

Meeting Date: 08/18/09

# AGENDA REPORT

Agenda Item # 5A.2

City of Santa Clara, California



**Date:** August 13, 2009  
**To:** Mayor and Council, City Manager for Information  
**From:** City Clerk and Auditor  
**Subject:** Comparison Data for Potential 49ers Stadium Election

As requested by the City Council at the meeting of June 23, 2009, please find below the information regarding comparison data and election options for the proposed San Francisco 49ers Stadium.

As a frame of reference, the City of Santa Clara currently has 46,120 voters with 29,335 being permanent vote-by-mail voters. The information below is focused on the election options leading up to the June 2010 Primary Election:

### ELECTION OPTIONS AND COSTS:

Please find below potential timing and cost options regarding the elections options of March 2<sup>nd</sup>, April 13<sup>th</sup> and June 8<sup>th</sup>, 2010. Please note that the information is subject to modification based on the final Registrar of Voters election calendar and other factors:

- 1). **All Mail Ballot Election:** The option of an all mail ballot election to be held on March 2<sup>nd</sup>, 2010 is still being researched by City staff. While the Elections Code limits this option to cities with 100,000 residents or less, provisions of the City Charter and the related law are being researched to see if this is an option for Santa Clara as a charter city. If it is found to be an option, it would be appropriate to call a March 2, 2010 All Mail Ballot Election at the Council meetings of either November 17<sup>th</sup> or 24<sup>th</sup>, 2009. The estimated costs for this election are \$364,459. If the Council chose to request four mail ballot drop-off locations there would be an additional cost of \$13,434, for a total of \$377,893.
- 2). **April 13, 2010 Special City Election:** It would be appropriate to call an April 13, 2010 Special City Election at the Council meetings of either December 8<sup>th</sup> or 15<sup>th</sup>, 2009. The estimated costs for this election are \$652,395.
- 3). **June 8, 2010 Primary Election:** It would be appropriate to call a June 8, 2010 Primary Election for the City of Santa Clara in February of 2010. The 2010 schedule for Council meetings has not yet been set, but the goal would be to call the election a few weeks prior to the March 12, 2010 deadline currently proposed by the Registrar of Voters. The estimated costs for this election are \$151,644.

### ELECTION STATISTICS AND VOTER TURNOUT:

Please find below comparative data regarding all mail ballot, stand alone and consolidated gubernatorial election cycle voter turnout. In this, all mail ballot and stand alone elections were identified as available, while the 6/6/06 Gubernatorial Primary election was used as a comparison for the similar upcoming 2010 Gubernatorial Primary election.

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**1). All Mail Ballot Elections:** In Santa Clara County, there have been three all mail ballot elections that are valid to provide comparison data: Cupertino School District 5/5/09, Moreland School District 5/5/09 and the Santa Clara County Library District 3/5/05. Voter turnout data in comparison to the 6/6/06 Gubernatorial Primary election in the same districts is as follows:

Date	District/Election	Type of Election	Turnout
5/5/09	Cupertino School District	All Mail Ballot Election	38.77%
6/6/06	Cupertino School District	Gubernatorial Primary	38.43%
5/5/09	Moreland School District	All Mail Ballot Election	35.56%
6/6/06	Moreland School District	Gubernatorial Primary	38.72%
3/5/05	SC County Library, Measure A	All Mail Ballot Election	36.04%
3/5/05	SC County Library, Measure B	All Mail Ballot Election	36.04%
6/6/06	SC County Library District	Gubernatorial Primary	37.49%

**2). Stand Alone Special Elections:** In Santa Clara County, three stand alone special elections were identified to provide the most relevant comparison data: San Jose City Council District 4 6/3/07, San Jose City Council District 4 Run-off 5/6/07 and the Palo Alto Unified School District 7/5/05. Voter turnout data in comparison to the 6/6/06 Gubernatorial Primary election in the same districts is as follows:

Date	District/Election	Type of Election	Turnout
6/3/07	SJ City Council District 4 Council	Stand Alone Special	27.35%
5/6/07	SJ City Council District 4 Run-off	Stand Alone Special	32.61%
6/6/06	SJ City Council District 4	Gubernatorial Primary	32.87%
7/5/05	Palo Alto School District	Stand Alone Special	40.89%
6/6/06	Palo Alto School District	Gubernatorial Primary	40.72%

**3). Benchmark Santa Clara Election:** As there have been no all mail ballot or stand alone special elections in Santa Clara to provide, the turnout for the 6/6/06 Gubernatorial Primary election is provided here as a benchmark.

Date	District/Election	Type of Election	Turnout
6/6/06	City of Santa Clara	Gubernatorial Primary	34.06%

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**VOTE-BY-MAIL AND POLL VOTER COMPARISON DATA**

The Registrar of Voters systems are not able to retroactively identify “vote-by-mail voters” and “poll voters” from previous election cycles. That being the case, the most accurate election cycle to compare the specific turnout of vote-by-mail (VBM) and poll voters in the all mail ballot and traditional election cycles are the Cupertino and Moreland School District elections of 5/5/09.

The below data compares the number of permanent vote-by-mail voters and poll voters who voted in each type of election, and is not related to the actual type of ballot cast. Please note that this data has been projected using the change in voter registration from the date of the election to the data available on 8/1/09, and has an estimated range of possible variance of 2% -- 9%.

Date	District/Election	VBM Voters	Poll Voters
5/5/09	Cupertino SD, All Mail Ballot	80.4%	19.6%
6/6/06	Cupertino SD, Gubernatorial Primary	52.2%	47.8%
5/5/09	Moreland SD, All Mail Ballot	81.0%	19.0%
6/6/06	Moreland SD, Gubernatorial Primary	44.2%	55.8%

As the City Council considers if, and if so which election cycle is best suited for the City of Santa Clara, it is appropriate to judge the relative benefits of cost, voter turnout and overall voter engagement as outlined above. Please let me know if you would like additional information regarding potential options to place the San Francisco 49ers Stadium proposal on the ballot.



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Rod Diridon, Jr.  
City Clerk/Auditor

*Documents Related to this Report: None*