Meeting Date: 5/29/07

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 5A-3

Santa Clara All-America City 2001

DATE: May 25, 2007

TO: City Manager for Council Information
Executive Director for Redevelopment Agency Information

FROM: City Clerk/Auditor

SUBJECT: Information Requested Regarding Potential Ballot Measure Related to the San Francisco Stadium Proposal

At the City Council meeting of May 15, 2007, the City Council requested information regarding the following items:

1). A potential calendar for the City Council to place an item on the November 6, 2007 ballot. (See attachment 1 for the potential calendars for placing a measure on the November 6, 2007 ballot.)

2). A potential calendar for the City Council to place an item on the February 5, 2008 ballot. (See attachment 2 for the potential calendars for placing a measure on the February 5, 2008 ballot.)

3). A review of the potential costs for placing a measure on either the November 6, 2007 or the February 5, 2008 ballot. (See attachment 3 for a review of the potential costs for placing a measure on either the November 6, 2007 or the February 5, 2008 ballot.) In summary, the estimated costs provided by the Registrar of Voters are:

November 6, 2007: $301,678 – $387,170 (estimate)
February 5, 2008: $109,321 (estimate)

4). A review of Santa Clara's recent land-use ballot measure history: See below.

Multi-Use Arena and Convention Center, 1978 – Measure D:

At the City Council meeting of August 1, 1978, the Council approved an Advisory Vote Only measure to be placed on the November 7, 1978 ballot entitled, "Shall the City of Santa Clara encourage the development of a multi-use arena and convention center complex for cultural, entertainment, sports and meeting purposes on City-owned land in the vicinity of Marriott's Great America without City funding and funded in a manner in which there will be no tax liability of direct expense for construction, maintenance, and operation levied on City residents?". The official canvass of the results of Measure D were YES – 12,006 and NO – 10,653. There were 34,439 total registered voters.

Great America Theme Park Operation, 1984 – Measure B:

At the City Council meeting of February 14, 1984, the Council approved an Advisory Vote Only measure to be placed on the June 5, 1984 ballot entitled, "Should the City's Redevelopment Agency continue operation of the Great America Theme Park by a qualified Amusement Park Operator with no tax burden to the residents of the City?" The official canvass of the results of Measure B were YES – 13,161 and NO – 4,139. There were 41,745 total registered voters.

Giants Baseball Park, 1990 – City of Santa Clara Measure N:

At the City Council meeting of August 7, 1990, the Council approved an Advisory Vote Only measure to be placed on the November 6, 1990 ballot entitled, " Should the City of Santa Clara (CITY) work with a Joint Powers Authority (JPA) to locate a baseball park for use by the Giants baseball organization on approximately 98 acres of CITY owned land south of State Highway 237 between Great America Parkway and the Guadalupe River subject to the following conditions . . .". The official canvass of the results of Measure N were YES – 12,647 and NO – 12,137. There were 47,123 total registered voters.

Parking and Utility Users Tax - Joint Powers Finance Authority, 1990 – Measure G:

Also on the November 6, 1990 ballot was a measure initiated by the Joint Powers Finance Authority entitled "Shall the Ballpark Authority build and operate a Major League ballpark in Santa Clara County and levy a parking tax at the ballpark, as well as a utility users tax of not more than one per cent of the charges made for all taxable utility services, provided, that this tax on electrical utilities shall not be levied on the first $50.00 per month of residential electrical services; also, this utility users tax shall not be levied for residential users of less than 'lifeline' service levels on other utilities; provided, further, that this utility users tax shall terminate upon payment in full of all bonds secured by this tax?". The official canvass of the Authority-wide results of Measure G were YES – 134,523 and NO – 138, 014. The City of Santa Clara votes for the measure were YES – 13,089 and NO – 13,353.

Cardroom Facilities, 1992 – Measure E:

At the City Council meeting of August 4, 1992, the Council approved that a measure be placed on the November 3, 1992 ballot entitled, "Shall Ordinance No. 1636, entitled 'An Ordinance of the City of Santa Clara, California, amending Article III (entitled 'Card Rooms, Etc.') of Chapter Twenty-Two (entitled 'Public Amusement') of 'The Code of the City of Santa Clara, California' which will permit cardroom facilities," be adopted?". The official canvass of the results of Measure E were YES – 15,220 and NO – 22,102. There were 54,196 total registered voters.

Sun Microsystems Development Agreement, 1997/1998 – Measure D:

On October 28, 1997, the City Council adopted Ordinance No. 1706, entitled, "An Ordinance of the City of Santa Clara Approving a Development Agreement between the City of Santa Clara and Sun Microsystems Corporation for Certain Real Property Consisting of Approximately Eighty-Two (82) Acres Located in the City at the Northeast Corner of Montague Expressway and Lafayette Street". A referendum petition challenging Ordinance No. 1706 was submitted to the City Clerk with sufficient signatures to be submitted to the City Council for action. At the City Council meeting of January 6, 1998, the Council approved the holding of an election on June 2, 1998 for a ballot measure on whether or not the voters of Santa Clara should approve the adoption of Ordinance No. 1706. The official canvass of the results of Measure D were YES – 11,498 and NO – 6,431. There were 43,284 total registered voters.

Please let me know if you would like additional information regarding the upcoming November 2007 or February 2008 election cycles.

