

April 29, 2024

Dear Colleagues,


I am writing to propose a motion for the implementation of a Fare Free Day for the general public, supported by the London Transit Commission on Sunday September 22 2024, to coincide with Car Free Day. This initiative aims to provide an opportunity for the community to experience the benefits of public transportation without the financial barrier of purchasing a fare. I have spoken with leadership at the London Transit Commission and they've indicated they would be supportive of this initiative if there was funding available.

There is currently a group of volunteers who are organising a variety of initiatives for Car Free Day in London for Sept 22, 2024. This includes cycling and pedestrian events, promotion of the event, and other events across the city. The cost for a fare-free day on a Sunday is currently \$17,000 and I am seeking support from Council to allocate one-time funding for this initiative from a reserve fund. Benefits include;

- **Community Engagement:** A fare free day can serve as a platform to engage the community and encourage dialogue about the importance of public transportation.
- **Promotion of Transit Use:** Offering a fare-free day can serve as a promotional tool to attract new riders and increase awareness of the benefits of public transportation. Once individuals experience the convenience and cost-saving benefits of transit, they may be more inclined to use it regularly.
- **Achieving CEAP Mode Share Targets:** To reach these goals, a shift from current levels of car use to transit is needed. A Fare-Free Day on Car Free Day provides a great opportunity for the City to help residents try a new method of transit. Implementing a fare-free day demonstrates Council's commitment to serving the community and promoting sustainable transportation options.

In light of these benefits, I would like Council to consider implementing a fare-free day for London.

Thank you for your consideration.



Skylar Franke
Ward 11 City Councillor

Drafted Motion:

Motion to DIRECT Civic Administration to allocate \$17,000 from the Community Investment Reserve Fund to provide funding to the London Transit Commission to offer a Fare Free Day on Sunday September 22nd 2024, in alignment with the international Car Free Day event and to encourage Londoners to choose sustainable transportation options.