




**City Council**

**Item 2: Reconsideration of  
June 22, 2021 Council  
Decision Regarding  
Petition from Robert  
Mezzetti II on 500 S. Benton  
(RTC 21-972)**

**July 13, 2021**

1



**City of  
Santa Clara**  
The Center of What's Possible

## **July 6, 2021 Council Meeting**

- Issue of reconsideration of the June 22 Council decision was raised at the July 6 Council meeting
- Council could not consider the reconsideration because it was not properly noticed per Brown Act
- Item agendized for the July 11 Council meeting

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## Council Policy 042 – Reconsideration of Council Action

- Upon approval of a motion to reconsider, and at such time as the matter is heard, the City Council shall only consider any **new evidence or facts not presented previously with regard to the item or a claim of error in applying the facts.**

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## New Evidence/Facts or Error

- Council Policy requires that new evidence/fact not discussed or error at the **June 22, 2021** meeting be the basis for reconsideration
- Testimony at the July 6 Council meeting suggested that the ENA had been extended until August 5, 2021, by unanimous vote by both the City Council and the VTA Board



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## Status of ENA

- City and VTA Board authorized the execution of an extension if certain conditions were met.
- The conditions were not met, including the indemnity that VTA and the City requested.
- City sent letter to Republic confirming the expiration of the ENA in November 2020
- VTA staff has advised City that its position is that the ENA has expired and, moving forward, recommendation of (1) station specific plan and/or (2) competitive RFP process to develop this land.

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## Status of ENA

- Republic has advised they do not possess an executed document extending the ENA to August 5, 2021, which would have only occurred if all of the requirements were met (e.g., indemnity, water well, etc.).
- Nearly a year later after the ENA has expired, claim of new development and inappropriate use of Council Policy 030 to extend an expired ENA.

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## **Recommendation**

Staff's position is the same as the June 22, 2021 report and, based on Council Policy 042 alone, the requirements of new evidence or facts in support of Council reconsideration have not been met.

- That Council take no action on the petition and do not place the item on a future agenda.

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## **City Council**



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(RTC 21-972)**

**July 13, 2021**

8

07-13-21

ITEM #2  
RTZ #21-972

**Jose Armas**

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**From:** Vince Rocha <vrocha@svlg.org>  
**Sent:** Tuesday, July 13, 2021 4:05 PM  
**To:** Mayor and Council; Clerk  
**Subject:** RE: Santa Clara Station Reconsideration of ENA  
**Attachments:** Santa Clara Station - SVLG Support 7.13.21.pdf

Dear Mayor and Council,

Please see our letter in support of reconsideration of the Santa Clara Station project.

Regards,

**Vince Rocha**

Senior Director, Housing & Community Development

408.910.4616 | [svlg.org](http://svlg.org)

Connect with us: [Twitter](#) | [LinkedIn](#) | [Facebook](#)



SILICON VALLEY  
LEADERSHIP GROUP

POST MEETING MATERIAL

Ahmad Thomas, CEO  
Silicon Valley Leadership Group

Jed York, Chair  
San Francisco 49ers

Eric S. Yuan, Vice Chair  
Zoom Video Communications

James Gutierrez, Vice Chair  
Luva

Victoria Huff Eckert, Treasurer  
PwC US

Greg Becker  
Silicon Valley Bank

Anil Chakravarthy  
Adobe Systems

Aart de Geus  
Synopsis

Raquel Gonzalez  
Bank of America

Vintage Foster  
AMF Media Group

Paul A. King  
Stanford Children's Health

Ibi Krukuboo  
EY

Alan Lowe  
Lumentum

Judy C. Miner  
Foothill-De Anza  
Community College District

Rao Mulpuri  
View

Kim Polese  
CrowdSmart

Ryan Popple  
Proterra

Sharon Ryan  
Bay Area News Group

Tom Werner  
SunPower

July 13, 2021

Mayor and Council  
City of Santa Clara  
1500 Warburton Avenue  
Santa Clara, CA 95050

RE: ITEM 2 - Support for reconsideration of the Santa Clara Station project.

Dear Mayor Gillmor, Vice Mayor Chahal, Councilmembers Watanabe, Hardy, Park, Jain, and Becker,

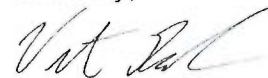
On behalf of the Silicon Valley Leadership Group, I am writing to express our support for the reconsideration of the Santa Clara Station project as proposed by Republic Metropolitan.

