Effectiveness Statement

Target audience

Our primary target audience for the Drive the Vote campaign was everyone age 18 and older eligible to vote in the 2020 election.

Situation/challenge

Many people who want to exercise their right to vote often cite the lack of safe, reliable transportation to Voting Centers and Ballot Drop Box locations as a barrier. We wanted to find an effective way to help make voting easier and more accessible to all Sacramento County voters by offering free rides system-wide on the first day of early voting and on Election Day. We also offered free rides on our SmaRT Ride on-demand shuttles with a free ride flyer from October 26 through November 2, 2020, to provide even more opportunities to vote. The primary challenge was how to communicate the free ride offer to a diverse population of over one million people living within our 400 square-mile service area during a pandemic.

Strategy / objective

The strategy was to use a multifaceted approach to reach our target audience with a focus of leveraging partnerships with Sacramento County and the Sacramento Kings NBA basketball team to help drive community members to vote. And so the campaign name "Drive the Vote" was born. We started by creating a web page that linked our transit service with polling centers and drop box locations to help customers find the closest location. We then created a series of joint digital messaging with our partners to broaden the reach on all social and electronic media platforms. We created rack cards, mini-posters, flyers and sent joint email blasts and a digital toolkit. We partnered on a socially distanced, press event at Golden 1 Center, the largest Vote Center in Sacramento County.
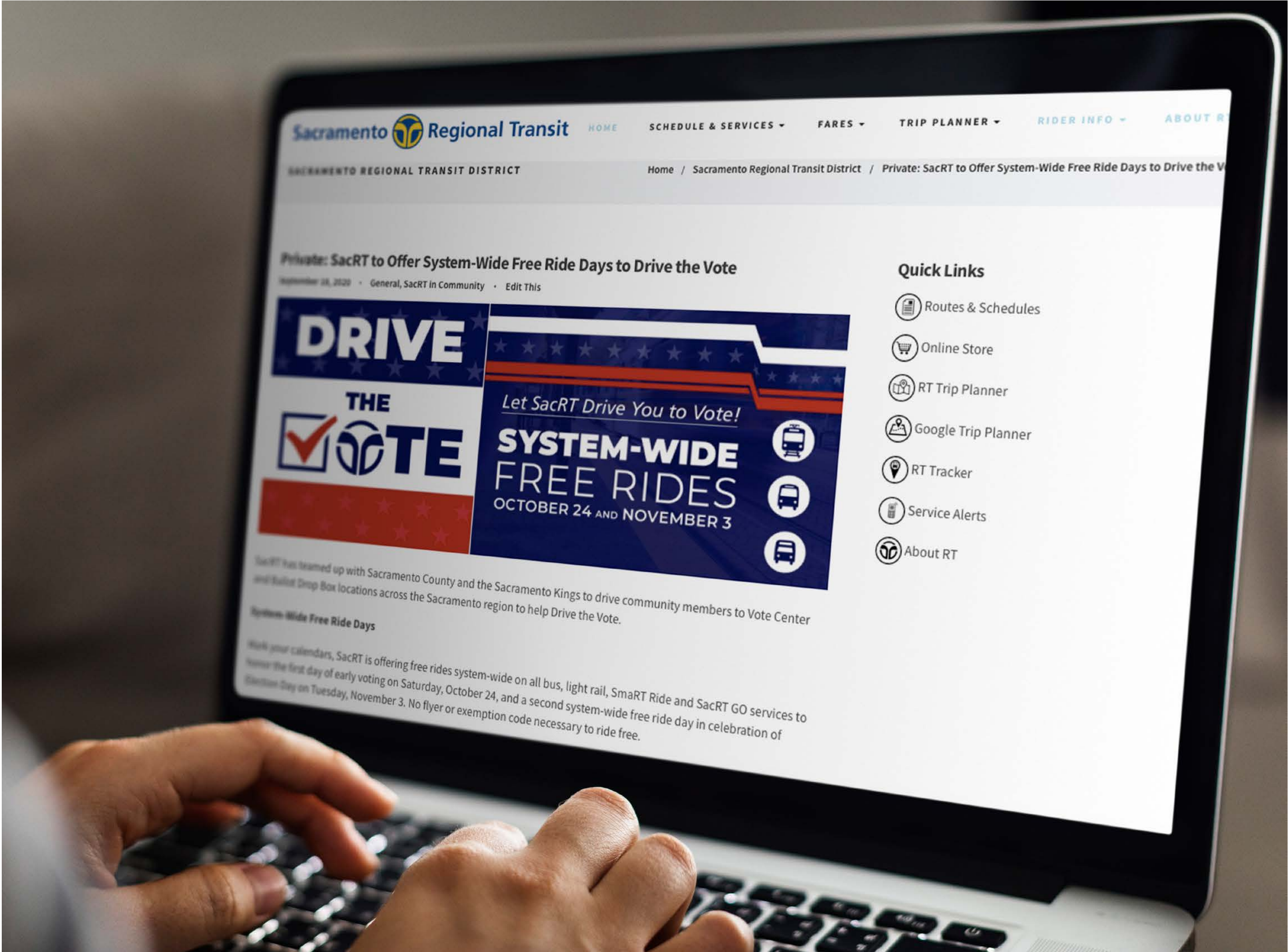
Results/impact

