

**2010 Campaign Expenditures  
for  
Petaluma Council & Mayor Elections  
What Your Vote Cost**



**A Research Project of Petaluma Tomorrow Election Watch  
[www.petaluma-tomorrow.org](http://www.petaluma-tomorrow.org)**

**Data sources for this report are:**

**Campaign Expenditures – Candidate and Committee 460 filings accessed at the Petaluma City Clerk’s Materials Page  
<http://cityofpetaluma.net/cclerk/materials.html>**

**Vote Counts/Election Results – Sonoma County Registrar of Voters, Past Election Results, 2010, Election Summary  
<http://vote.sonoma-county.org/content.aspx?sid=1009&id=1695>**

## 2010 PETALUMA CAMPAIGN EXPENDITURES\*

### Total Expenditures

In 2010, \$194,677 was spent to elect two City Council members and the Mayor. In the race for council \$148,709 was spent on behalf of eight candidates. The remaining \$45,968, just under a quarter of the total, was spent on behalf of the two main candidates for Mayor, David Glass and Jeff Mayne.

### 2010 Campaign Expenditures

	<b>Total 2010 Expenditures</b>	<b>Council Races</b>	<b>Mayor's Race</b>
\$	\$194,677	\$148,709	\$45,968
%	100%	76%	24%

Most of the monies spent, 96%, came directly from candidate campaigns. The remaining 4%, or \$8,239 came from two independent expenditure organizations.

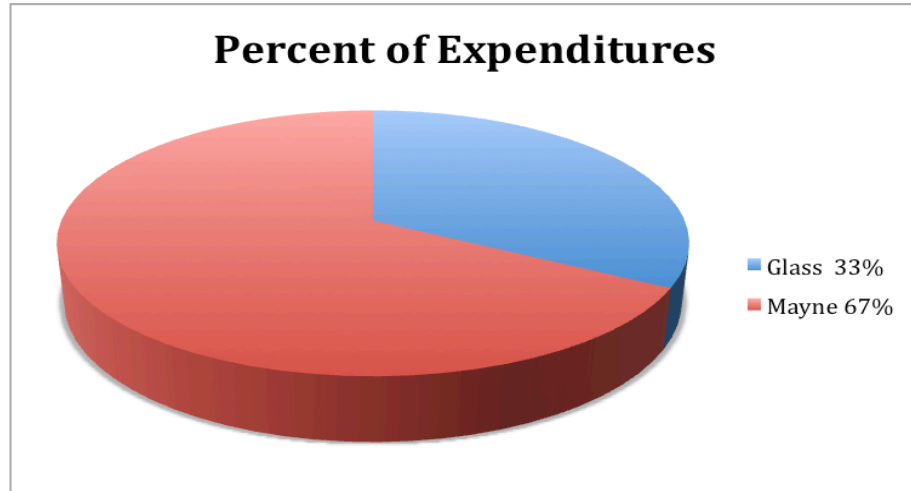
\*Total expenditures and votes and those presented for the Mayor and Council races are based on the top two candidates for Mayor, Glass and Mayne, and on eight Council candidates. Expenditures and votes for write-ins, Council candidate Bellefeuille, and Mayoral candidates Kilgore and Lickter are excluded.

**The Race for Mayor: Expenditures by Candidate:**

Total expenditures for Jeff Mayne’s unsuccessful race for Mayor were over two times that spent on behalf of David Glass. Mayne’s campaign spent \$28,810. An additional \$1,870 was spent on his behalf by an independent expenditure group – The Peace Officers Association – for a total of \$30,680. Glass spent \$15,170, and Petaluma Tomorrow spent \$253 on his behalf for a total of \$15,288.

