



CITY OF
SANTA ROSA

OFFICE OF THE CITY MANAGER
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December 1, 2004

**SUBJECT: LETTER OF RECOMMENDATION FOR TERRIS, BARNES
AND WALTERS**

To Whom It May Concern:

Terris, Barnes & Walters (TBW) began working with the City of Santa Rosa in the spring of 2002, as our City Council was engaged in continued budget cuts due to reduced funding from Sacramento. City resources for public safety were being stretched thin.

TBW was hired to direct and coordinate research efforts on behalf of the City, including a public opinion survey. Polling showed that Santa Rosa residents respected local firefighters and police highly, but that their highest priority was traffic, not public safety – even though city officials knew they absolutely needed to address public safety funding issues first. Polling did not show that voters supported public safety enough to pass a ballot measure in November 2002, and the City chose to focus on the 2004 election cycle.

TBW developed a plan to help Santa Rosa succeed in November 2004, including:

- Working with a committee comprised of police, fire, budget, Councilmembers and others to develop consensus
- Assisting staff to develop a public education presentation
- Creating a brochure to explain the City's budget challenges
- Overseeing an additional opinion survey in May 2004

Barry Barnes and Jared Boigon from TBW were both very active in this project. They were responsive to the City's needs. They worked with all staff in a collaborative and strategic way throughout the process, providing valuable advice along the way.

In November 2004, Santa Rosa voters overwhelmingly approved Measure O, which provides additional public safety funding, with 70% support.

Sincerely,

Jeffrey C. Kolin
CITY MANAGER