During our two system-wide free ride days for the campaign, we experienced a significant increase in ridership. On the first day of early voting, we carried over 16,000 passengers, which was a 3% increase over the prior Saturday. On Election Day, we carried over 30,000 passengers, which was over a 17% increase from the prior Tuesday. Media coverage: there were over 95 stories on the campaign with a reach of over 1.6 million households. There were 15 social media posts about the Drive the Vote campaign. On Twitter, we had 265,074 impressions, 1,887 engagements and 261 likes. On Facebook, we reached 11,393, had 586 engagements and 138 likes. On Instagram, we had 4,309 impressions, 340 likes and 93 shares. We also received compliments from the community and the industry about this effort

Why submit

Keeping in mind our ridership numbers had been typically flat during the pandemic, the Drive the Vote campaign was a tremendous success in not only increasing ridership and engagement when it is most needed, but helping the Sacramento community overcome the transportation barrier to vote. It also helped further reinforce the important social role that we play in the community.

Sacramento Regional Transit

Sacramento Regional Transit

Sacramento Regional Transit

Drive the Vote
Social Media Toolkit

DRIVE THE VOTE

Let SacRT Drive You to Vote!
SYSTEM-WIDE FREE RIDES

Sacramento County | Kings | Regional Transit

October/November 2020

sacrt.com/drivethevote

Post 2
(Partners graphic)

DRIVE THE VOTE — OCTOBER 24 AND NOVEMBER 3
Let SacRT Drive You to Vote!
SYSTEM-WIDE FREE RIDES
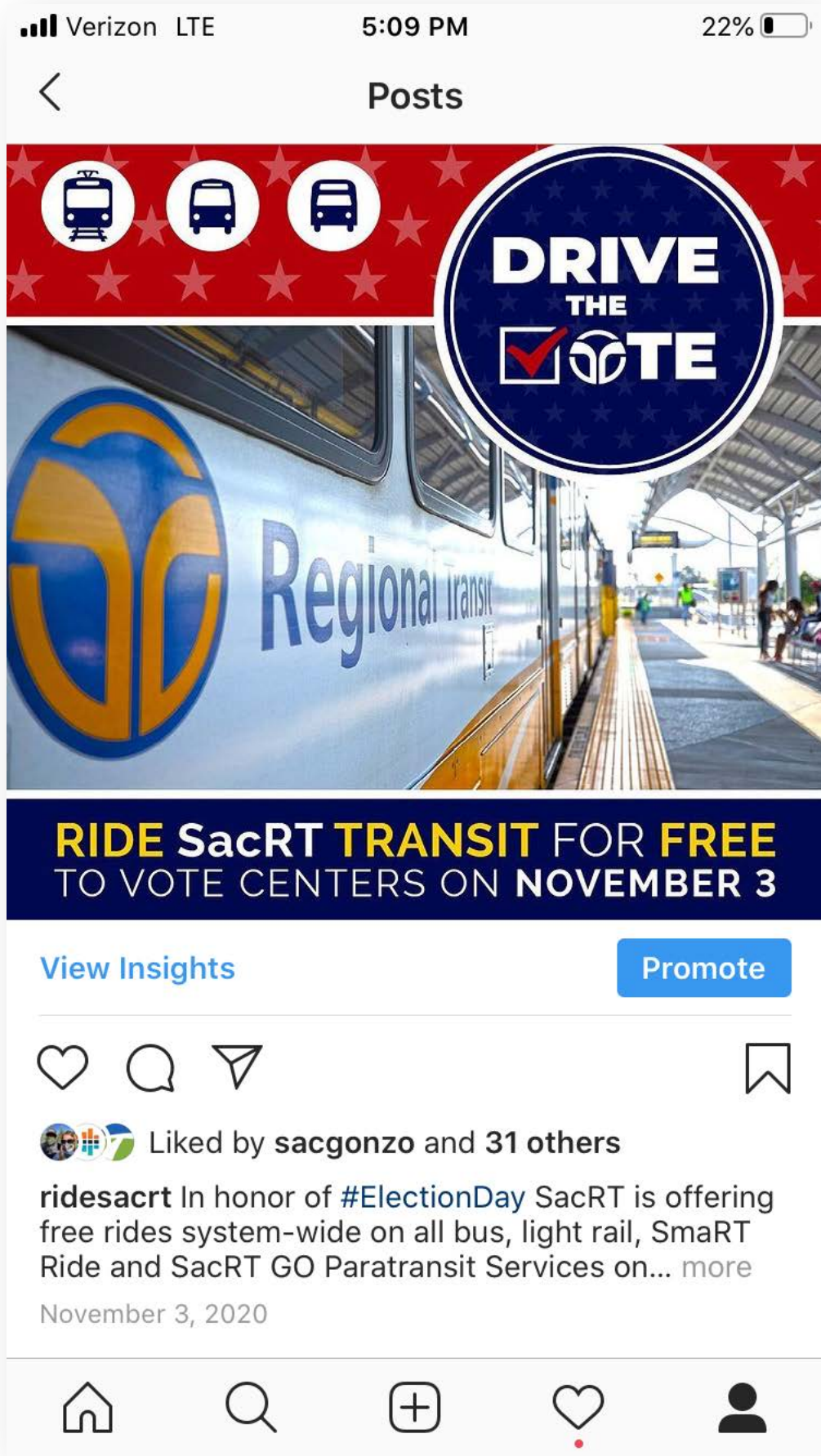
Enjoy **free rides system-wide** on all **bus, light rail, SmaRT Ride and SacRT GO** services on:
Saturday, October 24 and Tuesday, November 3

