

1/22/08

SA-2

INTEROFFICE MEMORANDUM
Santa Clara City Clerk's Office

DATE: January 18, 2008
TO: Jennifer Sparacino, City Manager
FROM: Rod Diridon, Jr., City Clerk/Auditor
RE: Potential Costs and Election Information Regarding Potential Ballot Measure
Related to the San Francisco 49ers Stadium Proposal

Per the request of the City Council, please see below information regarding the following items:

- 1). Election Timelines: Potential calendars for the City Council to place an item on the June 3, 2008 ballot (See attachment 1). Potential calendars for the City Council to place an item on the November 4, 2008 ballot (See attachment 2). These potential calendars relate to the next two scheduled elections during which a ballot measure could be considered. The next scheduled election which would encompass the City of Santa Clara would be the 2010 State Primary Election. Should a stand-alone Special Election be required, either by Council action or through the initiative or referendum process, an additional timeline would be necessary.
- 2). Estimated Costs: Preliminary estimated costs for placing the item on the ballot for the June 3, 2008, November 4, 2008 election cycles, or a stand-alone Special Election, including estimated publication and general costs are:

June 3, 2008: \$112,321 (estimate)

November 4, 2008: \$65,728 (estimate)

Stand-Alone Special: \$626,448 (estimate)

Costs for placing the item on the ballot for the June 3, 2008 election cycle are for placing the "initial item" on the ballot. Costs for placing the item on the ballot for the November 4, 2008 election cycle are for placing an "additional item" on the ballot, with the initial costs being assumed by the municipal election being held at the same time. Costs for a stand-alone Special Election are significantly higher as there would be no concurrent election and therefore no cost sharing for items such as printing, postage, poll workers, polling locations and staff support with the Registrar of Voters.

- 3). Land-Use Ballot Measure History: An updated memorandum regarding the recent land-use ballot measure history in the City of Santa Clara (See attachment 3).

Please let me know if you would like additional information regarding the upcoming June 2008, November 2008 or stand-alone Special Election cycles.



Rod Diridon, Jr.
City Clerk/Auditor

Documents Related to this Report:

- 1) *Potential June 3, 2008 Election Calendar*
- 2) *Potential November 4, 2008 Election Calendar*
- 3) *City of Santa Clara Recent Land-Use Ballot Measure History Memorandum*

JUNE 3, 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.

- January 22, 2008 (Tues)
or, Feb. 12, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council adopts resolutions placing item on the June 3, 2008 ballot.
- February 27, 2008 (Wed):
5:00 PM **IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than February 27, 2008 at 5:00 PM.
- March 5, 2008 (Wed):
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, March 5, 2008 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
- March 12, 2008 (Wed):
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words, March 12, 2008, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
- June 3, 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.

- February 19, 2008 (Tues)
or, Feb 26, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council adopts resolutions placing item on the June 3, 2008 ballot.
- March 5, 2008 (Wed):
5:00 PM **IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than March 5, 2008 at 5:00 PM.
- March 11, 2008 (Tues):
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, March 11, 2008 at 5:00 PM is the last date at which pro and con ballot arguments would be accepted by the City Clerk's Office.
- March 18, 2008 (Tues):
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words. March 18, 2008, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.
- June 3, 2008 (Tues): **ELECTION DAY:** Polls are open from 7:00 a.m. to 8:00 p.m.

NOVEMBER 4, 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.

July 10, 2008 (Tues)
or, July 15, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council adopts resolutions placing item on the November 4, 2008 ballot.

August 6, 2008 (Wed):
5:00 PM **IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than August 6, 2008 at 5:00 PM.

August 13, 2008 (Wed):
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, August 13, 2008 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 20, 2008 (Wed):
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words, August 20, 2008, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.

November 4, 2008 (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 5, 2008 (Tues)
Or, August 12, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council holds special meeting and adopts resolutions placing item on the November 4, 2008 ballot.

August 15, 2008 (Fri):
5:00 PM **IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than August 15, 2008 at 5:00 PM.

August 19, 2008 (Tues):
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, August 19, 2008 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 26, 2008 (Tues):
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words, August 26, 2008, at 5:00 PM is the last date at which rebuttal arguments will be accepted by the Clerk's Office.

November 4, 2008 (Tues): **ELECTION DAY:** Polls are open from 7:00 a.m. to 8:00 p.m.

* Please note, the Abbreviated Election Calendar for the November, 2008 election cycle has not yet been released by the Registrar of Voters. These dates are estimates.



CITY OF SANTA CLARA

CITY CLERK'S OFFICE



DATE: January 17, 2008

TO: City Manager

FROM: City Clerk/Auditor

SUBJECT: City of Santa Clara Recent Land-Use Ballot Measure History

See below an updated review of Santa Clara's recent land-use ballot measure history:

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.

Santa Clara Gardens Project (BAREC), 2007/2008 – Measures A and B:

On June 19, 2007, the City Council adopted Resolution No. 07-7430, entitled “A Resolution of the City Council of the City of Santa Clara, California, Approving The General Plan Amendment For The Santa Clara Gardens Project (90 N. Winchester Blvd.)”; and, Resolution No. 07-7432, entitled “A Resolution of the City Council of the City of Santa Clara, California, Rezoning The Parcels Located At 90 N. Winchester Boulevard And Granting A Density Bonus For The Senior Housing Project For The Santa Clara Gardens Project.” Referendum petitions challenging Resolution 07-7430 and 07-7432 were submitted to the City Clerk with sufficient signatures to be submitted to the City Council for action. At the City Council meeting of 9/11/07, the Council approved

the holding of an election on February 5, 2008 for the voters of Santa Clara to consider the approval of Resolutions 07-7430 and 07-7432. The results are pending the outcome of the election on February 5, 2008.

Please let me know if you would like additional information regarding the City of Santa Clara's recent land-use ballot measure history.

A handwritten signature in black ink, appearing to read "Rod Diridon, Jr.", written over a horizontal line.

Rod Diridon, Jr.
City Clerk/Auditor