



Moovit and Rock The Vote Show Path to Polls on Election Day

Users of the transit app will also receive registration reminders, encouraging citizens to act on civic duty

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As the 2016 presidential campaign heads into the home stretch, [Moovit](#) and [Rock The Vote](#) are helping to drive voter turnout by making voter registration and finding polling places as easy as possible. Rock The Vote, the largest non-partisan, non-profit organization in the country driving youth to vote, and Moovit, the world's leading app for public transportation, will notify users of their state's voter registration deadline and on Election Day add easy-to-navigate trip planning to local polling places

Casting a ballot on Election Day should come with no difficulties. That's why Moovit wants to ensure every citizen's vote is counted this election season by integrating registration deadlines, polling places and first-of-its-kind Election Day navigation. Users will receive alerts as their state's registration deadline approaches to encourage voter registration. On Tuesday, November 8, no matter where a user is, he or she will be able to quickly find the best route to their polling place, whether it is by public transit, such as local buses and trains, or bikesharing services, and Uber, ensuring that he or she gets there as quickly and seamlessly as possible.

With the Moovit app, when users need to go to their polling place, the Directions tab, which typically gives them one-tap directions to their favorite location, will also let them search for suggested routes to their assigned polling station. On the Stations tab, where there is a blend of a map and a list of stations nearby the user, polling stations will show on the map, complete with real-time information for nearby arriving lines. Users can quickly see how far they are from a station and when they have to leave to catch the next ride.

"Moovit is proud to promote civic engagement through our partnership with Rock The Vote," said David Klein, Moovit's North American Country Manager. "By reminding citizens to register and enabling them to quickly arrive at polling stations, the Moovit app is empowering users to participate in this year's presidential election."

Voter turnout has been on a steady decline for quite some time now. According to the U.S. Census Bureau, many of the reasons why American's don't vote boils down to being too busy, out of town, forgetting to vote, inconvenient polling places or transportation problems.

Additionally, recent analysis of U.S. census data from the Pew Research Center shows that millennials are a significant political force, now as large as baby boomers. However, millennials continue to have the lowest voter turnout of any age group.

“Rock the Vote is thrilled to partner with Moovit to promote easy online voter registration and provide important election information to their millions of millennial users,” said Rock the Vote Director of Civic Technology and Policy Jen Tolentino. “One key public transit destination that young voters should not miss this year is the voting booth — and with polling place information now built into the Moovit app, we hope that they won’t.”

Together with Rock The Vote, Moovit is helping to further encourage citizens to take part in a revolutionary election year. Download Moovit for iPhone from the App Store, or Moovit for Android from Google Play today at the following link: http://moovit.me/5_us_launch

About Moovit

The Moovit app has everything you need to travel on public transport the smartest, speediest and easiest way possible. By combining information from public transport operators and authorities with live information from the user community, Moovit offers travelers a real-time picture and the fastest and most comfortable routes. Moovit users can also send active reports about their travel experience, such as bus congestion levels, cleanliness, and more. The more people use Moovit, the more real-time information concerning buses and trains is distributed. Live information received from travelers offers all users improved route plans and more accurate estimates about arrival times. Moovit is available and free to download now and already serves over 45 million users in over 1,200 cities in 67 countries worldwide.