

# PLACEMAKE THE VOTE

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## JUNE PRIMARIES PROTOTYPING EVENT RECAP

Presented by City Fabrick, Long Beach Community Foundation, and City of Long Beach  
For the Civic Commons Funders Network



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**AUGUST 2016**

# 01 PROJECT BACKGROUND

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Introduction

Context

Prototype Site

Process Overview

The PMTV Brand



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## WHAT IS PLACEMAKE THE VOTE?

Place Make The Vote (PMTV) is a toolkit that helps expand civic engagement and encourage voting using pop-up social spaces around polling booth locations.





**INITIAL  
PROPOSAL**

**GRANT  
AWARDED**

**TOUR SITES  
+ REFINE**

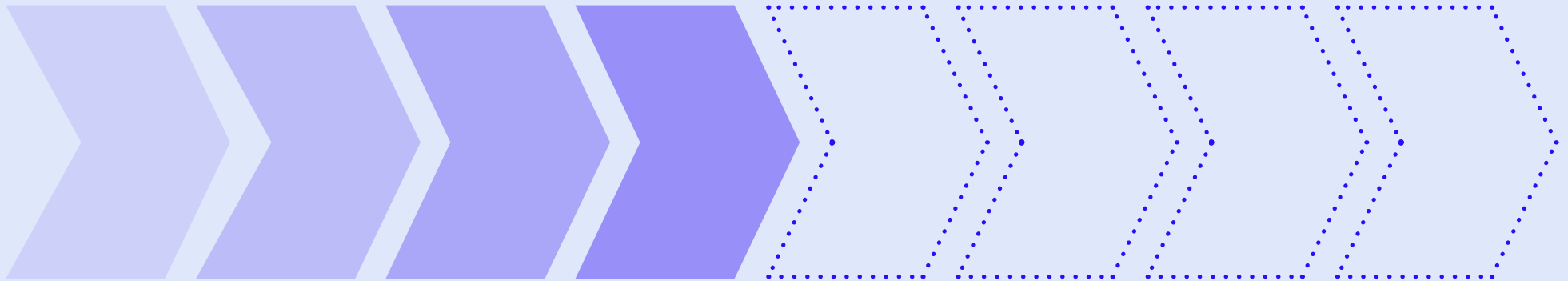
**PRIMARIES  
PROTOTYPE**

**REFINE  
CONCEPT**

**IDENTIFY  
SITES**

**VOTER  
EDUCATION**

**GENERAL  
ELECTIONS**



## PROCESS OVERVIEW

### PRIMARIES PROTOTYPE PROCESS

Research poll locations data  
and identify prototype location

Initial Site Visit

Refined Branding and concept

Design and source materials

Logistics coordination  
with vendors + partners

Press Release issued

Neighborhood Canvassing

Social Media Outreach

Event setup

Event takedown + review



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## OUR PARTNERS

The ultimate success of this project depends on engaging our community partners.

**CITY FABRICK**

**LONG BEACH CITY CLERK'S OFFICE**

**LOS ANGELES COUNTY REGISTRAR**

**LONG BEACH RISING!**

**HEALTHY ACTIVE LONG BEACH**

**LONG BEACH PARKS + REC DEPARTMENT**

**LONG BEACH PUBLIC WORKS/ SPECIAL EVENTS**





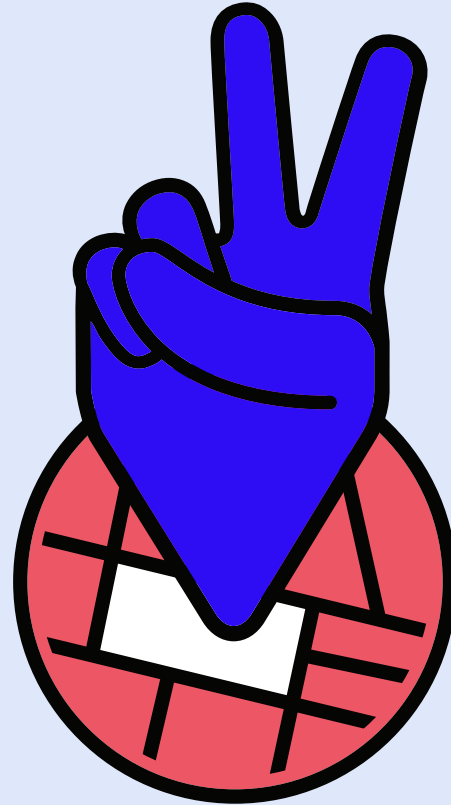
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# THE PMTV BRAND

## LOGO

SECONDARY  
GRAPHICS

WAYFINDING  
SIGNAGE



# PLACEMAKE THE VOTE



# THE PMTV BRAND

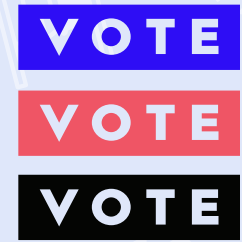
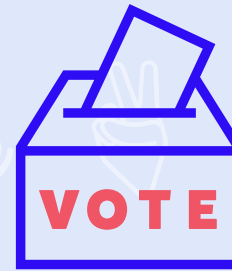
## LOGO

