



CITY OF SANTA CLARA

CITY CLERK'S OFFICE



Date: December 10, 2009

To: Mayor and City Council, City Manager for Information

From: City Clerk/Auditor

Subject: Estimated Costs Regarding Potential June 8, 2010 Election Date

At the meeting of December 8, 2009 the City Council requested information regarding the estimated cost for a potential June 8, 2010 election date to consider the San Francisco 49ers Stadium proposal.

The original estimate from the Registrar of Voters (ROV) of \$151,644 was based on an overall number of six pages in the sample ballot. On having the ballot text available for review, the ROV has estimated that there will be a total of 11 pages required for the measure.

As such, the revised estimate from the ROV is \$174,418 for placing one item on the ballot for the June 8, 2010 election date. A rough estimate of \$18,000 will be required to cover expenses for the printing, publishing and other costs related to the ballot measure.

Taking into account the information from the ROV and City Clerk's Office, the estimated costs to place an item on the June 8, 2010 ballot are \$192,418.

Please note that the information in this report is subject to modification based on the final actual costs and other factors. Please let me know if you would like additional information.



Rod Diridon, Jr.
City Clerk/Auditor

Documents Related to this Report: Estimated Cost of Election

SANTA CLARA COUNTY REGISTRAR OF VOTERS
 ESTIMATED COST OF ELECTION FOR THE CITY OF SANTA CLARA
 JUNE 8, 2010 PRIMARY ELECTION

	NEW ESTIMATE		ORIGINAL ESTIMATE		
Registered Voters, 12/10/09		44,643		46,354	
Projected Registration		49,107		50,989	
	PRIMARY 2010		PRIMARY 2010		ADJUSTMENT
	June 8, 2010				
COMPUTATION			(Measure Only)		
	<u>Unit Cost</u>	<u>Total Cost</u>	<u>Unit Cost</u>	<u>Total Cost</u>	
(a) Base charge	\$ 1.00	\$ 49,107	\$ 1.10	\$ 56,088	\$ (6,981)
(b) Absentee voter charge	\$ 0.25	\$ 12,277	\$ 0.30	\$ 15,297	\$ (3,020)
© Shared printing costs	\$ 0.75	<u>\$ 36,830</u>	\$ 0.75	<u>\$ 38,242</u>	<u>\$ (1,412)</u>
Estimated total costs of election		\$ 98,215		\$ 109,627	\$ (11,413)
(d) Estimated Cost of Proposition Pages		<u>\$ 76,204</u>		<u>\$ 42,017</u>	<u>\$ 34,187</u>
Total Estimated costs of election & proposition pages		<u><u>\$ 174,418</u></u>		<u><u>\$ 151,644</u></u>	<u><u>\$ 22,774</u></u>

DISCLAIMER: COST ESTIMATE ONLY.
 ACTUAL COST IS SUBJECT TO INFLATION AND/OR INCREASE IN COST OF LABOR & ELECTION MATERIALS.

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For the 2010 primary election which the City of Santa Clara is participating in, the red-highlighted **unit costs (i.e. - base charge; absentee voter charge and the fixed costs of proposition pages)** are fixed as approved by the Board of Supervisors. Unit costs for shared printing costs (optech ballot, notices of election, non-specific pages of sample ballot) and specific printing costs for your measures are estimates only based on previous elections' experiences.