

**SANTA CLARA COUNTY REGISTRAR OF VOTERS
ESTIMATED COSTS OF ONE 6-PAGE MEASURE
2019 & 2020 ELECTIONS
FOR THE CITY OF CUPERTINO**

DATA

Registration as of 01/23/19
Projected Registration (115% of current registration)
Estimated Number of English CVIG to be ordered (120% of projected registration)
Estimated Number of Measure Pages*
Estimated No. of Measures

29,850
34,328
42,000
6
1

	TEXT OF MEASURE (ONE 800-WORD PAGE)		IMPARTIAL ANALYSIS (ONE 500-WORD PAGE)		ARGUMENTS (FOR & AGAINST) (TWO 300-WORD PAGES)		REBUTTALS (FOR & AGAINST) (TWO 250-WORD PAGES)		TOTAL EST. COSTS OF MEASURE
	Unit Cost	Total	Unit Cost	Total	Unit Cost	Total	Unit Cost	Total	
Fixed Cost of Candidate Statement	\$ 5,311		\$ 3,451		\$ 2,375		\$ 1,934		
Est No of Pages	1		1		2		2		
Total Fixed Costs		\$ 5,311		\$ 3,451		\$ 4,750		\$ 3,868	\$ 17,380
Printing Cost of candidate Statement and Information Pages									
Est. number of English CVIG ordered	42,000		42,000		42,000		42,000		
Ordering factor for all languages	1.40		1.40		1.40		1.40		
Estimated total number of CVIG in all languages	58,800		58,800		58,800		58,800		
Estimated number of measure in the ballot	1		1		2		2		
Total estimated number of pages	58,800		58,800		117,600		117,600		
Printing cost per page/language	\$ 0.0201		\$ 0.0201		\$ 0.0201		\$ 0.0201		
Total printing costs for all languages		\$ 1,182		\$ 1,182		\$ 2,364		\$ 2,364	\$ 7,091
Estimated Costs of One 6-page Measure in CVIG	\$ 6,493	\$ 6,493	\$ 4,633	\$ 4,633	\$ 3,557	\$ 7,114	\$ 3,116	\$ 6,232	\$ 24,471
Estimated Number of Measures in CVIG		1		1		1		1	1
Total Estimated Costs for 1 6-page Measure in CVIG		\$ 6,493		\$ 4,633		\$ 7,114		\$ 6,232	\$ 24,471

NOTE:

Estimated costs of additional measure with the 6 basic pages (see details below) **\$ 24,471**

DESCRIPTION OF MEASURE PAGES IN COUNTY VOTER INFORMATION GUIDE (CVIG)	MAXIMUM NO. OF PAGES IN CVIG	EST COST PER PAGE	TO ADJUST NUMBER OF PAGES IN A MEASURE, PLEASE SEE BELOW
Text of Measure 800-word page (whole page)	Unlimited number of pages	\$ 6,493	Increase text measure, add \$6,493 per page
Impartial Analysis 500-word page	1 page	\$ 4,633	Cannot adjust. Allowed only 1 impartial analysis per measure.
Arguments (for & against) 300-word page	1 page per argument for & 1 against	\$ 3,557	To decrease argument pages, deduct \$3,557 per page
Rebuttals (to arguments for 250-word page)	1 page per rebuttal for & 1 against	\$ 3,116	To decrease rebuttal pages, deduct \$3,116 per page

Gen Nov 2020 Election	Estimates Cost of Election (NOT include cost of candidate statements; see below)	Pri Mar 2020 Election	Estimates Cost of Election
Initial Item - City Council Seats	\$82,729	Initial Item - 1st Meas with 6 pages	\$82,729
Additional Item - 1st Meas with 6 pages	\$51,247	Additional Item - 2nd Meas with 6 pages	\$51,247

For Gen election, the est cost of the 1st measure is \$51,247 while for Pri election, it is \$82,729. For each additional measure, you then add \$51,247, which is considered additional item.

SANTA CLARA COUNTY REGISTRAR OF VOTERS		SANTA CLARA COUNTY REGISTRAR OF VOTERS	
ESTIMATED COSTS OF ELECTION WITH 6 MEASURES IN THE BALLOT		ESTIMATED COSTS OF ELECTION WITH 6 MEASURES IN THE BALLOT	
STAND-ALONE SPECIAL ELECTION - <u>POLLING PLACE/MB</u>		STAND-ALONE SPECIAL ELECTION - <u>ALL-MAIL BALLOT ELECTION</u>	
TOTAL		TOTAL	
29,130		29,130	
32,043		32,043	
24			
<u>6 measures</u>		<u>6 measures</u>	
Registered voters (registration as of 10/03/18)		Registered voters (registration as of 10/03/18)	
Projected registered voters (110%)		Projected registered voters (110%)	
Estimated No. of Measures		Estimated No. of Measures	
Estimated base costs	\$ 1,420,184.47	Estimated base costs	\$ 691,173.49
Estimated costs of six measures with six pages each	\$ 142,269.00	Estimated costs of six measures with six pages each	\$ 142,269.00
Total estimated costs	\$ 1,562,453.47	Total estimated costs	\$ 833,442.49

For special election, in addition to est base costs, the est cost of six measures is \$142,269, or \$23,712 each.