



# WEEKWITHOUTDRIVING

## *Social Media Toolkit*

**September 30-October 6, 2024**

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## **General Information**

**Landing Page:** [weekwithoutdriving.org](https://weekwithoutdriving.org)

**Campaign Hashtag:** #WeekWithoutDriving

**Social Handles, if tagging organizations:** @americawalks, @non\_drivers, @disabilityrightswa, or local partners and other participants in photos and videos when relevant.

**Depending on your audience, other hashtags can be incorporated into your posts:** #Accessibility, #Nondriver, #NoDriving, #DisabilityRights, #Transportation, #ActiveTransportation, #Walkability, #Walking, #CarFree, #MobilityJustice, #PedestrianSafety, #EveryTripCounts, #MobilityForAll, #SafeStreets, #PublicTransit, #Bicycling, #ClimateChange, #CitiesForPeople, #Urbanism, #VisionZero, #RoadDesign, #TrafficEngineering, #ResilientCommunities, #Commute, #UrbanDesign, #InclusiveCommunities, #HealthyCommunities

**Accessibility:** Include '[alt text](#)' when posting images.

When sharing videos, include [captions](#) to make your content more inclusive and accessible.

## [Image Folder](#)

## [Canva](#)

## [Logos & Flyers](#)

### **Draft Social Media Posts**

For about a third of our community, including people with disabilities, youth, and low-income families, daily travel means #nodriving. Join the #WeekWithoutDriving and understand the barriers #nondrivers experience daily. Visit [weekwithoutdriving.org](http://weekwithoutdriving.org) and learn more about the challenge from Sep 30-Oct 6th. Check out the [2023 highlights reel](#) to get inspired!

We're taking the #weekwithoutdriving challenge and hope you will too. Here's how it works:

- You can get around however you want, but the challenge is not to drive yourself in any car. This applies to all your activities – not just your work commute. If you normally transport other family members or friends, it applies to those trips too.
- You can ask someone else to drive you but make a note of how much you “owe” this person in their time, and if you felt obligated to support them in other ways (ie, doing all the dishes).
- You can ride hail or taxis if they exist where you need to go, but again, think about how the cost could impact your decision to take this trip if this was regularly your only option.
- It's Okay to Drive – But Reflect What That Means for Nondrivers. Having to drive during the challenge does not signify failure. Sometimes the best reflection comes when someone participating in the challenge must drive. The point is to consider how someone without that option would have coped, and what choices they might have made.

Have you thought about how you will get around next week during #WeekWithoutDriving? Our customer service team and trip planner are here to help make navigating your commute without a car easier. Use the trip planner with these easy steps: 1. XX 2.XX 3. XX

Every day we help people get to where they need to go without a car, but we know gaps in our system still exist. We're taking the #WeekWithoutDriving challenge to better understand the

barriers facing nearly a third of Americans who cannot drive. Listen to Executive Director @xxx explain why #WeekWithoutDriving is important. Take the challenge with us Sept 30 – Oct 6 and join the conversation.

Join us in fostering #InclusiveCommunities/#HealthyCommunities with the #WeekWithoutDriving challenge. This initiative sheds light on the daily #transportation barriers faced by nearly a third of Americans - including those with disabilities, seniors, and low-income individuals. By participating, we can contribute to meaningful discussions and actions towards more accessible and equitable transportation solutions. Learn how you can participate at [weekwithoutdriving.org](http://weekwithoutdriving.org).

We're embracing the #WeekWithoutDriving! From September 30-October 6th, we'll be giving up driving and joining the millions of people who travel across their communities by walking/rolling, cycling, public transit or other modes of transportation. Join us in exploring the impact this challenge can have on our wellbeing, communities, environment and more. Together, we can pave the way for safer, connected, #accessible communities for all. Are you ready to see the difference a week can make? Sign up to take this challenge with us at [weekwithoutdriving.org](http://weekwithoutdriving.org).

For about a third of our community, including people with disabilities, youth, and low-income families, daily travel means #nodriving. Join the #WeekWithoutDriving and understand the barriers #nondrivers experience daily. Visit [weekwithoutdriving.org](http://weekwithoutdriving.org) and learn more about the challenge from Sep 30-Oct 6th.

A week that aims to encourage people to give up their cars, highlighting the numerous benefits like reduced air pollution, more #PublicTransit and walking/rolling and cycling in a safer environment. Challenge yourself to see the world differently Sep 30th -Oct 6th. Sign up at [weekwithoutdriving.org](http://weekwithoutdriving.org)!

Take the #WeekWithoutDriving challenge with us from September 30th to October 6th! Show us how you get around without driving for a week and the unique benefits and challenges you face. Let's spread awareness and push for #accessible communities together! Are you ready to make every trip count? Visit [weekwithoutdriving.org](http://weekwithoutdriving.org) to learn more.

## Draft Blurbs for Emails & Newsletters

1) This year, our agency is proud to participate in the #WeekWithoutDriving from September 30th to October 6th, a challenge that invites us to experience the everyday realities of those who, by circumstance or choice, do not drive. Nearly a third of people in the United States, including individuals with disabilities, young people, seniors, and those who cannot afford the costs associated with car ownership, navigate their lives without personal vehicles. Their experiences highlight the importance of connected, accessible, reliable public transit and safe, active transportation options for all.

As a transit agency committed to getting people from point A to point B reliably and safely, Week Without Driving is an opportunity to understand our transit network as it sits at a crucial intersection of transportation, economic stability, access to services, the environment, housing, public health and social equity. As service providers, the challenge forces us to experience an entire transit system from the space and infrastructure between two connections to the ramifications of delayed services and long travel times on a busy schedule. We are looking forward to gaining new insight into the wins we can celebrate, the communities and trips we are still not adequately serving and our partnerships that are critical to this work.

