



DATS News



Disabled Adult Transit Service
January 2015

ETS Accessibility

Transforming Edmonton

Our first blog posts about DATS, our service, and the people who work here, are now live on the Transforming Edmonton site.

The first, *Is DATS for You?*, covers the need for DATS in our city, and who is best served by our service. The second, titled *A Day in the Life of a DATS Operator*, details the usual schedule of our extraordinary operators from dawn to dusk.

Read them both at
www.transformingedmonton.ca

Newsletter Note

Did you know? This newsletter can be emailed straight to your inbox. It's the fastest, and the greenest way to stay in touch!

To be added to our email list, contact: dats@edmonton.ca. For newsletter requests, call us at 780-496-4567 (option 4).

Technology Update

Text Message and Email Notifications

Later this spring, you will be able to receive trip notifications, or check on your trip status via text message and email!

DATS is testing these features internally first, but we will be working with a select number of frequent customers to help us test and troubleshoot these new notification systems.

Watch for instructions in the March/April newsletter and online to sign up for these new services when they are available.

I-Book Update

DATS Customer Care staff have now met with many extended care facilities (with more than 25 registrants) to introduce I-Book and get feedback. If your facility would like to have a DATS representative introduce I-Book to staff and clients please call Community Relations at 780-496-4567 option 4.

Currently we are working on the following enhancements:

- Ability to book an escort on DATS I-Book
- Updating and uploading training videos to the DATS website
- Decreasing the minimum time between trips from 2.5 hours to 2 hours
- Working with City of Edmonton IT Security Department to make sure using I-Book is safe and secure

DATS I-Book is an online service available for clients, caregivers and family to book, cancel, and view DATS trips (21 hours per day/7 days a week).

<https://datsibook.gov.edmonton.ab.ca/>

New Director at DATS

We are pleased to welcome Ralph Brokop as the new Director at DATS. Ralph has been with the City of Edmonton since November 2001, previously with Financial Services and Utilities supporting Transportation Services. Ralph has worked on many key transit projects over the years including Centennial garage, LRT Expansion, Transit Fleet replacement, Westwood garage replacement and Smart Fare / Smart Bus. One of the first projects Ralph was involved with was the business model review that DATS underwent 13 years ago. Born and raised in Edmonton, Ralph and his family have a great passion for the City of Edmonton. Ralph is very excited to join the DATS team.



Our previous Director, Lorna Stewart left DATS to take on another role within Edmonton Transit, as Director of Customer Experience and Innovation. She is now the chief customer officer for Edmonton Transit, which includes continued responsibility for technology initiatives as well as internal and external communication, customer information in all its various forms, community relations and promotions as well as the ETS customer service centre at City Hall.

Holiday Spirit on DATS

On December 12 two DATS customers, Derrick and Daisy, hand delivered some special gifts to children at the Stollery Children's Hospital.

In early December Derrick contacted the DATS with an idea; they wanted to approach local businesses to gather toys to deliver to the children at the Stollery for Christmas. Not only did DATS provide free service for this great cause, DATS staff also donated a large bag of toys to help support Derrick and Daisy's efforts!

Thanks to DATS staff and donations from local businesses, Derrick and Daisy donated four large bags of toys, more than enough for every child. Special thanks go to Derrick and Daisy, for their initiative and great giving spirit during the holiday season!



ETS Virtual Tours

You can learn about ETS vehicles, transit centres, and LRT stations without even leaving home! Visit the ETS Virtual Tours for a look at the customer-friendly features we offer on our vehicles – tours are available for regular low floor buses, our articulated ("bendy") buses, the LRT (older and newer trains), and DATS vehicles.

These tours provide an opportunity to become familiar with the vehicle interiors, and are particularly helpful for new customers who are learning about our transit system. We also provide tours for each of our transit centres, and for every LRT Station around Edmonton.

You can access the ETS Virtual Tours at
http://www.edmonton.ca/transportation/ets/riding_ets/virtual-tours.aspx



Hop on a 360 tour of ETS Buses, including DATS!

DATS Advisory Group (DAG)

DAG would like to wish DATS clients Happy New Year! DAG would also like to thank DATS staff and drivers for their service.

