

July 7, 2025

Dear Commissioners,

As fellow members of the London Transit Commission, we are writing to request that the Commission direct staff to create a longer-term *Communication and Engagement Strategy* and report back at the September meeting on quick step actions that can be implemented right away.

We have heard from residents and community partners a desire to be better connected with the London Transit Commission. This strategy should aim to enhance how we interact with the public, expand ridership and gather input to better inform our decisions. In particular, we would like staff to explore and provide recommendations on quick start activities and longer-term strategies, including but not limited to the following:


- **Enhanced social media communications** to share information more broadly and interactively with riders and stakeholders. Examples include a presence on Instagram, Reddit as well as more engaging content on Facebook.
- **Broader community engagement and partnership** in tandem with the creation of the ridership advisory group, staff be directed to report back on meaningful engagements with stakeholders, community partners, institutions etc. biannually.
- **Accessible communication processes** to ensure that all Londoners, including those with disabilities or language barriers, can engage with us meaningfully. Examples include a multi-pronged approach for communicating with those using specialised transit (email, phone, videos, newsletter, posters, social media, in person etc.) to promote changes in the services and consulting on the above with APTSAC.
- **Direct outreach opportunities** such as hosting or participating in local events (3-5 a quarter with biannual reporting) to meet community members where they are and hear their perspectives directly. Examples include having outreach booths at events, offering a minimal amount of free bus tickets as promotional items for community events and offering presentations to the community.

A thoughtful communication and engagement approach will help strengthen public trust in London Transit and hopefully grow the ridership to meet the needs of our growing and diverse city.

We respectfully request that LTC staff be directed, to report back on a comprehensive plan with the recommended approaches outlined. The plan should include quick start actions that can be implemented in the short and term and long to medium term strategies, as well as any financial implications and potential timelines.

Thank you for your consideration.

Sincerely,



Skylar Franke  
Commission Chair



Corrine Rahman  
Commission Vice Chair