



**Comprehensive Proposal for
State Legislative Advocacy
Services**

*Presented to
Orange County Housing Finance Trust*

Point of contact for further information regarding this proposal is:

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Politico Group

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October 19, 2021

Adam Eliason, Manager
Orange County Housing Finance Trust
1 League #62335
Irvine, CA 92602

RE: Proposal for Orange County Housing Finance Trust State Legislative Advocacy Services

Dear Mr. Eliason:

Politico Group is pleased to submit the attached proposal in response to Orange County Housing Finance Trust's solicitation for state legislative advocacy services. We are honored to present our vision of how our team's diverse experience, commitment, and motivation can advance the Orange County Housing Finance Trust's state advocacy objectives and secure access to the highest level of policy makers in Sacramento.

As a Joint Powers Authority between the County of Orange and 23 Orange County cities that is dedicated to strengthening its local community by financing the development of affordable housing for homeless and low-income individuals and families, the Orange County Housing Finance Trust (Trust) is leading with a collaborative and multi-jurisdictional approach to addressing one of the most urgent public policy issues facing our state. California has made historic investments in affordable housing production and local planning in recent years, and the state is poised to have another significant budget surplus in the coming year. With effective representation and access to high-level policy makers in Sacramento, the Trust will be well-positioned to maximize state funding in support of its goal to contribute to the construction of 2,700 permanent supportive housing units and secure funding that will contribute to additional affordable housing units by 2025.

Politico Group is a full-service, Sacramento-based governmental advocacy firm providing professional services to select clients and industries. We possess significant institutional knowledge in the areas of housing, land use, general construction, and labor relations. Our team also has extensive experience representing local government agencies in the legislative and budget arenas on the issues of housing funding and planning. Our firm is known for ethical, active, and fearless pursuit of our clients' objectives. Our firm has proven experience and accomplishments on behalf of a variety of public and private sector organizations. We are uniquely positioned to provide strategic, well-informed, politically sound, and timely advice on matters of greatest consequence to the Trust, as well as access to the Newsom Administration, legislative leadership, and key policymakers.

We look forward to an opportunity to discuss our qualifications and commitment as outlined in this proposal in more detail. The validity period of this proposal is 120 days from the submission deadline of October 19, 2021. Should you require any additional information, please feel free to contact me by email (kiana@politicogroup.com) or phone (916-266-3892).

Sincerely,



Kiana Valentine, Partner
Politico Group

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INTRODUCTION

As we detail in the pages that follow, this proposal highlights Politico Group's diverse team of advocates to address the varied needs of the Orange County Housing Finance Trust (Trust). The key personnel that would be assigned to the Trust bring extensive policy knowledge in the areas of housing, land use, and construction; we offer access to high-level policy makers in the Legislature, Newsom Administration, and the various agencies, departments critical to the Trust; and will bring energy, enthusiasm, and well-developed strategic and technical expertise that will successfully deliver results on behalf of the Trust.

FIRM DESCRIPTION

Politico Group is a non-partisan public affairs, legislative advocacy, and consulting firm established 1974 that focuses on representing clients who's needs require specific expertise in, housing, land use, energy, water, and utility related matters. It is our mission to provide our clients with a wide range of services and to be proactive, thorough, timely and thoughtful in execution of political strategy and consulting services. We are passionate about good public policy and even more so about the role housing and land use policy plays in California, ranging from economic opportunity to overall quality of life. The firm has three partners – Eddie Bernacchi, Kiana Valentine, and Bret Barrow – all who have different but complimentary policy backgrounds, issues areas of expertise, and access to members of the Legislature, Administration, and the executive branch. Politico group has no employees. The partners are collocated in a single office in Sacramento located immediately across the street from the State Capitol.

Politico Group is well positioned to provide the Trust the following all-inclusive services:

Legislative & Regulatory Advocacy: Politico Group provides comprehensive advocacy services before the California State Legislature and executive branch, including state agencies, departments, boards and commissions. Services include drafting legislative proposals and amendments, testifying before policy, fiscal and budget committees, communicating with elected officials, negotiating solutions with the Governor's Administration and legislative authors and sponsors, drafting letters and implementing other communications tools as needed, and analyzing, monitoring and weighing in on legislation and regulations of interest to our clients.

