



WEEKWITHOUTDRIVING

September 29 - October 5, 2025

Climate &
Community
INSTITUTE

#WeekWithoutDriving | weekwithoutdriving.org

Data Social Toolkit 2025

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General Information

Nondrivers are not only a marginalized group, they are also undercounted and underrepresented. Despite making up a significant portion of our communities, we have yet to make real strides to fully include them in planning, policy, and investment in transportation, health, housing, climate, environmental justice and more. Sharing your story, paired with data, helps shift that narrative, showing that nondrivers are not the exception, but a vital part of our collective future.

Landing Page: <https://drive.google.com/drive/folders/1IO0ViXyKVV9fAZ5kq-q0FvnNopZ26pQI>

Campaign Hashtag: #WeekWithoutDriving #Nondrivers

Social Handles, if tagging organizations:

- Instagram: @americawalks @climateandcommunity
- Twitter: @ameriawalks @cplusc
- Bluesky: @americawalks.bsky.social @cplusc.bsky.social

Depending on your audience, other hashtags can be incorporated into your posts:

#Accessibility, #Nondriver, #Data #Transportation,

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

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

Videos

Official Logos

Draft Social Media Posts

Date	Suggested text - Instagram	Suggested text - Twitter (character limit 280) Bsky (character limit 300)
Monday , September 29, 2025	US drivers are trapped by lack of choice and the cost of owning a car. 3 out of 4 adults who rely on cars say that they have no choice but to drive as much as they do. On average, households with cars spend \$14,545 per year on transportation. Households without cars spend \$2,000 per year. That's a \$1,045 difference... What would you do with that extra money in your pocket? Join us for the @AmericaWalks #WeekWithoutDriving: weekwithoutdriving.org/join	US drivers are trapped by lack of choice and the cost of owning a car. 3 of 4 adults who rely on cars say that they have no choice but to drive as much as they do. The cost is enormous: the average household with cars spends \$14,545/year on transportation #WeekWithoutDriving weekwithoutdriving.org/join
Tuesday , September 30, 2025	Are you able to meet your basic needs without a car? In most places in the US, the way our transportation systems are planned makes it almost impossible to get where you need to go without driving. For example, in Harris County, Texas, 99% of people can reach a grocery store within 20 min. of travel... but only 33% can reach a grocery store in the same amount of time.	Are you able to meet your basic needs without a car? In most of the US, the way our transportation systems are planned makes getting where you need to go without driving almost impossible. So what about nondrivers...? #WeekWithoutDriving weekwithoutdriving.org/join

	And it's not just the grocery store... we also have to think about how we get to jobs, school, health appointments, and more. Join us for the @AmericaWalks #WeekWithoutDriving: weekwithoutdriving.org/join	
Wednesday, October 1, 2025	Almost 1 in 5 people with disabilities live in households without a car. Safe, reliable transportation should be accessible for all. Join us for the @AmericaWalks #WeekWithoutDriving: weekwithoutdriving.org/join	Almost 1 in 5 people with disabilities live in households without a car. Safe, reliable transportation should be accessible for all. #WeekWithoutDriving weekwithoutdriving.org/join
Thursday, October 2, 2025	Insurance, fuel, repairs... Car ownership is expensive — and low-income households are extremely burdened by the cost. Meanwhile, the lowest-income households that don't have a vehicle spend 7% of their income on transportation, versus 39% for those with a vehicle. So what can we do to advocate for transportation that is accessible, reliable, and affordable for all? Join us for the @AmericaWalks #WeekWithoutDriving: weekwithoutdriving.org/join	Insurance, fuel, repairs... Car ownership is expensive — and low-income households are extremely burdened by the cost. So what can we do to advocate for transportation that is accessible, reliable, and affordable for all? #WeekWithoutDriving weekwithoutdriving.org/join
Friday,	It's hard to opt-out of driving when	It's hard to opt out of driving

October , 2025	your community isn't built for it. So what can we do to advocate for accessible, inclusive transportation for all? 1 Contact your local, state and federal representatives and encourage them to invest more in diverse transportation options. Find them at usa.gov/elected-officials 2 This year's #WeekWithoutDriving is nearing an end, but you can still join the national movement to get resources and support to lead a campaign in your community for 2026! Sign up at weekwithoutdriving.org/join	when your community isn't built for it. So what can we do? 1 Contact your reps and tell them to invest more in diverse transportation options → usa.gov/elected-officials 2 Join #WeekWithoutDriving to lead your own campaign! weekwithoutdriving.org/join
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Additional Tips

- **Lead with lived experience, back it with data.**

Share a moment from your Week Without Driving, then connect it with a stat. This shows it's not just your experience, but that it's part of a broader trend.

- **Keep numbers simple and sticky.**

Use easy formats, instead of more complex figures. Elected officials are more likely to remember and repeat them.

- **Show the scale of impact.**

Show how being a nondriver shapes access to jobs, school, groceries, and healthcare. This makes the scale tangible, not theoretical.

- **Tell your story first.**

When you are sharing your story, start with what happened to you, then add the statistic. Keep the stat short and add the data visuals from this social media toolkit!

- **End with a nudge to action.**

Tag elected officials and encourage viewers to share their own nondriving story.