The Silicon Valley Leadership Group was founded in 1978 by David Packard, Co-Founder of Hewlett Packard. Today, the Leadership Group is driven by more than 330 CEOs/Senior Executives to proactively tackle issues to improve our communities and strengthen our economy, with a focus on education, energy, the environment, health care, housing, tax policy, tech & innovation policy, and transportation. One of the top concerns of the members we represent in the Silicon Valley is a need for high quality and affordable housing here in the Bay Area.

The Leadership Group is proud to support transit-oriented development in the city of Santa Clara at a time when the Bay Area is in a dire housing crisis, high-density housing near transit is an effective solution. The site is adjacent to the Santa Clara Transit Center that houses several VTA busses, a Caltrain stop, and a future BART station. Housing that is located near transit centers encourages residents to use alternate modes of transportation and thus, is a huge relief to both greenhouse gas emissions and rush hour traffic.

Thank you for your consideration of our comments.

Sincerely,



Vince Rocha  
Senior Director, Housing and Community Development  
Silicon Valley Leadership Group



07-13-21

ITEM # 2  
RTC# 21-972



*via email*

July 9, 2021

Ms. Ruth Shikada  
Assistant City Manager/Economic Development Officer  
City of Santa Clara  
1500 Warburton Avenue  
Santa Clara, CA 95050

Dear Ruth:

The Santa Clara Valley Transportation Authority (VTA) is pleased to be working with City of Santa Clara (City) staff on a proposed new stand-alone Cooperative Agreement for VTA's Transit-Oriented Development Program to provide funding and technical assistance for the City's preparation of its Santa Clara BART Station Area Plan. This support would be funded from a new award from the Federal Transit Administration's Pilot Program for Transit-Oriented Development Planning. Creation of a Station Area Plan is recommended in VTA's BART Silicon Valley Extension Transit-Oriented Communities Strategy Study "Playbook" at: [www.vta.org/projects/bart-sv/phase-ii/transit-oriented-communities-study](http://www.vta.org/projects/bart-sv/phase-ii/transit-oriented-communities-study)

The City and VTA were previously engaged in an extraordinarily lengthy (more than 2.5 years) Exclusive Negotiations Agreement (ENA) with Republic Metropolitan LLC for development on the Santa Clara Caltrain Station Parking lot, with student or other group housing on the City-owned portion of the lot and affordable housing on the VTA-owned portion. The VTA Office of the General Counsel has confirmed that the ENA expired on August 5, 2020 since the conditions for an extension approved by the VTA Board of Directors at its October 1, 2020 meeting were not met. That ENA is no longer of any further force or effect.

Regarding VTA's property, staff's recommendation to the VTA Board of Directors would be that a new Station Area Plan should be completed by the City before VTA pursues new development on its site. Any future Requests for Proposals (RFP) for the VTA property should be based upon a Station Area Plan approved by the City and seek to advance Plan goals.

Should the subject of the future of VTA's property be presented at a Board meeting prior to the City's adoption of a Station Area Plan, staff expects its recommendation would be: (1) wait until City adoption of a Plan before undertaking further action; and (2) if the Board desires to act before then, a new competitive developer RFP should be issued for the VTA property that allows submittals for a student and affordable housing development, plus other developer proposals for uses that would create greater transit ridership benefits. The latter recommendation arises from discussion at prior VTA Board meetings that a student housing development, while potentially providing community benefits, would generate considerably less new transit ridership than other Transit-Oriented Development projects with a superior mix of residential and commercial uses.



VTA values its collaboration with the City and its residents on how to best create a dynamic, sustainable, and equitable Transit-Oriented Community around the Santa Clara BART Station. We welcome the opportunity for continued discussion and collaboration on a shared vision and plan for the station area's future.

Sincerely,

A handwritten signature in blue ink that reads 'Ron Golem'.