State Budget Advocacy: Politico Group has the necessary knowledge and experience to successfully navigate the annual state budget process. Services include fiscal analysis, development and implementation of comprehensive advocacy strategies in order to proactively advance fiscal goals or respond to budget proposals, written and oral communications to convey positions, and negotiating solutions to budget proposals.

Policy Analysis: Politico Group brings over 65 years of collective experience analyzing public policy for fiscal, technical, and political implications on behalf of clients. Services include assessing policy proposals for potential impacts to our clients, assessing and developing potential policy alternatives, and crafting and evaluating implementation strategies.

Consulting: Politico Group offers strategic advice and counsel for our clients trying to navigate California's state and local government policy making and budget processes, regulatory proceedings, and funding and grant opportunities. Our services can be tailored to assist public, private, and non-profit organizations in developing and executing policy and political strategy and coalition building to help clients meet their objectives successfully.

Coalition Development: Politico Group recognizes the value of relationships and leveraging a diverse set of strengths and experiences to achieve common interests and goals. We have significant experience building, leading, and working in coalitions, including coalitions with public, private, and aligned advocacy groups working to support

major efforts, such as dedicated funding for local housing and transportation infrastructure funding. We also offer services including acting as subject matter experts, providing testimony and presentations in a variety of settings, convening coalition meetings, and managing working groups and task forces, and all other aspects of implementing policy and political strategy in a coalition setting.

APPROACH AND SCOPE OF SERVICE

In this section, we describe our approach to achieving and delivering state advocacy services requested by the Trust. Key to any successful legislative and regulatory program are the following elements: increased profile, clear and regular communication, articulating and understanding objectives and expectations, and adjusting strategies to address and accommodate identified challenges.

As discussed in our transmittal letter, the Trust is taking a proactive leadership role in addressing what is arguably California's most pressing policy issue. California's housing crisis continues to plague individuals and families across the state. According to the California Housing Partnership, more than 1.4 million California households need affordable housing. In 2019, the California Department of Housing and Community Development cited a need for more than 1.3 million housing units to be built within the next decade. Nearly one-third of all Californians are spending more than fifty percent of their income on housing costs. Our lack of affordable housing has also played a key role in our homelessness crisis. While California only has 12 percent of the nation's total population, we have about 25 percent of the total homeless population in the country or approximately 150,000 people currently experiencing homelessness.

Given this sobering reality, the Legislature and Newsom Administration continue to focus on the availability and affordability of housing as top priorities in both the legislative and budget realm. On the budget side, record levels of investment from the state budget surplus, federal COVID-19 relief funds, the 2018 Proposition 1 housing bond, and SB 2 (Ch. 364, Stats. 2017) are likely to be accompanied by additional investment in upcoming years through a projected state budget surplus next year, potential federal funding for affordable housing allocated to states, and a legislative vehicle sponsored by the Senate President pro Tempore that would put an additional affordable housing bond on the statewide ballot. On the legislative front, the Legislature has continued to pass bills to change local processes surrounding housing approvals, increase accountability and authority via the California Department of Housing and Community Development (HCD), impose conditions on the disposition of surplus local government property, and reform the Regional Housing Needs Allocation process. On the latter topic, the Administration is currently working a report by the HCD, which is due back to the Legislature in 2023.

To influence both the legislative and administrative/budgetary items discussed above on behalf of the Trust, Politico Group will take the following technical approach toward raising the Trust's profile, actively lobbying on legislative and budget items of interest, and engaging in regulatory and administrative processes, such as the development of funding guidelines:

Increased Profile: To further the goals and objectives of the Trust, Politico Group will establish and maintain relationships and channels of communication with elected state officials, appointees, and other key policy makers. To achieve this Politico Group will:

- 1) Conduct meetings, on behalf of Orange County Housing Finance Trust with pertinent legislative committee chairs, staff, and members. These will include, but not be limited to, the Chair and members of the:
 - a) Assembly:
 - i) Housing and Community Development Committee
 - ii) Local Government Committee

