San Francisco Bay Restoration Authority

MEMORANDUM

DATE: April 14, 2014

TO: Governing Board
San Francisco Bay Restoration Authority

FROM: Sam Schuchat
California State Coastal Conservancy

SUBJECT: Updated Estimate of Ballot Costs

Summary

Staff and Save The Bay have been working with County Registrars for a number of months to evaluate the costs likely to be incurred by the Authority in calling for a regional nine county ballot measure this November. Legislation last year (SB 279, Hancock) provided direction to registrars on a variety of issues associated with a multi-county measure by the Authority. Most significantly, SB 279 clearly identified the costs that shall be reimbursed to counties for their work to submit the measure to voters.

A coordination effort was led by Contra Costa County Registrar Joe Canciamilla to convene a series of conference calls among his colleagues in the nine Bay Area counties. This group analyzed the elections code and other statutory requirements relevant to the Authority's plans, and sought consensus on an appropriate reimbursement rate for a nine-county measure. Due to differences in voting and printing technology, as well as differing methodologies in coming to a cost estimate, it was expected that some variation would exist in final estimates.

Estimated Costs

Counties were asked to estimate costs to the Authority for a measure that would include five pages of ballot measure text, using the most current version of the Draft Expenditure Plan as a proxy for final language. Additionally, Santa Clara County was asked to estimate their costs for providing translation, review of the Impartial Analysis, and various other services in their role as the "lead county" for this effort (as identified in SB 279).

County	Estimated Rate	Registered Voters	Estimated Cost
Alameda	15¢ per page, est. 5pg	797,326	$ 597,995
Contra Costa	30¢ per voter	524,815	$ 157,445
Marin	50¢ per voter	150,069	$ 75,035
Napa	30¢ per voter	70,684	$ 21,205
San Francisco	30¢ per voter	433,079	$ 129,924

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San Mateo	30¢ per voter	358,077	$ 107,423
Santa Clara	Flat cost	793,995	$ 452,000
Solano	30¢ per voter	208,681	$ 62,604
Sonoma	$1.30 per voter	243,878	$ 317,041

Based on this information, we have received an estimate of the total cost to the Authority for a nine county election to be **$1,920,682**, although it is important to note that these estimates are not binding, and may not reflect the final invoice submitted by each county to the Authority. Further, if the measure were to include greater than 5 pages of ballot text, additional costs would be incurred.

As the Governing Board prepares to vote on whether to place a measure through a Board resolution next month, staff will continue to work closely with all of the County registrars throughout the Bay Area. Because these estimates are not binding, and may not reflect the final invoice submitted to the Authority, we are not recommending any additional work on this issue at this time.