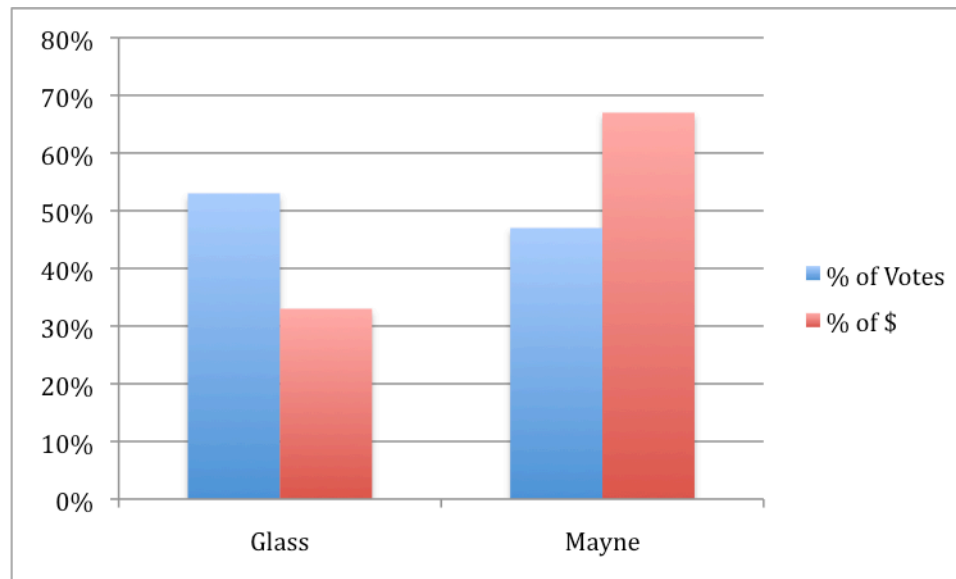
**2010 Campaign Expenditures – Mayor’s Race**

	<b>Total Expenditures</b>	<b>Mayne</b>	<b>Glass</b>
<b>\$</b>	\$45,968	\$30,680	\$15,288
<b>%</b>	100%	67%	33%



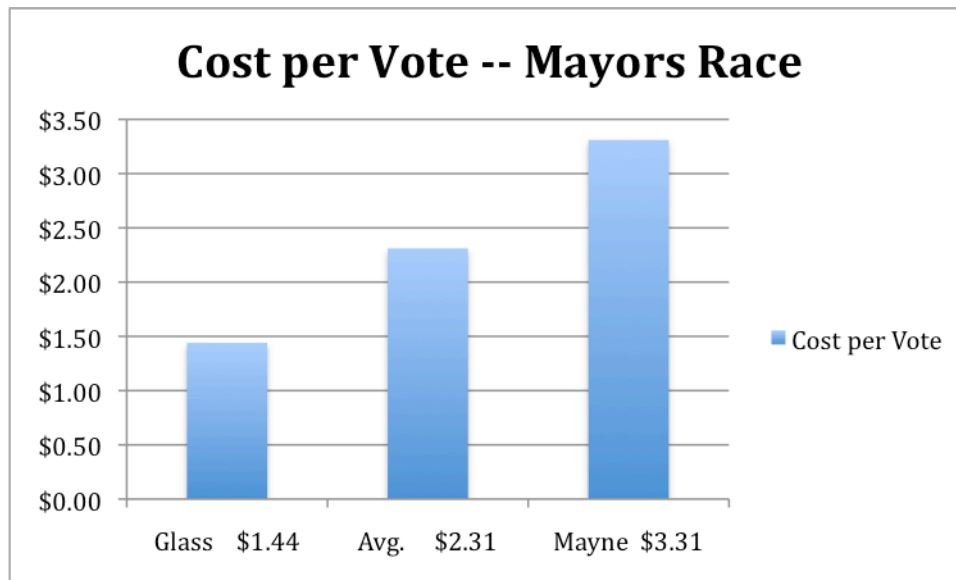
While two thirds of the monies spent in the race went toward Mayne, less than half, 46%, of the votes ended up in his column. For half the cost Glass received 53% of the votes.

