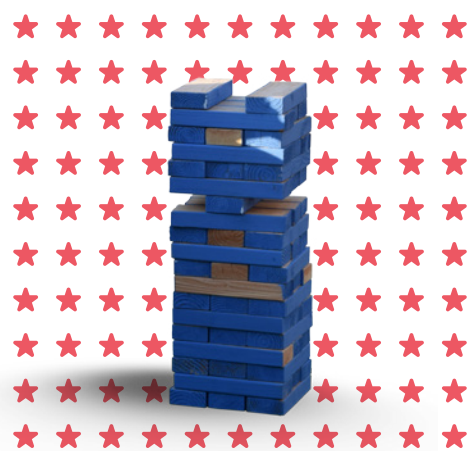
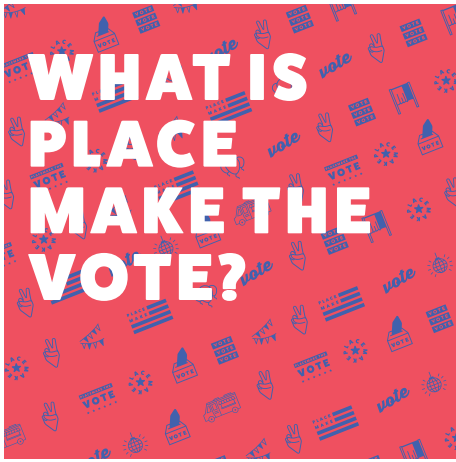


# PLACE MAKE THE VOTE MEDIA KIT

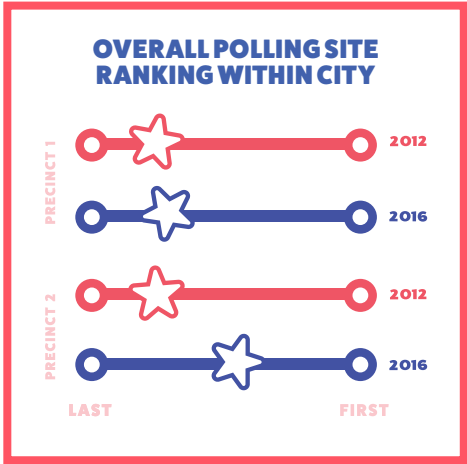
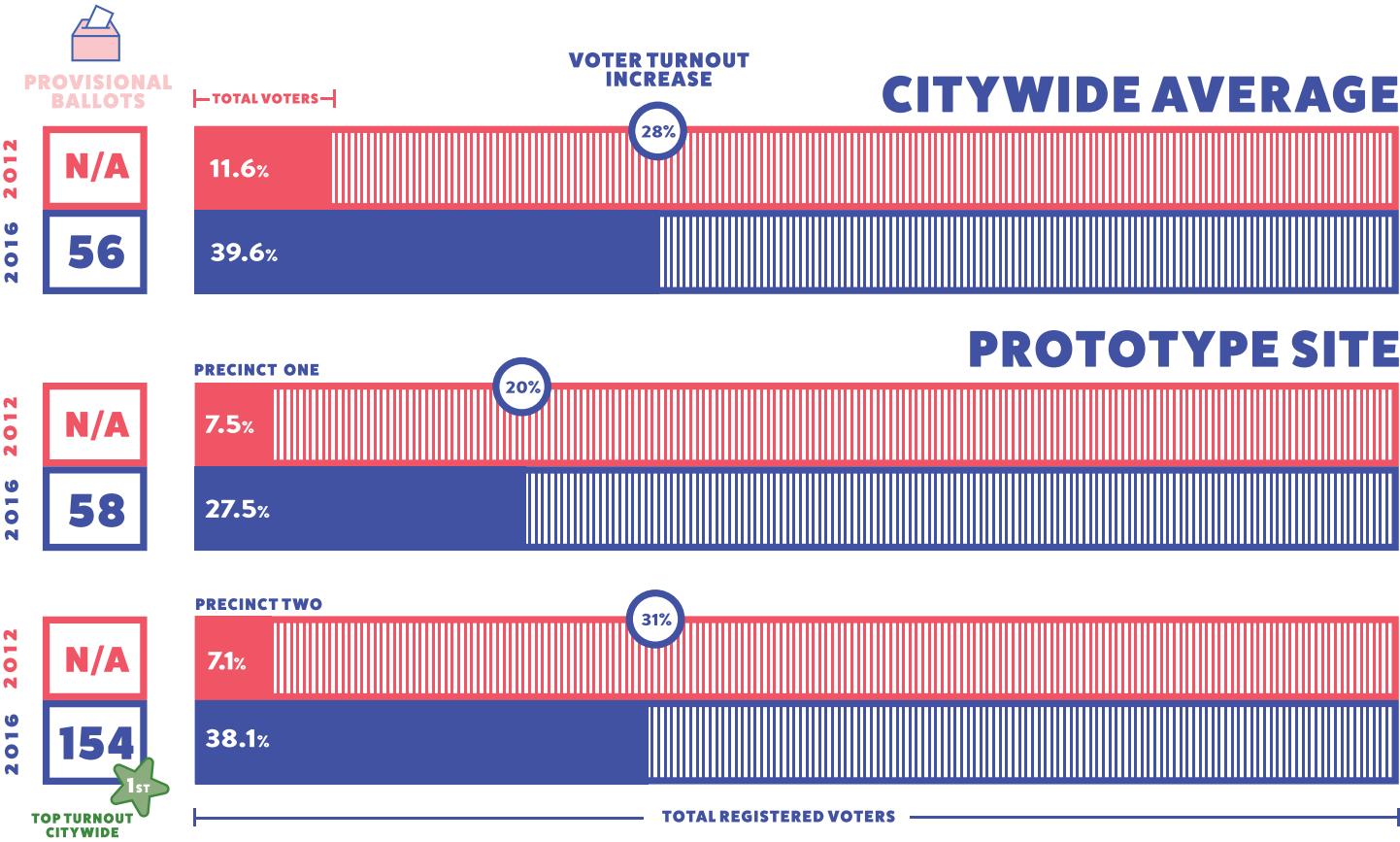