Rod Diridon, Jr.
City Clerk/Auditor

Approved:

for Jennifer Sparacino
City Manager

Documents Related to this Report:

1) ***Potential November 6, 2007 Election Calendar***
2) ***Potential February 5, 2008 Election Calendar***
3) ***Santa Clara County Registrar of Voters Estimated Costs of Elections***

CITY OF SANTA CLARA

Attachment 1

NOVEMBER 6, 2007 ELECTION CYCLE
POTENTIAL ELECTION CALENDAR

CALENDAR 1: Calendar 1 utilizes the existing City Council meeting schedule and follows the basic timelines set out in previous City of Santa Clara ballot measures.

July 10, 2007 (Tues): or, July 17, 2007 (Tues)	**ITEM PLACED ON BALLOT**: City Council adopts resolutions placing item on the November 6, 2007 ballot.
August 1, 2007 (Wed): 5:00 PM	**IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than August 1, 2007 at 5:00 PM.
August 8, 2007 (Wed): 5:00 PM	**BALLOT ARGUMENT DEADLINE**: Limited to 300 words, August 8, 2007 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
August 15, 2007 (Wed): 5:00 PM	**REBUTTAL ARGUMENT DEADLINE**: Limited to 250 words, August 16, 2007, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
November 6, 2007 (Tues):	**ELECTION DAY**: Polls are open from 7:00 a.m. to 8:00 p.m.

CALENDAR 2: Calendar 2 would require an additional City Council meeting to be held during the month of August. It relates more closely to the final due-dates set out by the Santa Clara County Registrar of Voters.

August 7, 2007 (Tues):	**ITEM PLACED ON BALLOT**: City Council holds special meeting and adopts resolutions placing item on the November 6, 2007 ballot.
August 10, 2007 (Fri): 5:00 PM	**IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than August 10, 2007 at 5:00 PM.
August 15, 2007 (Wed): 5:00 PM	**BALLOT ARGUMENT DEADLINE**: Limited to 300 words, August 15, 2007 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
August 22, 2007 (Wed): 5:00 PM	**REBUTTAL ARGUMENT DEADLINE**: Limited to 250 words, August 22, 2007, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
November 6, 2007 (Tues):	**ELECTION DAY**: Polls are open from 7:00 a.m. to 8:00 p.m.

CITY OF SANTA CLARA

Attachment 2

FEBRUARY 5, 2008 ELECTION CYCLE
POTENTIAL ELECTION CALENDAR

CALENDAR 1: Calendar 1 utilizes the existing City Council meeting schedule and follows the basic timelines set out in previous City of Santa Clara ballot measures.

September 11, 2007 (Tues): or, Sept. 25, 2007 (Tues)	**ITEM PLACED ON BALLOT**: City Council adopts resolutions placing item on the February 5, 2008 ballot.
October 31, 2007 (Wed): 5:00 PM	**IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than October 31, 2007 at 5:00 PM.
November 7, 2007 (Wed): 5:00 PM	**BALLOT ARGUMENT DEADLINE**: Limited to 300 words, November 7, 2007 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
November 14, 2007 (Wed): 5:00 PM	**REBUTTAL ARGUMENT DEADLINE**: Limited to 250 words, November 14, 2007, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
February 5, 2008 (Tues):	**ELECTION DAY**: Polls are open from 7:00 a.m. to 8:00 p.m.

CALENDAR 2: Calendar 2 relates more closely to the final due-dates set out by the Santa Clara County Registrar of Voters.

October 23, 2007 (Tues):	**ITEM PLACED ON BALLOT**: City Council adopts resolutions placing item on the February 5, 2008 ballot.
November 7, 2007 (Wed): 5:00 PM	**IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than November 7, 2007 at 5:00 PM.
November 14, 2007 (Wed): 5:00 PM	**BALLOT ARGUMENT DEADLINE**: Limited to 300 words, November 14, 2007 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
November 21, 2007 (Wed): 5:00 PM	**REBUTTAL ARGUMENT DEADLINE**: Limited to 250 words, November 21, 2007, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
February 5, 2008 (Tues):	**ELECTION DAY**: Polls are open from 7:00 a.m. to 8:00 p.m.

SANTA CLARA COUNTY REGISTRAR OF VOTERS
COMPARATIVE ESTIMATED COSTS OF ELECTIONS
FOR THE CITY OF SANTA CLARA

DATA		NOV 6, 2007 UDEL				FEB 5, 2008 PRIMARY	
Registration as of 05/24/07	38,860						
Projected Registration (110% of actual registration)	42,746						
COMPUTATION		**LOW END**		**HIGH END**			
		Unit Cost	Total Cost	Unit Cost	Total Cost	Unit Cost	Total Cost
(a) Base charge		$ 6.00	$ 256,476	$ 8.00	$ 341,968	$ 0.80	$ 34,197
(b) Direct Recording Electronic (DRE) Recovery Fee		$ 0.24	$ 10,259	$ 0.24	$ 10,259	$ 0.24	$ 10,259
(c) Absentee Voter Charge						$ 0.20	$ 8,549
(d) Shared Printing Costs						$ 0.50	$ 21,373
Estimated cost of election		$ 6.24	$ 266,735	$ 8.24	$ 352,227	$ 1.74	$ 74,378
(e) Estimated Cost of Proposition Pages			$ 34,943		$ 34,943		$ 34,943
Total Estimated costs of election and sample ballots/proposition pages			**$ 301,678**		**$ 387,170**		**$ 109,321**

THIS IS AN ESTIMATE ONLY AND SUBJECT TO CHANGE WITHOUT NOTICE.
ACTUAL COSTS WILL BE AVAILABLE 60 DAYS AFTER ELECTION

Prepared by:
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Attachment 3