



**CITY OF PACIFIC GROVE**  
300 Forest Avenue, Pacific Grove, California 93950

**AGENDA REPORT**

**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Ben Harvey, City Manager  
**MEETING DATE:** October 5, 2016  
**SUBJECT:** Monterey County Elections Office Estimate of Costs to Add a Measure to a Regular Election **This matter was continued from the September 21, 2016 Council meeting.**  
**CEQA:** This action does not constitute a “project” as defined by the California Environmental Quality Act (CEQA) guidelines section 15378.

**RECOMMENDATION**

Receive the report.

**DISCUSSION**

With the recently passed City of Pacific Grove Special Election in April of 2016, and the upcoming General Election in November of this year, the question of the incremental cost of adding a measure to the ballot has been raised. Estimates for this have previously been provided, but discussion of the accuracy of these prior estimates has raised concerns and questions about the true fiscal impact of placing a measure on the ballot for a consolidated election.

Accordingly, at the request of Council Member Miller, City staff contacted Claudio Valenzuela, Registrar of Voters for Monterey County, to answer the question. Specifically, Mr. Valenzuela was asked:

- What does it cost to add a ballot measure to a consolidated election?

Mr. Valenzuela advised City staff that the Monterey County Elections Department provides estimates for the cost of an election based upon a formula that anticipates various scenarios and produces an estimated range in a dollar amount. Further, Mr. Valenzuela stated that adding a measure (or measures) to the ballot for consolidated elections was significantly less expensive than holding a special election for the measure(s). In order for a jurisdiction to determine the additional incremental cost of adding a measure to the ballot for a consolidated election, the total number of jurisdictions, registered voters, measures and pages of text would have to be known in advance of providing the estimate. Since this information is not currently available, the Monterey County Elections Department is only able to estimate the rough cost of the election itself. To calculate the estimated invoiced cost for a consolidated election, the following formula is used:

- Number of registered voters in the jurisdiction fifteen days prior to the election (roughly 9932 in the City of Pacific Grove), multiplied by \$6.00 to \$8.00 per voter

The initial provided estimate range for the cost of the consolidated election, which historically has accurately forecast the final invoiced cost:

- $(6 \times 9932)$  to  $(8 \times 9932) = \$59,592$  to  $\$79,456$

While the Monterey County Elections Department is unable to estimate the increment for adding one or more ballot measures to a consolidated election, some assumptions may be made to arrive at the estimated incremental cost. The assumptions are as follows:

1. If the City of Pacific Grove were to convene a consolidated election without any ballot measures added (in other words, candidates only) the estimated cost of the consolidated election would skew towards the bottom of the per voter estimate range of \$6.00/registered voter within the jurisdiction, or \$59,592.
2. If the City of Pacific Grove were to convene a consolidated election with one or more ballot measures (such as is the case with the upcoming General Election to be held in November of this year), the estimated cost of the consolidated election would skew towards the upper end of the per voter range of \$8.00/registered voter within the jurisdiction, or \$79,456.

Accordingly, based upon these two assumptions listed above, it may be logically deduced that the incremental cost of adding one or more ballot measures to a consolidated election may cost as much as \$20,000.

For the upcoming General Election, the City of Pacific Grove has chosen to have printed the full text of two measures, in addition to candidate statements in its voter guide (which represents half of the voter guide book). Therefore, the Monterey County Elections Department foresees that the final invoiced cost to the City will very likely skew toward the high end of the initial estimated range, or \$79,456.

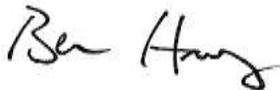
#### **OPTIONS**

1. Information only; no action required.

#### **FISCAL IMPACT**

Receiving the report has no fiscal impact.

RESPECTFULLY SUBMITTED:



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Ben Harvey, City Manager