

From: [Gumapos, Melvina](#)
To: [Kirsten Squarcia](#)
Cc: [ROV-fiscal](#)
Subject: RE: Ballot Measure estimate
Date: Friday, April 3, 2026 5:26:57 PM
Attachments: [image003.png](#)
[image001.png](#)
[image002.png](#)

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Hi Kristen,

Good afternoon.

Below is the estimated cost to place a Measure for the City of Cupertino's November 2026 Election. Measure will be charged as an additional item in the ballot.

2026 GENERAL ELECTION	Estimated Cost of Election	Estimated Cost per Candidate Statement (not included in election costs)
1st Item - Council Seats	\$ 149,118	\$ 3,610
Additional Item - One 6-page measure	\$ 84,490	
Total Estimated Costs (does not include Estimated Cost per Candidate)	\$ 233,608	

If the measure is placed on the ballot alone without the council seat, it will incur the cost listed as the first item in the estimate below.

2026 GENERAL ELECTION	Estimated Cost of Election
One 6-page measure	\$ 186,743
Total Estimated Costs	\$ 186,743

Please note that this estimate is based on projected registration and available information. They are subject to change upon final billing of actual charges incurred after the election. Additionally, this estimate is for planning purposes only and does not serve as legal advice. Thank you and have a great weekend.

Melvina
ROV-Fiscal
(408) 282-3087

**COUNTY OF SANTA CLARA
REGISTRAR OF VOTERS
FEES SCHEDULE**

CURRENT ITEM NUMBER	DESCRIPTION	EFFECTIVE 07/01/2024	EFFECTIVE 07/01/2026
A. ELECTION SERVICES			
A1	BASE CHARGES FOR JURISDICTIONS PARTICIPATING IN A PRIMARY AND GENERAL ELECTIONS	\$3.35 PER REGISTERED VOTER FOR FIRST ITEM AND \$0.96 FOR EACH ADDITIONAL ITEM WITH THE SAME REGISTRATION ON THE BALLOT, PLUS SHARE IN THE COSTS OF LEGAL PUBLICATIONS, AND BALLOT PRINTING	\$3.91 PER REGISTERED VOTER FOR FIRST ITEM AND \$1.12 FOR EACH ADDITIONAL ITEM ON THE BALLOT WITH THE SAME REGISTRATION, PLUS SHARE IN THE COSTS OF LEGAL PUBLICATIONS, AND BALLOT PRINTING IN THE MANDATED
A2	SPECIAL ELECTIONS (ALL ELECTIONS OTHER THAN PRIMARY AND GENERAL)	ACTUAL COSTS OF LABOR, SERVICES, SUPPLIES, AND ELECTION MATERIALS IN THE MANDATED LANGUAGES COMPUTED AFTER EACH ELECTION	ACTUAL COSTS OF LABOR, SERVICES, SUPPLIES, AND ELECTION MATERIALS IN THE MANDATED LANGUAGES COMPUTED AFTER EACH ELECTION
A3	MINIMUM CHARGES FOR JURISDICTIONS PARTICIPATING IN A PRIMARY OR GENERAL ELECTION WITH LESS THAN 2481 REGISTEREDVOTERS	\$7,977 FOR FIRST ITEM AND \$ 2,286 FOR EACH ADDITIONAL ITEM ON BALLOT WITH THE SAME REGISTRATION, PLUS SHARE IN COSTS OF LEGAL PUBLICATIONS AND BALLOT PRINTING IN ALL MANDATED LANGUAGES	\$9,686 FOR FIRST ITEM AND \$ 2,778 FOR EACH ADDITIONAL ITEM ON BALLOT WITH THE SAME REGISTRATION, PLUS SHARE IN COSTS OF LEGAL PUBLICATIONS AND BALLOT PRINTING IN ALL MANDATED LANGUAGES
A4	MINIMUM CHARGES FOR JURISDICTIONS THAT DO NOT GO TO ELECTION	\$2,406 FOR SPECIAL DISTRICT PER CONTEST \$1,464 FOR CITY PER CONTEST, AND \$2,061 FOR SCHOOL DISTRICT PER CONTEST, PLUS COSTS OF LEGAL PUBLICATIONS	\$2,700 FOR SPECIAL DISTRICT PER CONTEST \$1,632 FOR CITY PER CONTEST, AND \$2,298 FOR SCHOOL DISTRICT PER CONTEST, PLUS COSTS OF LEGAL PUBLICATIONS
A5.1	VOTER INFORMATION PAGES - MEASURE TEXT PAGES	\$4,821 FIXED FEE PER 400-WORD HALF PAGE, IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE TEXT PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$5,005 FIXED FEE PER 400-WORD HALF PAGE, IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE TEXT PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A5.2	VOTER INFORMATION PAGES - MEASURE IMPARTIAL ANALYSIS	\$6,072 FIXED FEE PER 500-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE IMPARTIAL ANALYSIS PAGE IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$6,341 FIXED FEE PER 500-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE IMPARTIAL ANALYSIS PAGE IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A5.3	VOTER INFORMATION PAGES - MEASURE ARGUMENTS	\$4,377 FIXED FEE PER 300-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE ARGUMENT PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$4,645 FIXED FEE PER 300-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE ARGUMENT PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A5.4	VOTER INFORMATION PAGES - MEASURE REBUTTALS	\$3,542 FIXED FEE PER 250-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE REBUTTAL PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$3,894 FIXED FEE PER 250-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE REBUTTAL PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)

