

Free Rides on Election Day, Nov. 6 Social Media Campaign RideKC

RideKC developed social media messages to create ongoing attention for our free fares on Election Day. After the initial announcement, RideKC highlighted:

- Registration deadline in Missouri
- Registration deadline in Kansas
- Vote and Ride Guide
- Day before reminder
- Election Day posts



Citizens, Politicians and Media Carry the Message Free Rides on Election Day, Nov. 6 - Social Media Campaign

Although the total impact of independent mentions couldn't be measured, there were a considerable number of posts on Facebook and Twitter by people and organizations.

U.S. Representative

Emanuel Cleaver II shared your photo.
November 6 at 11:55 AM



FREE BUS RIDES
All Election Day

Tuesday, November 6, 2018

RideKC

RideKC
November 5 at 6:02 AM

Tuesday is the day... Free fares for #ElectionDay!
You can find a downloadable voting and riding resource guide here: <http://ridekc.org/blog/free-bus-rides-nov-6>
Plan your trip and check out sample ballots now.

David Johnson, Derron Pickett and 53 others
3 Comments 13 Shares

Like Comment Share

Local County Commissioner

Ed Eilert for Johnson County Chair
November 5 at 2:39 PM

Tomorrow is Election Day. I encourage each and every person to get out and exercise your right to vote! Remember, fares on all RideKC bus routes serving Kansas City, Johnson County, Wyandotte County and Independence will be free. Find routes online or call 816-221-0560.
#ChairmanEilert #JoCo #vote



Ed Eilert
Johnson County Commissioner Chair

RideKC, Vicki Schaaf, Meggan Eilert and 3 others
2 Shares

Like Comment Share

Local Media

Lindsay Shively shared your photo.
November 6 at 11:24 AM

Need a ride to the polls this election day? FREE bus rides. Plus Lime, Lyft, & Uber want to help too...



FREE BUS RIDES
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Plan your trip and check out sample ballots now.

Marissa Tague, Stephanie Rice and 7 others
2 Shares

Like Comment Share

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Facebook posts

Heart of Westport Neighborhood Association - Kansas City shared your photo.
November 3 at 8:33 PM

How to RideKC BUS

Cómo viajar en el autobús para votar
Free Service on Nov. 6 (servicio gratuito)

- Find your Polling Place**
Encuentra tu lugar de votación
Missouri residents
 Missouri residents in Jackson County: kceb.org
 Other locations in Missouri: www.kcsu.org/election/govtmissouri/
Kansas residents
 Johnson County: jcoelection.org
 Wyandotte County: wycoekc.org/election
 Other locations in Kansas: votes.org
- Download the RideKC App**
Descarga la Aplicación RideKC
Download from your app store by searching "RideKC."
Descarga la aplicación de tu tienda de aplicaciones buscando "RideKC."
- Plan your Trip**
Planifique su viaje
Type your destination on RideKC.org or in the RideKC App to find your route(s). Schedules can be found at RideKC.org and inside each bus.
Escriba su destino en RideKC.org o en la aplicación RideKC para encontrar su ruta(s). Los programaciones pueden ser encontrados en RideKC.org y dentro de cada autobús.
- Track your Ride**
Bastrea tu viaje
Use RideKC.org or the RideKC App to track your bus. Arrive at the stop 5 minutes before the scheduled time.
Utilice RideKC.org o la aplicación RideKC para rastrear su autobús. Llegar a la parada 5 minutos antes de la hora programada.
- Request a Stop**
Solicitar una parada
Pull the cord prior to your destination to request a stop. Ask the operator for assistance if you are unsure about your stop.
Jale el cable antes de su destino para solicitar una parada. Pídele al operador para obtener ayuda si no está seguro acerca de su parada.

Heart of America Indian Center d/b/a Kansas City Indian Center
November 5 at 10:45 AM

Election Day is tomorrow! Don't let anything prevent you from exercising your right to vote. One common obstacle faced by many is getting to the polls.

RideKC is offering free rides for voters tomorrow. They also have links on their site to find your polling place, and the best bus route to get you there. If you need help finding a way to go vote, please contact us here at KCIC. <http://ridekc.org/blog/free-bus-rides-nov-6>

RIDEKC.ORG
RideKC to Vote | Blog | RideKC
(blog_description)

28 Likes 16 Shares

KC Muslim Civic Initiative
November 6 at 9:31 AM

Free bus rides to the polls.



KCUR.ORG
Voting In Kansas City? Here's How To Get To The Polls If You Don't Have A Car

12 Likes 3 Shares

Dee Cummings
November 5 at 8:51 AM

Election Day Transportation

RideKC- Free Rides on RideKC public transportation all day on November 6 www.ridekc.org Paratransit riders should call 816-842-9070 to arrange a ride.

KS/MO Dream Alliance- www.bit.ly/ksmodaride (both riders and drivers can sign up) Need a ride and unable to enter your details online? Call 816-945-2319 or email ride@ksmoda.org

www.carpoolvote.com- A national no profit website that matches drivers and people who need rides to the polls. Or call the interactive voice response service at 804-424-5335, and an operator will contact you. Need a ride to claim your vote? Some of our riders need to get to the polls - either on polling day or during early voting. Others need to travel to get a photo I.D. Whatever your situation, simply click the I need a ride button on the CarpoolVote.com home page and fill in your details. You'll receive a message straight away confirming that we've Uber/Lyft- Discounted or free rides in SOME areas. Use their app to see if rides are available. NOTE: Not every ride is free

FREE BUS RIDES All Election Day
Tuesday, November 6, 2018

RideKC

RIDEKC.ORG
Kansas City Regional Transit | Home | RideKC
(description)

2 Likes 2 Shares

The Whole Person is celebrating RIDEKC to Vote!
August 3

On Election Day, fares on all RideKC bus routes serving Kansas City, Johnson County, Wyandotte County and Independence will be FREE. There will be a primary election in Missouri and Kansas on Aug. 7.

"Exercising the right to vote is so important that we want to make it as easy as possible to get to the polls," said KCATA President and CEO Robbie Makinen. "We are grateful to our regional transit partners in Johnson County, Independence and KCK for agreeing to again make this a truly regional transit initiative."

<http://ridekc.org/blog/free-bus-rides-on-election-day>

RIDEKC.ORG
RideKC to Vote | Blog | RideKC
(blog_description)

Kristi Branstetter, CJ Charbonneau and 11 others 17 Shares

FEC4Me
October 31 at 8:54 AM

Your vote matters! Kansas City Region Offers Free Rides on Election Day, Nov. 6 - find out more at <http://ridekc.org/news/election-nov-2018>

Vote with RideKC on Nov. 6 | News | RideKC
ridekc.org

FREE BUS RIDES Election Day, November 6, 2018
RideKC

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Twitter posts



Timing Posts for Maximum Reach

Free Rides on Election Day, Nov. 6 - Social Media Campaign

By serving up relevant messages at the optimum times, RideKC was able to get good reach:

- Election Free Fares Announcement: 127 retweets
- Missouri registration deadline reminder: 24 retweets
- Day before: 258 retweets
- Election day: 80 retweets



Social Media Statistics

Free Rides on Election Day, Nov. 6 - *Social Media Campaign*

Combined

- August impressions: 148,735
- November impressions: 194,213
- Increase: **30.6%**

Twitter

- August impressions: 146,794
- November impressions: 181,033
- Increase: **23.3%**

Facebook

- August impressions: 1,941
- November impressions: 14,468
- Increase: **645.4%**

Ridership increase *(week over week)*

- Nov. 6: 47,236
- Oct. 30: 42,208
- Increase: **11.9%**