

Election costs - Bay Area Counties

County	Approx. cost (1)	When billed	Registered voters (2)	Comments	Contact
San Francisco	\$250,000	After election	465,000	Recent CTA measure cost \$255K	Evan Kirk evan.kirk@sfgov.org (415) 554-6991
Marin	\$300,000	After election	147,000	\$1.50 to \$2.50 per registered voter	Elaine Ginnold eginnold@co.marin.ca.us (415) 499-6401
Contra Costa	\$900,000	After election	512,000	\$1.45 to \$2.00 per registered voters in consolidated election; "actual costs may vary"	Candy Lopez clope@vote.cccounty.us (925) 335-7808
Alameda *	\$750,000 (3)	After election	742,000 (2011)	\$3 to \$5 per voter for entire election; number of jurisdictions on ballot has major effect	LeShaun Yopack (Cynthia Cornejo) leshaun.yopack@acgov.org 510-272-6948
San Mateo *	\$750,000	60-90 days after election	357,000 (2008)		Megan Asmus masmus@smcare.org 650-312-5293 (or David Tom at dtom@smcare.org)
Santa Clara *	\$1,650,000 (see Comments)	After election	865,000 (2004 memo)	\$1.00 to \$1.25 per voter (per April 2011 memo); \$1.650M could be much less if fewer than 6 page measure.	Carolina Gomez Carol.gomez@rov.sccgov.org 408-282-3012
Sonoma *	\$250,000 to \$500,000	3-6 months after election	249,500 (current estimate)	Cost depends on length of measure; \$1.00 to \$2.00 per voter	Janice Atkinson jatkinso@sonoma-county.org 707-565-6800
Napa	\$200 to \$100,000	\$200 due upon request; other costs after election	69,000 (current estimate)	County requests refundable \$200 deposit to place measure on ballot; do not have firm policy for sharing election costs	Xioneida Castillo 707-253-4374 Xioneida.Ruiz@countyofnapa.org Or John Tuteur 707-253-4459
Solano	\$300,000	After election	197,000 (2011)	Rough estimate based on history (2008 total costs of \$1.4MM)	Lindsey McWilliams lpmcwilliams@solanocounty.com (707) 784-6675
Total	\$5,500,000 est.				

➤ See Notes on page 2

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Notes:

- (1) Costs are estimated for a countywide election on November 2012 regularly scheduled election: Final costs are typically not available until after the election. These costs include printing, polling facility charges, equipment rentals, etc. The proportionate share cannot be determined until after it is known how many ballot measures are on a ballot. Stand-alone election costs can be significantly higher. For example, a standalone election in San Francisco County alone would be in the \$4MM to \$5MM range (note that all mail elections have not been done in San Francisco). Data for San Francisco, Marin and Contra Costa, Napa, and Solano gathered by NBS.
- (2) Approximate numbers from a number of sources; fluctuates significantly with election calendar.
- (3) Estimated based on cost per voter (given by County to SFBRA staff and confirmed by NBS) times registered voters and recent history of measures on a regular ballot. For example, the East Bay Regional Park District measure on November 2008 ballot was billed out at approximately \$645,000. However, it is very unclear at this time how many measures will be on the 2012 ballot and SB90 cost claiming for votes by mail will likely not be viable as it has been in previous elections. County ROV staff are hesitant to provide an estimate given such major variables involved.

* Data provided by SFBRA staff to NBS