



**OFFICE OF THE CITY MANAGER
FREDERICK A. WILSON - CITY MANAGER**

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Mr. John Nienstedt, President
Competitive Edge Research and Communication
2170 Fourth Avenue
San Diego, CA 92101

Dear John:

I just wanted to follow up and thank you for all your work on our recent poll concerning voter attitudes towards a potential public safety revenue measure.

As you well know, we were working under a very tight timeline, on an issue with which our internal staff had little familiarity. Your firm did a fabulous job helping us to ask the voters the right questions, and understand the poll results. We were especially impressed with your final report, which has a very thorough analysis of the complex issues involved. Importantly, the final results of the poll were delivered exactly when promised.

I think I may have previously mentioned that your firm's proposal cost was considerably less than that of the other proposal we received. I think we received great service and a great end product, at a very competitive price.

Thanks again for all your help, and I look forward to working with you on other projects in the future.

Sincerely,

Lori Sassoon
Assistant City Manager