U.S. ELECTION
ASSISTANCE
COMMISSION

2017 National Competition
BEST PRACTICES IN ELECTION ADMINISTRATION

Post the Vote, Increasing Voter Awareness One Bollard at a Time

Indian River County, FL

Submitted by:

Stephanie Nelson, Communications & Outreach Coordinator

Indian River County Supervisor of Elections Office

4375 43rd Avenue, Vero Beach, FL

VoteIndianRiver.com | 772.226.3446

RESEARCH

Indian River County had 75,664 eligible voters as of March 2016. Yet, during the 2016 Presidential Preference Primary, only 39,803 (52%) of the 75,664 eligible voters cast a ballot. Voters age 51 and over made up nearly 32,500 of the ballots cast. Voters age 18-50 cast only 7,374 ballots.

While searching for a fresh, new way to educate young voters on the three ways to vote in Florida, Indian River County's Communications and Outreach Coordinator stumbled upon an advertising idea at a local Walmart store. In front of Walmart were five concrete posts, or bollards, to protect the storefront and shoppers from cars. Each post had a tri-folded covering with large text and bright graphics highlighting promotions offered for the in-house T-Mobile store.

The Communications and Outreach Coordinator snapped a picture for reference and brought the idea back to the office for consideration. With the Primary and General elections three months away, this was potentially a fantastic way to educate a larger, target audience about Florida's three voting options.

Initial staff reactions were positive, and further research showed post covers are easy to assemble, clean and disassemble. They are also waterproof, fade-resistant and highly customizable from a size and design perspective.

IMPLEMENTATION

At first, we struggled to find a company within the United States willing to provide us with estimates and/or spearhead the project. The approaching election created a sense of urgency. We wanted to spread the word quickly and get organizations on board, but without a prototype, our emailed invitations to Chamber of Commerce members and our published news release failed to generate willing participants. We also reached out to several large companies, including Walmart, Target and Starbucks about a possible partnership, but we were turned down.

We inquired with a local printing company whom we had worked with on various design projects and discovered they were up for the challenge. The estimate for 30 bollard covers, plus creative services, was $1,690.91. For less than $60 per post cover, we could have a portable and reusable educational tool for years to come.

After securing a vendor, we began brainstorming design ideas. The goal was to ensure pedestrians, passengers and drivers could quickly decipher the message. Therefore, we decided the design needed to include a clear and concise, nonpartisan call to action, with patriotic and eye-catching graphics.

The finished product was inspired by an old Rock The Vote poster. The graphic artist converted a photo of the poster and a few scratch drawings into a work of art. "3 Ways to Vote" was boldly printed atop all three sides of the bollard covers, and one voting method: Vote Early, Vote By Mail and Vote On Election Day was featured on each 15" wide by 48" tall side of the tri-folded bollard cover. Our web address was included to encourage people to visit our website for more information.

Knowing we needed to rethink our approach, we set out to collaborate with a larger organization, one with multiple locations- an organization that would fit our target demographic of registered voters age 18-50. "What about the school district," Supervisor Swan asked. Assuming parents of school-aged children range from 25-50 years of age, collaborating with the school district would perfectly align with our target audience. Approval from the School District would give the Elections Office access to thirteen elementary schools, four middle schools, three high schools, five charter schools, nineteen thousand students and thousands of voting-aged parents, and recently voting eligible high school students. The schools would benefit by promoting non-

partisan, civic engagement, requiring little to no effort from the schools. The Elections Office would benefit by reaching our target demographic.

We approached the Superintendent and within a few days had received approval from the District's Executive Assistant. We used the School District's School Location Map to devise a delivery route. The post covers arrived on July 15, 2016. On August 5, 2016, the Communications & Outreach Coordinator and a college intern delivered the post covers. It ultimately took two, half days and just over 100 miles to finish the job. We assembled each post cover on location and zip tied it to a post or pole. We photographed either our staff or the school's staff with the newly placed post cover. Over the next two weeks, photos were posted on social media and shared with the schools whenever possible. All posts included the hashtag #postthevote. The posts created increased traffic on our social media platforms and several schools shared the posts.

As prearranged, Elections staff disassembled the post covers promptly after Election Day and the district received no complaints during the four weeks the post covers were on display. In fact, the school district welcomed the idea of the post covers returning in two months ahead of the Presidential Election.

While the bollard covers were on display, various organizations agreed to participate in future Post the Vote efforts, enough to warrant the purchase of 30 additional bollard covers. The second set of post covers cost even less ($1480.91), since we did not need to pay for creative services.