Reflecting on Reflectors

Early sunsets, cold weather and resulting winter travelling conditions now make it necessary for each pedestrian to 'light up' by using reflective arm and leg bands as well as reflector lights on any mobility device. These items will help drivers see a person attempting to cross a street or walk on the side of a road, thus preventing accident or injury. Reflective tapes or bands may be purchased at various sports stores or bicycle shops, as can reflector lights. Some dollar stores also stock these items. The arm/leg bands are easily stored in a coat pocket to be taken out and slipped on when the daylight begins to fade. Please keep yourself as safe as possible in our Alberta winter conditions and invest in these inexpensive and highly recommended reflective items - you may save your life.

Shirley K, DAG Member

DAG Volunteers Wanted

DAG has immediate openings for three User Representatives positions for January 2015 (must be current DATS registrants). To find out more about joining DAG please contact Shirley Masterson at 780-496-4554 or by emailing: shirley.masterson@edmonton.ca. Note: this is a volunteer position. Here are a few more details:

DATS is looking for motivated individuals to sit on their voluntary advisory committee (DAG) and provide input based on their experience at either using DATS or working with DATS. Members must be residents of Edmonton, or represent organizations based out of Edmonton. DAG requires a monthly commitment. Meetings are held the first Tuesday of each month from 4:30 pm to 6:30 pm. A light supper is provided. For members requiring transit or DATS fare to attend, this is arranged as needed.

The term commitment for DAG is two years, after which a person can choose to remain and is allowed to, by vote, for a total of three consecutive terms or six years. Roberts Rules of order are strictly adhered to. In addition to monthly meetings, members are expected to sit on a minimum of two sub committees as scheduled. Duties on subcommittees may include presentations, preparation of materials, or additional meetings depending on the specific duties involved in that sub group. Our hope is that DAG members will volunteer to take on tasks in sub-committees that are of interest to you and on which they believe you can make a contribution.

DATS Notes

Pick-up Window

When you book a trip, the DATS Customer Care agent will give you a 30 minute pick-up window. Please:

- Be at the exterior set of accessible doors at the beginning of your pick-up window.
- Allow for up to 90 minutes of travel to get to your destination.

On-time service and customer ride time is affected by DATS operators waiting for customers who are not ready when the vehicle arrives.

Door to Door Service

DATS requires operators to escort clients between the vehicle and the first set of accessible doors.

Lights On

Turn your outside lights on so DATS can find you.

Fragrance

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

Community Notice:

Adaptive Yoga

Jan 6-Feb 10 / Feb 17-Mar 24
Commonwealth Rec Centre
Tuesdays 7-8 pm
Small fee applies, you may be eligible for a reduced fee if you have a Leisure Access Pass

Call 311 Edmonton to register.

DATS Notes

DATS Fare Notes

DATS Operators do not carry change, so it may be easier to use a DATS pass or ETS adult tickets. DATS passes allow unlimited rides. ETS adult tickets are a great option for occasional travel - they are convenient to use and are a great value. If you do plan to pay cash fare, have the correct amount. Passes and tickets are available at sales locations across the city. Look for the ETS logo at local retailers and banks.

Show Your Fare

Reminder to all customers - you are required to show your pass for every trip on DATS. Operators are instructed not to accept anything other than the original pass. Thanks!

ETS Tickets

If you have any Adult ETS tickets or ticket books, please check the expiry dates on them! Customers with unused ETS tickets (individual tickets and full ticket strips) and unused day passes may exchange them, once they have expired, at the ETS Customer Service Centre, City Hall.

Tickets expiring in 2014 can be exchanged until the end of the month - January 31, 2015.

Holiday Booking Schedule

New Year's:

DATS operates on a holiday schedule (Customer Care Centre is closed) on Thursday, January 1, 2015 (New Year's Day). The vehicles will run as usual.

Note: all subscription bookings are CANCELLED from December 22 to 27, and December 29 to January 2. If you still require your regular subscription booking during this time, call 780-496-4567 (option 2).

New Year's Extended Hours:

DATS is extending our hours of service on Tuesday, December 31 (New Year's Eve) with the last pick-up of the day at 2:00am. Please note: in conjunction with ETS's Community Program, service on New Year's Eve from 6:00pm until closing is free!

Family Day:

DATS operates on a holiday schedule (Customer Care Centre is closed) on Monday, February 16, 2015 (Family Day). The vehicles will run as usual.

Note: all subscription bookings are CANCELLED on Monday, February 16, 2015. If you still require your regular subscription booking during this time, call 780-496-4567 (option 2).

