

3/4/08

5B-2

INTEROFFICE MEMORANDUM  
Santa Clara City Clerk's Office

**DATE:** February 26, 2008  
**TO:** Jennifer Sparacino, City Manager  
**FROM:** Rod Diridon, Jr., City Clerk/Auditor  
**RE:** Election Information and Potential Costs Regarding Potential Ballot Measure Related to the San Francisco 49ers Stadium Proposal

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Per the request of the City Council, please see below information regarding a potential November 4, 2008 election to consider the San Francisco 49ers Stadium Proposal:

- 1). **Election Timelines:** Potential calendars for the City Council to place an item on the November 4, 2008 ballot (See attachment 1). These potential calendars relate to the Abbreviated Presidential General Election Calendar provided by the Registrar of Voters (ROV).

Calendar 1 utilizes the existing City Council meeting schedule and follows the basic timelines set out in previous City of Santa Clara ballot measures. It is highly recommended that this election calendar be followed, should the Council decide to place the San Francisco 49ers Stadium Proposal on the ballot.

Calendar 2 would still meet the requirements set out by the ROV and the Elections Code. However, due to the necessity of special meetings outside of the existing City Council schedule as well as the extremely tight timelines in relation to the ROV and Elections Code deadlines, it would not be optimal for either community involvement or the administrative process.

- 2). **Estimated Costs:** Preliminary estimated costs for placing the item on the ballot for the November 4, 2008 election cycle, including estimated publication and general costs are:

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

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.

Please note that should the timeline not meet the requirements to place the item on the November 4, 2008 ballot, a stand-alone Special Election may be required. The estimated costs for a stand-alone Special Election are significantly higher (\$626,448) 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.

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

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

Rod Diridon, Jr.  
City Clerk/Auditor

**Documents Related to this Report:**

- 1) Potential November 4, 2008 Election Calendar*

# CITY OF SANTA CLARA

## NOVEMBER 4, 2008 ELECTION CYCLE

### POTENTIAL INITIATIVE 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 8, 2008 (Tues)  
or, July 15, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council adopts resolutions placing item on the November 4, 2008 ballot at the regular City Council meeting of either July 8<sup>th</sup> or July 15<sup>th</sup>, 2008.

July 30, 2008 (Wed):  
5:00 PM **IMPARTIAL ANALYSIS DUE:** The City Attorney's impartial analysis submitted to the City Clerk's Office no later than July 30, 2008 at 5:00 PM.

August 6, 2008 (Wed):  
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, August 6, 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 13, 2008 (Wed):  
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words, August 13, 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 special City Council meeting to be held during the month of July or August. It relates more closely to the final due-dates set out by the Santa Clara County Registrar of Voters.

July 29, 2008 (Tues)  
Or, August 5, 2008 (Tues): **ITEM PLACED ON BALLOT:** City Council holds special meeting and adopts resolutions placing item on the November 4, 2008 ballot at a special City Council meeting held on either July 29<sup>th</sup> or August 5<sup>th</sup>, 2008.

August 8, 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 8, 2008 at 5:00 PM.

August 12, 2008 (Tues):  
5:00 PM **BALLOT ARGUMENT DEADLINE:** Limited to 300 words, due by August 12, 2008 at 5:00 PM, the day before the last date at which pro and con ballot arguments would be accepted by the Registrar.

August 19, 2008 (Tues):  
5:00 PM **REBUTTAL ARGUMENT DEADLINE:** Limited to 250 words, due August 19, 2008, at 5:00 PM, the day before the last date at which rebuttal arguments will be accepted by the Registrar.

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