Facebook
@SacramentoRT has teamed up with @Sacramento County – Government and the @SacramentoKings to drive community members to Vote Center and Ballot Drop Box locations across the Sacramento region, including @Golden 1 Center, to help #DrivetheVote.

SacRT is offering free rides system wide on Sat 10/24 and Tue 11/3. Visit sacrt.com/drivethevote to learn more. #DriveTheVote #Vote2020 #RallyTheVote

Twitter
.@RideSacRT has teamed up with @SacCountyCA and the @SacamentoKings to drive community members to vote. SacRT is offering free rides on Sat 10/24 and Tue 11/3. Visit sacrt.com/drivethevote to learn more. #DriveTheVote #Vote2020 #RallyTheVote

Instagram
@RideSacRT has teamed up with @SacCounty and the @SacramentoKings to drive community members to Vote Center and Ballot Drop Box locations across the Sacramento region, including @Golden 1 Center, to help #DrivetheVote. SacRT is offering free rides system wide on Sat 10/24 and Tue 11/ 3. #DriveTheVote #Vote2020 #RallyTheVote

Post 3
(Voting is free graphic)

Voting is free. Getting there should be, too.

Voting is free. Getting there should be, too.

Facebook
It's free to vote and now getting to Vote Centers on SacRT is free too! @SacramentoRT is offering free rides on 10/24 for the start of early voting and on Election Day, 11/3. Learn more at sacrt.com/drivethevote. #DriveTheVote #Vote2020 #RallyTheVote

Twitter
It's free to vote and now getting to Vote Centers on SacRT is free too! @RideSacRT is offering free rides on 10/24 for the start of early voting and on Election Day, 11/3. Learn more at sacrt.com/drivethevote. #DriveTheVote #Vote2020 #RallyTheVote

Instagram
It's free to vote and now getting to Vote Centers on SacRT is free too! @RideSacRT is offering free rides system-wide on 10/24 for the start of early voting and on Election Day, 11/3. #DriveTheVote #Vote2020 #RallyTheVote

sacrt.com/drivethevote

Post 6
(Golden 1 Center specific)

