



CITY CLERK DEPARTMENT
Long Beach, California

R-16 Handout

LARRY HERRERA
City Clerk

ADMINISTRATIVE DIVISION

Monique De La Garza
Administrative Officer

Date: January 3, 2014
To: Mayor and Members of the City Council
From: ^{JH} Larry Herrera, City Clerk
Subject: April 8, 2014 - Estimated Ballot Measure Costs

ELECTIONS BUREAU

Poonam Davis
City Clerk Bureau Manager

LEGISLATIVE BUREAU

Merianne Nakagawa
City Clerk Bureau Manager

During the City Council regular meeting of January 7, 2014, the Council will discuss submittal of two ballot measures for voter consideration as a part of the April 8, 2014 Primary Nominating Election. Intertwined with public deliberation on the policy and civic engagement merits of each measure, there will also be the discussion of the cost to place one or two measures on the ballot. For this reason, the aim of this memo is to provide the Mayor and City Council with our best estimate for the placement of two measures on the April 2014 ballot.

When placed on the ballot, the contents of a measure include: [1] the text of the proposed ordinance or charter measure; [2] the City Attorney's impartial analysis; [3] direct arguments for and against the measure; and [4] rebuttal arguments. Except for the text of the ordinance or charter measure, all other measure contents are translated and printed in English and Spanish.

Background

The FY 2014 election budget request was submitted to Financial Management in March of 2013. For the April 2014 Primary, the estimated base cost for printing and mailing of a sample ballot booklet was \$384,000. This estimate did not include any citywide measures on the ballot and was based on a population of 244,266 registered voters.

In September of 2013, I estimated the additional cost of a medical marijuana measure (printed and mailed in the sample ballot booklet) to range between \$208,726 and \$243,933. This estimate involved 251,477 registered voters, 14 pages and a per page cost that was consistent with historical actual cost.

In October of 2013, our estimated sample ballot booklet printing and postage costs were updated and totaled \$461,639. This cost estimate included printing and mailing of a 52-page sample ballot booklet with no citywide measures and it reflected an increase in voter registration and postage rates.

Revised Estimated Costs

After checking with our vendor and reviewing our contract, we have determined that a 76-page sample ballot booklet with two measures is estimated to cost \$597,216. Thus, the incremental cost for adding the two measures to the April 2014 ballot is \$135,577. Whether the 76-page

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estimate holds true will depend on the number of qualified candidates and the content of each measure. Once the number of pages for each measure is determined, the estimated costs of each measure could be allocated proportionately. As all candidates are required to pay prorated costs for printing of candidate statements in the sample ballot booklet, the net cost to the general fund may be less than total costs.

While the FY 2014 budget has enough appropriations authority to cover the estimated incremental cost of \$135,577, appropriations will need to be added to the 2014 elections budget to accommodate: [1] a possible citywide June run-off election; and [2] any increases in voter registration prior to March 24, 2014.

If you have any additional questions for me, please call anytime.

Cc: Poonam Davis, Assistant City Clerk
John Gross, Director of Financial Management
Charles Parkin, City Attorney
Amy Webber, Deputy City Attorney