Joy of Voting Ideation Session
Philadelphia – May 31, 2016

Performances and festivals
• Parades to satirize/have fun with candidates
• Trick or vote on Halloween
• Coordinate poll locations with community events – block parties
• Satire of popular songs
• Political festival prior to election day
• Election night “party package”
• Small family & friends voter parties
• Free food and drink with a festival & circus
• Neighborhood debates hosted and facilitated by the community (people play the candidates)
• Impersonations, symbols (cymbals?), theatrics
• Election party in a box
• Participatory mock elections leading up to election day in public spaces (both central/visible, and local/intimate) – vote by where you stand

Inspire/remind people to vote
• Fearless voter campaign – highlighting those who vote and why
• Personal “why vote” videos mapped across Philly
• Puppy Bowl Voting
• SEPTA bus wrappers reminding you to vote
• Means to blasts election dates (and hours)
• Vehicle or tool to help amplify the voice or influence of “super voters”
• Vote sharing tool (including why votes were cast)
• Video map: people submit videos explains why they’re voting/the struggle to vote/why they can’t vote. Visualization of different types of videos. Could also include voter resources (rides, poll locations, etc)
• Different stickers each year – become a collector’s item
• App: get points for number of friends who vote, voting trivia
• Cuanto vale su voto
• Voting promotion via social media photo/video sharing with a hashtag – show up on big megatrons downton
• Snapchat-style vote sharing
• Targeted digital advertising
• First time voter parties, recognitions
• Involve middle and high school students in election day
• Service learning requirement for students to volunteer on Election Day

Improve the voting process
• Help non-eligible voters to nudge/encourage eligible voters to participate
• Help empower individual voters to have confidence in their choices
• Redesign components of the polling place to rejuvenate and liven up (sample ballots, tables, booth curtains)
• Contest to redesign the voting curtains
• Sharing economy website for needs people have in order to vote
• Complete bilingual signage across the city
• Polling place cheer leaders
• Quirky/funny noises when you cast a ballot
• Card in the mail thanking you for voting
• High fives and cheering for you after you vote
• Make polling places more welcoming (pair each with local organizations/partners)
• Remove “church-like” vibe to polls
• Music and musicians at the polls
• Performances outside polls
• BBQ at polling place with attractive signage
• Polling place beautification – engage local artists

Competitions and community events
• Spoken word competition for candidates, elected officials
• Election quizzo
• Election haiku
• Election-themed scavenger hunt and/or raffle
• Use megatrons/public displays to show live elections results
• Selfie collection point
• Ballot pools/brackets (NCAA bracket or Oscar ballot-style)
• Election Day/Night Bar/Restaurant discounts with ‘I voted’ sticker
• Free beer if you wear an “I voted” sticker
• Cutest baby at the polls contest
• Neighborhood voter turnout competition with block party for winners

Voter Education
• Smart/humorous PSAs targeted to certain city populations
• Tie voting PSAs to high traffic news like weather
• App/tool to quickly and easily determine voter eligibility
• Humours/snappy voters guide - explanations of ballot questions
• “I side with” tool for local elections and ballot questions
• Local media to do more voter ed ramping up towards election day
• App to track elected officials you voters for and how they’ve performed
• Shelter dogs at polls to pull voters out and “info dogs” walking around Philly for voter education

Official changes
• Late-start to work – come in at noon to give people time to vote
• Voter tickets to determine voting time, needs preferences
• Automatic voter registration and online voting
• City government to conduct GOTV work (mailings, PSA, etc)
• Election Day as national holiday