Throughout the Week Without Driving, we'll be sharing stories, resources, and reflections on how transportation accessibility impacts community wellbeing. We invite you to join us in this eye-opening experience. Let's embrace transit, walking, rolling and biking, explore how each trip counts towards building a more connected and equitable world and amplifying the voices of those often left out in discussions about mobility. Learn more and register at [weekwithoutdriving.org](https://weekwithoutdriving.org).

2) Join [X] in the #WeekWithoutDriving from September 30th to October 6th, as we step into the daily lives of the nearly one-third of Americans who depend on walking, transit, and other means of transportation due to disability, age, or economic constraints. As a transit agency committed to serving our community, we know it is important to break down mobility barriers and highlight the critical intersection of economic, environmental, public health, transportation and social equity issues. Throughout the week, we'll share impactful stories and insights, highlighting the vital role of accessible mobility in enhancing community wellbeing. Join us on this eye-opening experience. This is our chance to build a more connected, equitable community. For more information, visit [weekwithoutdriving.org](https://weekwithoutdriving.org).

## Additional Tips

*Transportation Justice Framing*



- Week Without Driving turns transportation justice from an abstract concept into a real-lived experience, compelling participants to understand the system barriers faced by nondrivers and motivating them to re-imagine what equitable mobility could look like.

From the Washington State Department of Transportation:

*In the context of transportation justice, the Week Without Driving challenge is a powerful form of experiential learning. It compels participants, many of whom typically rely on the convenience of personal vehicles, to confront the daily realities faced by millions of Americans who do not or cannot drive. This includes low-income individuals, people with disabilities, and, disproportionately, people of color. By relying solely on walking, biking, or public transit for a week, participants experience firsthand the systemic barriers that make these modes less efficient, less safe, and more time-consuming. This shift from theory to lived experience fosters empathy and builds urgency for policy changes that prioritize equitable mobility for all.*

*The challenge also highlights the intersectional nature of transportation justice. Transportation is not only about moving from point A to point B; it determines access to jobs, education, healthcare, and social opportunities. For transportation-disadvantaged communities without reliable vehicles or robust public transit, these gaps reinforce cycles of poverty and exclusion. The challenge further underscores the legacy of inequitable policies such as redlining and highway construction through certain neighborhoods that continue to shape access today.*

*By stepping outside of their cars, participants become better equipped to advocate for solutions that address both present barriers and historical harms. These include increased funding for public transit, safer pedestrian and cycling infrastructure, and land-use planning that supports walkable, transit-oriented communities. In doing so, the Week Without Driving becomes more than a personal challenge; it becomes a catalyst for advancing structural change in pursuit of transportation equity.*

### **Pre-Week Without Driving**

- Announce your agency is participating. Highlight why you or your organization is participating. Does your agency serve a substantial nondriver population and you want to learn about and share the barriers nondrivers face?
- Highlight your agency's services and tools that can support the public during Week Without Driving. Share how-to-ride transit videos and information on paying for services.

- Shoot a short video with your staff or individuals who are participating, sharing their own reasons for participating, why they find it meaningful or how they are preparing.
- Share [Week Without Driving 2023 Highlights video](#)

### *During Week Without Driving*

- Share staff & agency leaders' experiences through images or videos.
- Highlight any Week Without Driving events, promotions, walk audits, partnerships and trainings.
- Highlight different services and routes your agency operates.
- Feature operator and rider stories throughout the week.
- Share barriers, challenges, surprises, observations and process.

### *Post-Week Without Driving*

- Continue to use the hashtag after the #WeekWithoutDriving and share what you found were the greatest unanticipated barriers and what are some of the most effective policy solutions to address those.
- Invite followers to share reflections
- Share any ongoing takeaways that occur after you have some distance from the event
- Consider scheduling time to periodically reassess what you learned from participating in the Week Without Driving and share via newsletter, blog post or social media.
- Here are some questions to consider: What are you seeing differently and what are you doing differently in your work? If you participated in the past, how was this year different? What changed for the better? For the worse?

## **Examples**

### *#WeekWithoutDriving Announcements*

- C-TRAN: [WWD Announcement & Customer Services](#)
- WSDOT & WSDOT East: [WWD Announcement](#)
- Valley Transit: [WWD Checklist](#)
- Valley Transit: [WWD Participating](#)
- Valley Transit: [WWD How-to](#)

### *Leadership & Staff Highlights*

- [Sound Transit](#)
- [King County Metro](#)
- [Intercity Transit](#)

### *#WeekWithoutDriving Events*

- [King County Metro & SDOT](#)

*Service Highlights & How-to guides*

- [King County Metro Water Taxi](#)
- [Valley Transit Rideshare](#)
- [Kitsap Transit Transit Tips](#)
- [Orca Card](#)

For additional media content and inspiration, search #WeekWithoutDriving on Facebook, Instagram, LinkedIn, TikTok or Twitter. You can also check out the [2023 and 2024 media articles, blogs and videos](#).

## Strategy

- Create educational content with and featuring the stories of nondrivers from your community, including seniors, youth, disabled people, recent immigrants or other people who cannot drive or cannot afford to. Connect with organizational partners and create posts together for a broader reach
- Post consistently to remind your followers about the challenge or any #WeekWithoutDriving events/actions
- Co-create content with agency leadership and partner agencies
- Share inspiring stories from your followers or advocates from your community
- Reach out to local media early and cross-promote news stories, editorials, op-eds about #WeekWithoutDriving