



February 10, 2010

Mr. Peter Rogoff, Administrator
U.S. Department of Transportation
Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590

Mr. Leslie Rogers, Regional Administrator
FTA Region IX
201 Mission Street, Suite 1650
San Francisco, CA 94105-1839

RE: Downtown/Riverfront Streetcar Urban Circulator Grant Application

Dear Mr. Rogoff and Mr. Rogers:

On behalf of the 1,000 members and travel industry partners of the Sacramento Convention & Visitors Bureau (SCVB), an organization whose members come from all aspects of the meetings industry – associations, hotels, convention centers, restaurants, attractions and industry suppliers – I write to ask for your support of the Downtown/Riverfront Streetcar Urban Circulator Grant Application.

We see tremendous promise for the proposed Downtown/Riverfront Streetcar to link visitors to major attractions on both sides of the river. Connecting downtown hotels with the convention center, Raley Field, Old Sacramento, midtown restaurants and nightlife, downtown office centers, and the Amtrak station with a convenient, modern streetcar service would be a welcome and valuable addition to the transportation network. And it would allow visitors to park once and use the streetcar to travel around the urban core, extending the reach of pedestrians further.

I was appointed by Mayor Kevin Johnson to serve on the Policy Steering Committee for this project because I represent the interests of hotel operators, the convention center and other tourism-related businesses, and because this industry recognizes the economic development benefit of a streetcar. I am committed to working with the other members of the steering committee to address alignment and financing issues which will significantly improve transportation throughout the greater downtown Sacramento area.

I hope we can count on your support of this application for the first phase of our project. Thank you in advance for your consideration and we look forward to doing our part to regenerate Sacramento's economic health, while supporting tourism, California's fourth largest employer and fifth largest contributor to the gross state product.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Hammond". The signature is fluid and cursive, with the first name "Steve" and last name "Hammond" clearly distinguishable.

Steve Hammond
President & CEO