P(A)T, held its 26th meeting, reflecting on the human dimension of road safety.

In his participation, RACC President Josep Mateu highlighted the need to analyse mobility from a gender perspective and alerted on the foreseeable increase of fatal accidents as the mobility restrictions caused by the pandemic disappear. He also advocated for the use of technology to reduce the number of road accidents, improve the infrastructures and the safety of vehicles, and to avoid distractions while driving.





# RACC alerts that motorcycles are involved in 43% of fatal or serious accidents in Catalonia despite accounting for only 5% of mobility

**[11 December 2020]** Between 2017 and 2019, at least one motorcycle or moped was involved in 43% of all accidents resulting in fatal victims or serious injuries on Catalan roads; a very high percentage, considering that these vehicles account for around 5% of the global mobility on the road. This is one of the most worrying conclusions of the 19th EuroRAP road assessment study, with

which the RACC analysed the Catalan road network.

The study does also state that 50% of the serious and fatal motorcycle accidents happen on 13% of the road network, to be precise, on road sections in the metropolitan area of Barcelona, and that 7 out of 10 road sections with a higher motorcycle accident concentration already appeared in the previous

edition of the EuroRAP study. Most of these risk sections are on conventional roads (non-twinning roads) or motorways and expressways with a very high traffic density.

The RACC points out that 30% of the Catalan road network shows a “high” or “very high” accident risk, a figure that has remained unchanged since the last study.





## Road sections with the highest risk of accidents (2017-2019)



# The Spanish State Road Network has 2,160 km with a high or very high serious or fatal accident risk

**[21 December 2020]** The RACC has launched the 17th edition of the road assessment programme EuroRAP, which analysed, for another year, the road accident rate on the Spanish State Road Network (SRN). To prepare the analysis, the RACC counted on the collaboration of the Spanish Ministry of Transport, Mobility and Urban Agenda and the Spanish Traffic Authority. The study shows that the Spanish State Road Network (SRN) has a total

of 2,160 km with a 'high' or 'very high' risk of having a serious or fatal accident, accounting for 8.6% of the total number of kilometres of the network, and a reduction by 2.4 compared to the previous year.

This year the Club has also analysed the evolution of the accident risk in the past 10 years, highlighting that between 2010 and 2019, the number of fatal road accident victims dropped only by 29%, thus distancing Spain

from the fulfilment of the European Union's target of reducing them by 50% in the 2010-2020 decade. The mobility limitations imposed by the pandemic may help to achieve this EU target, although it is a situation due to the existing circumstances, something that, according to the RACC "reveals the need to give a new boost to road safety through new specific measures that will be effective in a short and medium term."



*We are here to help*