



London  
CANADA

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May 7 2024

Dear Colleagues,

We are excited to share some excellent news regarding the Fare-Free Day motion Councillor Franke originally filed for SPPC on May 7<sup>th</sup>, which she will not be moving forward with. To ensure the success of this initiative and to alleviate any financial burden on the City of London and London Transit Commission, Dancor has offered a corporate donation to cover the cost of transit for the designated Fare-Free day.

Sean Ford, Partner at Dancor shares that “Dancor is honoured and grateful for the opportunity to work with London Transit and the City of London as sponsors of the Fare-Free Day. Thank you for the invitation and we look forward to continuing to encourage people to use a great public transit system.”

We firmly believe that investing in initiatives like this demonstrates our commitment to creating a more equitable and sustainable city. By promoting a day where everyone can access the public transit, we can encourage new riders to try riding a bus. We have discussed Car Free Day with City Staff and they will be supporting the initiative through shared promotions, collaborations and activations to ensure a successful event.

Councillor Franke will continue to work with the organising committee of Car Free Day to engage more volunteers and partners. For example, Doors Open is the same weekend and co-promoting that event while encouraging people to take the bus to attend the various locations is an exciting cross promotion opportunity.

Councillor Franke will also be offering an activity in Ward 11 to encourage residents to join her on the bus and visit various Ward 11 businesses. We hope all Councillors and the Mayor will join us and offer their own bus or bike riding activities on Car Free Day, Sunday September 22, 2024.

Warm regards,

Skylar Franke  
Ward 11 City Councillor

Jerry Pribil  
Ward 5 City Councillor