



**DOWNTOWN
LONG BEACH
ALLIANCE**

Election Cost Analysis 17-18 Board of Directors

The table below illustrates the comparison of the voting results for the Property-Based Improvement District between FY1516 and FY1617. Utilizing the new electronic system (Election Runner) only 69 votes were cast in FY1617 a 50% decrease from paper ballots in FY1516. Of the 69 votes cast, 17 votes were from returning voters. As of September 22, 2017 the number of postcards that were undeliverable were 172, this is 44% lower than previous year.

Property Based Improvement District	
Stakeholders that Voted	
Fiscal Year 2015 - 16	138
Fiscal Year 2016 - 17	69
Delta	(69)
Returning Voters	17
Postcards: Return to Sender	
Fiscal Year 2015 - 16	309
Fiscal Year 2016 - 17	172
Delta	(137)

The table below illustrates the comparison of the voting results for the Downtown Parking Improvement Area between FY1516 and FY1617. Utilizing the new electronic system (Election Runner) only 46 votes were cast in FY1617 a 2% increase from paper ballots in FY1516. Of the 46 votes cast, 10 votes were from returning voters. As of September 22, 2017 the number of postcards that were undeliverable were 179, this is 4% lower than previous year.

Downtown Parking Improvement Area	
Stakeholders that Voted	
Fiscal Year 2015 - 16	45
Fiscal Year 2016 - 17	46
Delta	1
Returning Voters	10
Postcards: Return to Sender	
Fiscal Year 2015 - 16	187
Fiscal Year 2016 - 17	179
Delta	(8)



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Below is the cost analysis for the FY1617 Board Election process. Overall, the process cost DLBA \$11,380 of which \$6.7k was in material expenses, a 17% decrease from the previous year and \$4.6K in staff time or a total of 126 hours.

While, there was considerably more time spent in preparation and planning of the new electronic voting system, this was offset by elimination of temp services (60hrs) used for folding/stuffing ballot envelopes.

MATERIALS		FY1516	FY1617	DELTA
Outreach (postcards, board election, print , mail and postage)		-	\$2,306.12	
Election Runner Login Info Postcards		-	\$3,447.93	
Election Runner - Add Service Raw Ballot		-	\$570.60	
Election Runner - DPIA Voters		-	\$151.74	
Election Runner - PBIDA Voters		-	\$276.21	
TOTAL MATERIAL COSTS		\$8,145.65	\$6,752.60	(\$1,393.05)

LABOR	HOURS	FY1516	FY1617	DELTA
Austin Metoyer	17	-	\$509.15	
Safety Ambassador	12	-	\$161.56	
Steve Be Cotte	2	-	\$54.80	
Ryan Suburu	30	-	\$792.00	
Melissa Wilson	35	-	\$910.00	
Broc Coward	10	-	\$500.00	
Kraig Kojian	20	-	\$1,700.00	
TOTAL STAFF HOURS	126	\$5,085.77	\$4,627.51	(\$458.26)

TOTAL MATERIAL & LABOR COST	\$13,231.42	\$11,380.11	(\$1,851.31)
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The table below shows cost per mailed ballot excluding initial outreach postcards.

	FY1516	FY1617	DELTA (\$)	DELTA (%)
Cost Per Mailed Ballot	\$2.00	\$1.91	(\$0.09)	-5%
Undeliverable (Return to Sender)	\$990.05	\$664.09	(\$325.96)	-33%
Not Returned	\$9,387.51	\$8,190.44	(\$1,197.06)	-13%
Returned	\$365.28	\$219.46	(\$145.83)	-40%
Rate of Return	3%	2%		



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Opportunities for Savings & Efficiencies

While costs savings during the transition of paper ballots to an electronic system were minimal overall, there are opportunities for savings next year. With a better understanding of the processes and procedures for an online election, there are expected efficiencies that should occur with regard to staff time. In addition, there is an opportunity to decrease the cost of Election Runner by \$200 next year by reducing the number of raw ballots required after the election is closed. While the number of return to sender postcards were on par with last year's return rate, potentially using a different courier delivery services, might decrease the number of correctly addressed ballots returned to the DLBA as a result of "undeliverable." Lastly, there is an opportunity to follow-up on past voters. As mentioned earlier, the number of returning voters was relatively low. While efforts should always be made to continue to grow the pool of individuals voting, efforts should also be made to follow-up with individuals that have consistently voted from year-to-year.