RIDE & REGISTER

INDIAN RIVER COUNTY, FL

SUPERVISOR OF ELECTIONS OFFICE
INDIAN RIVER COUNTY, FL

- POPULATION: 140,567
- ELIGIBLE VOTERS: 115,000
- REGISTERED VOTERS: 94,331
  - REPUBLICAN: 44,306
  - DEMOCRATS: 26,963
  - OTHER: 23,062

Necessity is the mother of invention

An idea materialized in Indian River County using resources that were readily available to help us reach both registered and potential voters.

RIDE & REGISTER

GoLine

Indian River County Supervisor of Elections

RIDE & REGISTER

Ride & Register is a unique way to register voters and provide election information to the public in a spirited & convenient way.

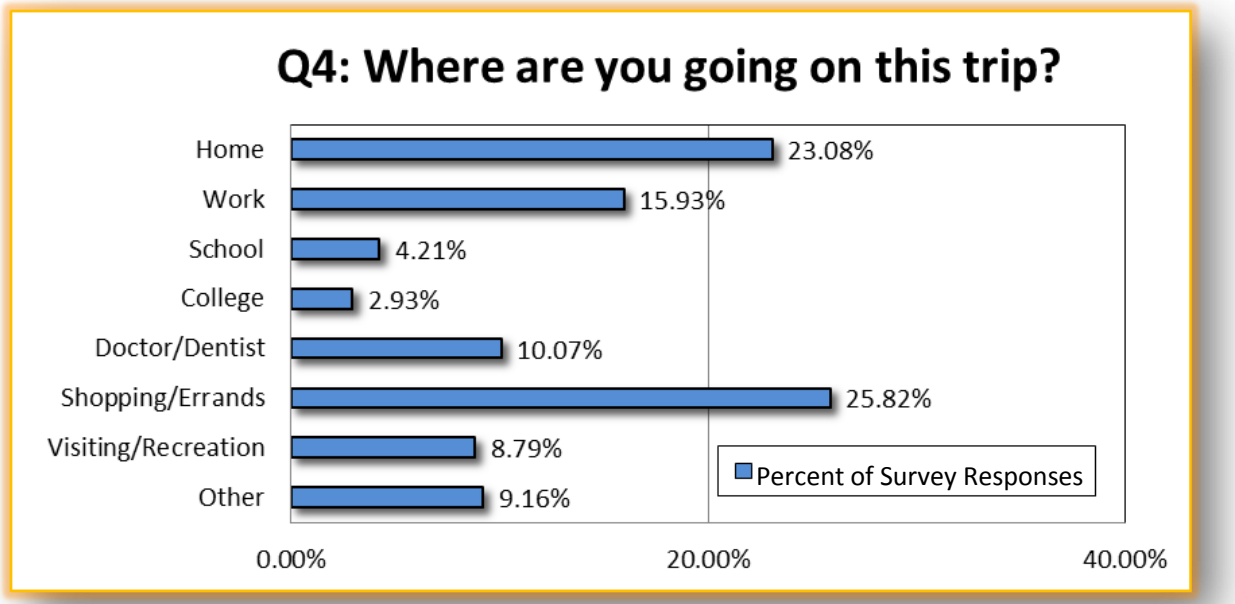
Staff at the elections office wanted to ride the GoLine and offer passengers the opportunity to register to vote, request absentee ballots, and get answers to their election questions.

What is GoLine?

- Indian River County's **only** public transit system.
- **No fee** to ride the bus.
- Services 14 fixed routes, 6 days a week
- 1.1 Million Trips Annually

GoLine Customer Profile

Category	Profile	Response Rate
Gender	Female	53%
Age	20 to 29	28%
Ethnicity	White	46%
Annual Household Income	Less than $10,000	56%
Vehicles in Household	0 Cars	55%
Trip Purpose	Shopping/Errands	26%



TARGET AUDIENCE

- 20,000 residents who are eligible but not registered to vote. (17%)
- Registered voters who need to…
  - Update their address
  - Change their party affiliation
  - Request an absentee ballot
  - Change their name
  - Verify their polling place

CONSTRAINTS

- TIME
- MONEY
- LARGE AREA TO COVER

- STAFFING

RIDE & REGISTER: But How?