On October 7, 2016, 60 post covers were delivered to 24 publicly funded schools, one state college, four McDonald's restaurants, two libraries, four county offices, two municipalities, two recreation centers, a food bank, and two local businesses. Recorded mileage and delivery times remained similar, despite additional stops, due to delivery route adjustments, representatives picking up post covers and time saved from not needing to inquire where to place the signs at each school. Once again, we experienced increased traffic on our social media platforms from posting, tagging and sharing pictures of the post covers, in conjunction with the hashtag #postthevote.

A demographic analysis of the 2012 Presidential Election shows that 22,435 voters age 18-50 cast a ballot. The same demographic analysis for the 2016 Presidential Election shows 24,019 voters age 18-50 cast a ballot. While we cannot take sole credit for the increase in voters, we would like to think that our "Post the Vote" campaign had a positive effect on voter turnout during the 2016 elections.

LOOKING FORWARD
To expand our reach and to reduce the time and cost involved delivering post covers, the Elections Office plans to present at Chambers of Commerce luncheons, so that representatives may sign out post covers. Such a setting will enable the Elections Office to educate the audience about "Post the Vote". It will also eliminate the work involved with delivery. We will request that each representative take a photo with their post cover on display and share it on their social media pages using the hashtag #postthevote. We do not anticipate the need to purchase additional post covers, but if the need arises future post covers will also include our phone number to better accommodate those who do not have internet access.

We look forward to mobilizing "Post the Vote" during future elections in order to remind voters of Florida's three voting options. The total cost of Indian River County's "Post the Vote" campaign was $3,171.82, and we will use all materials purchased for years to come.

Leslie R. Swan
Supervisor of Elections
Indian River County

Media Alert

POST THE VOTE: INCREASING VOTER AWARENESS ONE BOLLARD AT A TIME

Indian River County, FL – One of our primary responsibilities at the Supervisor of Elections office is informing the public about upcoming elections, and we're setting out to do just that with our "Post the Vote" media campaign. "Post the Vote" is a new voter outreach program that is sure to promote county-wide voter awareness and participation for the upcoming elections utilizing store front concrete posts, also called bollards, to promote voting.

Bollards are installed throughout our county as an effective way to control traffic and delineate pathways for both walkers and drivers. Bollards can be found at the entrance to grocery stores, schools, department stores, gas stations, banks, and government buildings. The Supervisor of Elections office has available custom covers for these concrete posts which display messages encouraging voter participation in the upcoming elections. The covers are easily installed and removed within seconds. Our message is simple, "Vote"!

The Elections Office is currently seeking businesses to participate in the "Post the Vote" election awareness campaign. Businesses that value civic participation and have existing bollards or concrete posts are encouraged to get involved in this unique program. Those who partake have the potential to receive national recognition by partnering with the local Supervisor of Elections Office in their effort to increase voter awareness and participation.

"The colorful and eye-catching "Post the Vote" covers will be rolled out ahead of Florida's Primary Election on August 30th and again in October for the General Election on November 8th. Together we have the potential to make a huge impact when it comes to voter awareness and participation," said Supervisor Swan.

Businesses that value civic participation and have store front bollards or concrete posts, contact Stephanie Nelson at 772-226-3446 or snelson@voteindianriver.com to reserve your "Post the Vote" cover. Post covers are limited and are available on a first come, first serve basis. Won't you help us "Post the Vote"?

###

Picture of T-Mobile bollard covers outside of Walmart
Photo taken: May 5, 2016

Concept image using original picture from Walmart
File created: June 2, 2016

Post the Vote

Increasing Voter Awareness One Bollard at a Time

Reserve your **Post the Vote** post cover while supplies last.
Call 226-3446 or email snelson@voteindianriver.com.

An Indian River County Supervisor of Elections Voter Outreach Program

Flyer distributed with news release & published on social media
Distributed: June 6, 2016

Scratch drawings and old Rock the Vote poster inspiration for
post cover design
Emailed to vendor: June 28, 2016

Vendor provided design mockup
Final proof approved: July 7, 2016

Complete view, showing all three sides of the approved design

Photo of finished product
Received: July 15, 2016

Osceola Magnet School Principal

Above: Fellsmere Elementary Staff
Below: Pelican Island Elementary Principal

Bay Street Pharmacy

Post covers were displayed at four McDonald's stores throughout Indian River County

Rosewood Magnet School

College Intern Ellie Petersen poses with a post cover in front of Sebastian River High School

