



Memo

To: Ann Arbor Public Art Commission

From: Jacqueline Beaudry, City Clerk

File: I Voted Sticker Project

Date: October 31, 2019

Reference: "I Voted" sticker design update

Background

The City is currently preparing for the 2020 Presidential Election, including the selection of and budgeting for supplies. The City Clerk's Office is eager to include a locally designed custom "I Voted" sticker to get voters excited about the upcoming 2020-election season.

"I Voted" stickers are a badge of honor proudly worn by voters to both declare they exercised their voting rights and to influence others to do the same.

Over the last thirty years, the overwhelming majority of "I Voted" sticker designs nationwide include an American flag or incorporate design elements from the flag including stars and stripes and patriotic colors.

In recent years, cities, counties, and states across the nation have begun to replace the standard stickers with art that better reflects local communities. Georgia incorporated a peach into their stickers, Alaska adopted a set of stickers including a king crab, and New York City has a minimalist version of a NYC subway map. The current Ann Arbor sticker states, "I Voted in Ann Arbor" which was customized by our current sticker vendor.

To increase a sense of community among local voters and make voting more fun, the City Clerk's Office is planning to host an "I Voted" sticker design contest for stickers to be distributed with the 2020 Presidential Election next November. This bit of art, combined with other efforts such as the statewide encouragement for voters sharing selfies outside of their polling places, will serve to help get out the vote and encourage new voters to share their civic pride.

The purpose of this memorandum is to present a preliminary approach to incorporating local art on "I Voted" stickers for the 2020 Presidential Election for consideration by the City of Ann Arbor Public Art Commission. For discussion at the November 6, 2019 Commission Meeting, the City Clerk would like to review the concept, criteria, schedule, and prospective role for the Art Commission during the course of this project.

Proposed Concept - One of the first efforts is to determine the approach to the **Call for Art**. Paramount to all concepts, the City desires that this approach be a **community driven effort**. Therefore, the following is proposed for procuring a design for printing:

- **Citywide contest** – The City Clerk's Office will conduct a citywide contest open to all City residents and students in the City of Ann Arbor. Submission of a rendering would require that the person is a City resident or student, thereby fostering a sense of community. Advertisement of the contest to generate interest can be through the City's uses of social media (City website, Facebook, Twitter, etc.). Additionally, it is proposed to target involvement from the Ann Arbor public school students from grades K-12. Winners would be chosen from the overall competition, as well as a student winner, with both stickers being printed for distribution to voters on Election Day.

Design Criteria – Michigan election law guides what can and cannot be displayed at polling places. Additionally, the City of Ann Arbor has over 100,000 registered voters and the City must maintain a

reasonable production cost for the custom stickers. Therefore, it is necessary to define some parameters for design submissions. The following criteria are proposed:

1. Number of colors is limited to three, plus white
2. Sticker size and shape is a circle two inches in diameter
3. Designs must include the phrase "I voted" or a variation on the phrase clearly expressing a message relating to voting and elections
4. Sticker should not be dated, so as to allow use in future elections
5. References to any political parties or interest groups are prohibited
6. References to any campaign slogans, symbols, or candidates are prohibited

As the City has done in the past for other contests, a template shall be prepared for contestants' use in generating their rendering. The template shall be a single sheet, printable, with a 1:1 scale space for submissions. The contest criteria will be listed on the template. A section for artists name and contact information will be included. Submissions can be made in person, mail, or email.

Possible Judges - Some degree of diversity in the judging panel makeup is desired to represent the Community as a whole. The judges panel will narrow down the finalists for a public vote. Possible judges could include:

- Ann Arbor Public Art Commissioners, assigned by the Art Commission
- UMMA Staff
- AAPS school art teachers
- University of Michigan Turn Up Turnout Members
- Ann Arbor Art Center Staff
- Ann Arbor Citizens Academy Participants
- City Clerk or Designee

Schedule – In an effort to coordinate the contest with the election timeline, the schedule does not include a great deal of flexibility.

- Using September 2020 as a drop dead date for production, the following time frame is projected:
 - **October 2020** – Election Commission informed of contest
 - **November 2020** - Contest approach submitted to Public Art Commission for review
 - **January 2020** - Contest approach and details are finalized
 - **February 2020** - Directions, flyers, websites, invitations, etc. are prepared and distributed
 - **March - April 2020** - Contest is conducted and entries are due end of May. Contest entries should be due before the end of the school year for students to play a major role.
 - **April - May 2020** - Judging and selection of finalists
 - **June - August 2020** – Public Voting
 - **August 2020** - Stickers ordered from vender
 - **September 18, 2020** – Stickers arrive

Cost – Based on a vendor quote and anticipated turnout, a design meeting the criteria defined above in this document can be produced and delivered to one hundred thousand voters for a cost of under \$1,500.00. The City Clerk's Office has a budget for I Voted stickers to cover the cost of the project.

Ann Arbor Public Art Commission Role – The City Clerk's Office is requesting public support from the Art Commission and help in promoting the project. Additional funding is not needed or requested.

Examples of Custom “I Voted” Stickers

