INDIAN RIVER COUNTY, FL
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

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

Q4: Where are you going on this trip?

- Home: 23.08%
- Work: 15.93%
- School: 4.21%
- College: 2.93%
- Doctor/Dentist: 10.07%
- Shopping/Errands: 25.82%
- Visiting/Recreation: 8.79%
- Other: 9.16%
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.  

![Approved Stamp]

• 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!
  – Facebook
  – Twitter
  – Word of Mouth
  – Press Releases
  – Community Calendars
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

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

• Route 1: Beachside to Main Transit

Supervisor of Elections Leslie Swan, Stephanie Nelson & GoLine Transportation Coordinator Paul Klubek
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 e-mail at: jmatthews@voteindiariver.com
Ride & Register: Tips for Success

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

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<tr>
<th>Route</th>
<th>Date</th>
<th>Staff/Volunteer Name</th>
<th># Registered</th>
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<th>NPA</th>
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<th>Minor</th>
<th>AB Reqs.</th>
<th>Handouts</th>
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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.
Program Outcomes

Positive Media Coverage

ELECTION

Elections office, GoLine team up for ‘Ride & Register’

By Stephanie Sonberg
sun News contributor

VERO BEACH — Supervisor of Elections Leslie Rossway Swan has announced a new partnership with the 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 the 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 booking in August.

Book closing is July 15th and is the deadline for all new voter registration applications and party affiliation changes for the primary election on Aug. 14th.

Register to vote while riding a GoLine bus

Mobile Voter Registration Drive

By J.C. Wallace
sun News contributor

INDIAN RIVER COUNTY — The Supervisor of Elections Leslie Rossway Swan and several staff members along with GoLine’s Transportation Coordinator Paul Klubek rode the system’s Route 1 for two hours Monday afternoon, stopping with riders traveling from Vero Beach to the Main Transit Hub on 20th Street.

Sewares and Linens
1609 10th Ave., Collins Center
Located Behind K-Mart
Ph. 567-3598

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.”
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