- iii) Appropriations Committee
 - iv) Budget Subcommittee No. 4 on State Administration
- b) Senate
 - i) Housing Committee
 - ii) Governance and Finance Committee
 - iii) Appropriations Committee
 - iv) Budget and Fiscal Review Subcommittee No. 4 on State Administration and General Government
- 2) Schedule, create agendas for, and conduct meetings with, key state and agency officials of the:
- a) California Business, Consumer Services and Housing Agency
 - b) California Department of Housing and Community Development
 - c) Governor's Office of Planning and Research
 - d) California Housing Finance Agency

Lobbying: Politico Group will provide high level and effective state lobbying at the legislative, administrative and regulatory levels. These services will include:

- 1) Legislative
- a) If the Trust adopts positions on pending legislation during session, Politico Group will:
 - i) Research and provide analysis on legislative and budget issues, including providing strategic council for the development of recommended positions;
 - ii) Prioritize and recommend action for legislation;
 - iii) Develop and submit position letters to the policy committees, fiscal committees, the floors of each house, and the Governor's office on priority issues where the Trust has adopted a position of Support, Support If Amended, Opposed or Opposed Unless Amended;
 - iv) Meet with the authors, sponsors, committees, staff and members of the Legislature to communicate support or opposition on legislation and/or propose amendments;
 - v) Develop background papers and materials to assist in communicating the Trust positions to legislators;
 - vi) Provide representation and testimony in committees on priority issue; and
 - vii) Work to recruit additional support or opposition as needed.
 - b) If the Trust determines that it needs to sponsor legislation, Politico Group will:
 - i) Identify and secure an author to introduce legislation on behalf of the Trust, including securing co-authors who are aligned with the objectives of the Trust and provide the best opportunity for success of the issue;
 - ii) Work with Legislative Council to ensure bill text, and any subsequent amendments, are properly interpreted and drafted into the bill;
 - iii) Work with the author's staff to assist in the development of testimony, position papers, and floor statements that are consistent with the Trusts' position;
 - iv) Communicate with the consultants and staff of the committees in which the bill will be considered to ensure that the analysis is balanced and properly describes the issue to the committee;

- v) Meet with members of the committees and members in each house to advocate the Trust's position on the bill. This also includes leadership in the Assembly and Senate and the Governor's office;
- vi) Provide testimony and coordinate expert witnesses during legislative hearings;
- vii) Determine and attempt to neutralize opposition to the bill, including drafting, proposing and managing amendments to address concerns; and
- viii) Facilitate the support of associations and industry groups with similar interest and coordinate lobbying efforts.

2) Bill monitoring:

On a daily basis, Politico Group will monitor all introduced bills and amendments utilizing Capitol Track bill tracking service. All bills will be read and analyzed and we will establish a tracking list specific to the Trust. In consultation with the Trust, the following positions will be assigned:

- Watch
- Pending
- Support
- Support If Amended
- Oppose
- Oppose Unless Amended

Throughout the session, Politico Group will routinely monitor legislation to identify bills that might affect the operations and objectives of the Trust. In conjunction with the Trust, we will then develop effective arguments or amendments to the legislation that will promote the best interests of the Trust.

3) Regulatory and Administrative

Although not as glamorous as the legislative process, the actions taken in the regulatory and administrative arena are often the most time consuming and arduous. The state entities overseeing housing planning and funding within the State of California has continued to grow as the Legislature provides HCD with new powers and responsibilities. Moreover, recent state budget investments, legislation, and the 2018 housing bond have resulted in unprecedented amounts of funding for various housing production and planning activities.

Politico Group will monitor, analyze, and influence agencies with administrative actions of interest to the Trust. The process for regulations and funding guidelines will be handled similar to legislative matters. Politico Group will work with the the Trust for to establish platform language and policy direction. Once established, Politico Group will take whatever steps are necessary to best represent the Trust. The following is list of regulatory agencies whose actions frequently include housing funding issues:

- a) California Business, Consumer Services, and Housing Agency - Homeless Coordinating and Financing Council
- b) California Department of Housing and Community Development
- c) California Housing Finance Agency
- d) California Debt Limit Allocation Committee
- e) California Tax Credit Allocation Committee

In addition to the agencies listed above, Politico Group will maintain an active oversight of all the agencies, boards, commission, and offices that impact the business of the Trust.