- First, staff considered possible benefits & limitations to our idea.
- The director of GoLine was contacted and a meeting to discuss a potential community partnership was scheduled.

RIDE & REGISTER: But How?

- Once the meeting was on the books, staff formalized a game plan.
- The concept was presented to the Director and Transportation Coordinator at our initial meeting.
- They LOVED it- thought it would be a great way to get involved in the community.

WHAT WAS DISCUSSED?

- Peek travel days, times, routes
- Number of bus routes
- Number of bus hubs
- Advertising
- Safety
- Language barriers
- Identification
- Scheduling
- County Approval

WHAT'S NEXT?!

- **Most Important:** The program had to be approved by the County Attorney.

- Then, using the information from the planning meeting, a plan of attack was devised…

14 Routes in 6 Weeks

- Book Closing: Florida Statute mandates that the registration books be closed on the 29th day prior to an election. Party changes and new registrations filed after the 29th day, will count towards future elections only.

APPROVAL BY ALL:
Time to advertise!

- Ride & Register's schedule and marketing plan were approved
- Time To Advertise!
  - –
  - –
  - – Word of Mouth
  - – Press Releases
  - – Community Calendars

+

Indian River County
Supervisor of Elections

=

Ride & Register

3 Easy Steps

- Ride the GoLine!
- Register to Vote!
- VOTE!

Register to Vote

Update your Voter Record

Request an Absentee Ballot

ON A BUS ROUTE NEAR YOU

Leslie Rossway Swan | Supervisor of Elections | Indian River County
(772) 226-3440 | 4375 43rd Avenue Vero Beach, FL 32967 | VoteIndianRiver.com

