



FOR IMMEDIATE RELEASE
March 29th, 2017

Media Contact: Mary Kate Hull, SA2020, mhull@sa2020.org, 210-704-1025

SA2020 Launches ILoveSanAntonio.org, a One-Stop Website for Local Voting Information

(SAN ANTONIO) SA2020 has launched a new website aimed at providing San Antonians with all the information they need to participate in the municipal election on May 6th. ILoveSanAntonio.org serves as a one-stop resource for information on voter registration, ballot information, important dates and deadlines, as well as resources like voter guides and filmed debates.

During the original SA2020 visioning process, community members identified an increase in municipal voter turnout as one of San Antonio's shared goals. In 2015, only 12.4% of registered voters voted in the municipal election. Higher voter turnout translates to a more engaged community—one that volunteers more, gives more, and even runs for office at a higher rate. Each of these is also a measure of success identified by the community.

While voter turnout is a complex challenge, research shows that civic knowledge and political participation can have a positive impact on voter turnout. SA2020 recognized the need for an easier-to-navigate resource for civic and voter education. In collaboration with more than a dozen local organizations, SA2020 compiled information, useful resources, and frequently asked questions on ILoveSanAntonio.org. Visitors to the website can also sign up for email reminders from SA2020 or text reminders from MOVE San Antonio for notifications about early voting and Election Day.

Within its first three days online, more than 600 visitors to ILoveSanAntonio.org had already found their districts' page and spent more than four minutes on the site. SA2020 hopes that by coordinating local efforts and utilizing technology during this election cycle, San Antonio can reach a 20% voter turnout rate in 2017—surpassing the goal for 2020.

Following the May 6th election and June 10th runoff election, SA2020 intends to use ILoveSanAntonio.org to promote continued civic participation by sharing volunteer opportunities, open seats on City boards and commissions in each City Council district, and more. With more San Antonians participating, SA2020 believes San Antonio can make even more progress on our collective goals. In the coming days, SA2020 will also launch the Spanish language version, MeEncantaSanAntonio.org.



About SA2020

SA2020 was launched in September 2010 as a strategic planning process for San Antonio. In 2012, SA2020 became a nonprofit organization whose mission is to catalyze the entire San Antonio community into passionate, focused, and sustained action to achieve the shared goals that will transform San Antonio into a world-class city by the year 2020. SA2020 engages the community on data-driven solutions, tracking 59 community indicators and supporting community interventions. Visit sa2020.org for more information.

###