Ron Golem  
Director of Real Estate & Transit-Oriented Development

cc: Jessie O'Malley Solis, VTA Transit-Oriented Development Program Manager



7/13/21

Item 2

Julie Minot

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**From:** Rod Diridon <rjdiridon@gmail.com>  
**Sent:** Tuesday, July 13, 2021 5:09 PM  
**To:** Public Comment; Mayor and Council  
**Subject:** Document for tonight's hearing...please  
**Attachments:** Win, win, win, win for Trasnit! 4.20.16.docx

Dear Mayor Gillmor and Councilmembers,

Attached is an op ed from 2016 that directly relates to your decision tonight. Those points plus your favorable, time-limited lease agreement makes this one of the most uniquely advantageous developments in the state. This is the way the Japanese, French, Germans, and other transit-rich countries retain control of their land and fund their transit systems...and fight climate change. Good luck in showing the nation how to do it right.

Rod

Rod Diridon, Sr.  
408-859-4447

## Build Transit Villages Atop BART, High Speed Rail and Other Rail Stations

By Rod Diridon Sr., Special to the *Mercury News*

Posted: 04/20/2016 09:00:00 AM PDT

As Japan, France, Germany, Italy, China and many other advanced transit countries already know, the construction of infill housing and commercial developments in the air rights on top of rail stations and parking areas is a win, win, win, win:

- Creates paying ridership that reduces transit system operating tax subsidies as Millennials flock to these higher rise, more affordable dwelling units to gain auto-less commuter access via transit to jobs and recreation.
- Converts tax exempt public station and parking lot lands to possessory interest tax revenue generated from the air rights leased for these valuable commercial and residential higher rise structures. The new property taxes go to the Proposition 13-decimated, fiscally strapped schools, cities, counties and special districts that are already providing services to the station areas.
- Supports infill housing rather than urban sprawl, so protects endangered agricultural and watershed lands as California faces 20 to 25 million more residents in the next 40 or so years.
- Reduces traffic congestion (and commuting time, cost, danger and climate change pollution) caused by the ever increasing distances needed to commute from fringe area, urban sprawl.

In less than 10 years, BART will connect our region with the rest of the Bay Area and high speed rail will connect Silicon Valley to the Central Valley. This will be in addition to the several fine rail systems already operating and scheduled to be upgraded. Might we encourage the BART, VTA, Caltrain, the Capital Train, The Altamont Express, Bus Rapid Transit providers and our other heavy capacity systems to develop the construction specifications and bid out the air rights developments atop the region's hundred-plus stations and parking areas?

Transit Villages will take a decade to fully implement under the best of circumstances. But they can provide hundreds of thousands of more affordable dwelling units without encumbering our neighborhoods with more auto-dependent, congestion-creating density in areas not supported by transit. The region's tens of billions of taxpayers' dollars in transit investments during the past five decades will be optimized by the skillful implementation of transit villages.

The region dearly needs the housing; the transit systems need the riders and revenue; we need to fight urban sprawl, pollution, and traffic congestion, and we must support our industry with more sustainable ways to get employees to work and product to market. Isn't it time to begin acting like a world class region and take advantage of this proven win, win, win, win opportunity?

*Rod Diridon Sr. chairs the U.S. High Speed Rail Association and is executive director emeritus of the national Mineta Transportation Institute. He wrote this for the Mercury News.*

7/13/21

Item 2

Julie Minot

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**From:** Kelly Macy <KMacy@REPUBLICMETROPOLITAN.COM>  
**Sent:** Tuesday, July 13, 2021 6:07 PM  
**To:** Mayor and Council; Clerk; PublicComments@santaclaraca.gov; Lisa Gillmor; Anthony Becker; Kevin Park; Kathy Watanabe; Raj Chahal; Sudhanshu Jain  
**Subject:** July 13 City Council Meeting: Regarding Santa Clara Station\_Item 21-972  
**Attachments:** OP ED\_Win, win, win, win for Transit! 4.20.16.pdf

Please find the attached Op Ed as it relates to Item 21-972, Discussion of 500 Benton Street:

Build Transit Villages Atop BART, High Speed Rail and Other Rail Stations  
By Rod Diridon Sr., Special to the Mercury News  
Posted: 04/20/2016 09:00:00 AM PDT

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Kelly Macy, MBA

Republic Metropolitan (ReMet)

Vice President, Development

415 370.6484 (m)

[kmacy@republicmetropolitan.com](mailto:kmacy@republicmetropolitan.com)

[www.republicfamilyofcompanies.com](http://www.republicfamilyofcompanies.com)



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*Rod Diridon Sr. chairs the U.S. High Speed Rail Association and is executive director emeritus of the national Mineta Transportation Institute. He wrote this for the Mercury News.*

7/13/21

Item 2.