Trip Availability

As we head into 2015, we'd like to accommodate as many of your transportation needs as possible. In order to do so, we need your cooperation in helping reserve trips for all DATS customers!

By limiting escorts, we can offer customers more trips. Instead of taking an escort with you on your DATS trip, you can:

- Meet at a pre-arranged spot at your destination. DATS has designated drop-off points at major locations so your escort can meet you exactly where you will be dropped off.
- Take a conventional ETS bus or LRT where your escort can ride with you for free!

If you have subscription trips you do not need, please phone our Customer Care Centre at 780-496-4567 (option 1) as soon as possible to cancel. Even if you no longer need all the days you have booked, please cancel promptly. Although two hours is the minimum cancellation notice required, by giving us as much notice as you can, trips are made available for other customers to use.

January 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Can book for: Dec 29 (till noon) Dec 30, Dec 31 Subscription trips NOT cancelled	29 Can book for: Dec 30 (till noon) Dec 31, Jan 1, 2 Subscription trips cancelled	30 Can book for: Dec 31 (till noon) Jan 1, 2, 3 Subscription trips cancelled	31 Can book for: Jan 1 & 2 (till noon) Jan 3, 4 Subscription trips cancelled	Jan 1 HOLIDAY No Trip Booking Subscription trips cancelled	Jan 2 Regular booking schedule resumes Subscription trips cancelled	Jan 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

DATS Customer Care
780-496-4567

E-mail / Website
DATS@edmonton.ca
www.takeETS.com/DATS

February 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13 Can book for: Feb 14 (till noon) Feb 15, 16, 17	14 Can book for: Feb 15, 16, 17, 18 (till noon)
15 Can book for: Feb 16, 17, 18, 19 (till noon)	16 HOLIDAY No Trip Booking Subscription trips cancelled	17 Regular booking schedule resumes	18	19	20	21
22	23	24	25	26	27	28

DATS Team Member

Jason Magee, Market Planner

How long have been at DATS?

About five minutes. Actually I started late September 2014, so yeah, I'm relatively new. Previously I worked for the Citadel Theatre for seven years in marketing and media.



What is your job at DATS?

I'm one of the Market Planners at DATS. I write Staff Newsletters and other bulletins and assist with the Customer Newsletter.

Why do you like working at DATS?

I think that the service we provide is very important to many who would otherwise not have the freedom of transportation. I like that I'm part of that service, even if it's behind-the-scenes. On my ride-along during my first few weeks of orientation I couldn't help but notice the smiles on our customers' faces!

What do you like most about your job?

So far, it's all about the people. Everyone at DATS has been friendly, professional, and enjoys their jobs. The enthusiasm and kindness people show is infectious!

Can you share something about you?

Well, I'm a community theatre guy at heart. I've done my fair share of acting over the years. I've written and produced a number of plays at the Fringe, but it's certainly been a while since I've been seen regularly on-stage.

Where are you from?

I was born in Jasper, Alberta among the mountains, to English/Scottish/Irish stock from various waves of immigration, and I have family there still. Edmonton is home, but Jasper is home away from home for a lot of Magees.

What do you like to do in your spare time?

Whether its books, television, movies, live theatre, video games... we are a culture saturated with storytelling, and I'm certainly not alone as a consumer of stories. So, in my spare time I'm at the movie theatre, watching Netflix, enjoying creativity in general, whether Shakespeare or Marvel. Also, I spend a lot of time playing video games with my partner Emily, and my brother, who lives with his wife in small-town Kentucky. It's a good way for us to socialize and stay in touch. In fact, I'm going to be an uncle for the first time this February, so I'm pretty excited. I used to have an Uncle Jay growing up, and now I get to be Uncle Jay!

DATS Notes

Door to Door Service

DATS requires all operators to escort customers between the vehicle and the first set of accessible doors. If your operator does not provide door to door service, call us at 496-4567 (option 4) and let us know!

Fax Forms

DATS has the following forms that can be faxed. These are great for agencies, group homes, programs, etc. that have lots of customers but also work well for individuals.

- Booking Request Form
- Group Booking Request Form
- Subscription Booking Request Form

Call Customer Care at 780-496-4570 (option 2) and we will fax or e-mail the forms out – the DATS fax number is: 780-496-1008.