Local Food Bank United Against Poverty

Above: Indian River County Administration Building; Below: Vero Beach Elementary Principal and Assistant Principal
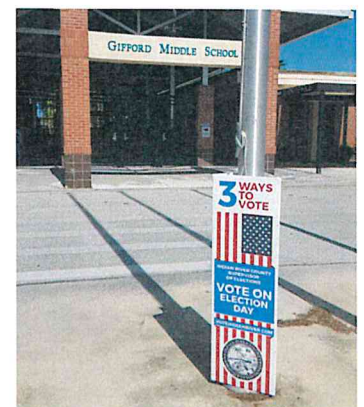
Above: Citrus Elementary Below: Gifford Middle

Posts Published from August 09, 2016

■ Impressions: Organic / Paid   ■ Post Clicks   ■ Reactions, Comments & Shares *i*

Published	Post	Type	Targeting	Reach	Engagement
08/09/2016 9:08 am	Principal Scott Simpson of Osceola Magnet knows how to #postthevote! Osceola Magnet School P		🌐	572	52 / 19

Published	Post	Type	Targeting	Reach	Engagement
08/10/2016 9:00 pm	Glendale Elementary knows how to #postthevote! #3waystovote Glendale Elementary PTA		🌐	445	20 / 13
08/10/2016 5:15 pm	Fellsmere Elementary knows how to #postthevote as a team! Fellsmere Elementary PTA		🌐	1.3K	111 / 64
08/10/2016 12:21 pm	Official Primary Election sample ballots will be arriving to IRC voter households in the coming days.		🌐	502	15 / 12
08/10/2016 9:00 am	Citrus Elementary knows how to #postthevote! Citrus Elementary PTA		🌐	365	17 / 4

Published	Post	Type	Targeting	Reach	Engagement
08/11/2016 9:00 am	McDonald's, McDonald's at 1925 Us #1, McDonald's and McDonald's at 1919 94Th Ct know how to		🌐	507	41 / 13

Ironside
Print. Mail. Brand. Design. Web.

Invoice

No: **173513**

Date: **7/7/16**

Customer PO:

Ironside Press
1323 21st Street
Vero Beach, FL 32960
P 772-569-8484
F 772-569-9288

Supervisor of Elections - Indian River County
4375 43rd Ave
Vero Beach FL 32967

Quantity	Description	Amount
30	Bollard Cover - 4/0 on White Coroplast with Die Cutting and Scoring and Delivered Flat. Flat Dimensions: 45"x48" Finished Size: 15" Sides and 48" Tall Large Enough to Fit an Est. 8.25" Bollard or Smaller	$ 1,480.91
0	Creative Services - Design Bollard Covers 3 Production Graphics	$ 210.00

Sales Rep: UNASSIGNED

SUBTOTAL	$ 1,690.91
TAX	
SHIPPING	
DEPOSITS	
TOTAL	$ 1,690.91

Bollard Covers

SIGNS BY TOMORROW
SIGNS & GRAPHICS NATIONWIDE

3300 43rd Ave
Suite 6
Vero Beach, FL 32960

ESTIMATE
E-8354

Phone: (772) 567-3000	Created Date: 6/10/2016 2:57 PM
Fax: (772) 770-4244	

Ordered By: Stephanie Nelson I snelson@voteindianriver.com

Bill To: IR County Supervisor of Elections Office
4375 43rd Avenue
Vero Beach, FL 32960

Pick Up: **Signs By Tomorrow - Vero Beach**
3300 43rd Ave
Suite 6
Vero Beach, FL 32960

Payment Terms:	Net 15
Customer Tax ID:	85-8015185160C-6
Salesperson:	House Signs By Tomorrow - Vero Beach
Entered By:	Phil Blank

Order Description: Pole (Bollard) Cover Design Work

*unit price rounded to 4 decimal places

#	Product Description	Quantity	Unit Price*	Amount
1	Graphic Design Service	1	$120.00	$120.00
	1.1 <u>Design Service -</u>			
	- # of Hours: 2			
	Text: Design Service for Custom Pole Cover Design(s)			

Thank you for allowing us to provide you with an Estimate. This estimate covers only the services outlined below. If the scope of the work changes from the original estimate, approved revisions and additions will be charged accordingly. Your sign or graphic is a customized piece work. If you require changes to your design after it has been designed and approved, charges for additional design time as well as any restocking charges incurred will apply.

Sub Total:	$120.00
Sales Tax:	$0.00
Total:	$120.00
Amount Paid:	$0.00
Amount Due:	$120.00

Signature: _____ **Date:** _____