Communication:

Our firm prides itself on providing clients 24-7 access to the staff working on their issues. We will ensure the Trust is updated in real time on all issues of importance. In addition, Politico Group will provide timely written and verbal reports on the political and policy landscape in Sacramento, report on success of past legislative and budget cycles, and forecast future challenges and opportunities for the Trust’s priorities and goals.

Coalition Building:

As the Trust proceeds with a proactive agenda, it will be vitally important to build on the key relationships that have already been established and to develop new partnerships in Sacramento. Politico Group will work with the Trust to identify new allies.

Politico Group has long history in the Sacramento and has well established relationships with a broad spectrum of interests. Our firm has close relationships with many organizations that can be accessed to assist the Trust in achieving their political goals. Organizations we believe would be important to the Trust include Housing California, California Housing Consortium, California Association of Local Housing Finance Agencies, California State Association of Counties, and the League of California Cities. In addition, our key personnel assigned to this project have excellent working relationships with key housing advocate and equity-focused organizations that are active on statewide housing policy and funding.

Within each of these organizations, Politico Group can arrange top level meetings and strategize on the best use of time and energy for implementation of the Trust’s desired goals and objectives. Politico Group’s relationships and interactions are immeasurably responsible for our client’s success.

PROGRAM SCHEDULE

If successful in our proposal, Politico Group would plan to meet with the Trust as soon as is practicable to establish working relationships, confirm goals and expectations, and determine a timeline for the most critical next steps. During that meeting, we would be prepared to provide a legislative update on pending legislative proposals including those bills that may impact the Trust and the status of state budget negotiations (if still relevant depending on the start date of the contract).

| Timeframe | Activity |
|--------------------|--|
| Immediately | <ul style="list-style-type: none"> ▪ Meet with the Trust leadership and staff to determine immediate next steps, goals, and objectives. ▪ Work with the Trust staff to develop and/or update the two-year state legislative platform outlining statutory, regulatory, legislative, and administrative goals. ▪ Schedule meetings with key legislators, staff and Administration and executive branch officials as necessary to ensure awareness and education around the Trust’s objectives. Focus on chair/vice-chairpersons on relevant policy, fiscal and budget committees. |
| Routine Activities | <ul style="list-style-type: none"> ▪ Review and monitor all legislation and budget proposals that would impact the Trust and work with staff to develop positions on measures. ▪ Review state regulatory board and commission agendas to assess pending regulatory issues. ▪ Report on priority issues relevant to the Trust. |
| As Needed | <ul style="list-style-type: none"> ▪ Respond to the Trust inquires and requests in a timely fashion. ▪ Attend the Trust meetings bi-monthly and provide written reports for inclusion in the bi-monthly Board of Directors meeting. ▪ Prepare briefing materials and other written documents. |

Overall Benefit to Orange County Housing Finance Trust:

We are confident that our team can offer the Trust high-quality, proactive, and communicative representation before the State Legislature, Administration, and executive branch that will exceed the Trust's objectives. Our collective policy expertise and experience is a perfect complement for the suite of pressing policy issues facing the Trust. We stand ready to assist the Trust in the development of an annual legislative program and a detailed and strategic implementation plan to deliver positive results. Our access and relationships will help the Trust foster and maintain extensive, bipartisan relationships with the Legislature, Administration, and relevant state agencies, departments, commissions, and boards. Finally, our firm has the sophistication, know-how, and connections to be able to open doors at the highest levels and at critical moments when policy and budget decisions are being made to ensure project milestones are met on schedule.

The very nature of legislative advocacy requires a nimble, persistent approach. Although the Legislature adheres to a fairly rigid, formally established schedule, the nature of lobbying is such that opportunities always exist for educating, persuading, and advancing clients' interest with policy makers. Our team brings decades of skills and experience in the "art of the possible" that defines work under the Capitol dome.

