



DATS

News

Dedicated Accessible Transit Service *Spring 2025*



Heads up, DATS riders!



- ◆ To ensure accurate pick-up and drop-off locations, it's crucial to select the mountain icon, when using the DATS online booking tool.
- ◆ Choosing the wrong icon can lead to incorrect locations.
- ◆ Your attention to this detail will help ensure a smooth and accurate trip.
- ◆ **Learn more on page 6!**

Edmonton
Transit
Service

Edmonton

Celebrate 50 Years of DATS at Our Open House!

Mark your calendars! We're celebrating 50 years of serving our community with accessible transit!

For half a century, DATS has been a vital part of our community, providing essential transportation services to those who rely on accessible options. This Open House is a chance to see firsthand the dedication and innovation that make DATS such a valuable resource. We'll have a variety of activities and displays for everyone!

On April 28, 2025, come explore our vehicles (from low-floor buses to accessible vans), discover what's new at DATS, tour our facility! Enjoy presentations, interactive booths, and refreshments. It's a fun, informative day for all ages. We can't wait to celebrate with you!

For more information, please check online or contact an agent closer to the date.

DATS Percy Wickman Garage 5610 86 St NW, Edmonton, AB T6E 2X3

Attention: Programs/Group Homes Special Event Coming up?

Please let us know if you have a special event or group outing that may require additional DATS trips. Knowing about these events helps us to prepare for them.

ETS

MANAGER'S Message

Welcome to the Spring DATS newsletter! We're committed to providing you with valuable updates on our services and progress. This edition is particularly special as we celebrate a significant milestone: DATS' 50th anniversary! We invite you to join us for our DATS Open House to celebrate this achievement and learn more about the history and evolution of our services on April 28, 2025.

In this issue, we have some additional tips and tricks for using our new Online Booking Tool, a profile on one of our DATS Supervisors, and results from the 2024 Customer Satisfaction Survey.

As always, we are committed to making sure customer service is a top priority, along with safety, in 2025 and beyond. If you have any concerns about your service, please contact our Community Relations team at (780) 496-4567 (option 4).



Paul Schmold, Manager Paratransit DATS



General Questions about Arc?

If you need help with setting up or using Arc, there is support available.

- ▶ If you have online access - visit: myArc.ca
- ▶ If you prefer to call - phone the Arc Call Centre at 1-888-302-0001 (on the back of the Arc card) or phone 311.

For DATS clients still concerned about getting set up or using Arc,

please call our Community Relations team at (780) 496-4567 (option 4).



DATS CUSTOMER Satisfaction Survey

We're committed to making your DATS experience the best it can be! Your feedback is invaluable. We partnered with Pivotal Research Inc. for a satisfaction survey, and were thrilled to hear from 320 DATS clients, their families, and caregivers—up from 279 in 2023! Thank you for sharing your thoughts. This research focuses on your DATS journey and will inspire service enhancements.

We're excited to share that ridership has grown by 8.6% this year, demonstrating the community's continued reliance on DATS. As demand grows, we're working hard to maintain our on-time performance targets.

Here's what you told us:

Booking Experience:

- ◆ Courteousness of the booking agent: 94%
- ◆ Ability to book the day and time desired: 87%
- ◆ Wait time to make a booking to 78%

DATS Trip Experience:

- ◆ On-time pick-up: 74%
- ◆ On-time arrival: 84%
- ◆ 30 minute pick-up window: 75%
- ◆ General safety while onboard: 94%
- ◆ Cleanliness of vehicle: 93%
- ◆ Level of comfort: 88%
- ◆ Total travel time: 76%
- ◆ Overall DATS experience: 87%
- ◆ Courteousness of DATS operator: 92%
- ◆ DATS service operating hours: 89%
- ◆ Assistance from the DATS bus operator: 91%
- ◆ Receipt of pick-up and drop-off phone notifications: 85%
- ◆ Reliability: 83%



A big thanks to all DATS clients, families, and caregivers who participated in the survey. Your valuable feedback provides us with crucial insights into our service performance and helps us identify opportunities for future improvements.

ETS uses these annual surveys to track our progress in key areas and gather comprehensive customer feedback. If you'd like to be included in future research initiatives and share your perspectives, please contact our Community Relations team

(780) 496-4567 (option 4).

Spring Safety

Please dress for Edmonton weather, and wear layers for travel on vehicles that may be drafty as doors are opening and closing, or warm in the Spring sunshine.



HOLIDAY BOOKING

Schedule

APRIL (Easter 2025)

DATS will operate on a holiday schedule (the Client Services Centre will be closed) on: Friday, April 18, 2025 and on Sunday, April 20, 2025

Note: Subscription bookings will be cancelled on Friday, April 18, 2025 and on Monday, April 21, 2025. If you still require your subscription bookings on Friday or Monday, call (780) 496-4567 (option 2) to book it. Subscription trips **are not** cancelled on Sunday, April 20, 2025

MAY Victoria Day (Monday, May 19, 2025)

DATS will operate on a holiday schedule (the Client Services Centre will be closed) on: Monday, May 19, 2025.

