



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

AGENDA REPORT

TO: Honorable Mayor and Members of City Council
FROM: Sandra Kandell, City Clerk
MEETING DATE: September 21, 2016
SUBJECT: Estimate of Costs for November 8, 2016 Municipal Election
CEQA: Does not constitute a "Project" under California Environmental Quality Act (CEQA) Guidelines

RECOMMENDATION

Receive report.

DISCUSSION

Councilmember Miller requested staff provide an estimate of the costs to add a ballot measure for the proposed Admission Tax to the November 8, 2016 election.

The City Clerk has had discussions with the Assistant Registrar of Voters, Gina Martinez, who can only provide an estimate at this time of \$6.00 - 8.00 per voter for the cost of the entire election (candidates and ballot measures). Per-voter cost estimates change as the number of registered voters change. As of August, Ms. Martinez indicated Pacific Grove registered voters totaled 9,828. The last day to register to vote in the November 8, 2016 election is October 24, 2016, so that number could increase.

The \$56,490 – 75,320 estimate provided by Mr. Harvey in his agenda report of July 20, 2016, was an estimate for costs of the entire election, but did not specifically relate to the incremental cost of adding the admission tax ballot measure.

The January 20, 2016 agenda report with respect to the ATC ballot initiative, estimated the special election cost at \$14-20 per voter or \$129,850-185,500. Actual costs were \$79,327.06 or \$8.43 per registered voter. The key difference between special costs and regular election costs appears to be the "full load" of the elections process falls on the few ballot measures that appear on a special election; by comparison those same costs are spread among the many positions and ballot measures that appear on a regular election ballot. For that reason, the incremental costs to add one or ballot measures to regular election the added costs of publication, costs to publish the longer ballot, added voter pamphlet materials, and extra time required by elections officials. These additional costs and efforts, however, are not assigned on a "per measure" basis, but instead are spread across all agencies that participate in that election.

Ms. Martinez indicated final billing of the 2016 election will not be complete until approximately 3 months after the election.

FISCAL IMPACT

Council's receipt of this report does not impact the General Fund.

ATTACHMENTS

1. Monterey County Elections Estimates

RESPECTFULLY SUBMITTED:



Sandra Kandell
City Clerk

REVIEWED BY:



Ben Harvey
City Manager

ESTIMATED ELECTIONS COSTS

November 8, 2016

2016

DATA FROM 04/11/2016		ESTIMATED COSTS	
CITIES	# Registered Voters	Consolidated Election Cost (\$6.00 to \$8.00 per voter)	Estimated 200 Word Candidate Statement
City of Del Rey Oaks	1,105	\$6,630 to \$8,840	\$100.83
City of Gonzales	2,844	\$17,064 to \$22,752	\$141.48
City of Greenfield	4,256	\$25,536 to \$34,048	\$174.48
City of King City	2,872	\$17,232 to \$22,976	\$142.13
City of Marina	9,443	\$56,658 to \$75,544	\$295.73
City of Monterey	13,735	\$82,410 to \$109,880	\$396.06
City of Pacific Grove	9,415	\$56,490 to \$75,320	\$295.08
City of Salinas	53,443	\$320,658 to \$427,544	\$1,324.23
City of Sand City	164	\$984 to \$1,312	\$78.83
City of Seaside	11,917	\$71,502 to \$95,336	\$353.56
City of Soledad	5,259	\$31,554 to \$42,072	\$197.93

CANDIDATE STATEMENT – ESTIMATED STATEMENT COSTS

(Estimated costs are based upon the number of registered voters as of July 6, 2016)

SCHOOL DISTRICT	*ESTIMATED STATEMENT COSTS	WORD LIMIT*	PAID BY
Aromas/San Juan Unified School	\$151.00	200	Candidate
Cabrillo Community College	\$318.00	200	Candidate
Coalinga-Huron Joint Unified School	\$75.00	200	Candidate
Pajaro Valley Unified School	\$241.00	200	Candidate
Paso Robles Joint Unified School	\$81.00	200	Candidate
Pleasant Valley Joint Union Elementary School	\$79.00	200	Candidate
San Luis Obispo Community College –TA1	\$85.00	200	Candidate
San Luis Obispo Community College –TA2	\$85.00	200	Candidate
San Luis Obispo County Board of Education –TA1	\$85.00	200	Candidate
San Miguel Joint Union School	\$76.00	200	Candidate
Shandon Joint Unified School	\$80.00	200	Candidate

