

8/12/08

Sorry for the late report on the election results, but I have been trying to get some figures on absentee voters.

I lost. I got 571 votes and my Democratic opponent Joan Bauer got 5277, so I got about 10% of the vote on the Democratic side. The Republican candidate got 1551 votes although he ran unopposed and there were no contested races on the Republican side. At the start of the campaign, Mark Grebner, a local political expert, said I would be doing very well to get 20% of the Democratic vote.

About the only "campaigning" I did was my postcard. It was sent to 18,423 households in which in which at least one person voted in the 2006 general election. It cost me \$2289.17 for the printing and \$3426.63 for postage. It missed a lot of voters. For one thing, it was sent late. It didn't start arriving in mailboxes until the Friday before the election and some didn't get there until Monday. That wouldn't have been so bad except 4999 voters voted by mail ("absentee") and most of them would have mailed their ballots before they got my postcard. (They had to be postmarked by Saturday.) The other is that my list of households included only City of Lansing residents, and my district also includes Lansing Township, a separate entity. There were 677 Lansing Township residents who voted at the polls. So 5676 out of the total of 7399 voters didn't see my postcard.

In addition to the \$6000 I "loaned" to my campaign, I received \$220 in contributions. Joan Bauer received \$46,584.

My campaign was essentially one-man operation. I was the campaign manager and campaign treasurer. A friend who knows Excel showed me how to eliminate the "duplicates" (extra voters in the same household) from the voter list I got from the Lansing City Clerk. I created the website and provided the text for the postcard. A guy at the printer took my basic design and added the color. The picture on the postcard was cropped from a photo taken 3 years ago for Carol's parish directory.

In 2010, Joan Bauer won't be able to run again, but I'm sure there will be several candidates eager to replace her.

Steve