<sup>3</sup>  
**City of  
Santa Clara**  
The Center of What's Possible

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**Date:** July 13, 2021

**To:** City Manager

**From:** Executive Assistant to the Mayor & City Council

**Subject:** Correspondence received regarding item 2 on the July 13, 2021 City Council Meeting Agenda

As of July 13, 2021, at 3:00 p.m. the Mayor and City Council Offices received the attached communications regarding:

Item 2. Per City Council Policy 042: Reconsideration of Council Action-Reconsideration of Council action taken at the June 22, 2021 City Council meeting regarding Council's action to take no action and not to place an item on a future agenda for the request submitted by Robert Mezzetti, under Council Policy 030: Adding An Item to the Agenda, requesting "discussion on Amendment No. 3 to the Exclusive Negotiation Agreement by and between the City, VTA and Republic Metropolitan LLC for a project located at 500 S. Benton Street (APN 230-08-061 and 230-08-078)."

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Julie Minot  
Executive Assistant to the  
Mayor & City Council

*Documents Related to this Report:*

1) *Communications received*

**POST MEETING MATERIAL**

**Julie Minot**

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**From:** Hyru Gau <hyrugau@yahoo.com>  
**Sent:** Monday, July 12, 2021 11:44 PM  
**To:** Mayor and Council  
**Subject:** RE: Santa Clara Train Station 2.21-972

Dear Mayor Gilmor and Council Members,

RE: Santa Clara Train Station Project 2.21-972

I am writing to ask that you reconsider the Republic Metropolitan Santa Clara Train Station Project located at 500 S. Benton Street in Santa Clara because we are in need of affordable housing.

Please add my letter to the record.

Thank you!

Hyru Gau

2273 Consuelo Ave.

Santa Clara, CA 95050



## Julie Minot

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**From:** Kelly Macy <KMacy@REPUBLICMETROPOLITAN.COM>  
**Sent:** Monday, July 12, 2021 3:31 PM  
**To:** Clerk; PublicComments@santaclaraca.gov; Lisa Gillmor; Anthony Becker; Mayor and Council; Kevin Park; Kathy Watanabe; Raj Chahal; Sudhanshu Jain  
**Subject:** Reconsideration Request: 500 Benton Street: Updated Letter to be Read Aloud at the July 13, 2020 Council Meeting  
**Attachments:** CoverLetter\_SC-GPA\_ECP\_Extract\_092420.pdf; SC-GPA\_ECP\_Extract\_WELL.pdf

**Please read my letter aloud at the July 13, 2021 Council meeting.**

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Hello Mayor and Councilmembers,

Please reconsider and vote to hear about the 500 Benton Street affordable and workforce housing project.

**A significant development is that the developer, Republic Metropolitan, is willing to comply and offer an indemnity to the City with respect to the Surplus Land Act, as requested by the City Attorney.**

A third extension to the Exclusive Negotiating Agreement, to August 5, 2021, was unanimously approved by the City Council in July 2020.

Many residents of Santa Clara and of the Old Quad support the project, and have engaged with Republic Metropolitan in their extensive, and ongoing, community collaboration.

The developer is willing to pay for and construct a brand new state of the art water well, a process which is significantly underway, as evidenced in the General Plan Amendment Early Consideration package of July, 2020.

Republic's complete "Santa Clara Station Early Consideration Package", presented to the City of Santa Clara and VTA, on July 8, 2020, provides additional in-depth feasibility studies - including the Well Technical Feasibility Study, Well Preliminary Design Report, the Well Relocation Development Schedule, and the Well Drinking Water Source Assessment – architectural plans and renderings, economic benefits analysis, project compatibility with the Santa Clara General Plan, a transportation demand management and parking study, and a number of support letters from the community. These extensive materials in part reflect the site due diligence, Application Submittal planning, extensive economic feasibility planning, DDA/ form of lease negotiations, **CEQA analysis undertaken by David J. Powers and Associates, Inc.** and community outreach undertaken since first entering into an agreement with the City of Santa Clara and VTA in February of 2018.