**Percent of Votes and Percent of Expenditures – Glass vs. Mayne**



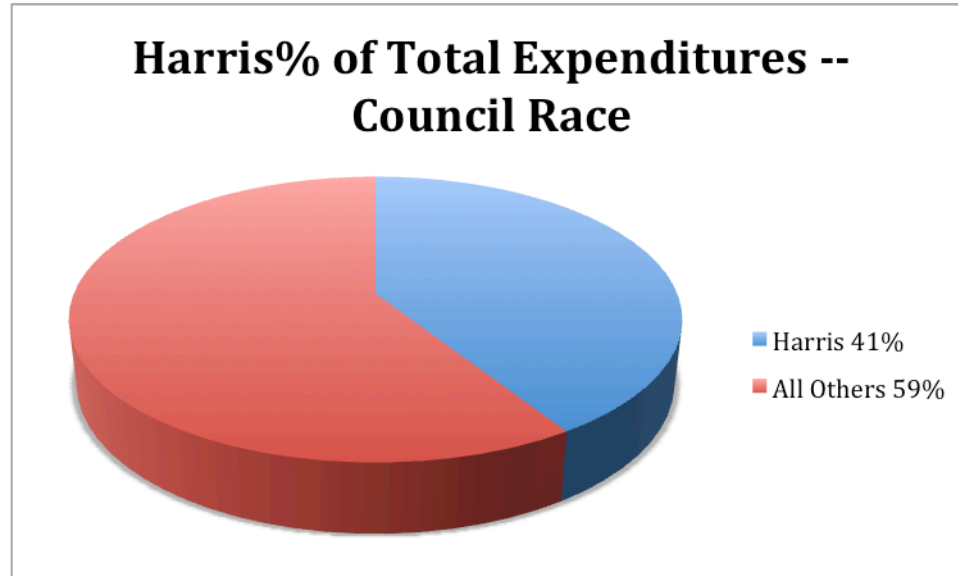
### The Race for Mayor: Cost Per Vote

The “cost” per vote, i.e., the total dollars spent divided by the number of votes cast, was \$2.31 in the Mayors race. Reflecting overall spending there was a wide difference in the cost of a Mayne vote versus the cost of a vote for Glass. A vote for Mayne cost \$3.31 while one for Glass was \$1.44.



### The Race for Council: Expenditures by Candidate

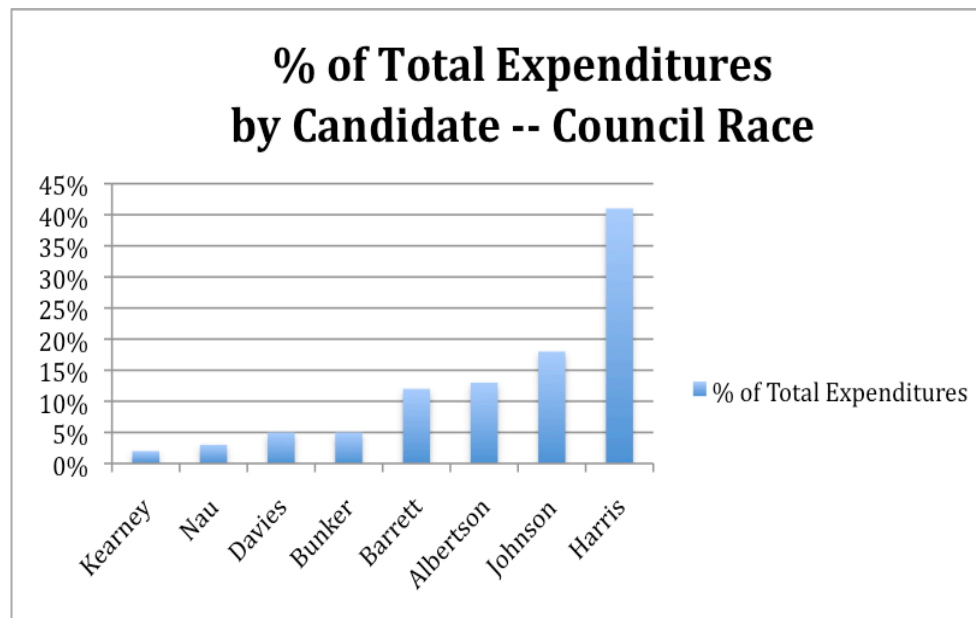
Expenditures on behalf of successful Council candidate Harris dwarfed those of any other candidate and made up 41% of all monies spent on the council race. In total, \$60,712 was spent on his election, \$58,842 from his own campaign coffers.



