



*Planning for Success.*

June 9, 2020

Harry Mavrogenes, Director  
San Benito County RMA  
2301 Technology Parkway  
Hollister, CA 95023

Re: Proposal for a Contract Amendment to add the Evaluation of the Strada Verde Initiative to the Evaluation of the Preserve Our Agricultural and Rural Land Initiative Contract

Dear Harry,

EMC Planning Group is pleased to provide this proposal to amend our existing contract for the Evaluation of the Preserve Our Agricultural and Rural Land Initiative to add an evaluation of the new Strada Verde Initiative measure. EMC Planning Group will team with Applied Development Economics, Inc. to prepare a separate comprehensive analysis of both the beneficial and negative economic and related impacts on the County.

Our team is led by Michael Groves, AICP, as Principal-in-Charge. Assisting me will be Richard James, MUP, AICP, Principal at EMC Planning Group, and Rachel Hawkins, Attorney and Planner, to prepare the Strada Verde Initiative Evaluation and presentation for the Board of Supervisors.

Please let me know if you have any questions regarding our qualifications, scope and budget for the Initiative Evaluation.

Sincerely,

Michael J. Groves, AICP  
President/Senior Principal

EMC PLANNING GROUP INC.  
A LAND USE PLANNING & DESIGN FIRM