Submitted
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The City of Austin and surrounding areas that make up Travis County are often called the "heart of Texas"— in fact the county itself is shaped somewhat like a heart.

In addition to being the capital of Texas and home of the University of Texas Longhorns, many know Austin as "river city," "home of high tech industry," and "live music capital of the world." In this diverse environment, as in many other communities across the nation, the work of the voter registrar is never done. It's a constant challenge to keep track of a voting age population that's pushing 1 million. Today and for several years, voters find many services online at the main Travis County Voter Registrar web pages located at http://www.traviscountytax.org/goVoters.do

About three years ago, we were inspired by Florida's Clay County Supervisor of Elections, Barbara A Kirkman who shared her “Move the Vote” ideas through the Election Center Conference resources. “Move the Vote” became our mantra to target various segments of the voting age population. Following Ms. Kirkman’s lead, we created a new web site and several new public service announcements. Hopefully others will benefit from our work in progress based on "Move the Vote".

www.movethevitetravis.com

- Launched in 2007 as a partnership between Travis County Voter Registration and the Austin Board of Realtors (ABoR), this web site serves the needs of ABoR members in serving their clients. Just prior to launching the web site, some 60 agents attended training to become Volunteer Deputy Registrars.
- The web site keeps ABoR members up to date on election activity and locations where they may pick up or drop off voter registration applications. It also allows ABoR members to download voter registration brochures, post cards and graphics to customize their professional materials.
- New ABoR members learn about the web site through professional publications with messages like this: Help Your Clients Move Their Vote! ABoR and the Travis County Tax Assessors Office are proud to unveil a new Web resource REALTORS can use to assist their clients: www.movethevitetravis.com. This Web site includes all of the key details homebuyers and sellers need to move their voter registration, as well as information on upcoming election dates and registration deadlines.
Public Service Announcements

- Travis County media services provides invaluable support in the production of Voter Registration PSAs. In addition to production, all PSAs air on Travis County TV (TCTV).
- Using our new mantra, the first PSA addressed the family unit. In this PSA, presented in English and in Spanish voters are reminded to literally “Move the Vote” when packing up and reviewing the checklist before moving to a new home. This PSA aired continuously before voter registration deadlines on TCTV and on at least one commercial station.
- Produced at virtually the same time, the second PSA helped launch the ABoR and Voter Registrar partnership, See this PSA in English and Spanish on the enclosed DVD.
- With one major university, a large community college system, and several smaller universities whose populations were historically underserved (18 – 26 year olds), we endeavored to catch their attention with Text the Vote
- This video aired on TCTV and was sent to surrounding universities
- The message takes an “action packed” turn in Roller Derby
- The actress, Alexa, (a.k.a. Polly Urethane!) leads the Elections Division Training team and packs a mean shove on the track!
- Our message, reinvented again, portrays the pioneer life in the latest version of Move the Vote. See this PSA on the enclosed DVD.

Future Plans

- Three more PSAs with “Move the Vote” themes are planned. One will feature local hip-hop artists and another will showcase Austin’s semi-professional football team. The third PSA planned will address the needs of elderly voters who may be temporarily away from their homes.
- Our goal is to increase distribution of PSAs among commercial broadcast stations and on web sites of large employers.
- We also plan to post all PSAs on You Tube and link them to a Volunteer Deputy Registrar blog site that is under construction.

Thank you for this opportunity to share! We look forward to others’ ideas!

Travis County Voter Registration Team

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