**Place Make The Vote is a movement & toolkit to expand civic engagement and celebrate voting using pop-up social spaces around polling booth locations in historically low voting precincts.**







"Long Beach Rising is thrilled about the opportunity to Place-Make the Vote in Long Beach. We see this as a great way to expand the work we've done to increase civic engagement and voting within groups underrepresented and left out of political processes in our city,"

**CHRISTINE PETIT**  
BUILDING HEALTHY COMMUNITIES: LONG BEACH.

**Hosting a successful PMTV election day pop-up requires a clear mission to guide your activity. Follow these steps to ensure you stay on track and have a great party at the polls this election.**



## STEP 1

Start by identifying a community that you would like to see have higher levels of voter engagement and target this population. Once you have a community or neighborhood in mind, the next step is to figure out which voting precinct[s] best capture this population.

## Choose Your Location

## STEP 2

Using that date as a guiding mark, your group should work backwards and create a timeline that organizes and prioritizes your event's requirements.

## Create a timeline

## STEP 3

Engage partners, either groups or individuals, to assist in organizing, providing resources, funding, advertising, or staffing the event. The more partners you can gain, the better.

## Identify local partners

## STEP 4

Budgets will vary depending on the size of the event, the permitting fees, and the financial capacity of the host organization. Financial resources for the budget can also come from a variety of places.

## Create a budget

## STEP 5

Obtaining permits for your event can seem daunting and uber-bureaucratic, but in actuality, it's a manageable process if you work ahead of time. Taking the time to get a permit can lead to less conflict in the future.

## Obtain permits

## STEP 6

Begin thinking about the event programming and components. A well-run event will have a variety of activities as well as places to sit down that will make event-goers hangout for a longer period of time.

## Choose the tools

## STEP 7

Research both online as well as local suppliers to find the best pricing. Remember to mention the purpose of your event as some vendors might be able to provide free or reduced pricing on supplies or loan out materials for the day.

## Source your materials

## STEP 8

There are many ways to go about building awareness for your event, from flyers to social media to face-to-face contact. Having a consistent design style among all communications helps build an event brand, furthering boosting its awareness in the community.

## Get The word out

## STEP 9

The event's organizers should be prepared to arrive at the event site a few hours in advance for preparation. Ensure that any necessary deliveries or drop off of materials be done during this pre-event work time, so that the whole thing is ready to go when you open it up to the public.