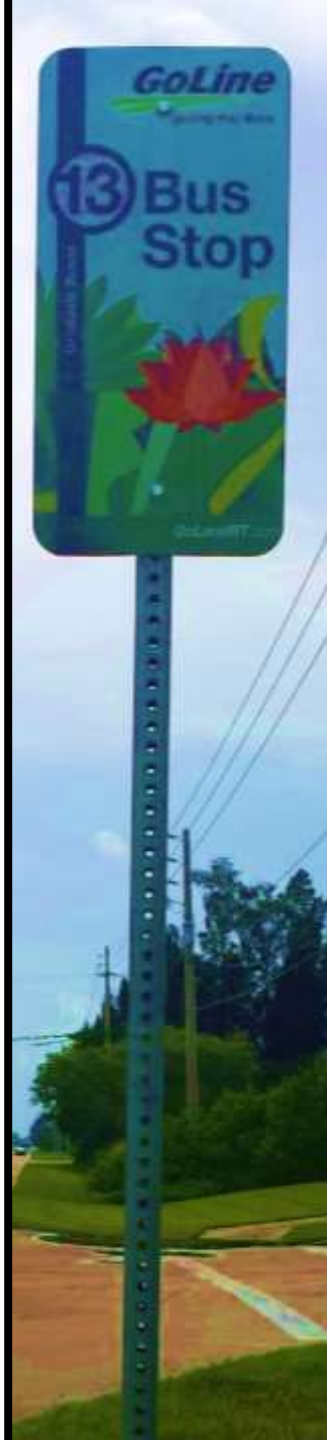
Ride & Register: Schedule

DATE	ROUTE	TIME	PICK-UP LOCATION	STAFF
Tuesday, June 5th	Route 1- Beachside to Main Transit	1:00-3:00 p.m.	Main Transit Hub	Stephanie, Leslie
Thursday, June 7th	Route 2- IR Mall to Main Transit	8:30-10:30	Main Transit Hub	Jean, Martha
Monday, June 11th	Route 3- Gifford Health Center to Main Transit (east)	1:30-3:30	Main Transit Hub	Stephanie, Landy
Wednesday, June 13th	Route 4- South Vero Plaza to Main Transit	1:30-3:30	Main Transit Hub	Cathy Boyle
Friday, June 15th	Route 5- Sebastian (North Area)	2:00-4:00 p.m.	Riverwalk	Kathy Crockett
Tuesday, June 19th	Route 6- South Vero Plaza to Oslo Plaza	8-10 a.m.	South Vero Publix	Stephanie, Landy
Thursday, June 21st	Route 7- Oslo Plaza to IR Mall	8-10 a.m.	Mall Food Court	Leslie, Anne
Monday, June 25th	Route 8- Gifford Health Center to Main Transit (west)	1:30-3:30	Main Transit Hub	Tricia, Henry
Wednesday, June 27th	Route 9- Sebastian to Wabasso to IR Mall	2-4 p.m.	Mall Food Court	Marge, Gary
Friday, June 29th	Route 11- Barefoot Bay to Sebastian to VB	1:30-3:30 p.m.	Barefoot Bay Bdg A	Martha, Richie
Tuesday, July 3rd	Route 10- Fellsmere to Sebastian	1:30-3:30 p.m.	NC Hub(510 & Seb Blvd.)	Tricia, Cathy
Thursday, July 5th	Route 12- Sebastian (South Area)	8-10 a.m.	IR Publix	Marge, Leslie
Wednesday, July 11th	Route 13- IR Mall to IRSC Main	1-3 p.m.	Mall Food Court	Anne, Jean
Friday, July 13th	Route 14- Oslo Plaza to Main Transit	1:30-3:30 p.m.	Main Transit Hub	Richie, Martha

Ride & Register:
Inaugural Ride

- Route 1: Beachside to Main Transit

Supervisor of Elections Leslie Swan, Stephanie Nelson & GoLine Transportation Coordinator Paul Klubek



I VOTED
VOTE EARLY!
FLORIDA VOTER REGISTRATION APPLICATION
2013
INDIAN RIVER COUNTY SUPERVISOR OF ELECTIONS
VOTE!
IT'S YOUR FUTURE
Need help in applying for the restoration of your Civil Rights?
The Indian River County Supervisor of Elections office can provide help to anyone who needs assistance in applying for the restoration of their civil rights.
Contact Jean Matthews, Elections Staff Assistant
By calling 772-226-3844 or email at:
jmatthews@voteindianriver.com

Ride & Register: Tips for Success

- Interns & Volunteers
- Use the Buddy System
- Provide Handouts, Business Cards, & Stickers
- Involve the Driver
- Track Everything!

Route	Date	Staff/Volunteer Name	# Registered	REP	NPA	Dem	Minor	AB Reqs.	Handouts	Est. Reach
1	5-Jun									
2	7-Jun									
3	11-Jun									
4	13-Jun									
5	15-Jun									
6	19-Jun									
7	21-Jun									
8	25-Jun									
9	27-Jun									
10	29-Jun									
11	3-Jul									
12	5-Jul									
13	11-Jul									
14	13-Jul									

Program Outcomes

- Public Awareness of upcoming elections
  - Over 1,000 riders in 28 hours

Elections staff hits the road to help voters

By J.G. Wallace
Special to Treasure Coast Newspapers

INDIAN RIVER COUNTY – Indian River County Supervisor of Elections Leslie Rossway Swan and her staff will be riding the GoLine bus for the next few weeks as a way to help riders register to vote in upcoming elections.

Swan said the new "Ride & Register," program is intended to give GoLine passengers a convenient way to register to vote or update their address, signature or party affiliation.

"We're trying to reach a different demographic," Swan said. Swan said she is hopeful the new program would help reach voters who don't have their own transportation and rely on GoLine.

"It's kind of a different idea," Swan said. "It's really no different than any other voter registration drive where we go out into the community except it's on wheels."

Karen Deigl, president of the Senior Resource Association, which operates GoLine, said, "We're excited to be part of this collaboration with the Supervisor of Elections in encouraging people to register and vote."

Starting on Tuesday, for the next six weeks, staff members will ride each of GoLine's 14 routes once for two hours, covering Sebastian, Vero Beach and Fellsmere. Swan will join staff on the debut run and other staff members will rotate through the rest of the schedule.

Swan said all of the services normally provided in the Supervisor of Elections office will be available on the go.

Indian River County had 89,305 registered voters as of May 31. With the Aug. 14 primary approaching, and the deadline to register or declare a party affiliation July 16, Swan expects a rush of activity.