Note: Subscription bookings will be cancelled on Monday, May 19, 2025. If you still require your subscription booking on May 19, call (780) 496-4567 (option 2) to book it.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
April 13	April 14	April 15	April 16	April 17	April 18	April 19	
April 2025		Can book for: April 16 (till noon), April 17, 18, 19	Can book for: April 17 (till noon), April 18, 19, 20	Can book for: April 18, 19 (till noon), April 20, 21, 22	HOLIDAY Client Services Closed Subscription Trips Cancelled	Can book for: April 20, 21, 22, 23 (till noon)	
		April 20	April 21	April 22	April 23	April 24	April 25
Client Services Closed Subscription Trips NOT	HOLIDAY Client Services Open Regular Booking Schedule resumes Subscription Trips Cancelled	Please Note: all phone calls into DATS are recorded for quality assurance and training purposes. DATS uses the recordings to ensure we are providing the very best customer service.					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
May 11	May 12	May 13	May 14	May 15	May 16	May 17	
May 2025					Can book for: May 17 (till noon), May 18, 19, 20	Can book for: May 18, 19, 20, 21 (till noon)	
May 18	May 19	May 20	May 21	May 22	May 23	May 24	
Can book for: May 19, 20, 21, 22 (till noon)	HOLIDAY Client Services Closed Subscription Trips Cancelled	Regular Booking Schedule resumes	Please Note: Subscription bookings will be cancelled on Monday, May 19, 2025. If you still require your subscription booking on May 19, call (780) 496-4567 (option 2) to book it.				

FARE ADJUSTMENTS

2025

On February 1, 2025, several ETS fare adjustments took effect:

- ◆ Arc single trip (90 minutes) fares increased from \$2.75 to \$3.
- ◆ Cash fare increased from \$3.50 to \$3.75.
- ◆ The standard adult Arc monthly fare cap increased from \$100 to \$102.
- ◆ The seniors monthly fare cap increased from \$35 to \$36 and the seniors annual fare cap increased from \$385 to \$396.
- ◆ The youth monthly fare cap decreased from \$73 to \$66.
- ◆ Ride Transit monthly fare cap increased from \$35 to \$36 or \$50 to \$51 (depending on income).

Transit is an essential service and it allows Edmontonians to access their city. As the city and service levels continue to grow, fares are one tool that are used to help support that increased level of service.

DATS ADVISORY GROUP (DAG)

New Committee Format

The DATS Advisory Group has voted to amend their structure. The group will now meet quarterly with more in person meetings. DATS will be offering increased opportunities for open feedback and engagement on a variety of initiatives such as vehicle design and technology. The DATS Advisory Group will be advising on broader topics for engagement with DATS riders and caregivers. Stay tuned for more details!

NOTE: If you have a general comment or suggestion for DAG, email us directly at: DAG@edmonton.ca, or call DATS Community Relations at (780) 496-4567 (option 4) and leave them a message to pass onto us. Thanks!

We understand that sometimes it can be easy to forget things on the bus. We want to kindly remind everyone to please double-check before leaving to make sure you have all your belongings with you.

We know how important your personal items are, and we would hate for anything to get lost or left behind. Thank you for your cooperation in making our rides smooth and worry-free for everyone!

Booking Tips

How to Book a Reservation Trip:

- ◆ Enter the location name or address to begin your booking.
- ◆ For the best service, choose a pre-loaded location from the search results, by selecting the one with this icon: **Locations with safe DATS access are indicated by this.**



It can load the wrong address information if you select the other icon.



For the smoothest and most reliable DATS experience, we strongly encourage you to select a pre-defined location (mountain icon) whenever available. This helps ensure accurate pick-up and drop-off, minimizing potential delays or confusion.

- ◆ Select your desired pickup date and time.
- ◆ Specify the equipment you'll be using and any additional passengers.
- ◆ Confirm your booking and proceed with any additional or return trips.

DATS

ONLINE BOOKING *Your Free and Easy Way to Book Trips!*

Were you using iBook?

Great news! Users were automatically moved to the new DATS Online Booking service. Your existing iBook login credentials will work seamlessly on the new platform. Just head to datsonlinebooking.edmonton.ca

New to online booking?

Welcome! You'll need to register to get started. Follow the online instructions at datsonlinebooking.edmonton.ca.

Need help? Contact the Community Relations Team at (780) 496-4567 (option 4) or email dats@edmonton.ca

◆ Choose the Mountain Icon

◆ DATS Online Booking offers a flexible way to specify your pick-up or drop-off location, including pre-defined locations (marked with a mountain icon) and open addresses (marked with an earth icon).