This project will generate over 700 million dollars of revenue and benefits directly to the City of Santa Clara, and will include replacement parking for Caltrain and SCPD, as well as provide flex space for community and Police Athletic League use.

In addition to the market rate, the project would provide nearly 30% of the total units dedicated to affordable housing at low and very low income levels.

**Please reconsider and allow Republic Metropolitan the opportunity to present the project fairly.**

With respect,  
Kelly Macy, Vice President of Development, Republic Metropolitan

Attachments:

- Secretary Norman Mineta Letter to the Mayor and Council, September, 2020
- Water Well Timeline
- July 2020 "Santa Clara Station Early Consideration Package" can be downloaded here: <https://www.dropbox.com/t/ZScUHXE7gSSrcsM7>

# Executive Summary

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September 24, 2020

Mayor Lisa Gillmor, and  
Santa Clara City Council  
City Hall  
1500 Warburton Avenue  
Santa Clara, CA 95050

## RE: REPUBLIC METROPOLITAN – SANTA CLARA STATION EARLY CONSIDERATION PACKAGE – EXTRACT OVERVIEW

Dear Mayor Gillmor and City Council,

Republic Metropolitan (ReMet) is pleased to present this Extract Edition of the full Santa Clara Station Early Consideration Package, presented to the City of Santa Clara and VTA, on July 8, 2020. This Early Consideration package was submitted as support documentation for the Council's zoning determination of compliance for the site at 500 Benton Street, in Santa Clara.

Please find within these pages a full description of the following program elements:

1. **PROJECT DESCRIPTION:** ReMet is proud to introduce Santa Clara Station – two buildings that offer both mixed-use, affordable workforce apartments and student apartments in a transit-oriented development (TOD) to replace a surface parking lot located at 500 Benton Street. Program features include:
  - 170 units (545 beds) workforce/ student apartment housing (City site portion)
  - 70 units of affordable workforce housing (VTA site portion)
  - 29% Affordable (30% - 80% AMI)
  - 12,000 square feet of retail
  - 32,670 square feet of onsite recreational use space: 2350 square feet of community use space and an 1800 square foot space for Police Athletic League
  - Brand new onsite Water Well replacing existing City Well #3-02 (\$3.4 million developer expense)
  - Back-Up Well site identification & testing
  - 333 Parking Spaces, shared by residents, visitors, consumers, Caltrain commuters, Santa Clara Police Department
  - 145 Bicycle Parking Spaces
2. **ARCHITECTURAL NARRATIVE:** Final project design will be attractive and contemporary in harmony with the historic Train Station and developed in continued accordance with City and VTA staff approval.
  - The site plan and building plan emphasize street frontage and the pedestrian experience on El Camino Real, Railroad Ave and Benton Street by providing active use on the ground level.
  - The design is a response to local resident's desire to bring back the industrial style architecture that at one time was dominant in the area.
  - The design also pays respect to the historic Railroad Depot next to the site by introducing materials and features such as board and batten, brackets and awnings at the pedestrian level with a compatible color scheme.
  - The mixed-use project will conform with the maximum height and density requirements, commercial FAR requirements and other key land use controls and guiding principles of the desired zoning and General Plan designation for the property.



