



BOARD OF SUPERVISORS
COUNTY OF SACRAMENTO
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April 11, 2011

Chet Hewitt, Board President
Sacramento Steps Forward
c/o Community Services Planning Council
909 12th Street, Suite 200
Sacramento, CA 95814

Dear Mr. Hewitt:

As you position this new entity for the challenges ahead, I strongly encourage you to secure a proven leader who possesses the capability and credibility to build community-wide involvement that best serves our area's homeless population. Toward that end, I encourage you to engage someone with specific experience rather than generic knowledge of homelessness which, compared to other social issues, I find to be at least as complex and exceptionally challenging.

I would also urge you to consider someone who is familiar with Sacramento's unique political dynamics. Here in Sacramento we are well-positioned to pilot innovative models at both the system and program level, but the need for city and county officials' quick and unified support on pressing tasks and pending deadlines will not permit a get-acquainted period.

Finally, while proceeding with an appropriate sense of urgency, it is my hope that this new entity will resist the pressures of the moment and instead take a strategic approach that balances attention to human needs, community concerns and fiscal realities through initiatives that unite rather than divide our community.

For all these reasons, I strongly encourage you to consider Robert Tobin's application to serve. As a Cottage Housing Boardmember, I observed his effectiveness in these areas and I quickly concluded that he is the best of the many non-profit executives with whom I have worked. He not only took a struggling agency to incredible heights in terms of program outcomes, name recognition and expanded service capacity, but he successfully promoted creative, realistic and cost-effective solutions during a time when they were most needed.



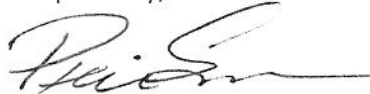
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I personally view this not as a time of crisis, but of opportunity. That said, your boardmembers know better than most the struggles that lay ahead as we pursue a new paradigm for homeless service administration. So does Robert Tobin. Our community should take advantage of his experience and expertise, as well as his compassion and focus on results.

Respectfully,

A handwritten signature in black ink, appearing to read "Phil Serina", with a long horizontal flourish extending to the right.

PHIL SERNA, Supervisor
District One

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