SPECIAL DISTRICT	*ESTIMATED STATEMENT COSTS	WORD LIMIT*	PAID BY
Aromas Water	\$122.00	200	Candidate
Aromas Tri-County Fire Protection	\$157.00	200	Candidate
Marina Coast Water	\$479.00	200	Candidate
Monterey Peninsula Airport	\$2,277.00	200	Candidate
Monterey Peninsula Regional Park –Ward 1	\$645.00	200	Candidate
Monterey Peninsula Regional Park –Ward 2	\$561.00	200	Candidate
Moss Landing Harbor	\$4,502.00	200	Candidate
Pajaro Valley Water Management	\$316.00	200	Candidate
Salinas Valley Memorial Healthcare System –Zone 2	\$645.00	200	Candidate
Salinas Valley Memorial Healthcare System –Zone 3	\$586.00	200	Candidate
Soledad Community Health Care	\$348.00	200	Candidate

*The 200 word limit was used for estimation purposes only. Actual word limit is set by the district. Call the elections to verify.

CITY	*ESTIMATED STATEMENT COSTS	WORD LIMIT*	PAID BY
Del Rey Oaks	\$127.00	200	Candidate
Gonzales	\$210.00	200	Candidate
Greenfield	\$278.00	200	Candidate
King City	\$213.00	200	Candidate
Marina	\$527.00	200	Candidate
Monterey	\$741.00	200	Candidate
Pacific Grove	\$528.00	200	Candidate
Salinas –Mayor	\$2,624.00	200	Candidate
Salinas –Council Member District 1	\$389.00	200	Candidate
Salinas –Council Member District 4	\$438.00	200	Candidate
Salinas –Council Member District 6	\$608.00	200	Candidate
Sand City	\$83.00	200	City
Seaside	\$652.00	200	Candidate
Soledad	\$329.00	200	Candidate

* The 200 word limit was used for estimation purposes only. Actual word limit is set by the district. Please contact the appropriate city to verify.

Run-Off Candidates	*ESTIMATED STATEMENT COSTS	WORD LIMIT*	PAID BY
U.S. Representative, District 20	\$8,288.00	250	Candidate
State Senator, District 17	\$4,788.00	250	Candidate
State Assembly, District 29	\$4,418.00	250	Candidate
State Assembly, District 30	\$3,964.00	250	Candidate
Superior Court Judge	\$8,269.00	200	Candidate

**(no subject)**

1 message

Cedillo, Jessica x1486 <CedilloJ@co.monterey.ca.us>

Mon, Jul 18, 2016 at 9:32 AM

To: "adela.gonzalez@cityofsoledad.com" <adela.gonzalez@cityofsoledad.com>, Adriana Granados <agranados@kingcity.com>, Ann Rathburn <arathbun@ci.greenfield.ca.us>, Annita Shepherd <ashepherd@ci.marina.ca.us>, "Awright@ci.carmel.ca.us" <Awright@ci.carmel.ca.us>, Bob Rathie <attys@wellingtonlaw.com>, Bonnie Gawf <gawf@monterey.org>, Clementine Klein <Bonner@monterey.org>, Connie Horca <connie@sandcityca.org>, Darlene Noriega <Darlene.Noriega@cityofsoledad.com>, "elizabes@ci.salinas.ca.us" <elizabes@ci.salinas.ca.us>, Erica Sonne <esonne@kingcity.com>, Faline Ortize <fortiz@ci.greenfield.ca.us>, Karen Minami <kminami@delreyoaks.org>, Leslie Milton <lmilton@ci.seaside.ca.us>, Linda Scholink <linda@sandcityca.org>, Mary Villegas <mvillegas@ci.gonzales.ca.us>, Patricia Barajas <patricib@ci.salinas.ca.us>, Rosa Salcedo <rsalcedo@ci.seaside.ca.us>, Sandra Kandell <cityclerk@cityofpacificgrove.org>

Good morning,

We made some adjustments regarding the estimated candidate costs. I updated the Monterey County Elections Candidate Guidelines to reflect this information. Please refer candidates to the new estimated costs below:

CITY	*ESTIMATED STATEMENT COSTS	WORD LIMIT*	PAID BY
Del Rey Oaks	\$101.00	200	Candidate
Gonzales	\$143.00	200	Candidate
Greenfield	\$176.00	200	Candidate
King City	\$144.00	200	Candidate
Marina	\$301.00	200	Candidate
Monterey	\$408.00	200	City
Pacific Grove	\$302.00	200	Candidate
Salinas –Mayor	\$1,349.00	200	Candidate
Salinas –Council Member District 1	\$232.00	200	Candidate
Salinas –Council Member District 4	\$257.00	200	Candidate
Salinas –Council Member District 6	\$342.00	200	Candidate
Sand City	\$79.00	200	City
Seaside	\$364.00	200	Candidate
Soledad	\$202.00	200	Candidate

Thank you.