

Executive Summary - April 25, 2017 Special Election Post-Election Report

The City of Campbell called for a special election to be held on April 25, 2017 to ask voters to decide on three measures pertaining to the use and regulation of medical marijuana. The City of Campbell requested that the Santa Clara County Registrar of Voters (ROV) conduct the election, making the April 25, 2017, Special Election the second election of calendar year 2017, joining the March 7, 2017, Special Election, the May 2, 2017, All-Mail Election, and a regularly scheduled election to be held in November.

Voters in the City of Campbell turned out for the April 25, 2017, Special Election at a higher rate than the November 5, 2013, Consolidated Election concerning a parcel tax, but at a far lower rate than the recent November 8, 2016, Presidential General Election. Approximately 30% of registered voters cast a ballot in the April 25, 2017, Special Election. For



polling place voters, the turnout rate was slightly more than 11%, while the turnout rate for vote-by-mail (VBM) voters was approximately 36%. For this election, the turnout for polling place voters was 3% of the total number of registered voters for the City of Campbell, while turnout for vote-by-mail voters was 26.6% of the total number of registered voters.

Approximately 90% of the ballots cast in the election were VBM ballots, with only 10% of the ballots cast at the polls. Over 82% of VBM ballots were received and processed by the ROV prior to Election Day.

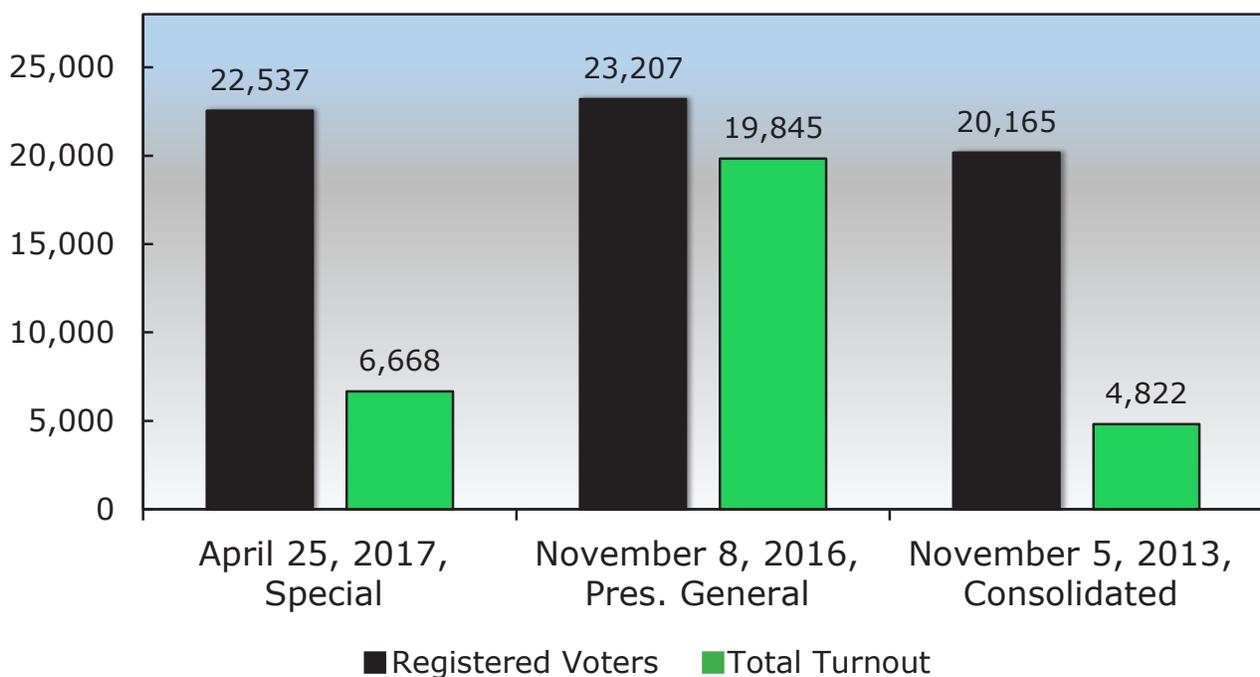
The ROV was able to tally 95.6% of the total ballots cast by Election Day, 99.8% within three days, and 100% of the ballots within a week of Election Day, certifying the results of the election by May 8, 2017 — 13 days after Election Day.