DATS Calls

All calls to the Customer Care Centre are recorded and monitored for quality assurance and training purposes.



Customer Training

Customer Tools

Did you know that there are some great customer tools to help make using Edmonton Transit easier and more convenient?

Mobility Cards assist customers in communicating to drivers if they need extra assistance in boarding the bus. Showing the “K” side of the card to the driver lets them know to kneel or lower the bus, while showing the “R” side requests the “ramp”.



Bus Hailer Kits assist passengers with visual or cognitive disabilities to more easily identify the correct bus at the bus stop. The kit (a plastic sleeve with three slots in it), uses numbered cards in the slots to signal to drivers which bus route they are waiting for.

Customer Communication

Cards are for those passengers who have difficulty verbally expressing their transit trip needs because of a cognitive or physical disability. Pre-printed on post-it note-style pads, the messages convey information to the bus driver about the disability and including their trip destination information. This provides for discreet and concise information exchange for both the customer and the bus driver.

Priority Boarding and Seating

Edmonton Transit encourages customers with mobility challenges to board and disembark first, and asks all customers to be respectful and supportive of those customers who might need a bit more time to get on or off the bus or train. This ensures that overall boarding happens much faster and more smoothly, meaning everyone gets to their destination more quickly.

Our buses and the LRT trains have designated priority seating areas for those customers who have difficulty getting around, who are using mobility aids (such as wheelchairs, walkers, scooters, canes, crutches or assistance animals, or who are travelling with children in strollers). Priority seating includes the aisle-facing seats and first two rows of forward-facing seats on our regular and articulated buses, behind the bus driver and next to the doorway on community buses, and on aisle-facing seats adjacent to accessible doorways on the LRT. All priority seating is available on a first-come, first-served basis, but those of our customers with lowest mobility have highest priority for these seats.

Passengers sitting in Priority Seating should be prepared to move to another seat, whenever possible, should a customer board who needs that seating area. In some instances, passengers in priority seating may be asked to move temporarily, to provide extra room for a customer boarding with a mobility aid, until they are settled in their seat.



Priority seating is identified by Priority Seating decals on the vehicle windows and walls adjacent to the seating area.

All of these tools are available free of charge – call the Mobility Choices information line at 780-496-3000, or email us at: ETSCustomerTraining@edmonton.ca

Lost and Found

Take all your belongings with you when exiting the vehicle. All personal articles should be labelled, as this helps you to recover your belongings.

Please call ETS Lost and Found at 780-496-1622 to ask about any lost items on DATS or other ETS vehicles.

DATS News, January 2015

Published by DATS, six times annually
Circulation 6,500.

Please direct comments/submissions to:

DATS, Wickman Garage
5610-86 Street
Edmonton, Alberta T6E 2X3
Phone: (780) 496-4567
Fax: (780) 496-1008
Edmonton Transit System:
www.takeETS.com
E-mail: dat@edmonton.ca

Editor

Caroline Wenzel

Contributors this Issue

Deanna Crozier, Jessica Noel, Jason
Magee, Margaret Dorey, Arjan
Sharma, Anita Wright, Arlene
Wicentowich, Joanne Folk, Suzanne
Fechner.

E-mail Newsletters

Would you like to receive a copy of
the DATS Newsletter by e-mail? Just
send an e-mail to:
dat@edmonton.ca - please put
"DATS Newsletter" in the subject line.
Or call us at 780-496-4567.

Contact DATS

DATS Customer Care Centre 780-496-4567

- ▶ To cancel a trip or to check on a
late ride: **Press 1**
- ▶ To book or change a trip: **Press 2**
- ▶ To register for DATS: **Press 3**
- ▶ To submit a commendation,
concern or any other inquiry:
Press 4

TTY Line 780-496-5506

Nextalk 780-944-5555

Lost & Found 780-496-1622

E-mail / Website DATS@edmonton.ca takeETS.com/DATS

DATS Customer Care Centre Full Service Hours:

(trip booking, registration,
commendations & concerns)

Monday to Friday:

7:30 a.m. to 5:00 p.m.

Saturday and Sunday:

7:30 a.m. to 12:00 noon

DATS Customer Care Centre 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.

**ETS**

Return undeliverable Canadian address to:

City of Edmonton Transportation Services
Suite 500, Scotia Place
10060 - Jasper Avenue
Edmonton, Alberta T5J 3R8

post office indicia here