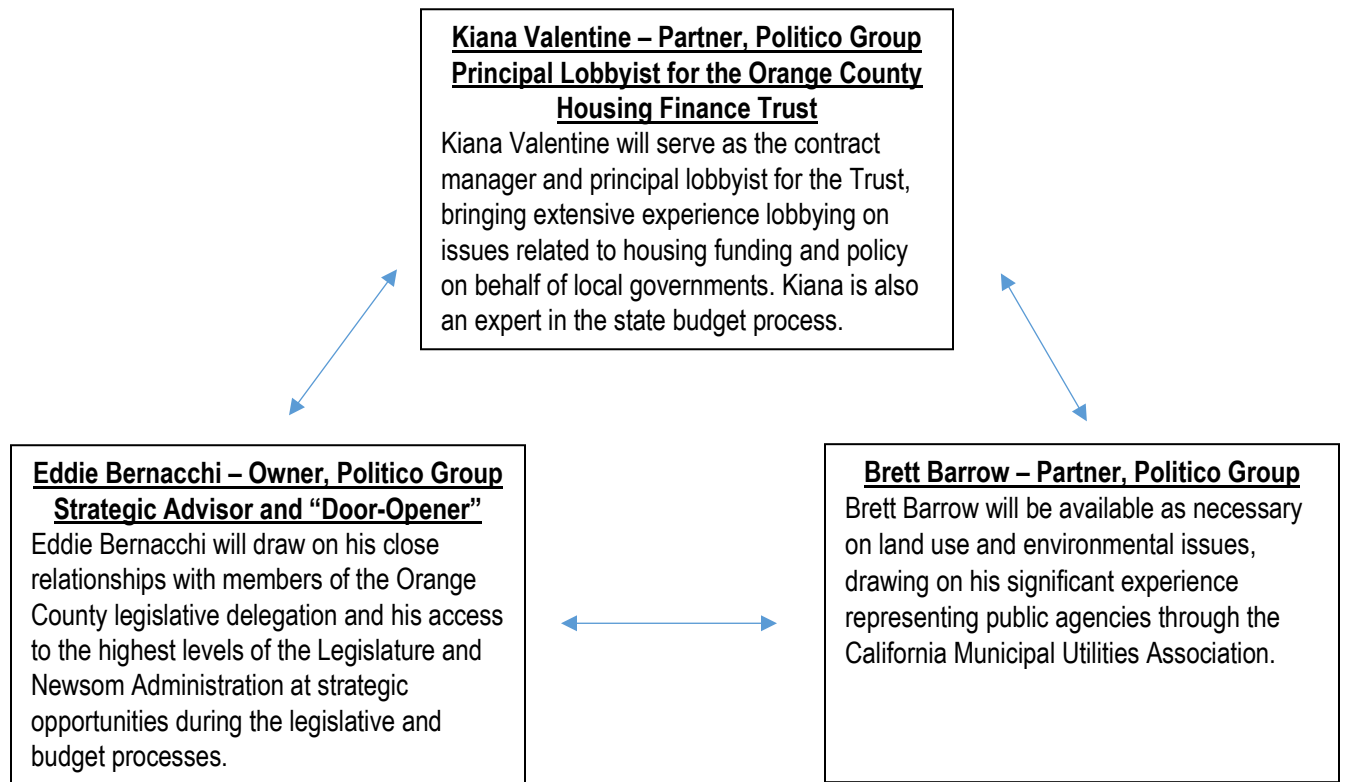
STAFF DESCRIPTION AND EXPERIENCE REPRESENTING PUBLIC AGENCIES

Politico Group consists of three co-equal partners, and each of our personnel share in the day-to-day activities of the firm, assisting with client needs based on designation as a lead/point of contact, and as issue area expertise dictates.

For purposes of this contract, we propose the following staff:

- Kiana Valentine, lobbyist, will serve as the project manager and principal point of contact for Politico Group for the duration of the project and will not be removed or replaced without prior written concurrence from the Trust. Ms. Valentine brings extensive and directly relevant policy expertise to the Trust. She has worked on every major housing and land use funding and policy effort in the Capitol for the past 15 years on behalf of public agency clients. Mrs. Valentine would be point on all housing funding and local government land use issues that are relevant to the Trust.
- Eddie Bernacchi, lobbyist, will draw from his more than 24 years as a legislative advocate and provide lobbying and advocacy services as needed, drawing on close relationships with members of the Orange County legislative delegation and access to high-level officials in both legislative leadership and the Newsom Administration.
- Bret Barrow, lobbyist, brings significant energy policy history and expertise to Politico Group clients. Mr. Barrow would provide lobbying and advocacy services on any environmental issues that may be important to the Trust.

