Election Center

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2013 Professional Practices Program

Ride & Register
Indian River County, Florida

Submitted by:
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Ride & Register
A Professional Practice Paper

Overview

During the 2012 Presidential Election year, the Indian River County Supervisor of Elections office piloted a new voter outreach program tagged Ride & Register. The idea originated after a brainstorming session where our office was contemplating the best place to host a voter registration drive. Staff wanted to create an effective way to reach a large audience, while making it convenient and exciting to register to vote.

In April of 2012, the GoLine, Indian River County’s public transportation system, broke ground on a new transit facility adjacent to the Elections Office. Shortly thereafter, a light turned on, and staff members thought what better way to get out the vote than to develop a partnership between the Supervisor of Elections office and the Public Transit System. After all, thousands of riders take public transportation to work, school, medical appointments, grocery stores, the mall and the beach every day.

The Elections staff created a proposal, a list of questions, and possible road bumps to present to the Transportation Director. A meeting was scheduled with the transportation director and GoLine Coordinator to find out if this was an undertaking they considered worthwhile. They embraced the idea of making voter registration so easily available to the public, so our last feat was getting approval from the Board of County Commissioners. The Supervisor of Elections contacted the Board’s attorney and received the go ahead and formulated a schedule to cover every bus route before the Primary Election Book Closing deadline.

Tips for Success

Advertise:
The Elections office advertised the Ride & Register schedule in as many places as we could think of. We utilized our website, Facebook and Twitter pages, the local newspaper, and online community calendars to notify the public about our Ride & Register program and bus schedule.

Be Prepared:
Many riders were already registered but had questions about election laws, requesting an absentee ballot, and where to find more information on the candidates that were running for office. It was great to be able to answer so many questions and help riders clarify other voter maintenance topics. Ride & Register was created shortly after redistricting, so it was a great opportunity to educate the public about polling place changes as well.
Identify Yourself:
Announcing our presence or requesting the bus driver to make an announcement at each stop worked well. Passengers were reminded about the convenience to register to vote while they rode the bus to their various destinations. Elections staff members were easily identified as they were wearing their elections logo shirts.

Know Your Audience:
Once all parties bought into the program, the Elections staff had a strategic planning meeting to discuss peak ride times, route demographics, and staffing. We discovered that some of the routes traveled through Spanish speaking communities. This information enabled us to plan staffing levels for each route, and to have a bilingual staff member and Spanish registration forms on board when necessary.

Track Your Success
Keeping a record of each route helped us monitor the success of the program. We meticulously tracked who worked, the number of voter registration applications and absentee ballot request forms collected, and the number of handouts distributed while on each route.

Outcome
Ride & Register proved to be a great way to communicate election information with the public. The program was well received by the public, the Board of County Commissioners, and the GoLine passengers. The support of county officials and the media helped successfully facilitate the Ride & Register program.

The GoLine was pleased with the results of the program as well. The transportation coordinator accompanied the Elections staff on many trips, so they were able to collect valuable feedback about their services while acting as a guide to the Elections staff.

Indian River County’s public transit system is fairly new. The fleet is now comprised of 61 buses. In 2011, GoLine provided 978,861 trips running 15 routes, six days a week. If you were to implement this program in a metropolitan area, the scope of the program could be exponential. Supervisors of Elections could potentially work with student volunteers, and third party voter registration organizations to really make a large scale impact. The program model and resources are available. As gatekeepers of democracy, it is our duty to bring these services to the public.

Questions about Ride & Register may be directed to Stephanie Sonberg, Technical Programs Coordinator for the Indian River County Supervisor of Elections Office by emailing ssonberg@voteindianriver.com or by calling (772) 226-3446.
Ride & Register 2012
supervisor of Elections staff will ride all 14 routes of the GoLine and GoLine transportation coordinator Paul Klubek providing Indian River County residents with a service that has never been offered before.

Thanks to a new program called "Ride and Register" GoLine passengers will now have a convenient opportunity to register to vote while traveling, utilizing public transportation.

Supervisor of Elections staff will ride all 14 routes of the GoLine, covering Sebastian, Vero Beach and Fellsmere during a 6-week period prior to book closing for the primary election on Aug. 14.

Book closing is July 16 and is the deadline for all new voter registration applications and party affiliation changes for the primary election. An elections staff member will ride on each route, one time, for a 2-hour period.

Route 1 travels from the Main Transit Hub to the beachside, stopping at busy locations such as Ocean Drive, Miracle Mile Plaza, Riverside and Humiston Park, Parc 24 and the Village Beach Market.

Riders take GoLine buses to work, school, medical appointments, grocery stores, the mall, the beach and several other locations. "Using the county's public transit system is a great way to react the citizens of Indian River County," Swan said.

Elections staff will offer passengers boarding GoLine buses an opportunity to register to vote, update their voter information, request an absentee ballot and ask questions regarding other election related subjects.

To view the complete "Ride & Register" schedule, visit www..voteindianriver.com. The schedule is located under the Community Outreach tab.
Upcoming election

It helped bring some awareness about the election.

Last Ohio primary, Sen. Sheri, sponsor of elections registration.

Mobile Voter Registration Drive

Register to vote while riding a coffee bus.
Click here for the Ride & Register Schedule

1. Get on the Golline
2. Register to Vote
3. Make Freedom Count... Vote!
4. Update Your Voter Information, or Request an Absentee Ballot

Find the Elections Office staff on a bus route near you and register to vote.

As easy as ... 1, 2, 3
**Ride & Register Schedule**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ROUTE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 a.m.</td>
<td>Route 4 Osio Plaza to Main Transit</td>
<td>Friday, July 13th</td>
</tr>
<tr>
<td>1:30 a.m.</td>
<td>Route 14 Osio Plaza to Main Transit</td>
<td>Thursday, July 26th</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Route 1 - IR Mall to IRSC Main Campus</td>
<td>Wednesday, June 27th</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Route 1 - Seaboard (South Area)</td>
<td>Tuesday, July 3rd</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Route 1 - Seaboard to Vero Beach</td>
<td>Friday, June 29th</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Route 7 - Osio Plaza to Indian River Mall</td>
<td>Tuesday, July 2nd</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Route 6 - South Vero Plaza to Osio Plaza</td>
<td>Thursday, June 28th</td>
</tr>
<tr>
<td>2:00 a.m.</td>
<td>Route 5 - Seaboard (North Area)</td>
<td>Friday, June 15th</td>
</tr>
<tr>
<td>1:30 a.m.</td>
<td>Route 4 - South Vero Plaza to Main Transit</td>
<td>Wednesday, June 13th</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Route 3 - Gifford Health Center to Main Transit (east)</td>
<td>Monday, June 1st</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Route 2 - Indian River Mall to Main Transit</td>
<td>Thursday, June 7th</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Route 1 - Beachside to Main Transit</td>
<td>Tuesday, June 5th</td>
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