This election indicated trends that suggest voters increasingly favoring vote-by-mail voting.

Comparison Election Profiles

Election	Voting Jurisdiction	Registered Voters	Total Turnout	Turnout Rate
April 25, 2017 Special Election	City of Campbell	22,537	6,668	29.6%
November 8, 2016 Pres. General Election	City of Campbell	23,207	19,845	85.5%
November 5, 2013 Consolidated Election	Campbell Union High School District (Campbell residents only)	20,165	4,822	23.9%

Registered Voters and Total Turnout



Postscript

Although the April 25, 2017, Special Election only concerned three measures within one jurisdiction, the election process provides us with many interesting stats and facts:

- This was the **second of likely four elections the Registrar of Voters (ROV) will conduct in 2017**, the average number of elections held by the ROV since 2009.
- It involved three marijuana-related measures in the City of Campbell:
 - Measure A, which, if approved, would impose a business tax on future marijuana businesses in the City of Campbell, passed with 83.7% of voters in favor.
 - Measure B, a citizens' initiative which, if approved, would conditionally allow medical marijuana dispensaries in the City of Campbell, was rejected with 62.6% of voters against.
 - Measure C, which, if approved, would impose a moratorium on marijuana dispensaries until April 1, 2019, passed with 61.8% of voters in favor.
- Approximately **30% of registered voters** turned out for this election.

- Polling place ballots constituted **10% of the total vote**.
- Vote-by-mail ballots constituted **90% of the total vote**.
- The **ROV needs be ready** to conduct a special election at **any time throughout the year**.
- The timing of special elections can be difficult to predict. The ROV successfully conducted the April special election **just seven weeks after the March 7, 2017, Special Election**.
- It marked the **11th special election** held by the ROV **since 2009**.
- Taking into account all-mail elections, this election was the **20th special election since 2009**.
- Election data indicates growing interest in voting by mail and increased language diversity in the City of Campbell.

Post-Election Reports

Find this and other post-election reports online by visiting www.sccgov.org/sites/rov/Resources/Pages/Statistics.aspx.

Register, Update, and Participate

The best way to ensure that your voice is heard is to vote. The Registrar of Voters (ROV) offers numerous ways you can register to vote, update your registration information, stay informed regarding election news, track your ballot, and locate your polling place.

Register to Vote

- **In Person:** Visit the ROV office between 8 a.m. and 5 p.m., Monday through Friday, at 1555 Berger Drive, Building 2, in San Jose.
- **By Mail:** Obtain a voter registration affidavit from a library, post office, or other government office.
- **Online:** Visit www.sccgov.org/sites/rov/Register/Pages/Online.aspx.

Find Your Voting Information

- **By Mobile App:** Visit www.sccgov.org/sites/rov/Pages/Registrar-of-Voters.aspx and click on "SCCVOTE Mobile App" to download the ROV app for Android or Apple.
- **Access Candidate and Measure Information:** View information about recent and upcoming elections at www.sccgov.org/sites/rov/Info/Pages/CandidateINFO.aspx.
- **Keep Up to Date:** Look up your districts and polling place, verify that your ballot was received and counted, and more at eservices.sccgov.org/rov.

Volunteer

- Learn how to serve as a paid election officer by visiting www.sccgov.org/sites/rov/Volunteer/Pages/Volunteer.aspx.

Update Your Registration

- Update your registration information or provide changes to your address, party affiliation, or language preference at www.sccgov.org/sites/rov/Register/Pages/ChangeRegistration.aspx.

Connect with the ROV

- **By Phone:** 1-866-430-VOTE (8683) or 1-408-299-VOTE (8683).
- **On the Web:** Visit www.sccgov.org/sites/rov/Pages/Registrar-of-Voters.aspx.
- **Facebook:** Become part of the ROV's network at www.facebook.com/sccvote.
- **Twitter:** Get up-to-the-minute tweets at twitter.com/sccvote.
- **YouTube:** Watch videos at www.youtube.com/user/sccvote.
- **RSS:** Subscribe to the ROV feed at www.sccgov.org/sites/rov/RSS/Pages/RSS.aspx.