



# DATS NEWS

Summer 2025

Dedicated Accessible Transit Service

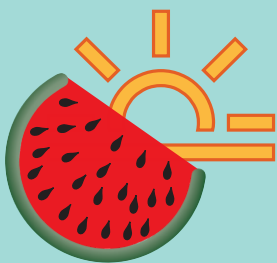


## Summer Festivals Fun with DATS!

As Edmonton's vibrant summer festival season approaches, DATS is ready to ensure you can experience all the fun!

We're looking forward to providing accessible transportation to these exciting events.

◆ Learn more on page 6!



Edmonton  
Transit  
Service

Edmonton

## Percy Wickman

### *A Champion for Accessibility*

Percy Wickman's life story is a testament to extraordinary resilience and unwavering dedication to advocacy.

A 1964 accident, which resulted in paraplegia, ignited Percy Wickman's dedication to disability advocacy. He became a leading voice, instrumental in founding the Alberta Committee of Citizens with Disabilities and the Handicapped Housing Society of Alberta.

His contributions were crucial to the creation of DATS, a vital service for Edmontonians. Percy's commitment to advocacy transcended organizational and grassroots efforts. He continued to serve the community in public office, first as a city councillor and later as an MLA, where he consistently used his platform to advocate for disability rights, raise awareness, and push for policy changes that would foster a more inclusive society. His tireless work and significant contributions were recognized with the highest civilian honor, the Order of Canada, a testament to his profound impact. Although he passed away in 2004, Percy Wickman's indomitable spirit and groundbreaking achievements continue to inspire and inform our ongoing commitment to accessibility and inclusion, ensuring his legacy lives on in the lives he touched and the systems he helped transform.

# Manager's Message

We're excited for the summer and all the community events Edmonton has to offer!

We're also still celebrating our fantastic 50th-anniversary open house – thank you for making it so special!

Our **Operations team** is working with the City to ensure smooth DATS service for summer events, ensuring the pickup and drop off locations are accessible, especially for outdoor events.

Summer is a great time to explore ETS accessible options. Try transit orientation or the "**Mobility Choices**" program for support. Remember, DATS registrants can bring a friend free on ETS!

Our **Community Relations team** is ready to connect with you about DATS services. Reach out to them anytime at (780) 496-4567 (option 4). Your safety and excellent service remain our priorities in 2025.

## Enjoy your summer!



**Paul Schmold, Manager  
Paratransit DATS**



### **Staying Cool on Warm Days**

We know it can get pretty warm when the weather heats up, and we truly appreciate your patience. Your comfort and safety are always our top priority!

Please remember to **stay hydrated and dress in light clothing**. If you ever feel too warm or unwell during your ride, please don't hesitate to let your driver know right away. We're here to help!

# Your Community Connection

## *A Closer Look at the DATS Call Centre DATS*

Have you ever wondered about the caring individuals who assist you when you call to book your DATS service? Our Call Centre is more than just a booking line; it's a team of approximately 25 dedicated professionals, including booking agents, team leads, and specialists in Registration and Community Relations. We're committed to providing you with reliable and compassionate support, working across various shifts seven days a week to meet your needs.

Each member of our team undergoes thorough training to ensure they can offer you the highest level of personalized service, even during peak call times. We understand that your time is valuable, so we continuously monitor our phone lines to optimize efficiency and review calls to maintain accuracy and address any concerns promptly. In 2022, we were honored to assist with over 350,000 calls, averaging over 700 daily on our booking line – a testament to our commitment to serving our community.

To help us serve you even better, our experienced booking agents have compiled these helpful tips:

### **Plan Ahead and Avoid Peak Times:**

Consider calling on weekends to book your trips for Tuesday and Wednesday. Our Call Centre is open from 7:30 am to 12:00 noon on Saturdays and Sundays, and call volumes are typically lower. This can significantly reduce your wait times, especially on Monday mornings.

### **Simplify Group Bookings:**

For group trips, establishing subscriptions is highly recommended for streamlined scheduling.

When managing multiple trips for several clients, calling during less busy weekend hours can make the booking process more efficient.

### **Verify Your Trip Details:**

Our agents will carefully review your trip details with you at the end of each call. Please listen attentively to confirm the accuracy of all information.



### ***Timely Cancellations***

If a cancellation is necessary, please provide at least **two hours'** notice. This allows us to offer the trip to another client in need.

To cancel, please call 780-496-4567 (option 1).

We appreciate your understanding and cooperation.

We're dedicated to making your DATS experience as seamless, comfortable, and positive as possible.

***Thank you for allowing us  
to be a part of your  
journey.***



# Holiday Booking Schedule



## Canada Day, Heritage Day and Labour Day

DATS will operate on a holiday schedule (the Client Services Centre will be closed) on Tuesday, July 1 for Canada Day, Monday, August 4 for Heritage Day, Monday, September 1 for Labour Day and Tuesday, September 30 for the National Day for Truth and Reconciliation.