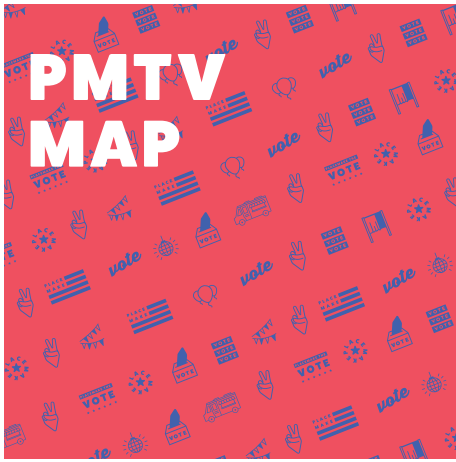
## Celebrate the event

## STEP 10

Start by identifying a community that you would like to see have higher levels of voter engagement and target this population. Once you have a community or neighborhood in mind, the next step is to figure out which voting precinct[s] best capture this population.

## Measure success





1 PMTV ALAMITOS

**Senior Center**  
1150 E 4TH ST



2 PMTV CENTRAL

**Homeland Center**  
1321 E ANAHEIM ST



3 PMTV UPTOWN

**Houghton Park**  
6301 MYRTLE AVE



4 PMTV WEST

**Villages at Cabrillo**  
2001 RIVER AVE



5 PMTV DOWNTOWN

**Covenant Manor**  
ATLANTIC BLVD • 4TH ST

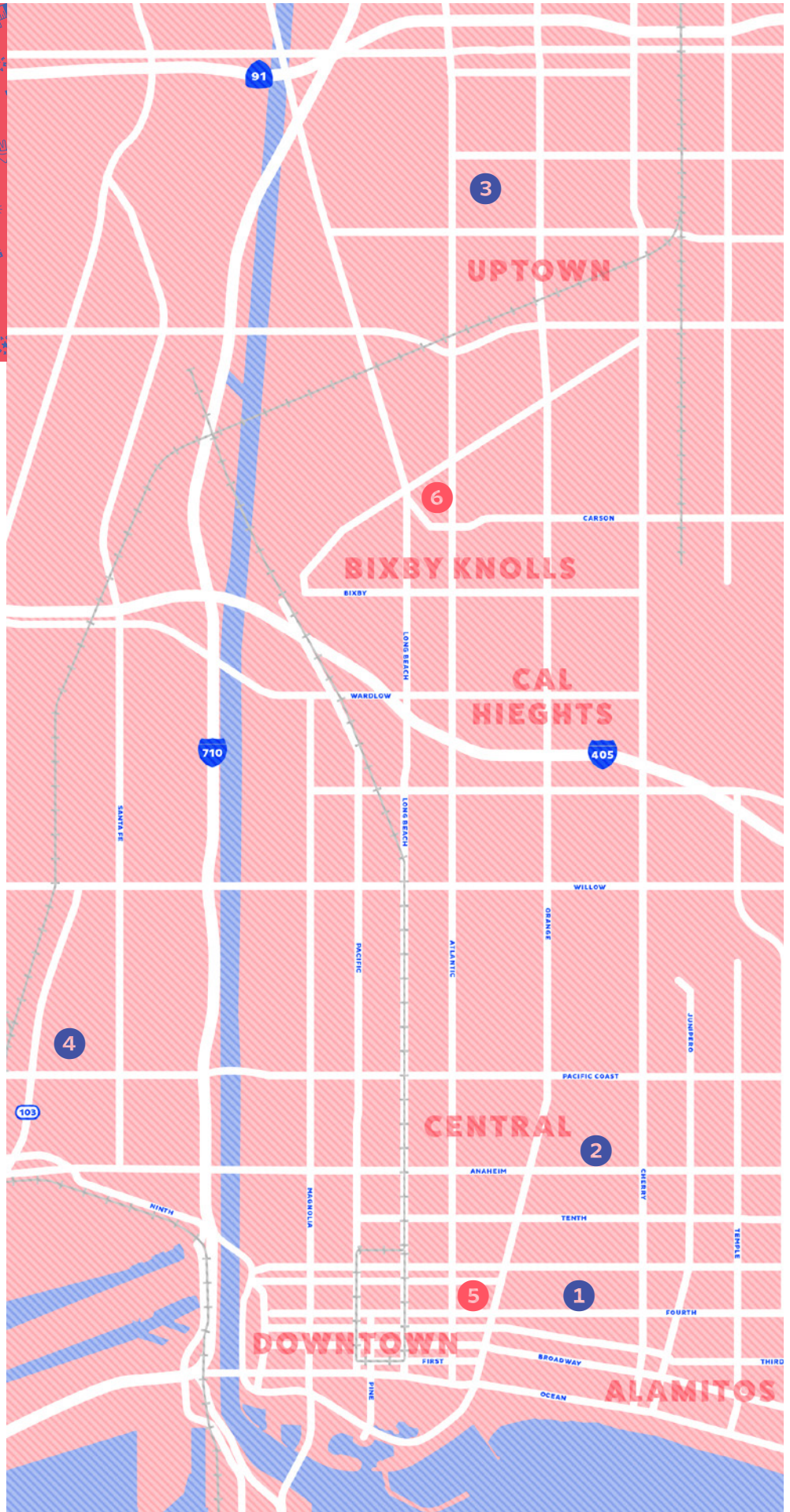
COMMUNITY  
HOST



6 PMTV BIXBY KNOLLS

**Expo Center**  
4321 ATLANTIC BLVD

COMMUNITY  
HOST





**HOW  
19 AMERICAN  
CITIES ARE  
REIMAGINING  
THEIR  
COMMUNITIES**

CNN MONEY



Smithsonian

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

NPR / 89.3 KPCC



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

SMITHSONIAN



**FROM  
STICKERS  
TO  
BLOCK  
PARTIES**

SIGNAL TRIBUNE



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

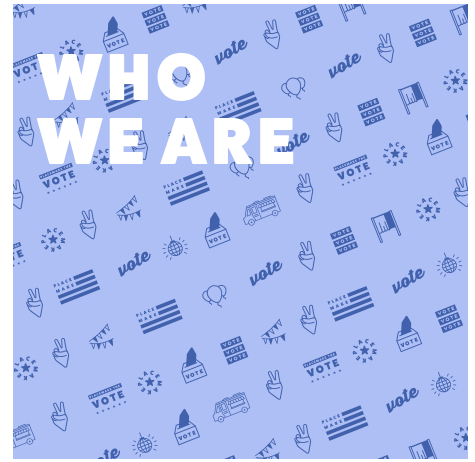
LAIST



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

LONG BEACH POST





Knight Foundation is a national foundation with strong local roots. They invest in journalism, in the arts, and in the success of cities where brothers John S. and James L. Knight once owned newspapers. Our goal is to foster informed and engaged communities, which we believe are essential for a healthy democracy.

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



