



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

#WeekWithoutDriving | weekwithoutdriving.org

Introduction

Week Without Driving is a powerful initiative that challenges participants, especially elected officials and policy makers, to experience daily life without driving for one week. This experience deepens understanding of mobility challenges faced by nondrivers.

If you're organizing a WWD in your community for the first time, this guide will help you plan, execute and amplify your reach effectively. Please be aware that the steps below are guidance and suggestions, ONLY. Plan for what you are able to do given your time, capacity and goals.

Be sure to check out our [Guidance on Google Drive](#) to help you find all the resources you need. If you see a resource missing or want to add one, email Ruth at ruth@americawalks.org.

Step 1: Define Your Goals & Audience

Before diving into the logistics, clarify your objectives:

- **What outcomes are you seeking?** Perhaps you want personal reflections from elected officials, community leaders, and others. Are you seeking media coverage and if so, what story do you want to tell? Do you want to involve nondrivers in this work? Are you linking this work to an advocacy goal, a policy or an election?
- **What is the core message you want heard?** If you are looking to highlight specific barriers to mobility in your community, do you want to invite nondrivers to share their experience through an Op-Ed or social media? If you are advocating for policy changes, what information do you want to spread to spark conversations?
- **Who will you invite?** Are you looking for a specific elected official to participate, or perhaps you want the Department of Transportation officials to participate? Will you involve any business leaders? Do you want community members to also join?

Step 2: Build Your Partnerships

Once you know your goal and audience, a strong team will make the week more far-reaching and effective. Consider engaging organizations and individuals who can help you reach your audience:



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- **Local advocacy groups**, such as disability rights, transit rider committees, climate and environmental organizations, housing organizations, youth organizations, etc.
- **Neighborhood associations and assisted living communities**
- **Public transit agencies**
- **Local government agencies**, such as municipal governments, metropolitan planning organizations
- **Schools, universities, libraries and community centers**
- **Business owners**

Step 3: Create A Plan

Understand what will make WWD most successful in your community. Whether it is getting maximum visibility, deeply engaging your audience throughout the week or something else.

When you develop an action plan, consider the following:

- **How you will recruit your participants.** Will you directly reach out to elected officials or will you have community members write letters? Do you need to establish any meetings? Are you connected to any influencers who can help you get the word out?
- **Provide resources.** The WWD website has many resources you can download and attach to your emails or bring to your meetings. You can also print flyers or provide graphics on social media. If you have any questions about resources or see a missing resource, email Ruth at ruth@americawalks.org.
- **Plan daily themes.** America Walks provides daily themes and question templates you can use. Feel free to adjust them to your needs.
- **Identify storytelling opportunities.** Whether it's a social media takeover by local community members, videos of testimonials and experiences, blogs, or something else. Find a way to showcase the participants you engaged.

Step 4: Engage Participants & Promote the Event

Use [multiple channels to spread the word](#). Different audiences will need different forms of outreach and engagement. Think about how you will reach out to them.



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- **Social Media.** Create graphics that appeal to your community. Use the hashtag #WeekWithoutDriving, and ask participants to post their experiences. Find the [WWD Social Media Toolkit here](#).
- **Press Outreach.** Issue a [press release](#), [pitch local reporters](#) or write op-eds.
- **Direct Invitations.** Personally invite key [decision makers](#). If possible, set up a 1 on 1 meeting early on in the year.
- **Public Events.** Invite those on your [mailing list](#). Host an event during the week, panel discussion, walk audit, or community bus ride-along. The possibilities are endless.

Step 5: Support Participants & Document Experiences

Make the challenge accessible as possible. Many participants want guidance for how to participate for the first time and may want some additional information. Consider preparing resources for them, such as:

- Maps, transit guides, and safety tips for riding public transportation.
- Host an online FAQ or info session with nondrivers for participants.
- Offer alternative options for those unable to walk, roll, or bike, such as an organized carpool.
- Elected officials may need a higher level of attention, plan accordingly. Some options to keep them engaged could be asking them to do a transit ride-along, walk audit or “A day in the life” and have them accompany a nondriver.

Encourage documentation:

- Ask participants to share experiences and reflections as they go along.
- Collect testimonials through video interviews, blogs, or social media posts.
- Track key themes and obstacles encountered.
- Engage journalists and local media to cover participants’ experiences.

Step 6: Wrap-Up & Advocate for Change

After the challenge, facilitate reflection and action. Think of how you will continue to engage participants based on your goals, especially decision makers.

- **Host a debrief session.** Invite participants to share what they learned.



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- **Interview a decision maker.** Schedule a 1-on-1 interview with a decision maker who participated. Share your questions beforehand and don't wait too long after the experience.
- **Send out a survey.** Ask participants to fill out a simple questionnaire. Think about how this helps you achieve your goals.
- **Analyze & present findings.** Highlight systemic barriers and potential policy solutions. This is where you can create opportunities for advocacy.
- **Advocate for tangible changes.** Use participants' insights to push for improved infrastructure, transit funding, or policy shifts.
- **Keep the momentum going.** Consider launching a long-term initiative. This could look like building from previous years, growing your audience or tying the Week in preparation of advocacy.

Resources & Templates

To support your planning, we have provided the following:

1. [Reading materials](#). Read about past WWD across the country.
2. [Tools for hosting](#). Templates, toolkits and more.
3. [Promotional materials](#). Printable flyers, social media guidance and more.

Final Thoughts

WWD can be eye-opening for individuals and transformative for communities. Whether it leads to personal revelations, policy shifts, or long-term advocacy, your efforts will help make transportation systems more inclusive. Start small, stay organized, and you can help build lasting change across your community and beyond!