At the other end of the spectrum, and ironically, given his appointment to the Council seat vacated by the election of Glass to Mayor, only \$3,240 was spent on Candidate Kearney. Expenses for Kearney represented only 2% of all monies spent.

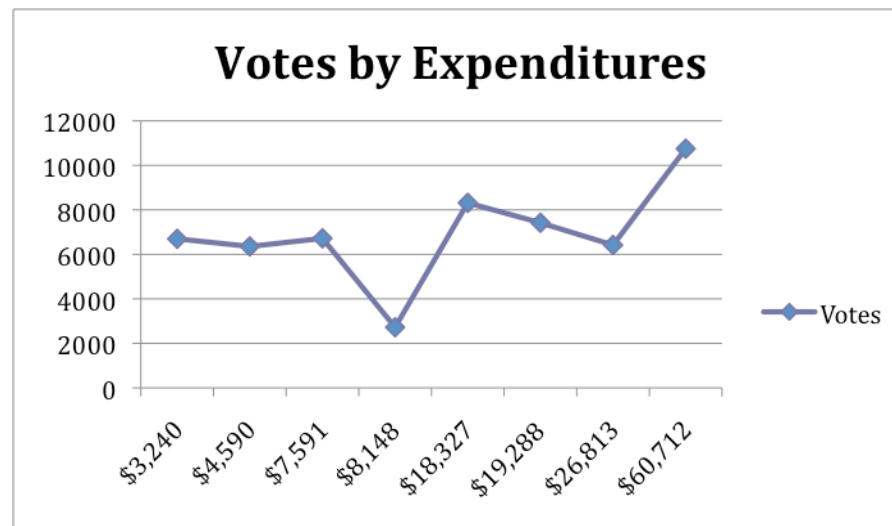
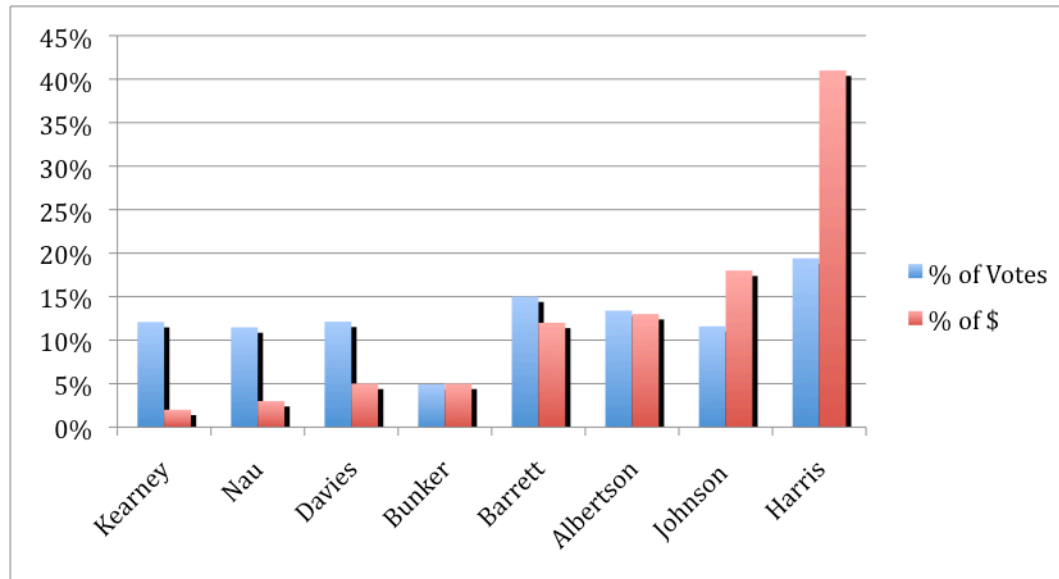
### 2010 Campaign Expenditures – Council Race

