

City of Ann Arbor City Clerk's Office

Election Assistance Commission National Competition Best Practices in Election Administration

Category: Creative and Original "I Voted" Sticker

2020 Citywide "I Voted" Sticker Competition



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Overview

Community Overview: Ann Arbor is home to the University of Michigan and is the fifth largest City in Michigan with a population of approximately 120,000 and over 100,000 registered voters.

Citywide "I Voted" Sticker Art Competition:

In early 2020, the Ann Arbor City Clerk's Office issued a press release announcing a citywide competition for artists of all ages to enter a competition to design a new "I Voted" sticker to be used in the November 2020 General Election. The competition, in consultation with the City's Public Art Commission, had the goal of producing new, unique sticker designs to help get out the vote in the November 2020 election, and to promote public art in the community. Finalists were determined by a panel of judges representing the City, University of Michigan, public schools and the arts community. Winning designs were announced in three categories:

Citywide (any age, but must be an Ann Arbor resident) | Grades 7-12 | Grades K-6. The public was invited to vote on the final designs and choose the winner. The winners of each category were printed for use in absentee ballot packages, early in-person voting and on Election Day at all City polling locations.

#A2Votes and #UMichVotes:

Continuing with the City’s efforts to promote civic pride and engagement using the digital world, all three winning sticker designs were also made available in digital, social-media ready, formats for instant online sharing. The local flair of the sticker, with images of the Michigan Theater and Michigan Stadium, and the ease of sharing digitally during early voting, proved to be a useful tool for promotion of the City’s new campus satellite voting office. Many first-time voters turned out to the campus office to vote early, having seen social media posts from colleagues and friends. The grades 7-12 winning design was among the favorite of University students.

...To increase a sense of community among local voters and make voting more fun, the City Clerk’s Office is hosting an “I Voted” sticker design contest for new stickers to be distributed at the polls 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....

City of Ann Arbor Sticker Design Contest Rules, February 2020



Award Qualifications

Voter Education: Ann Arbor’s public art campaign to create a local “I Voted” sticker began in early 2020. The competition was widely promoted in the public schools and throughout the community, kicking off an exciting and busy Presidential Election year. The inclusion of elementary students in the competition allowed for public school instruction regarding voting and the civic pride that comes with collecting and wearing the sticker on Election Day. The winning designs were very popular throughout the community and became collector items on the University of Michigan campus at the satellite early voting office, further promoting and encouraging get-out-the-vote efforts on campus, including their use both as stickers and in digital promotion on social media.

Outreach: While it was unknown at the time the public art competition was first planned, the “I Voted” sticker competition became a welcome public outreach event during the early months of the pandemic, with entries accepted through March 31 and online public voting during the entire month of May 2020. As the city and State pivoted to mail-in ballots, the winning stickers were printed in time for inclusion with the mass mailing of ballot envelopes in late September. Community members were excited to receive the locally designed custom Ann Arbor sticker, many sharing on social media as they discovered family members received a different version in their mail ballot package.

Community Flair: While not required, artists were strongly encouraged to represent the City of Ann Arbor in their designs, while still ensuring the sticker was identifiable as an “I Voted” sticker. Both the judges and the public, in selecting the finalists and the winners, rewarded local flair. The city-wide winner and the 7-12 winner both include iconic Ann Arbor images, including the Michigan Theater, Michigan Stadium scoreboard and Burton Tower. The K-6 winner shows Ann Arbor on a map of the “Mitten State.”

Additional information regarding the City’s public art competition and the winning designs can be located at:

<https://www.a2gov.org/departments/city-clerk/Elections/Pages/Sticker-Design-Contest.aspx>
<https://www.a2gov.org/departments/city-clerk/Elections/Pages/A2Votes.aspx>

Press coverage:

<https://www.mlive.com/news/ann-arbor/2020/02/ann-arbor-launches-i-voted-sticker-design-contest-with-500-top-prize.html>
<https://www.mlive.com/news/ann-arbor/2020/06/see-the-winners-of-ann-arbors-i-voted-sticker-design-contest.html>