



2026 Week Without Driving Santa Cruz County Business Engagement Guide

Here are ways to get involved in [Week Without Driving Santa Cruz County](#) this year that promote alternative travel methods and keep the public safe when we are cycling and walking:

Encourage Employee Participation:

- ☐ Invite your employees to join the Week Without Driving local challenge by riding the bus, biking, or walking to work. Ask nondriving employees to post their own story before the week describing why they aren't driving, how far they travel, how long it takes, and the challenges they face.
- ☐ Have employees monitor their route noting hazards, unsafe areas, and other challenges then report them using the RTC Hazard report. (We can help with this.)

Host Public Events and Promotions:

- ☐ [Donate](#) a gift card or other items to the county Week Without Driving Contest and community celebration then announce your prize donation news prior to the week encouraging participation.
- ☐ Host your own Week Without Driving event to promote awareness around non-driving modes and the importance of pedestrians' safety. We can help if you notify us in advance.

Engage the Media to Promote your Participation:

- ☐ Encourage employees and customers to share their experiences on social media using hashtags and reposting other employees' posts.
- ☐ Partner with us and local media to share stories and experiences of employees who participate, highlighting the challenges and benefits of going car-free.

Advocate for Policy Change:

- ☐ Use the week as an opportunity to advocate with local government officials for better public transportation infrastructure and bike-friendly routes to your business.

Provide Feedback and Support:

- ☐ Take our business participant post-week survey.
- ☐ Share your stories with us to add to our participant experience webpage.

Business sponsorship opportunities this year include:

Crosswalk Champions

Businesses whose employees participate or who also encourage customers or staff to join.

Safety Stewards

Donation of prizes, printing, signs, supplies, or other in-kind donations.

Trailblazers

Monetary donations that support this year's campaign.

Pathway Partners

Include employee participation, donations, promotion, or volunteer support.

[Week Without Driving Santa Cruz County](#)





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Participating in the **Week Without Driving** offers many benefits including:

- **Enhanced Community Engagement:**
 - ♦ Demonstrates your commitment to community well-being by promoting alternative transportation methods.
 - ♦ Fosters goodwill and improves your reputation among county residents.
- **Increased Employee Satisfaction:**
 - ♦ Encouraging your employees to participate can lead to a healthier workforce through increased physical activity and reduced stress from sitting in traffic.
 - ♦ Shows employees you care about safety, accessibility, and real commute challenges, which can improve morale.
 - ♦ Reduces commute stress by encouraging practical alternatives like walking, biking, or transit, while also acknowledging parking and traffic frustrations.
 - ♦ Builds team connection because employees share commute stories, compare experiences, and learn from one another.
 - ♦ Strengthens workplace pride by linking your company to healthier, safer, and more community-minded values.
 - ♦ Makes nondriving employees feel seen and respected, while helping driving employees better understand and protect people who travel differently.
- **Environmental Benefits:**
 - ♦ Lowers emissions and air pollution.
 - ♦ Reduces car traffic and parking demand.
 - ♦ Encourages cleaner, more sustainable commute habits.
 - ♦ Supports a healthier community and a better business image.
- **Policy Influence:**
 - ♦ Share employee and customer experiences from Week Without Driving to show policymakers how current transportation options affect real people.
 - ♦ Use your business's support for the week to advocate for safer streets, better transit, and more accessible sidewalks and crossings.
 - ♦ Join with other businesses and community partners to speak with one stronger voice for policy changes that help both employers and nondrivers.
- **Cost Savings:**
 - ♦ Reducing the need for parking spaces can save you money on infrastructure costs.
 - ♦ Encouraging alternative transportation may also reduce the financial burden of providing parking benefits to employees.

By choosing to do even a few of these for Week Without Driving, you can support a community-wide public safety effort while demonstrating your values to both your customers and employees.