**Note:** Subscription bookings will be cancelled on all Statutory Holidays. If you still require your subscription booking on these days, please call (780) 496-4567 (option 2) to book.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>June 29</b>
<b>July 2025</b>						<b>Can book for:</b> Jun 30, 31, Jul 1, 2 (till noon)
<b>June 30</b>	<b>June 31</b>	<b>July 1</b>	<b>July 2</b>			
<b>Can book for:</b> Jun 31, Jul 1, 2, 3 (till noon)	<b>Can book for:</b> Jul 1 (till noon) Jul 2, 3, 4	<b>HOLIDAY</b> Client Services Closed Subscription Trips Cancelled	<b>Regular Booking Schedule resumes</b>			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					<b>August 1</b>	<b>August 2</b>
<b>August 2025</b>					<b>Can book for:</b> Aug 2 (till noon) Aug 3, 4, 5	<b>Can book for:</b> Aug 3, 4, 5, 6 (till noon)
<b>August 3</b>	<b>August 4</b>	<b>August 5</b>				
<b>Can book for:</b> Aug 4, 5, 6, 7 (till noon)	<b>HOLIDAY</b> Client Services Closed Subscription Trips Cancelled	<b>Regular Booking Schedule resumes</b>				
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					<b>August 29</b>	<b>August 30</b>
<b>September 2025</b>					<b>Can book for:</b> Aug 30 (till noon) Aug 31, Sept 1, 2	<b>Can book for:</b> Aug 31, Sept 1, 2, 3 (till noon)
<b>August 31</b>	<b>Sept 1</b>	<b>Sept 2</b>				
<b>Can book for:</b> Sept 1, 2, 3, 4 (till noon)	<b>HOLIDAY</b> Client Services Closed Subscription Trips Cancelled	<b>Regular Booking Schedule resumes</b>	Watch for an additional booking schedule for the National Day for Truth and Reconciliation in the next newsletter.			

# A Great Day to Remember

## *DATS 50 Years Anniversary*

What an incredible day it was on May 5, 2025, as DATS proudly celebrated its **50th Anniversary Open House** at the Percy Wickman Garage! The air was buzzing with excitement, marking five decades of dedicated accessible transit.

Guests enjoyed delicious food from **Fat Franks**, explored our facility and vehicle showcase, and engaged with interactive booths from fantastic partners like **Mobility Choices/Transit 101**, **DAG**, **Arc Team**, **Chrysalis**, **Sage**, **Voice for Albertans with Disabilities**, **Elves**, **Nina Hagerty**, and **Dogs with Wings**. Our talented balloon artist and face painting added to the fun for everyone!



The highlight was our opening ceremony, graced by **Mayor Amarjeet Sohi**, **Councillor Jo-Anne Wright**, **Councillor Keren Tang**, **City Manager Eddie Robar**, **ETS Branch Manager Carrie Hotton-MacDonald**, and a touching video from Percy Wickman's son **Ron Wickman**. We had our commemorative plaque already installed and, of course, enjoyed some birthday cake!

This celebration wouldn't have been possible without our wonderful partners, the tireless work of our volunteers, and our dedicated DATS staff.

Most importantly, a huge thank you to all our clients who joined us! Seeing you enjoy the day, exploring and connecting, truly made our 50th anniversary unforgettable.

Your presence and enthusiasm were the greatest gifts.

Here's to many more years of serving our community together!



# 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.

# Summer Events



## Explore Edmonton This Summer with DATS!

Summer is here, and DATS wants to help you enjoy all the fantastic events Edmonton has to offer! We provide service to many special events, making it easier for you to get out and experience everything our city has.

**And here's a little extra something to make your adventures even better:**

As a fare-paying DATS registrant, you can bring a friend or family member along for free on any ETS regular service!

Just show your DATS Registration Card to the ETS Operator when you board. It's a great way to share the fun and explore Edmonton together.

**So, go ahead and make some wonderful summer memories.**

**We're here to help you get there!**

# DATS Team Member

## Profile



The DATS Community Relations team has a new team lead, Nor'Ali McDaniel.

Nor'Ali joined us in May. She is an Edmontonian of 15 years, having also lived in Fort McMurray, Vancouver and Toronto, she also comes from a long history of working with marginalized communities.

Nor'Ali has a Masters in Social Work, and recently worked with the City of Edmonton's Safe and Healthy Communities. She first joined the city as a community social worker, focusing on poverty reduction and social inclusion. Most recently, she was a Community Safety Liaison supporting communities around ETS transit centres, and as a part of the Healthy Streets Operations Centre in Chinatown.

You might speak with Nor'Ali as a part of our Community Relations team, and you may see her out in the community in person, as we expand our outreach work.

## DATS Notes

### Travel time

We truly value your time and aim for efficient journeys. To help us ensure fair and timely service for everyone, please know that your DATS trip might involve up to **90 minutes** of travel time on the vehicle. Your understanding helps us keep DATS running smoothly and comfortably for all our passengers.

### Fragrance Free Please

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



### Baggage

Please note, while our operators are unable to assist with parcels or baggage (**we kindly ask that you keep it to a two-bag limit**), they can still provide excellent support with your mobility aid and getting you safely to your destination. If you're traveling with an attendant, they're welcome to assist you with your bags.

### Lost and Found

Double-check for your belongings before leaving the DATS vehicle. Lost items go to ETS Lost and Found (780-496-1622).

## DATS July 2025

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Mayra Breshears & Jason Magee.

### 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](mailto: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](mailto:DATS@edmonton.ca)
- ◆ [edmonton.ca/DATS](http://edmonton.ca/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