

Transport Services - Customer communications for
passenger transport services - A Universal Design
approach

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EUROPEAN STANDARD

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English Version

Transport Services - Customer communications for passenger transport services - A Universal Design approach

Services de transport - Communications destinées aux clients de services de transport collectif - Une approche de conception universelle

Dienstleistungen im Transportwesen - Kundenkommunikation für Dienstleistungen im Personenverkehr - Ein Universal Design-Ansatz

This European Standard was approved by CEN on 3 October 2021.

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EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
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European foreword

This document (EN 17478:2021) has been prepared by Technical Committee CEN/TC 320 “Transport - Logistics and services”, the secretariat of which is held by NEN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by June 2022, and conflicting national standards shall be withdrawn at the latest by June 2022.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN shall not be held responsible for identifying any or all such patent rights.

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Introduction

Transport is fundamental to our economy and society. Mobility is vital for the internal market and for the quality of life of citizens as they enjoy their freedom to travel. One of the critical success factors for mobility is the possibility that information relating to travel can be accessed, understood and used. This relies on the availability of accessible and usable, adequate and interoperable multi-modal trip information for planning and making a journey.

Ineffective user communications in many situations result in a number of users unable to travel independently. Providing services that can be easily accessed, understood and used benefits a wide range of users including young persons, persons with disabilities, older persons and persons who cannot read for various reasons (for example, due to not being a user of the language used, intellectual disability, or illiteracy) who are an important part of the users of the public transportation means. The rationale for Universal Design is that user communications are more accessible and usable by the widest range of users, without the need for additional adaptation or specialized design. It should be possible to use assistive devices when needed.

Procurement and in particular public procurement can play a key role in ensuring a sustainable and inclusive society. It is a requirement in the public procurement process to take into account accessibility criteria for persons with disabilities or design for all users in the transport sector¹. Applying a Universal Design approach can support meeting these requirements and extend the range of users and support innovation and sustainable development.

The term 'user' is used throughout this document. A 'user', in the context of this document, is a person who interacts with communications provided by transport services providers. It includes; a person who avails of a transport service (a passenger or a customer); a person who will potentially avail of a transport service; a person acting on behalf of another person who will (potentially) avail of a transport service; and a person interacting with transport communications for other reasons (such as to determine when a person who is availing of a transport service arrives at a station). Therefore the term 'user' is broader than the term 'customer' – it could be any member of the public

'User communications' does not include communications within a transport services provider's organization, nor communications between transport services providers and contractors or state agencies.

Communication, in the context of this document, includes one-way communication – (the provision of) information.

¹ Directive 2014/25/EU of the European Parliament and of the Council of 26 February 2014 on procurement by entities operating in the water, energy, transport and postal services sectors and repealing Directive 2004/17/EC

1 Scope

This document specifies requirements and recommendations for the planning, design, development and provision of user communications related to passenger transport so that these communications can be accessed, understood and used by the widest range of users, including persons with disabilities and older persons.

These requirements and recommendations enable an organization to extend its range of users by identifying diverse characteristics, capabilities, and preferences.

The requirements specified in this standard are applicable to but not limited to passenger transport service providers including air-, bus, rail-, and waterborne passenger transport services.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN 17161:2019, *Design for All - Accessibility following a Design for All approach in products, goods and services - Extending the range of users*

EN 301549:2021, *Accessibility requirements for ICT products and services*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1

accessibility

extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities to achieve identified goals in identified contexts of use

Note 1 to entry: Context of use includes direct use or use supported by assistive technologies.

[SOURCE: EN ISO 9241-112:2017, 3.15]

3.2

assistive technology

equipment, product system, hardware, software or service that is used to increase, maintain or improve capabilities of individuals

Note 1 to entry: Assistive technology is an umbrella term that is broader than assistive products.

Note 2 to entry: Assistive technology can include assistive services, and professional services needed for assessment, recommendation and provision.

[SOURCE: CEN-CENELEC Guide 6:2014, 2.16]