



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

#WeekWithoutDriving | weekwithoutdriving.org

Engage, Outreach, Activities and Events

Nondriver groups:

- Not sure how to connect? Reach out to groups like [Centers for Independent Living](#), the [P&A from your state](#), other community groups led by disabled people, senior centers, safe routes to school organizers, youth bike kitchens, and groups that support low-income workers, families or recent immigrants.
- Create a buddy system, where nondrivers can pair up with decision makers or individuals attempting to not drive for the first time, providing guidance and support based on the nondrivers' experience. You can invite an elected leader to join a nondriver on a trip they take around town, or have them meet virtually and have the nondriver offer tips to the elected leader about how to manage their week without driving.
- Host an inclusive walk/roll audit in partnership with one of these groups and reach out to various nondriver communities to share their firsthand experiences within the community.
- Create videos, photos or other social media posts with nondrivers that highlight their experiences in the community.
- Host a panel, a webinar or a social gathering where nondrivers and bike/walk/transit/climate advocates can meet and share their experiences.

Media:

- Engage with journalists and media professionals beyond just pitching your event. Comment on their articles, share their content, and express appreciation for their coverage. Building a relationship can make them more receptive to covering your event.
- Invite media on the walk/roll audit. Invite media to join the elected leader and the nondriver on a trip or listen in to their virtual conversation.
- Media love proclamations. Getting your city council, county government or transit agency to [officially recognize the Week Without Driving](#) is a good way to get media coverage.



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

#WeekWithoutDriving | weekwithoutdriving.org

- Have community members write letters to the editor about the Week and why they are participating. If your media allows guest op-eds or columns, your organization can write a piece about why you are hosting the challenge. Or you can have an individual or elected leader write about why they are participating, and [what they are thinking about](#) in order to plan for the week.

Elected/Decision-makers:

- Connect with the transit agencies to host an event, such as a ride-along with key community figures: council members, mayor, housing policy makers, housing authority staff, housing advocates, EPA staff, environmental health and safety officers, sustainability coordinators, public health officers, epidemiologists, health educators, emergency preparedness, social workers and counselors, coordinators, chamber of commerce, business leaders and employers, healthcare and education administrators, real estate developers, and any others in your community
- The Week Without Driving is an excellent opportunity for transit agencies to highlight their services. Maybe they can go fare free for a day or [for the full week](#). They could also offer complimentary [micromobility services](#).
- Interview the decision-maker before, during and/or after the Week and promote it on social media.
- Host a policy roundtable discussion with elected leaders, decision-makers, nondrivers and residents in your community who partook.
- Mapping sessions
- Connect with the chamber of commerce leaders and partner with local businesses to offer discounts or incentives for people who are taking the challenge.

Community:

- [Week Without Driving Bingo!](#)
- [Week Without Driving coloring contest](#)
- Host a movie or documentary screening of a film that speaks to your work.
- Educational workshops and community feedback sessions.



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

#WeekWithoutDriving | weekwithoutdriving.org

- Community pledge wall
- Art installations
- Organize a local Park(ing) Day
- Host a book club
- Host a photo contest
- Start a Tiktok challenge
- Multimodal scavenger hunt

Come up with your own events!

1. Ask:

- a. Who am I trying to engage?
- b. What do I want to uplift, build or change?
- c. What does success look like?

2. Brainstorm Types of Events

- a. Use the list above to think of what works best for your goal and your community

3. Make It Inviting

- a. Oftentimes, music, food, art, culture and a space for connection (not information) are what motivate people.
- b. Don't wait for perfection. Inspiration and action can come in all forms.
- c. Don't underestimate what a small group of people who care can do.

4. Final Thoughts

- a. Have a bus stop? Make it a site for community gather and conversation.
- b. Have a park bench? Invite nondrivers to come share their stories.
- c. Have a church basement? Host a panel of advocates and neighbors to talk about what they care about.
- d. Have five neighbors? You have a moment!
- e. When helping people re-imagine their communities, remember it's about relationships. Lead with what's possible and help people see what they already deserve.