



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 downtown
- 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