Swan said her staff had been brainstorming about ways to reach segments of the population and the idea of riding the GoLine routes came together. Other voter registration efforts have included setting up at local supermarkets and stores and churches in the Gifford community.

KICKOFF RIDE

The inaugural "Ride & Register" run will be 1 p.m. Tuesday on Bus Route 1 in Vero Beach. Route 1 travels to the beach side, stopping at such locations as Ocean Drive, Miracle Mile Plaza, Riverside and Humiston Park, Parc 24 and the Village Beach Market.

- For the complete "Ride & Register" schedule, go tovoteindianriver.com. The schedule is under the Community Outreach tab.
- For more information, call the elections office at 772-226-3440.
- For information on GoLine, call 772-569-0903, or go togolineirt.com

Program Outcomes

★ Positive Media Coverage

ELECTION

lections office, GoLine team up for 'Ride & Register'

upervisor of Elections staff will ride all 14 outes of the GoLine

STEPHANIE SONBERG
nNews contributor

VERO BEACH — Supervi- of Elections Leslie Ross- ay Swan has announced new partnership with enior Resource Associa- on president Karen Deigl 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-we period prior to book for the primar Aug. 14.

Book closing is July 18 and is the deadline for all new voter registration applications and party affiliation changes fo primary electio tions staff w on each

the mall, the h oral othe the

om left, GoLine transportation coordinat slie Rossway Swan on a

Tricia Wad

Register to vote while riding a GoLine bus

By J.G. Wallace
Special to Treasure Coast Newspapers

INDIAN RIVER COUNTY — The Supervisor of Elections' "Ride and Register" mobile voter outreach program kicked off Monday on the GoLine county transit system.

Supervisor of Elections Leslie Rossway Swan and several staff members, along with GoLine/RT Transportation Coordinator Paul Klubek, rode the system's Route 1 for two hours Monday afternoon, chatting with riders traveling from Beachside to the Main Transit Hub on 26th Street.

MOBILE VOTER REGISTRATION DRIVE

Through the next few weeks, members of Supervisor of Elections staff will be riding various routes for a two-hour period. Riders can look for elections staff on:

- Thursday, Route 2, Indian River Mall to Main Transit Hub, from 8:30 to 10:30 a.m.
- Monday, Route 3, Gifford Health Center to Main Transit, from 1:30 to 3:30 p.m.
- Wednesday, Route 4, South Vero Plaza to Main Transit, from 1:30 to 3:30 p.m.

The deadline for registering to vote or declaring a party affiliation for the Aug. 14 primary is July 16. For more information on registering to vote and the "Ride & Register" schedule, visit the Supervisor of Elections website at www.voteindianriver.com. The schedule is under the Community Outreach tab. The office can be reached at 772-226-3440.

> "It helped bring some awareness about the upcoming election."
>
> **Leslie Rossway Swan**, supervisor of elections

Swan said her staff registered two new voters, and gave several other people voter registration forms they could complete and return.

"It was very interesting," Swan said. "We met a lot of interesting people and Paul Klubek got a lot of feedback from riders about the service.

"It helped bring some awareness about the upcoming election," Swan said.

Although many people are aware of the upcoming general election in November, not as many people are aware of the August primary and the local races going on, Swan said.

Swan said it was first time riding the Line service and she impressed by the sity of the riders reens to seniors, many part-time living on boats service for sh Vero Beach

SEWARES
ND LINENS!
1609 10th Ave., Collins Center
Located Behind K-Mart
Ph. 567-3598

Ride & Register: Findings

- Overwhelming media attention focused on our program
- We received many inquiries on the Civil Rights Restoration process
- Majority of riders were already registered via DMV and online registration but sought information on the upcoming elections
  - Early voting & Election Day dates
  - Polling place changes due to redistricting
  - Absentee ballot requests

Ride & Register: Findings

- Accessed voters who wouldn't normally take the time to inquire about election information
- Many riders do not subscribe to the newspaper or do not have internet access to gather information
- Demonstrated the elections office commitment to voter outreach
- Estimated cost:
  - Utilized own staff & existing office supplies