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A6.1	VOTER INFORMATION PAGES - CANDIDATE STATEMENT - SUPERIOR COURT JUDGES	1% OF ANNUAL SALARY PER 200-WORD PAGE IN FIVE LANGUAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)	1% OF ANNUAL SALARY PER 200-WORD PAGE IN FIVE LANGUAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A6.2	VOTER INFORMATION PAGES - CANDIDATE STATEMENT - 400 WORDS	\$4,711 FIXED FEE PER 400-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$5,005 FIXED FEE PER 400-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A6.3	VOTER INFORMATION PAGES - CANDIDATE STATEMENT - 250 WORDS	\$3,625 FIXED FEE PER 250-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$3,926 FIXED FEE PER 250-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A6.4	VOTER INFORMATION PAGES - CANDIDATE STATEMENT - 200 WORDS	\$3,100 FIXED FEE PER 200-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)	\$3,392 FIXED FEE PER 200-WORD PAGE IN FIVE LANGUAGES, PLUS ADDITIONAL COST OF PRINTING THE CANDIDATE STATEMENT IN COUNTY VOTER INFORMATION GUIDE (CVIG)
A7	RESEARCH AND COMPILATION SERVICES	\$128 MINIMUM AND \$128 PER HALF-HOUR INCREMENT	\$136 MINIMUM AND \$136 PER HALF-HOUR INCREMENT
A8	CERTIFICATION SERVICES	\$102 PER CERTIFICATE	\$116 PER CERTIFICATE
B. MISCELLANEOUS VOTER AND ELECTION INFORMATION			
B1	VOTER FILE - ELECTRONIC VERSION	\$152.00	\$176.00
B2	OTHER MISCELLANEOUS ELECTION INFORMATION - ELECTRONIC VERSION	\$152.00	\$176.00
C. VOTE BY MAIL VOTER INFORMATION			
C1	INITIAL REQUESTS ELECTRONIC VERSION	\$151.00	\$212.00
C2	UPDATES - DAILY OR WEEKLY ELECTRONIC VERSION	\$75.00	\$106.00

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CURRENT ITEM NUMBER	DESCRIPTION	EFFECTIVE 07/01/2024	EFFECTIVE 07/01/2026
D. PRECINCT MAPS			
D1	ORIGINAL PRINTER OR PLOTTER MAPS SET UP FEE PER DISTRICT MAP, PLUS MATERIALS CHARGE AS FOLLOWS: PRINTING FEE 17 X 22 22 X 34 34 X 44 40 X 60	\$130 SET-UP FEE \$20 PER PAGE \$30 PER PAGE \$40 PER PAGE \$50 PER PAGE	\$150 SET-UP FEE \$20 PER PAGE \$30 PER PAGE \$40 PER PAGE \$50 PER PAGE
D2	DIGITAL MAPS (CUSTOM) MAPS BY DISTRICT	\$130 SET-UP FEE	\$150 SET-UP FEE
E. FAIR POLITICAL PRACTICES COMMISSION (FPPC) REPORTS			
E1	FPPC PHOTOCOPIES	\$0.10 PER PAGE	\$0.10 PER PAGE
E2	FPPC RETRIEVAL FEE (MORE THAN FIVE YEARS OLD) SINGLE REQUEST OF ONE OR MORE REPORT AND STATEMENT	\$5 PER REQUEST PLUS \$0.10 PER COPY	\$5 PER REQUEST PLUS \$0.10 PER COPY
F. PHOTOCOPIES, POSTAGE, AND HANDLING			
F1	DOCUMENT PHOTOCOPIES	\$0.10 PER PAGE	\$0.10 PER PAGE
F2	POSTAGE & HANDLING	ACTUAL COSTS OF POSTAGE AND HANDLING	ACTUAL COSTS OF POSTAGE AND HANDLING
G. MISCELLANEOUS SERVICES			
G1	PETITION SIGNATURE VERIFICATION	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS
G2	REDISTRICTING	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS, PLUS COSTS OF SERVICES AND SUPPLIES IN MAILING NOTICES TO ALL REGISTERED VOTERS IN THE DISTRICTS	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS, PLUS COSTS OF SERVICES AND SUPPLIES IN MAILING NOTICES TO ALL REGISTERED VOTERS IN THE DISTRICTS

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G3	RECOUNT	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS, PLUS COSTS OF SERVICES AND SUPPLIES CALCULATED IN ACCORDANCE WITH THE ELECTIONS CODE	ACTUAL LABOR COSTS BASED ON THE TIME STUDIES AND INDIRECT COSTS, PLUS COSTS OF SERVICES AND SUPPLIES CALCULATED IN ACCORDANCE WITH THE ELECTIONS CODE

Note: If payment is paid by credit card, a processing fee charged by bank will be added to the total payment