	Total	Kearney	Nau	Davies	Bunker	Barrett	Albertson	Johnson	Harris
\$	\$148,709	\$3,240	\$4,590	\$7,338	\$8,148	\$18,327	\$19,288	\$26,813	\$60,712
%	100%	2%	3%	5%	5%	12%	13%	18%	41%



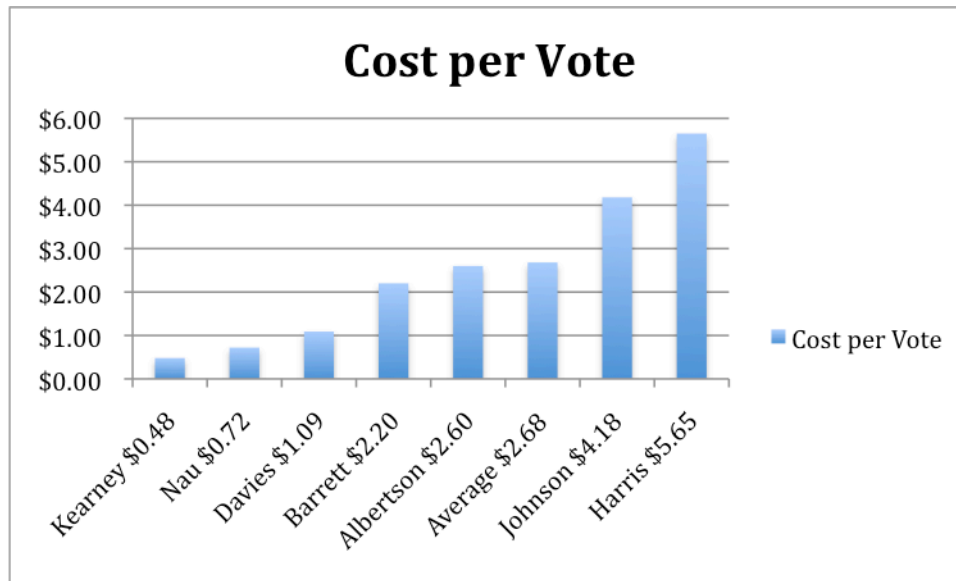
As seen in the next two Exhibits and verified statistically, there is little relationship between the amount spent and the votes.

### Percent of Votes and Percent of Expenditures - Council Race



### Cost Per Vote: The Race for Council

The “cost” per vote for the Council race was \$2.68 but varied significantly by candidate. Harris had the highest cost at \$5.65 and Kearney the lowest at \$0.48.



## Observations & Comments

In this election there appears to be little direct relationship between the amount of money spent and votes won.

Among the winners, Harris significantly outspent Albertson and Barrett whose costs per vote were below the average. Harris, the top vote getter, spent \$42,638 *more* than the \$18,327 spent on Barrett . Yet both Harris and Barrett were likely winners and in fact won with comfortable margins. Given the past success and name recognition of Harris, there seems to be little explanation for the amount of money spent on his campaign.

Four of the losing council candidates were grouped tightly in terms of votes. Among these four, Nau with 6356 votes at the low end, was only 363 votes shy of Davies at the top with 6719 (700 votes below winning candidate Albertson ). Yet the cost per vote among these four candidates varied widely. Johnson spent over eight times more than Kearney whose cost per vote was \$0.48. However, Johnson with a cost per vote of \$4.18 received 278 fewer votes than Kearney. The fifth losing candidate, Bunker, spent more than any of the other four but was the low vote getter.

Despite the lack of a clear relationship between spending and votes won, it is worth noting that all of the winners spent at least two times more than all but one of the losers. Losing candidate Johnson outspent Albertson and Barrett, but the amount spent on Albertson and Barrett was at least twice that of the other four losing candidates. This suggests that there is a likely “minimum” spending which is necessary but not sufficient to be elected to council. When looking at this most recent Mayor’s race and the Council race this minimum appears to be between \$15,000 and \$20,000. It also suggests that the other variables – the candidate’s track record, message, name recognition, and the quality of their campaign – remain critical keys to success.