To provide additional context for this section, we have included the following organizational chart for the purposes of this proposal. Resumes for each Politico Group partner are included in Appendix A.



Politico Group does not propose to subcontract any of the work described in this proposal. If we are successful in this proposal, Politico Group plans to bring on an additional partner who will work together with Kiana Valentine as key staff for this contract. This additional staff member has eight years of experience advocating on local government housing planning and funding policy at the California State Legislature, as well as over five years of local government experience, focusing on intergovernmental relations with cities, regional agencies, and joint powers agencies, as well as pursuing local government legislative and budget priorities at the state and federal level.

Kiana Valentine – Partner, Politico Group

Ms. Valentine has more than 15 years of policy experience in local government issues, including housing, land use, transportation, and infrastructure. She has a reputation as a skillful and effective advocate, communicator, advisor, and relationship builder. She has worked on hundreds of legislative, budget, and administrative proposals that impact state housing policy and funding in a variety of contexts. With a deep understanding of housing, land use, and infrastructure policy and funding, she has played a lead role in the passage and implementation of all major state infrastructure and land use policy and funding decisions over the last decade including:

- While at CSAC, actively supported SB 2 (Ch. 364, Stats. 2017), which created a permanent source of funding for affordable housing, and ensured funding for key local government priorities, including local government affordable housing funding, as well as one-time local government funding to support housing planning and homelessness prevention funding.
- While at CSAC, actively support SB 3 (2017) legislation placing Proposition 1 on the ballot (the 2018, \$
- Represented counties during guideline development by HCD and on the Department’s Housing Policy and Practice Working Group, which included work on modifications to RHNA distribution methodology, criteria and timing for public participation in housing element process, housing element default densities, site

adequacy criteria for RHNA, underutilized and non-vacant sites criteria, joint powers agreements, and displacement issues.

- Over 15 years of experience analyzing, negotiating, and securing amendments on behalf of local governments on dozens of major and minor bills and budget proposals related to By-Right Housing Approvals (including Governor Brown's By-Right housing proposal and SB 35), the Regional Housing Needs Assessment/Housing Element, Housing Accountability Act, Accessory Dwelling Units, Density Bonus, and more.
- The passage and implementation of Proposition 1B (the 2006, \$19.9 billion transportation bond).
- Annual cap and trade expenditure plans.
- The successful passage of SB 1 – the Road Repair and Accountability Act of 2017.
- California Environmental Quality Act expansions and reforms, including the ongoing implementation of SB 743 (Chapter No. 386, Statutes of 2013) to replace Level of Service with a Vehicle Miles Traveled metric for analysis of impacts from transportation and land development projects.

Prior to joining Politico Group, Ms. Valentine spent 12 years in service to counties at the California State Association of Counties (CSAC), as the Senior Legislative Representative on housing, land use, transportation, and tribal gaming issues. Ms. Valentine has experience developing legislative and organizational strategy, as well as analyzing and advocating on a diverse range of public policy issues. Ms. Valentine has experience negotiating and mediating compromise solutions with diverse interest groups. Ms. Valentine also has experience and success navigating the administrative and regulatory processes during her tenure at CSAC.

Ms. Valentine possesses both a Bachelor of Arts in Political Science, California State University, Chico (2004) and a Master of Public Policy and Administration, California State University, Sacramento (2011).

Eddie Bernacchi – Owner, Politico Group

Mr. Bernacchi is the owner of Politico Group and a 24-year veteran of the public affairs and lobbying industry in California, whose career has been focused on representing the union construction industry. Mr. Bernacchi is recognized as an expert on construction related legislative and regulatory issues and has extensive connections within state government. Mr. Bernacchi will be available as needed to draw on his extensive relationships within the highest levels of state government and his close relationships with key members of the Orange County legislative delegation.

His vast industry experience includes representing some the state's largest construction contractors, their associations and labor management cooperative committees established to advance industry agendas.

