

# Edmonton Transit Service

CR\_7535 DATS Program Service Enhancements - Update  
and Next Steps  
CR\_8036 Accessible Transit Voucher Pilot Program

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Executive Committee  
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## Vision



**HEALTHY  
CITY**



**URBAN  
PLACES**



**REGIONAL  
PROSPERITY**



**CLIMATE  
RESILIENCE**

Improving the DATS customer experience is essential to our transit network and a key component of a healthy and resilient city.

## DATS Program Service Enhancements

- Customer engagement
- 3 year action plan approved June 2019
- Customer journey mapping



# Improving DATS Customer Experience

## 3-Year Action Plan:

Approved by Council in 2019. Activities include:

- improving operator recruitment and training
- expanding contractor partnerships
- enhancing booking and trip planning technology
- leveraging the fully accessible transit fleet

**Will provide flexibility to address client needs**

## Update on action plan

COVID-19 impacts on ridership:

- Extra measures to keep customers and staff safe
- Work continued to further actions in plan
- On track to complete remaining actions by 2022



## Action plan timeline and highlights

### 2020

- Keep our customers and staff safe during pandemic
- Addressed DATS workforce recruitment and training
- Improved contracted service model
- Improved automated trip scheduling

### 2021

- Implement cost effective service model
- Service improvements and efficiency
- Option to book pick up and drop off window
- Customer engagement - appointment times, subscriptions, surveys

# Action plan timeline and highlights

## 2022

- Explore partnerships with alternate transportation providers
- Real time info / improve online booking tool
- Increase integration with transit network as a whole
- Improve customer comfort and accessibility in travelling across the network

## Taxi Voucher Pilot

- Can provide an additional option for DATS clients
- Taxi voucher programs may increase demand for DATS
- Taxi voucher programs will not immediately increase the supply of accessible taxis



## Next steps



- DATS trip demand is seeing steady and gradual growth
- Confident in the plan and path to improve DATS customer experience