City Fabrick is a nonprofit design studio dedicated to improving communities through public interest design, planning, policy development and civic engagement. They have extensive experience in place-making and civic engagement locally, and will leverage the entire staff's diverse expertise and enthusiasm in design and communication to insure each space is engaging and culturally relevant to the specific precinct's population.

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



The City Clerk's goal for elections is to provide voters and residents with the information they need to fully and properly exercise their voting rights. They will provide data for determining the ultimate site selections as well as forming the most effective approaches to increasing voter turnout. The City Clerk will also dedicate their staff to facilitating voter registration and education and securing access to polling locations.

[LONGBEACH.GOV/CITYCLERK](http://LONGBEACH.GOV/CITYCLERK)



Long Beach Rising! is a broad coalition of over a dozen community organization [see support letter for member list] advocating for civic participation, voter engagement, and community organizing among historically underrepresented communities. They will dedicate their extensive network of staff, volunteers and resources to engaging the local populace around the polling sites.

[LONGBEACHCOALITION.ORG/LONG-BEACH-RISING](http://LONGBEACHCOALITION.ORG/LONG-BEACH-RISING)



The Los Angeles County Registrar's Office is responsible for registering voters, maintaining voter files, administering federal, state, local and special elections and verifying initiatives, referenda and recall petitions. Los Angeles County, has more than 500 political districts and 5 million registered voters, making it the largest and most complex county election jurisdiction in the country.

[LAVOTE.NET](http://LAVOTE.NET)