Mr. Bernacchi has effectively advocated for the passage and implementation of some the states most impactful infrastructure measures and innovative industry policies. Some examples include:

- Historic transportation and infrastructure funding (SB 1 of 2017).
- Billions in K–12 school facilities funding through successful school bond measures for the construction and modernization of public-school facilities. (Proposition 55 of 2004 and Proposition 1D of 2006 Proposition 51 2016)
- Multiple pieces of legislation designed at expediting project delivery by statutorily authorizing alternative construction project delivery methods such as design build, best value, construction manager at risk and construction manager/general contractor.

Mr. Bernacchi is also an appointee of California State Controller Betty Yee to the California Uniform Cost Accounting Commission, which was created to administer the alternative bidding procedures and other provisions specified in the California Uniform Public Construction Cost Accounting Act.

He is a graduate of the University of California at Davis (1996), with a Bachelor of Arts in Political Science.

Bret Barrow – Partner, Politico Group

Mr. Barrow has been registered as a California state lobbyist for over 27 years. He joined Politico Group as a partner in 2010 and serves as the resident energy and water expert. Prior to joining Politico Group, Mr. Barrow served as the Assistant Executive Director for the California Municipal Utilities Association, where he represented the public agency members’ interests on energy and water before the State Legislature, and California’s regulatory and administrative agencies, including but not limited to, the California Public Utilities Commission, California Energy Commission, California State Water Resources Control Board, and the California Water Commission.

Mr. Barrow has played a role in crafting and lobbying for provisions in every significant energy policy measure passed in the State of California in the last 20 years including:

- The California Global Warming Solutions Act of 2006.
- The California Renewable Portfolio Standard (RPS).
- The California Emission Performance Standard (EPS).
- Energy Efficiency (EE) Programs.
- The California Solar Initiative (CSI).
- Transmission Access Charges
- Wildfires and Resource Hardening

Mr. Barrow graduated from the California State University, Sacramento (1993) with a Bachelor of Science in Business Administration, with emphasis in Strategic Management.

COST PROPOSAL

Politico Group will provide the aforementioned services for a monthly retainer of \$6,000.00, paid on a per month basis (see Appendix D).

LEGISLATORS AND OTHER REFERENCES

We are pleased to provide a variety of relevant references below who can speak to the capacity, expertise, and access of our firms. We have included brief descriptions of professional relationships with key legislators and prior work with Politico Group. Contact information for each reference is available upon request.

| | | |
|---|---|---|
| <p>The Honorable Sharon Quirk-Silva Assemblymember – 65th District <i>Politico Group works closely with Assemblymember Quirk-Silva a variety of client issues and policies around infrastructure.</i></p> | <p>The Honorable Tom Daly Assemblymember – 69th District <i>Sponsored legislation on behalf of Politico Group clients. Politico Group has supported key housing legislation authored by Assemblymember Daly on behalf of clients.</i></p> | <p>The Honorable Cottie Petrie-Norris Assemblymember – 74th District Politico Group has worked closely with Assemblymember Petrie-Norris on procurement, transportation, and other general infrastructure issues.</p> |
| <p>The Honorable Scott Wiener Senator – 11th District Chair, Senate Housing Committee <i>Sponsored legislation and championed budget requests for Politico Group clients.</i></p> | <p>The Honorable Josh Newman Senator – 29th District <i>Politico Groups has worked closely with Senator Newman on legislation, and he has championed budget asks on behalf of Politico Group Clients.</i></p> | <p>The Honorable Pat Bates Senator – 36th District Vice-Chair, Senate Housing Committee <i>Politico Group works closely with Senator Bates in her roles as vice-chair of Senate Housing and Transportation Committees.</i></p> |

| | | |
|--|--|---|
| <p>Zachary Olmstead Chief Deputy Director, California Department of Housing and Community Development <i>Politico Group's Kiana Valentine has worked with Zack for the entirety of her career from his time in the pro Tem's office to his current position at HCD.</i></p> | <p>Anya Lawler Policy Advocate, Public Interest Advocates Member, Governor's Council of Regional Homeless Advisors <i>Politico Group has worked with Anya for more than 10-years and she is an important relationship to have as a former legislative committee staff person and a leading voice on behalf of low-income communities.</i></p> | <p>Marina Wiant Vice President - Government Affairs, California Housing Consortium <i>Politico Group's Kiana Valentine has a close working relationship with Marina, who is a well-respected and highly influential advocate in the affordable housing policy space.</i></p> |
|--|--|---|