## SECONDARY GRAPHICS

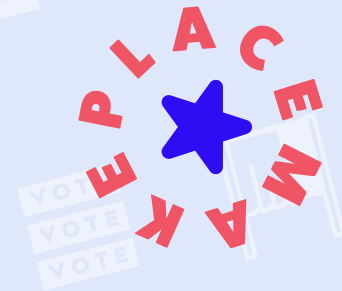
## WAYFINDING SIGNAGE

*vote*

PLACE  
MAKE



PLACEMAKE THE  
**VOTE**  
\* \* \* \* \*





# THE PMTV BRAND

LOGO

SECONDARY  
GRAPHICS

WAYFINDING  
SIGNAGE

## JUDICIAL JENGA

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#PLACEMAKETHEVOTE

## PHOTO BOOTH

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#PLACEMAKETHEVOTE

## FOOD TRUCK FEDERAL

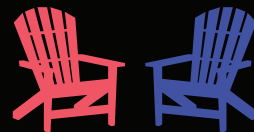
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#PLACEMAKETHEVOTE

## THE PEOPLE'S PORCH

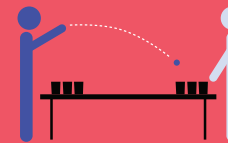
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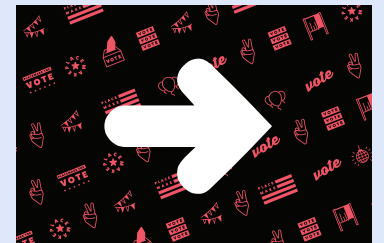
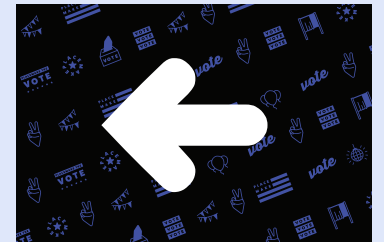
#PLACEMAKETHEVOTE

## PATRIOT PONG

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#PLACEMAKETHEVOTE





# 02 THE PROTOTYPE

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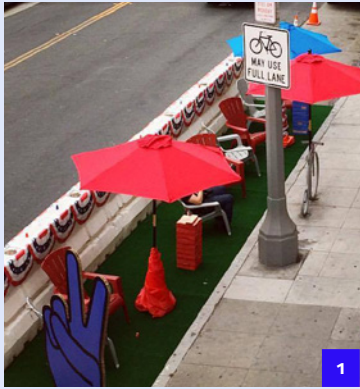
Prototype Components

Signage + Decor

Games + Programing

Photobooth

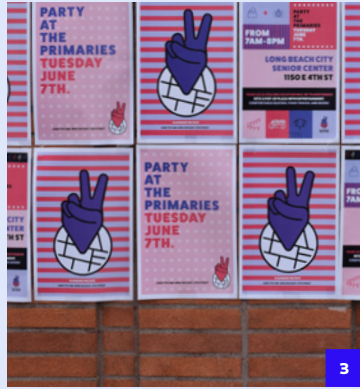
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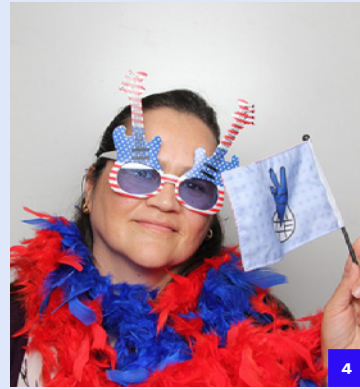
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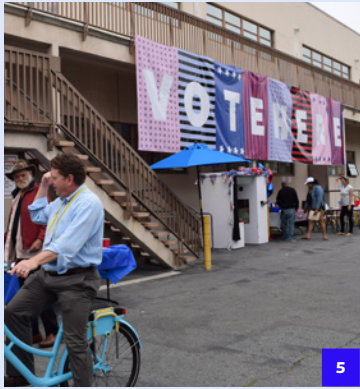
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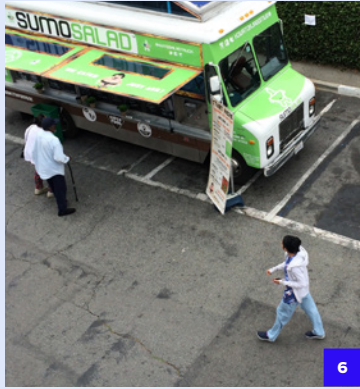
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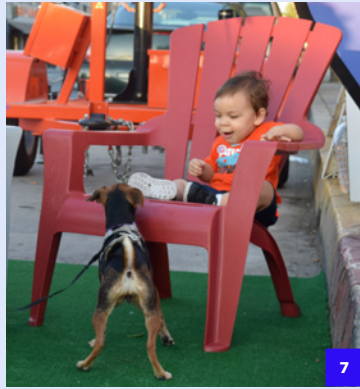
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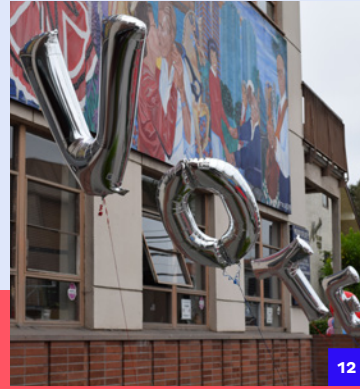
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10



