



## Media Release

### **Midland Seniors will enjoy Free Parking at the Harbour and Free Conventional Transit starting January 2023.**

#### **For Immediate Release**

(September 29, 2022 – Midland, ON) At their September 28<sup>th</sup> regular meeting, Council unanimously voted for free parking at Midland Harbour and free conventional transit on Mid-Pen Transit for Midland’s seniors over the age of 65, starting in early January 2023.

“These initiatives are about increasing mobility and independence for our seniors,” said Mayor Stewart Strathearn. “Free parking at the Harbour lets seniors enjoy Midland’s beautiful waterfront without having to worry about paying at the terminal and returning to their vehicle to display a receipt. Free transit allows seniors without vehicles or those no longer able to drive to maintain their independence without relying on friends and family to conduct their daily business. Easier access to public spaces for our older adults improves their social, physical, and emotional wellbeing.”

This free conventional transit program also builds on the success of the Seniors Council “Seniors on the Move” pilot project that provided a series of free transit rides to seniors in Midland. The project ran from the end of summer 2021 to March 2022 and resulted in an increase in transit ridership during that time.

Over the coming weeks staff will develop the process for both programs with a communication plan to advise Midland’s seniors on how to register. The program is expected to start January 3, 2023.

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