3. **LAND USE DESCRIPTION:** The project proposes a transit-oriented, mixed-use development that would cater to affordable households, workforce commuters and students.
- Given the site's location within the Santa Clara Station Focus Area of the City's General Plan, which is intended to foster the construction of transit-oriented, higher intensity development, the project is ideally suited for the requested General Plan Amendment.
  - To achieve the necessary density, a General Plan Amendment is required to change the land use designation from "Santa Clara Station Focus Area Regional Mixed Use," which permits a residential density of 37 to 50 dwelling units per acre, to "Santa Clara Station Very High Density Residential," which permits a residential density of 51 to 120 dwelling units per acre.
  - Through the requested General Plan Amendment, the proposed project would further the City's vision of the Santa Clara Station Focus Area.
  - The project will keep within the allowable density pursuant to the intended zoning code for the project site.
4. **ECONOMIC OVERVIEW:** Republic Metropolitan's proposal for Santa Clara Station provides the community, the City of Santa Clara, and the VTA with significant economic benefits. The economic value of benefits derived is estimated at \$718.3 Million over the term of the proposed ground leases. The economic benefits include:
- \$190.71 Million total rent payments made to the city\*
  - \$32.8 Million total rent payments made to VTA\*
  - \$880,000 total Rent and option payments made prior to lease commencement
  - \$1.5 Million Real Estate taxes paid at stabilization
  - \$5 Million – estimated Impact Fees project wide
  - \$1 Million donation to Caltrain / VTA
5. **"ECONOMIC OPPORTUNITY" LAND DESIGNATION:** In this section we provide an analysis of why the negotiations under the Exclusive Negotiation Agreement ("ENA") for the Project are not governed by Government Code section 54220 et seq., the Surplus Land Act ("Act"), but rather by the Economic Opportunity Law; Gov't Code Section 52200 et seq., which states, in part, that the City may lease the City Property to create an "Economic Opportunity," an alternative authority to any other authority granted by law to the City to lease property, including the Surplus Land Act.

In closing, Republic Metropolitan appreciates your careful consideration of the facts presented here-in. Our complete "Santa Clara Station Early Consideration Package", presented to the City of Santa Clara and VTA, on July 8, 2020, provides additional in-depth feasibility studies - including the Well Preliminary Design Report, the Well Relocation Development Schedule, and the Well Drinking Water Source Assessment – architectural plans and renderings, transportation demand management study, and a number of support letters from the community. These extensive materials reflect the extensive due diligence and outreach undertaken since first entering into an agreement with the City of Santa Clara and VTA in February of 2018, an investment of some **\$250,000** to date.

Republic Metropolitan remains 100% committed to realizing this beneficial development for the City of Santa Clara and the VTA. We look forward to continuing a productive working relationship that will bring the project to fruition.

