



# County of Santa Cruz

## GENERAL SERVICES DEPARTMENT

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NANCY GORDON, DIRECTOR

June 2, 2010

Agenda: June 15, 2010

Board of Supervisors  
701 Ocean Street  
Santa Cruz, CA 95060

APPROVED AND FILED  
BOARD OF SUPERVISORS  
DATE June 15, 2010  
COUNTY OF SANTA CRUZ  
SUSAN A. MAURIELLO  
EX-OFFICIO CLERK OF THE BOARD  
BY *[Signature]* DEPUTY

### Cost Estimate for County Fire (CSA 48) Special Election

Dear Members of the Board:

On May 4, 2010, after receiving the results of the County Fire public opinion survey, your Board directed staff to return today with a cost estimate for conducting a May 3, 2011 election, including a public education component.

A special election held on May 3, 2011 would be conducted via a mailed ballot. Preliminary estimates from the Elections Department for a mailed ballot are \$4 to \$5 per voter. This equates to approximately \$46,400 to \$58,000 for the approximately 11,600 voters within CSA 48. A preliminary budget for the public education component ranges from approximately \$32,500 (without a direct mailing to voters) to \$46,500 (with one direct mailing).

Based on these preliminary estimates, a May 3, 2011 special election for County Fire would cost upwards of \$104,500. With an additional ten percent factored in for possible cost increases or unforeseen expenditures, the summary cost estimate for the special election under consideration is \$114,950.

It is therefore RECOMMENDED that your Board accept this report on the cost estimate for a special election for County Fire (CSA 48).

Very truly yours,

Nancy Gordon  
Director

RECOMMENDED:

SUSAN A. MAURIELLO  
County Administrative Officer

NCG/DM

cc: County Fire Department  
Fire Department Advisory Commission