RIDE SacRT FOR FREE TO VOTE CENTERS ON OCTOBER 24 AND NOVEMBER 3

Facebook
Get a free ride on transit to @Golden 1 Center to vote! @SacramentoRT has teamed up with the @SacramentoKings to help #DrivetheVote! You can ride SacRT for free to the Kings' Golden One Center on October 24 or November 3 and you can try SmaRT Ride microtransit for free with a free ride flyer between October 25 and November 2. Learn more about the free ride days at sacrt.com/drivethevote. #RallyTheVote #Vote2020

Twitter
Free rides on transit to @Golden1Center to vote! @RideSacRT has teamed up with the @SacramentoKings to help #DrivetheVote! You can ride SacRT for free to the Golden 1 Center on October 24 & November 3. Learn more at sacrt.com/drivethevote. #RallyTheVote

Instagram
Get a free ride on transit to @Golden1Center to vote! @RideSacRT has teamed up with the @SacramentoKings to help #DrivetheVote! You can ride SacRT for free to the Kings' Golden One Center on October 24 or November 3 and you can try SmaRT Ride microtransit for free with a free ride flyer between October 25 and November 2. #RallyTheVote #Vote2020

Post 7
(After October 24)

DRIVE THE VOTE — NOVEMBER 3
Let SacRT Drive You to Vote!
SYSTEM-WIDE FREE RIDES

RIDE SacRT FOR FREE TO VOTE CENTERS ON NOVEMBER 3

RIDE SacRT FOR FREE TO VOTE CENTERS ON NOVEMBER 3

Facebook
To help #DrivetheVote @SacramentoRT is offering free rides system-wide on #ElectionDay Tuesday, November 3. You can ride bus, light rail, SacRT GO paratransit services or SmaRT Ride microtransit for FREE! Learn more at sacrt.com/drivethevote. #Vote2020 #RallyTheVote

Twitter
To help #DrivetheVote @RideSacRT is offering free rides system-wide on #ElectionDay Tuesday, November 3. You can ride bus, light rail, SacRT GO paratransit services or SmaRT Ride microtransit for FREE! Learn more at sacrt.com/drivethevote. #Vote2020 #RallyTheVote

Instagram
To help #DrivetheVote @RideSacRT is offering free rides system-wide on #ElectionDay Tuesday, November 3. You can ride bus, light rail, SacRT GO paratransit services or SmaRT Ride microtransit for FREE! #Vote2020 #RallyTheVote

sacrt.com/drivethevote

Sacramento Regional Transit

For Immediate Release
October 20, 2020

SacRT Offers Free Rides to Help Drive the Vote
Take Transit to Vote Centers and Drop Box Locations

SACRAMENTO, CA – The Sacramento Regional Transit District (SacRT) has teamed up with Sacramento County and the Sacramento Kings to drive community members to Vote Center and Ballot Drop Box locations across the Sacramento region to help Drive the Vote.

SacRT is offering free rides system-wide on all bus, light rail, SmaRT Ride and SacRT GO services to honor the first day of early voting on Saturday, October 24, and a second system-wide free ride day in celebration of Election Day on Tuesday, November 3.

"We hope that Sacramento area voters take advantage of early voting and choose to take transit to help cast their ballot," said SacRT General Manager/CEO Henry Li. "It is free to vote and SacRT is making it free to drive you to vote."

In addition, SacRT is offering free rides on SmaRT Ride on-demand microtransit shuttles in all nine service zones, with a free ride flyer, from Monday, October 26 through Monday, November 2 with the exception of the weekend (no Saturday or Sunday SmaRT Ride service). Learn more about SmaRT Ride at sacrt.com/smartride.

"It is terrific to have Sacramento Regional Transit as a partner in our effort to make voting easier and more accessible to all Sacramento County voters," said Sacramento County Registrar of Voters, Courtney Bailey-Kanelos. "It is important that we see high voter participation and having great partners like SacRT and the Sacramento Kings helps us meet that goal."

"Transportation should not be a barrier to casting your vote and we are thrilled to partner with SacRT and the County to provide this critical service at no cost to all Sacramento residents," said Sacramento Kings Chief Operating Officer Matina Kolokotronis. "We hope that by helping to increase access to voting through free rides to the polls, Sacramento residents will have a stronger voice in our democracy."

To ride SmaRT Ride for free, simply print or take a screenshot of the SmaRT Ride free ride flyer. You only need one flyer per group of riders traveling together. Have it ready to show the bus operator when boarding the shuttle. Visit sacrt.com/drivethevote to get the free ride flyer.