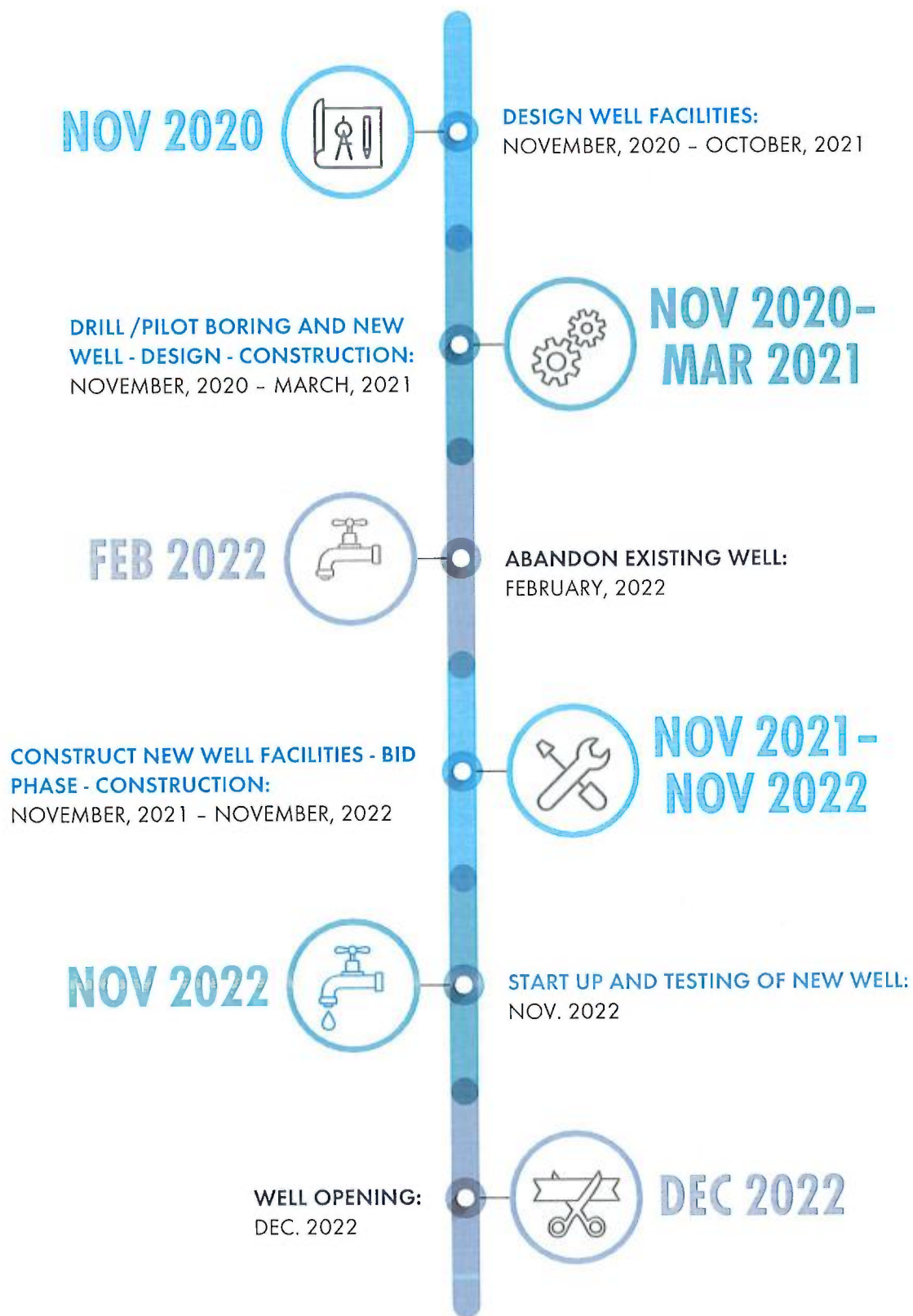
Sincerely,



Secretary Norman Y. Mineta

## Well Relocation Key Target Dates:

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## Julie Minot

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**From:** Steve Kelly <svproperties4@gmail.com>  
**Sent:** Sunday, July 11, 2021 2:42 PM  
**To:** Mayor and Council  
**Subject:** RE: Santa Clara Train Station Item 2. 21-972

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Council Members and Mayor Gilmor,

RE: 2. 21-972

I would ask that you reconsider the Republic Metropolitan project located at 500 S. Benton Street in Santa Clara. We have a critical need for affordable housing close to transit which would help all the workers serving our community. Further the community would benefit from the community room, new water well and \$625,000 in annual revenue to the city.

PS. Please read my letter into the council record.

Sincerely,

Steve Kelly

3093 Forbes Ave

Santa Clara, CA 95051

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07-13-21

Item #2  
RTC #21-972

**Melissa Meslo**

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**From:** Mayor and Council  
**Sent:** Monday, July 12, 2021 1:52 PM  
**To:** Nora Pimentel; Public Comment  
**Subject:** FW: Santa Clara Train Station Item 2. 21-972

Hello Nora,

Mr. Kelly wants his email to be read into the record. Please see below.

Thank you!

Best regards,

**Julie Minot, SPHR** | Executive Assistant, Mayor and City Council  
Mayor & Council Offices | City of Santa Clara  
1500 Warburton Avenue, Santa Clara, CA 95050  
Tel: 408-615-2252 | [www.santaclaraca.gov](http://www.santaclaraca.gov)



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Santa Clara**  
The Center of What's Possible

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**Sent:** Sunday, July 11, 2021 2:42 PM  
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By Rod Diridon Sr., Special to the *Mercury News*

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In less than 10 years, BART will connect our region with the rest of the Bay Area and high speed rail will connect Silicon Valley to the Central Valley. This will be in addition to the several fine rail systems already operating and scheduled to be upgraded. Might we encourage the BART, VTA, Caltrain, the Capital Train, The Altamont Express, Bus Rapid Transit providers and our other heavy capacity systems to develop the construction specifications and bid out the air rights developments atop the region's hundred-plus stations and parking areas?

Transit Villages will take a decade to fully implement under the best of circumstances. But they can provide hundreds of thousands of more affordable dwelling units without encumbering our neighborhoods with more auto-dependent, congestion-creating density in areas not supported by transit. The region's tens of billions of taxpayers' dollars in transit investments during the past five decades will be optimized by the skillful implementation of transit villages.

The region dearly needs the housing; the transit systems need the riders and revenue; we need to fight urban sprawl, pollution, and traffic congestion, and we must support our industry with more sustainable ways to get employees to work and product to market. Isn't it time to begin acting like a world class region and take advantage of this proven win, win, win, win opportunity?

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