

NEWS RELEASE

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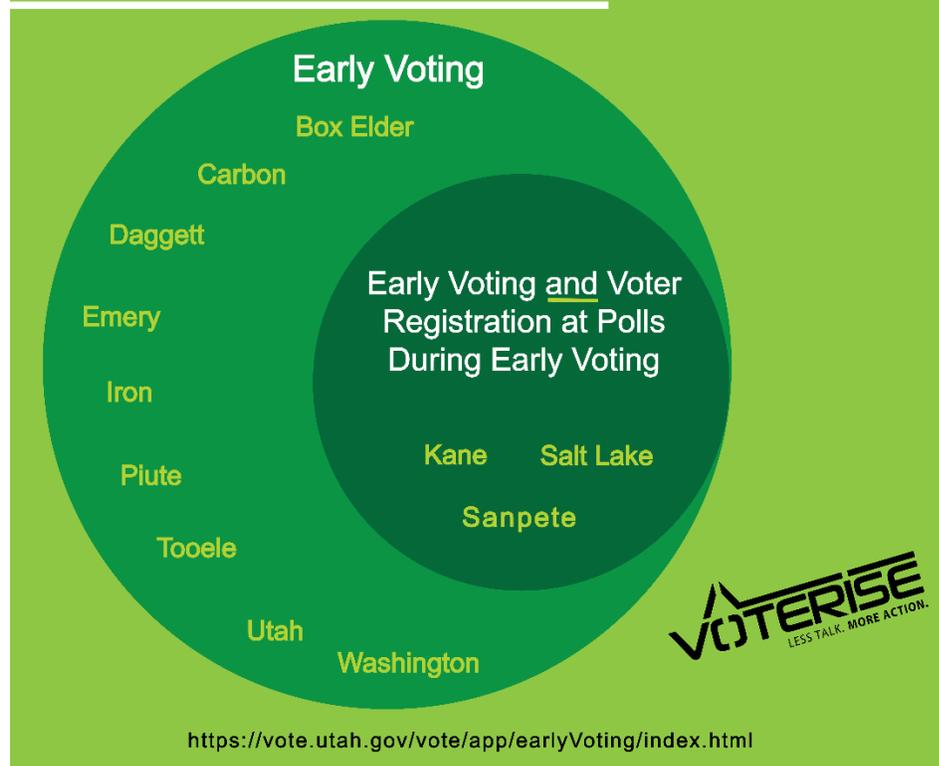
November 3, 2016

Voterise Pushes Early Voting + Same-Day Voter Registration with Tools, Maps, Memes, Taxis

Salt Lake City – With two days left on early voting in the 12 counties that support it, VOTERISE, a nonpartisan 501(c)3 nonprofit targeting millennials and other under-represented groups, has created tools, incentives, and maps to help people avoid long lines on Election Day and vote early. “Utah’s shift to vote-by-mail is great, but it has left us with fewer polling places,” says Judi Hilman, Voterise Executive Director. People can avoid potentially long lines by **VOTING EARLY** in the 12 counties that offer this option.

UTAH EARLY VOTING

Through November 4th!!



In fact, if a person tries to register online on vote.utah.gov they are told they can't—not a word about the option to register on Election Day in 8 counties. “Essentially people are being misled. By keeping this a secret, we are losing sight of the goal: to fill in the huge gaps in Utah’s electorate,” says Hilman. “I’m not even sure what they’re afraid of—when the pilot was first tried in 2014, only 1,221 people registered on Election Day in the 5 counties that offered the option. “By not promoting the option, yet again, are we not setting it up to fail?” asks Hilman.

According to Utah Foundation, neighboring states Idaho and Colorado got better results and better turnout as a result because they promoted same-day voter registration through educational campaigns.

Election-Day Registration in Utah: Pilot Project Counties and Comparable Idaho and Colorado Counties, 2014

Utah		Idaho		Colorado	
Participating Counties	Election Day Registrations	Similar County	Election Day Registrations	Similar County	Election Day Registrations
Davis	290	Ada	17,205	Boulder	989
Kane	11	Lehmi	99	Rio Blanco	11
Salt Lake	815	N/A		Denver & Jefferson	1,764
Sanpete	4	Jefferson	433	Morgan	40
Weber	101	Canyon	1,965	Douglas	339
		Statewide Total	41,358	Statewide Total	8,501

Note: “Similar County” determined through population, population density, and population growth in the past 15 years using data from the U.S. Census Bureau.

Source: Election Administration and Voting Survey, U.S. Census Bureau.

“With the state and even SL County not willing to budget, it’s up to us to get the word out about same-day voter registration. Politics should not distract from the prize: a more vibrant democracy backed by a more diverse and engaged electorate,” adds Hilman.

Finally, with fewer polling places, people may have trouble finding their polling places. For them, Voterise has created a mapping tool: <http://tinyurl.com/hzced3e>. The tool allows the person to plug in their address and then see the nearest polling place. Voterise is also partnering with taxi companies like Ute Cab to offer rides to the far-flung polling places—more details on Monday. “In other words: no excuses not to get out and vote (or register to vote on Election Day),” says Hilman

To learn more about VOTERISE, visit our website at <http://www.voterise.org/> or Facebook at <https://www.facebook.com/voterise/>.

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