◆ **Pre-defined Locations (Mountain Icon):** These locations are already in our system and have been verified for safe and convenient DATS access. Selecting a pre-defined location, whenever possible, ensures the most accurate and efficient service, as it provides the driver with precise directions and designated access points. This is the recommended method for most bookings.

Enter pickup instructions if any

Location	Status
▲ WEM - DOOR 48, 170 STREET NW, EDMONTON, T5T 4J2	✓
▲ WEM - DOOR 50, 170 ST, EDMONTON, T5T 4J2	✓
🌐 West Edmonton Mall, 170 Street Northwest, Edmonton, AB, Canada	✗
🌐 WEM Dental, 170 Street Northwest, Edmonton, AB, Canada	✗

◆ **Open Addresses (Earth Icon):** This option allows you to enter a specific street address that may not be in our pre-defined location database. While this provides flexibility, it's important to note that DATS may not be able to serve all addresses in Edmonton. When using an open address, please ensure the location is accessible for DATS vehicles and clearly indicate any specific instructions (e.g., building name, entrance number) in the booking notes. Using the open address option may require additional confirmation from DATS and could potentially impact scheduling.

DATS Team Member Profile

Jason Magee

Late in 2024, Glenda Roberts retired after over 30 years of experience with the City of Edmonton. The new Supervisor of DATS Client Services is Jason Magee, who has been with DATS for just over a decade, first as a communications planner, and then more recently as team lead in Community Relations. Prior to that, he was heavily involved in Edmonton's live theatre scene (you may have even seen him on stage in the early 2000s).



In his new role, Jason will work with the team leads in Booking, Registration and Eligibility, and Community Relations to continue to deliver excellent customer service. He is looking forward to meeting clients and caregivers at the **DATS 50th Anniversary Open House in April**, and seeing some familiar faces from his time in Community Relations.

Over the next year or so, he hopes to increase DATS' presence in the community, working with the team leads to build a regular outreach schedule, review the registration and eligibility process, and further promote the new Online Booking Tool.

Expand your options! Try Mobility Choices Travel Training



Mobility Choices in-person travel training is free, open year-round and is aimed at current and potential transit users who need extra support and instruction to learn to use regular transit services including ETS bus, LRT, and On Demand services. The program is open to people with disabilities, seniors, newcomers, and agency staff serving these audiences.

For more information about customer travel training, contact **(780) 496-3000** or email etscustomertraining@edmonton.ca

DATS Notes

Call before you buy!

If you are considering new equipment for travel use on DATS, please contact Community Relations at (780) 496-4567 (option 4) first to make sure it can be safely secured on our DATS vehicles and contracted vehicles. Note: All wheelchairs, walkers, and scooters must meet the specific size, weight, and safety guidelines for DATS travel.

Fragrance Free Please

DATS is a shared ride service, so please avoid using scented products on our vehicles.

Lighting

Remember to keep outdoor lighting on at home in the early morning and later in the evening, so that DATS vehicle Operators can find your address, and safely escort you to or from your door.



Lost and Found

When you leave the DATS vehicle, make sure you have all of your belongings. ETS handles thousands of lost items every year. If you have lost an item on a DATS vehicle, it is sent to ETS lost and found at Edmonton Tower. Call (780) 496-1622 to confirm and pick up a lost item.

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**Please direct
comments/submissions
to:**

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E-mail Communications

Would you like to receive the DATS Newsletter and other communications and announcements by e-mail? Just send an e-mail to: dats@edmonton.ca. Or call us (780) 496-4567.

Contact DATS



DATS Client Service Centre (780) 496-4567

- ◆ Cancel a trip or check on a late ride: **Press 1**
- ◆ Book or change a trip: **Press 2**
- ◆ Register for DATS: **Press 3**
- ◆ Submit a commendation, concern, other inquiry: **Press 4**
- ◆ Use automated IVR: **Press 5** (see page 3)
- ◆ For subscription trips: **Press 6** (open after 12:30pm)

Telus Relay Service

- ◆ Dial **711** and ask for DATS

Lost & Found

- ◆ **(780) 496-1622**

E-mail / Website

- ◆ DATS@edmonton.ca
- ◆ takeETS.com/DATS

Online booking

- ◆ <https://datsonlinebooking.edmonton.ca>

◆ DATS Client Service Centre Trip Booking

Monday to Friday:
7:30 a.m. to 5:00 p.m.
Saturday and Sunday:
7:30 a.m. to 12:00 noon

Registration, Commendations, Concerns

Monday to Friday:
8:30 a.m. to 4:30 p.m.

Outside of Regular Hours

(trip cancels, checking late ride)

Monday to Thursday:

5:00 a.m. to 11:00 p.m.

Friday: 5:00 a.m. to midnight

Saturday: 6:00 a.m. to midnight

Sunday and holidays:

6:00 a.m. to 11:00 p.m.



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Return undeliverable Canadian address to:

DATS

**Percy Wickman Garage
5610 86 Street NW
Edmonton, Alberta T6E 2X3**

post office indicia here