Sacramento Kings Rally the Vote
The Sacramento Kings-led Rally the Vote is a nonpartisan coalition of over 50 professional sports teams and leagues across the country committed to encouraging fans to register to vote and participate in elections. To help increase accessibility, Golden 1 Center in Downtown Commons will be an early voting site from Saturday, October 24 through Tuesday, November 3. The location will be the largest Vote Center in Sacramento County and allow for critical social distancing while still providing voters with all the needed services that Vote Centers offer. For more information, visit rallythevote.org.

*** Continued ***

SacRT Offers Free Rides to Help Drive the Vote
October 20, 2020
Page 2

Find a Sacramento County Vote Center
Sacramento County will open 84 Vote Centers for the Presidential General Election, 18 of them from Saturday, October 24 through Election Day, Tuesday, November 3. The others will be open Saturday, October 31 through Election Day. Visit elections.saccounty.net to learn more about vote center locations.

Wearing is Caring
To comply with the California Department of Public Health's guidance on requiring face coverings or masks on public transportation, SacRT is requiring that a mask or face covering be worn while waiting at bus stops, light rail stations and when riding any SacRT vehicle. Learn more at sacrt.com/covid19.

Media Contacts:

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BEST MARKETING AND COMMUNICATIONS ON THE COVID-19 PANDEMIC

Sacramento Regional Transit

ABC 10: SacRT offering free rides to vote centers, ballot drop boxes across Sacramento region
October 20, 2020

Visit News

ABC 10: Sacramento Regional Transit offering free rides to the polls
October 26, 2020

Visit News

KCRA: SacRT will offer free rides to vote centers in Sacramento
October 21, 2020

Visit News

Sacramento Magazine: Free Rides to Vote
November 2, 2020

Visit News

Fox 40: Interview: Sacramento RT 'Drive the Vote'
October 26, 2020

Visit News

Mass Transit Magazine: Need a ride to cast your ballot? Transit has you covered
November 3, 2020

Visit News

DRIVE THE VOTE

The Sacramento Regional Transit District, together with the Sacramento Kings and Sacramento County, will get voters to the polls

by Allen Pierleoni

The Sacramento Regional Transit District, together with the Sacramento Kings and Sacramento County, will get voters to the polls

Sacramentans know that letting their voices be heard—especially in a presidential general election—is one of the duties and privileges of living in a democracy.

Yet getting to Vote Centers and Vote by Mail Ballot Drop Box locations across our region can be a challenge.

To make voting easier, SacRT has partnered with Sacramento County and the Sacramento Kings for SacRT's Drive the Vote campaign, an innovative program that will transport voters to those locations for free.

"Our mission as the Elections Office is to make voting convenient and accessible to all eligible voters," said Sacramento County Registrar of Voters Courtney Bailey-Kanelos. "Having free rides through Sacramento Regional Transit is a great step to help open up options for all our voters."

Here's what voters need to know:

System-Wide Free Ride Days
In honor of the first day of early voting, you can catch free rides aboard all light rail, bus, SmaRT Ride microtransit shuttles and SacRT GO Paratransit Services on Saturday, Oct. 24. The same easy-go offer applies on Tuesday, Nov. 3, in celebration of Election Day. A flyer or exemption code is not required.

SmaRT Ride Free Ride Days with Flyer
Hop aboard SmartRT Ride microtransit shuttles in all nine service zones for a free ride to a Vote Center or Vote by Mail Ballot Drop Box, weekdays from Monday, Oct. 26 through Monday, Nov. 2. A special flyer is required.

To locate Vote Centers and Vote by Mail Ballot Drop Box sites in your service zone and to obtain the SmaRT Ride free ride flyer, visit sacrt.com/drivethevote.

Kings Rally the Vote
The Sacramento Kings-led national nonpartisan coalition Rally the Vote brought together 45 professional sports franchises to encourage fans to register to vote and participate in elections.

The Kings' Golden 1 Center in Downtown Commons will be an early voting location from Saturday, Oct. 24 through Tuesday, Nov. 3. For more information, see rallythevote.org.

Find a Sacramento County Vote Center
Sacramento County will open 84 Vote Centers for the Presidential General Election, 18 of them from Saturday, Oct. 24 through Election Day, Tues. Nov. 3. The others will be open Saturday, Oct. 31 through Election Day.

Visit elections.saccounty.net to learn more about vote center locations.

A PAID ADVERTISMENT

"Having free rides through Sacramento Regional Transit is a great step to help up open up options for all our voters."

Courtney Bailey-Kanelos
Sacramento County Registrar of Voters