

Hello,

We are emailing with updates on planning for Week Without Driving (WWD) (September 30 – October 6), a national effort to draw attention to transportation challenges faced by non-drivers and to highlight the benefits of supporting good non-car transportation options. See <https://weekwithoutdriving.org> for more information.

The main activity during WWD is the WWD Experience. We will be asking everyone, especially elected leaders and decision-makers, to pledge to try a week without driving a personal vehicle. During the week, we ask participants to reflect on their transportation experiences and consider how their lives might be different if they didn't have access to a car. You can join the experience now at the WWD website shown above. For those who don't feel they can try going car-free the whole seven days, we are again offering a WWD Bingo card with a grand prize for completing the card and raffle prizes for those who turn one in.

You are invited to be a co-sponsors for this important event. Co-sponsorship is free, but we hope to offer some prizes during the week, so if you are able to contribute an item, a discount, a coupon, or something else, that would be great. All co-sponsors will have their names and logos on all La Crosse area WWD communications, including flyers, social media, and the bingo card. Co-sponsors may host an event, experience, or other special programming during the week, but this is not required. **If your group would like to be a co-sponsor, please complete this form NO LATER THAN FRIDAY, AUGUST 16.** This deadline will give us time to prepare the calendar of events and advertising and outreach materials. Co-sponsor sign up form: <https://forms.gle/Z8tXYYz9oC4Q1Yai6>

Last year, we had some special events, free fares and Drift Cycle rentals, plus WWD Bingo. This year, we are hoping to get even more people involved. The MTU will again offer free fares during the week and we will again offer WWD Bingo.

In addition, we have a few events already scheduled or being planned:

- Monday, September 30 morning – a media event/WWD kick-off with invited elected leaders, WWD co-sponsors, non-drivers, and active transportation advocates
- Monday, September 30 at 7 p.m. - a book talk with author Anna Zivarts ([When Driving is Not an Option](#)) followed by a panel of non-drivers hosted by the La Crosse Public Library (online)
- Wednesday, October 2 - a group ride on the SMRT bus to Prairie du Chien hosted by La Crosse Area Transit Advocates
- Friday, October 4 from 5 to 7 p.m. - an informal Transit Talk at the Cameron Park Farmers' Market hosted by La Crosse Area Transit Advocates (LATA)

Tentative or Events in planning stages:

- Transit 2 Trails event – MTU to local trail hosted by the Coulee Region Sierra Club
- Collecting non-driver stories at La Crosse Public Library during the week

Other communities have included walk and roll audits, film screening, community discussions, bus and bike rides with elected officials and community leaders, and more. For more ideas and to view the WWD monthly planning videos, visit <https://tinyurl.com/2024WWDToolkit>

We hope to finalize co-sponsors, our schedule, and our outreach materials by the end of August and start notifying the media of the event in mid-September. Co-sponsors are encouraged to invite their members/clients/contacts to participate and join us in inviting our elected officials to sign up, too.

Week Without Driving is an opportunity to elevate the stories of non-drivers including elders, youth, those with health issues or disabilities, and low-income residents; to highlight cleaner transportation options; to look at how we allot shared resources including space and funds; to consider health and safety consequences of our car-centric communities, and to imagine a place where everyone can get wherever they want when they want without having to own a car. I hope you will help support WWD by becoming a co-sponsor!

Adam Lorentz, La Crosse MTU and Cathy Van Maren, La Crosse Area Transit Advocates

Some facts to consider:

- In Wisconsin the Wisconsin Department of Transportation (WisDOT) estimates that more than 30 percent of residents are non-drivers. <https://wisconsindot.gov/Pages/projects/multimodal/nd.aspx>
- In the City of La Crosse WisDOT estimates up to 40 percent of residents 15 and older are non-drivers.
- The average annual cost to own and operate a personal vehicle in the United States is about \$6,000 to \$12,000 per year (<https://www.bts.gov/content/average-cost-owning-and-operating-automobilea-assuming-15000-vehicle-miles-year> and <https://www.edmunds.com/tco.html>)
- According to a White House fact sheet published in 2021, Wisconsin residents who rely on public transportation spend over 60% more time commuting, and non-white households in the state are nearly six times more likely to use public transportation.
- U.S. transportation sector emissions from energy consumption increased by almost one percent in 2023, to 1.86 billion metric tons of carbon dioxide (GtCO₂). The U.S. is the largest contributor to [global transportation emissions](#), accounting for almost a quarter of the global total. (<https://www.statista.com/statistics/1118464/transportation-co2-emissions-in-the-us-energy-consumption/>)
- Within the transportation sector, 57 percent of total emissions were from light duty vehicles (cars and light trucks) in 2022 <https://www.epa.gov/greenvehicles/fast-facts-transportation-greenhouse-gas-emissions>
- While only 19% of the U.S. population lives in rural areas, 43% of all roadway fatalities occur on rural roads, and the fatality rate on rural roads is almost 2 times higher than on urban roads. (<https://www.bts.gov/rural>)
- Traveling by public transportation is [10 times safer per mile](#) than traveling by automobile. (<https://www.apta.com/news-publications/public-transportation-facts/>)

The Road to Transportation Equity: Listening to Non-Drivers by Deborah Myerson, July 13, 2023, Shelterforce.org (<https://shelterforce.org/2023/07/13/the-road-to-equity-in-transportation-problems-and-potential-solutions/>)

There's a major hurdle to employment that many Americans don't even think about — and it's holding the economy back by Pedro Nicolaci da Costa, Jan 27, 2018, Business Insider (<https://www.businessinsider.com/lack-of-transport-is-a-major-obstacle-to-employment-for-americas-poor-2018-1>)

To Wisconsin's rural seniors, access to bus transit can be a lifeline by Rachel Wick, July 8, 2021, Wisconsin Transit Riders Alliance (<https://witransitriders.org/positions/to-wisconsins-rural-seniors-access-to-bus-transit-can-be-a-lifeline/>)

An Active Roadmap: Best Practices in Rural Mobility by Smart Growth America, July 27, 2023 <https://smartgrowthamerica.org/rural-roadmap/>

Public Transportation's Impact on Rural and Small Towns, American Public Transportation Association (<https://www.apta.com/research-technical-resources/research-reports/public-transportations-impact-on-rural-and-small-towns/>)

Bill McKibben Talks About Why the 'Week Without Driving' Campaign Is Only the Beginning, October 10, 2023, America Walks (<https://americawalks.org/bill-mckibben-week-without-driving-talk/>)

To Help Save the Planet, Take the 'Week Without Driving' Challenge by Kea Wilson, September 29, 2023 (<https://usa.streetsblog.org/2023/09/29/to-help-save-the-planet-take-the-week-without-driving-challenge>)

Parents Struggle To Observe the #WeekWithoutDriving by Asia Mieszko, October 13, 2023, Strong Towns (<https://www.strongtowns.org/journal/2023/10/13/parents-struggle-to-observe-the-weekwithoutdriving>)

10 Ways Bicycle-Friendly Streets Are Good for People Who Don't Ride Bikes by Jay Walljasper, AARP (<https://www.aarp.org/livable-communities/getting-around/info-2016/why-bicycling-infrastructure-is-good-for-people-who-dont-ride-bikes.html>)