

Barry Barnes
Partner
TBW&B Public Finance Strategies

Barry Barnes of TBW&B Public Finance Strategies has overseen public policy and local ballot measure accounts since 1996. Under Barnes' guidance, the firm has helped pass 38 bond and tax measures, raising over \$2.5 billion in public investment.

Most recently, Barnes and TBW&B served as general campaign consultants to Measure M, the Sonoma County Traffic Relief Act, approved by Sonoma County voters in Nov. 2004 with 67.2% of the vote. Measure M was Sonoma County's first successful countywide transportation measure in four tries. As general consultant, Barnes directed all aspects of the campaign from coalition building and message development to production of the campaign's entire direct mail program and collaboration with Paul Kinney productions on the television advertising.

Prior to joining the firm in 1995, Barry managed local school bonds and other local campaigns throughout Northern California. He also served as a legislative director at San Jose City Hall for over three years, giving him personal experience with the fiscal challenges facing public officials.

Barnes was born and raised in Mt. Shasta, California and received his B.A. from California State University, Chico in 1991. He lives in Oakland, CA with his wife Sam and their two boys, Abe and Ben.

Jim Earp
Executive Director
California Alliance for Jobs

Jim Earp is Executive Director of the California Alliance for Jobs, a labor-management partnership that represents more than 1,700 contractors in the heavy construction industry and the 50,000 union members they employ throughout northern and central California.

Earp joined the California Alliance for Jobs in 1998 after serving as a Board Member since the organization's inception in 1994. Under his leadership, the Alliance has become a strong advocate for transportation investment, solving the crisis in affordable housing, meeting California's power needs and other issues that impact the construction industry.

A key role Earp carved out for the Alliance was to become a major political force for increasing transportation investment in California. The California Alliance for Jobs was the leading supporter in the successful 2002 campaign to pass Proposition 42, which dedicated the sales tax on gasoline to transportation projects. He has also developed a highly effective program to help counties pass transportation sales tax measures. Since 200, the Alliance has played a critical role in helping to pass transportation sales tax measures in Alameda, San Francisco, Contra Costa, Sacramento, San Mateo, Sonoma and Marin counties.

Prior to 1998, Earp was employed by the International Union of Operating Engineers Local 3, where he served as Political and Public Affairs Director. He was also managing editor of Engineers News, the most award-winning building trades publication in the United States.

**Keith F. Millhouse
Millhouse Law Group
Council Member, City of Moorpark
Ventura County Transportation Commission**

Council Member, City of Moorpark 2000 to present

Past Chair and Current Member Ventura County Transportation Commission;

Ventura County Metrolink Representative

Ventura County Transportation Commission Representative to Southern California Association of Governments

Chair, "Yes On Measure B" Committee 2004, Ventura County (Transportation Sales Tax Initiative)

Channel Counties Division Representative League of California Cities, Transportation and Communications Committee

Former Board Member, Simi Valley Hospital

Environmental Attorney, Private Practice, Westlake Village, California

Keith is married with two children, a boy, 17 and a girl, 14. His wife is a public high school teacher.

J. Moore Methods, Inc.
Public Opinion Research



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Jim Moore
President
J. Moore Methods, Inc.

Jim Moore is President of J. Moore Methods, Inc., one of California's leading polling firms. Blending his academic background in math and physics with an interest in politics led Mr. Moore to develop a scientific approach to predicting how voters view and respond to political information, issues and candidates.

Mr. Moore has developed a thorough awareness of California's demographic makeup, beginning in 1980 while serving as one of California's regional directors for the 1980 United States Census. His extensive polling both for legislative candidates and statewide ballot initiatives during the 1986 through 2004 election cycles has given Mr. Moore experience and knowledge shared by few others in his industry.

Mr. Moore is personally involved in every aspect of survey research projects, from the initial phase of working with the client to design a thorough questionnaire, selecting the sample, analyzing the results and presenting polling results to clients.

J. Moore Methods

Established in 1983 and based in Sacramento, J. Moore Methods, Inc. is one of California's premier public opinion survey firms. The firm provides public opinion research for issue campaigns, including transportation, growth and development, environmental issues, school issues, and a variety of other local and statewide issues and ballot measures; democratic legislative races and other political races; and membership issues and services. J. Moore Methods is a full-service firm offering its clients the full spectrum of survey research services and focus group research.

J.Moore Methods, Inc.

Transportation Survey Research Projects

Half-Cent Transportation Sales Tax Studies

Alameda

Contra Costa

Kern

Maricopa, Arizona

Marin

Merced

Monterey

Orange

Riverside

Salt Lake County (1/4 cent)

San Bernardino

San Diego

San Joaquin

San Luis Obispo

Santa Barbara

Santa Clara 1984, 1992, 1996, 2000

Solano

Sonoma

Stanislaus

Tulare

Ventura

Statewide & Regional Studies

California Proposition 42

California High Speed Rail

Bay Area Rapid Transit District (BART)

Metropolitan Transportation Commission-Bay Area Regional Gas Tax

Metropolitan Transportation Commission-Blueprint for the 21st Century

Sacramento Area Council of Governments - Transportation

Sacramento/Yolo - Port Authority

Southern California - Transportation Congestion Pricing

County Studies

Orange - Air Quality/Transportation

Orange - Transportation Census

Riverside - Route 91

Sacramento - Congestion Pricing Transportation

Sacramento - Regional Transit

Transportation Focus Group Research Projects

SANDAG-San Diego Association of Governments – County Transportation Sales Tax Extension

SANBAG-San Bernardino Association of Governments – County Transportation Sales Tax Extension

Sacramento Transportation Authority – County Transportation Sales Tax Extension

BART-Bay Area Rapid Transit – Seismic Bond

Marin County Community Development Agency – County Transportation Sales Tax

Sonoma County Department of Transportation - County Transportation Sales Tax

Metropolitan Transportation Commission - Gas Tax - 9 County Bay Area Region

California High Speed Rail Authority - High speed rail proposal for California