



Date: 4/8/2026
To: City Commission
From: Kalla Langston-Weiss, City Clerk
Subject: Voter Education Campaign Proposal- "Your Vote Shapes the Future"

Overview

The City Clerk's Office is proposing a nonpartisan voter education campaign titled "**Your Vote Shapes the Future**," inspired by the recognizable themes of the *Back to the Future* film series.

This campaign uses the concept of cause and effect—how present actions influence future outcomes—to encourage civic participation and increase awareness of voting processes, deadlines, and resources.

The goal is to make voter education more engaging, accessible, and memorable for residents while maintaining strict neutrality in accordance with municipal guidelines.

Campaign Objectives

- Increase voter awareness of registration and election deadlines
- Promote participation in local elections
- Provide clear, accurate, and accessible voting information
- Engage a broad audience through creative and familiar cultural references

Campaign Theme

Using a "time travel" concept, the campaign emphasizes: The choices we make today, including voting, directly shape the future of our community.

Messaging will focus on participation and civic responsibility without reference to any candidates, parties, or ballot positions.

Key Messaging

- "Your vote shapes the future."
- "The future isn't written -vote."
- "Don't leave your future to chance."
- "You don't need a time machine-just a plan to vote."

Educational Event Integration

To support this campaign, the Clerk's Office will incorporate themed voter education into community outreach efforts, including:

1. Community Events & Pop-Ups

- Informational booths with voter registration and election materials

2. Public Information Sessions

- Brief presentations on:
 - How to register to vote
 - Key election dates and deadlines
 - Voting options (in-person, absentee, early voting if applicable)

3. Social Media & Digital Outreach

- Informational posts using “timeline” concepts to illustrate the impact of participation
- Deadline reminders framed as “time-sensitive” opportunities
- Short educational videos explaining the voting process

Materials & Visual Approach

The campaign will use a cohesive visual identity inspired by retro-futuristic elements (e.g., clocks, motion, light effects) to reinforce the theme of time and future impact.

All materials will remain:

- Nonpartisan
- Informational
- Accessible to a broad audience

Compliance & Neutrality

This campaign is strictly nonpartisan and intended solely for voter education.

All messages will:

- Avoid advocacy for or against any candidate or ballot measure
- Focus exclusively on participation and process
- Adhere to applicable state and local regulations regarding public communications

Next Steps

- Finalize campaign materials and messaging
- Coordinate event scheduling and outreach opportunities
- Distribute educational materials through city channels and community partners

Conclusion

The “Your Vote Shapes the Future” campaign provides an opportunity to present voter education in a creative, engaging, and memorable way while reinforcing the importance of civic participation. This campaign aims to increase awareness and encourage residents to take an active role in shaping their community through voting.

Please feel free to provide feedback or identify opportunities for collaboration as we move forward with this initiative.