11



12

## PROTOTYPE COMPONENTS

We sourced many affordable materials that can easily be purchased from party supply and hardware stores. The space was unified by a tight color palette and some customized graphics.

- 1 PARKLET**  
K-Rails and Astroturf
- 2 BRANDED FLAGS**
- 3 WILD POSTINGS**
- 4 PHOTO BOOTH**
- 5 LARGE BUILDING BANNER**
- 6 FOOD TRUCKS**
- 7 ADIRONDACK CHAIRS**
- 8 DECORATIONS**  
Store-bought banners, spinners, pendant flags, paper lanterns
- 9 CHALK ART**
- 10 DIGITAL TRAFFIC SIGN**
- 11 GAMES**  
Corn hole, Jenga, 'Patriots' Pong
- 12 BALLOONS**  
'VOTE' Letters, stars, columns



# PHOTOBOOTH



# 03 PROTOTYPE RESULTS

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User Intercepts

Data Analysis

Press Coverage

Pro Tips

Next Steps



## USER INTERCEPTS

I was passing by and I saw this set up and it looked like a party!

That was the funniest polling place I've ever seen!

I wish that my local polling place was like this!

This event was a hoot! I had so much fun.

ASTRA // LOCAL RESIDENT

// PASSERBY

// OUT-OF-TOWN TOURIST

// ARON EKHOFF, NEIGHBOR



# PRESS COVERAGE



## HOW 19 U.S. CITIES ARE REIMAGINING THEIR COMMUNITIES

CNN MONEY



## COULD FOOD TRUCKS BRING MORE VOTERS TO THE POLLS IN LB?

NPR / 89.3 KPCC



Smithsonian

## COULD POP-UP SOCIAL SPACES AT POLLS INCREASE VOTER TURNOUT?

SMITHSONIAN



## LONG BEACH HOPES FOOD TRUCKS WILL BRING VOTERS TO THE POLLS

LAIST



## FROM STICKERS TO BLOCK PARTIES

SIGNAL TRIBUNE



## LB INNOVATORS AWARDED THOUSANDS FOR BIG IDEAS FROM KNIGHT CITIES CHALLENGE

LONG BEACH POST



## PRO TIPS

Lessons learned from the prototyping event.

Have volunteers and PMTV staff attend poll worker training sessions.

TRAINING //



### // PROGRAMING

The programing and type of activity desired should be sensitive to the location and the residents and other users of the space.

Ensure that poll workers are aware of the additional traffic and programing from PMTV.

COMMUNICATION //

### // WAYFINDING

Incorporate various wayfinding signs and location markers that are clear and visible for people walking, biking, or driving to the polling site.

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Incorporate various wayfinding signs and location markers that are clear and visible for people walking, biking, or driving to the polling site.

FOLLOW THE SIGNS

WAYFINDING //

### // FOOD

Choose food options that appeal to the surrounding community. Limit the number of food trucks at any one time.



FOOD //

### // SOCIAL MEDIA

Be active on social media networks at least 2-4 weeks in advance. Using #Hashtags will help track online activity & draw in more users.



SOCIAL MEDIA //

MORE CITY CLERK STAFF AT EACH PMTV SITE

### // SET UP

Create an inventory list and planogram for each site and try to set up the day before election day.



STREET TEAM //

### // STREET TEAM

An official greeter and informational kiosk will help guide voters to the polls and to our event programming

GO BEYOND STARS & STRIPES

THEMES //

### // THEMES

Give the event a complimentary theme or program (i.e. carwash, music/ movie festival, art show, etc.) to create a unique and memorable event.





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## **NEXT STEPS**

**Identifying 4 locations  
for General Elections**

**Start getting ready  
for voter educations drive**

**Identify and contact possible  
community partners and organizations  
for each of the PMTV sites**

**Create a media kit and  
develop PR + marketing strategy**

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# THANK YOU.

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## CONTACTS



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// DESIGN STUDIO

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[CITYFABRICK.ORG](http://CITYFABRICK.ORG)

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## PLACEMAKE THE VOTE

Placemake the Vote, a Knight Cities Challenge grant winner, is a kit for creating temporary social spaces around polling stations in historically low voter turnout communities to expand civic engagement, encourage voting and provide venues for celebrating democracy.

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