



Week Without Driving / Car-Free Day

Commuter Connections
Regional TDM Marketing Group
Washington Metropolitan Area Transit Authority
September 15, 2026

Metro Communications Plan

Car Free Day

September 22, 2026

International holiday to encourage people to use means other than driving to get around.

Campaign Activation:

Focus on car-light lifestyles and Metro Parking with “Drive less. Tap More. Go Metro.”

Week Without Driving

October 1 – 8, 2026

Weeklong initiative to get people out of cars and into other means of transit including rail, bus, bike, etc.

Campaign Activation:

5-day campaign leading up to Week Without Driving focused on small ways Metro makes your commute easier.

Car Free Day Activation: September 22

“Drive less. Tap more. Go Metro.”

- Tap the same contactless card, mobile wallet, or Smart Trip to ride and to pay for parking
- 40 Metro parking facilities across the region serve as the entry point to a car-light trip
- Simple how-to content: tap in, take Metro, tap out, tap to park
- Facility signage, digital reminders, and photo and video content at featured locations
- Outreach during evening exits with QR codes linking to Tap. Ride. Go. information
- Regional partners and elected officials invited to share their own car-light trip

Countdown to Week Without Driving

One small step each day, September 26 to 30

Themes to Highlight during Countdown:

- Pick one outing and plan it using Metro rail, bus, or both
- Choose one card or device for payment and stick with it
- Download MetroPulse and find the station or stop nearest you
- Compare the cost to rideshare — rail is less than \$7 and bus less than \$3 per trip
- Check your route, leave time, payment method, and backup option

Oct. 1 to 8: Week Without Driving begins — take the trip and tell us where Metro took you

Campaign Goals and Audiences

Goals

- Raise awareness of Car Free Day and car-light ways to travel
- Promote Tap. Ride. Go. for rail, bus, and participating parking facilities
- Encourage park-and-ride trips for customers who must drive part of the way
- Build anticipation for Week Without Driving with one daily action

Audiences

- Commuters with access to Metro parking and suburban Park & Ride customers in Maryland and Virginia
- Employers, schools, civic groups, and commuter programs that can amplify the message
- Visitors and new riders, plus elected officials who can model car-free travel

Outreach to Elected Officials

Metro will encourage local elected officials to participate, especially in Week Without Driving.

2025 Week Without Driving Participants

- Ward 1 Councilmember Brianna Nadeau
- Ward 6 DC Councilmember Charles Allen (post pictured to the right)
- Ward 7 Councilmember Wendell Felder

2026 goal to expand Week Without Driving participation to elected officials in all WMATA's jurisdictions and to encourage them to share their experiences on Social Media.



How Commuter Connections Can Help

Small changes turn into permanent habits

- Amplify the daily countdown, September 26 to 30, on your channels
- Encourage member jurisdictions and employers to sign up participants
- Help recruit elected officials to travel car-free during October 1 to 8
- Connect us with worksite events and outreach opportunities across the region

Share our toolkit

Metro is creating ready-to-use materials for partners including:

- Social graphics and daily countdown post copy
- Tap. Ride. Go. how-to explainer for riding and parking
- MetroPulse trip planning guide for new and returning riders
- Sample newsletter and intranet copy for employers and jurisdictions
- Suggested hashtags, tagging, and repost guidance