



# WEEK WITHOUT DRIVING

Thursday, October 1 - Thursday, October 8, 2026

#WeekWithoutDriving | [weekwithoutdriving.org](http://weekwithoutdriving.org)

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## Introduction

Week Without Driving (WWD) is a powerful tool that helps participants, especially elected officials, to experience and reflect on daily life without driving. This experience deepens the understanding of what transportation looks like for those who cannot drive due to disability, age, income and other barriers.

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

Be sure to check out our [Resource Center](#) or [WWD Google Drive](#) to help you find all the resources you need. If you see a resource missing or have an idea for one, email Ruth at [ruth@nondrivers.org](mailto:ruth@nondrivers.org).

## **Step 1: Define Your Goals and Audience**

Before diving into the logistics, set 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, and/or perhaps you want the department of transportation officials and the transit agency board members 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 goals and audience, a strong team will make the week more far-reaching and effective.

Consider engaging diverse organizations and individuals who can help you reach your audience:

- 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
- Neighbors, family and friends, especially those who you've shared your experiences with and/or want to learn more. Perhaps one of them has a nondriver in their life and wants to reflect more.

## **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 (revise) 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@nondrivers.org](mailto:ruth@nondrivers.org).
- Plan engagement through social media and local media.
- 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 amplify the participants you engaged.

## **Step 4: Engage Participants**

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.

- Social Media: Share graphics that appeal to your community. Use #WeekWithoutDriving, and ask participants to post their experiences. Find the different Social Media Toolkits in the Resource Center/Google Drive.
- Press Outreach: Issue a press release, pitch local reporters or write op-eds. Direct Invitations through there.
- Decision Makers: Personally invite key decision makers. If possible, set up a 1 on 1 meeting early on in the year and formally invite them through email and follow-up, when possible.
- 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 and Document Experiences**

Make the week as 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.
- Visit [weekwithoutdriving.org/participate](http://weekwithoutdriving.org/participate) for more ideas!

## **Step 6: Advocate for Change**

After the Week, 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.
- 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 and 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 and Templates**

To support your planning, we have provided the following:

1. Find the reading materials on the website through [Week Without Driving Impact](#) and the [Google Drive Reading Materials](#).
  - Read about current and past WWD across the country and beyond.
2. Find communal lead tools through the [Resource Center](#) and the [Google Drive Communal Lead Tools](#).
  - Find templates, toolkits and other resources created by national coalition members.
3. Find promotional materials through the [Resource Center](#) and the [Google Drive Promotional Materials](#).
  - Get printable flyers, social media guidance and more.

## **Want Inspiration?**

Week Without Driving invites people to understand how car dependency shapes their communities and imagine what life could look like without it. These possibilities are not abstract. It turns into voices, stories, advocacy, policy, votes and infrastructure changes. The wins in this map are what happens when people start having conversations and start seeing possibilities.

Visit [Week Without Driving Wins](#) to see how people have used Week Without Driving as a tool for change.

## **Final Thoughts**

Week Without Driving can be an eye-opening experience 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 be more inclusive and accessible.

Start small, stay organized, and you can help build lasting change across your community and beyond!