



February 5, 2010

Peter Rogoff, Administrator  
Federal Transit Administration

Leslie Rogers, Regional Administrator  
FTA Region IX

RE: Downtown/Riverfront Streetcar  
Urban Circulator Grant Application

Dear Mr. Rogoff and Mr. Rogers:

Fulcrum Property is a real estate development and investment company based in Sacramento. We have made considerable investment in mixed use infill projects throughout the region, combining residential and retail at higher densities and creating distinctive urban living options; these features are all key to Fulcrum's business strategy. Our projects have been award winners for innovative design, for energy efficiency, use of sustainable materials and methods, adaptive reuse of architecturally and historically significant buildings, and use of infill sites.

The most significant of our projects is in the Bridge District in West Sacramento, where Fulcrum is the largest property owner with 57 of the 80 total acres. Plans for the project include a mix of office, retail, and residential, both market rate and affordable. We are partnering with nationally recognized BRIDGE Housing to build an affordable project, the first new residential development in the Bridge District, scheduled to start construction this year.

We are also working with the City to obtain LEED ND status for the Bridge District. Every project in the Bridge District will automatically be eligible for LEED certification by virtue of its location and the ND designation. A critical component of our sustainability strategy is the availability of transit.

I speak on behalf of all the developers and landowners in the Bridge District in recognizing the enormous benefit and value added by streetcar. I am a strong advocate for it because I know I will see the benefits of economic development and job creation for the entire district, as well as a direct effect on marketability and profitability.

The developers are so strongly supportive of streetcar that we are contributing up to \$5 million in capital through the Community Facilities District already formed and in place to finance infrastructure in the Bridge District. We have also built in funding mechanisms for future extensions to streetcar.

The Bridge District is a model of public/private cooperation. The city of West Sacramento is investing in major infrastructure; private landowners putting major investment into public improvements and services like parks and transit. I can't emphasize enough how important streetcar is to the vision for and success of the Bridge District. It is absolutely vital. We are looking forward to making both the Downtown/Riverfront streetcar and the project a success, and urge your approval of the Urban Circulator grant for the project.

Sincerely,



Mark Friedman  
Fulcrum Capital