CONCLUSION

If selected to provide state advocacy services on behalf of the Trust, the Politico Group team would bring energy, intelligence, and advanced tactics to this effort. Perhaps most importantly, our firm offers relevant policy expertise, access, as well as a passion for the issues important to the Trust. Taken together, our firm's collective skills and capabilities will result in positive and meaningful influence that will advance the priorities of the Trust and yield positive results and outcomes. We look forward to the opportunity to expand the profile, influence, access, and reach of the Trust in delivering solutions and innovations for a better tomorrow.

We appreciate the opportunity to submit this proposal for state legislative advocacy services. We are confident in our ability to exceed Orange County Housing Finance Trust's expectations as your state public affairs firm. We stand ready to answer any questions you may have.

APPENDIX A – RESUMES

KIANA L. VALENTINE

2221 Hollywood Way, Sacramento, CA 95822 ▪ Phone: (916) 266-3892 ▪ Email: kiana.valentine@yahoo.com

Summary

A skillful and effective advocate, advisor, relationship builder, and manager with 15-years of experience in local, state, and federal policy and politics with a proven record of solving complex problems, developing legislative and organizational strategy, building and managing coalitions, and influencing legislation and policies in support of organizational goals.

Skills

- Confident; understands political environments, uses good judgement, and can navigate the State Legislature and Executive Branch.
- Effective leader and organizer; takes initiative, ability to delegate and motivate groups, flexible, and can work with a diverse staff and constituency.
- Strong oral and written communication skills; testifying and making presentations before large and varied audiences, experienced public speaker.
- Resilient; dedicated and hard working with ability to produce high caliber work under tight deadlines.

PROFESSIONAL EXPERIENCE

Politico Group

Partner

Sacramento, CA

December 2018 - Present

- Assist with all aspects of running a successful public affairs firm that provides comprehensive consulting, legislative advocacy, policy development and analysis, coalition development, and association management services with a focus on transportation, housing, and land use issues.
- Represent and serve as a liaison for clients to the California State Legislature, Governor's office, executive branch, Congress and federal agencies and departments, as well as regional and local governments.
- Develop and implement legislative and budget advocacy strategies including monitoring legislation, drafting legislative language, amendments, fact sheets and other supporting materials, testifying at hearings, and negotiating solutions.
- Provide regular communication and progress reports through newsletters, emails, conference calls and in-person meetings to ensure transparency and accountability in advocacy and consulting services.
- Partner with other organizations to build, participate, and lead coalitions to leverage diverse strengths, experiences, and connections for the advancement of mutual goals.
- Schedule meetings, plan and execute lobby days and other client events, and travel to accompany clients on critical activities.
- Develop and maintain annual or project specific budgets, run the day-to-day operations on behalf of association clients, execute and manage contracts, and develop and executive strategic plans and other organizational policy.

California State Association of Counties (CSAC)

Senior Legislative Representative

Senior Legislative Analyst

Legislative Analyst

Sacramento, CA

January 2013 – December 2018

December 2008 – January 2013

June 2006 – December 2008

- Developed and implemented advocacy strategies with a specialization in transportation, housing, land use, climate change, and tribal and intergovernmental policy.
- Partnered with other organizations and managed coalitions on legislative, budget, and administrative issues.
- Tracked and analyzed legislation, budget and administrative proposals, developed positions, and negotiated solutions.
- Testified before policy, fiscal, and budget committees and other executive boards, commissions, and departments.
- Represented CSAC to the media, other associations, and citizen groups.
- Staffed multiple internal membership committees that provided policy direction to the organization.
- Draft legislative proposals, budget proposals, and amendments.
- Wrote letters, reports, articles, and implementation guidance on legislation, regulations, and state budget issues.
- Communicated with the membership in person and via surveys, phone and conference calls, and email.
- Managed a team to oversee a work plan and successfully achieve overall organizational strategic goals.

- Researched and drafted bill proposals and successfully brought bills through the legislative process.
- Staffed member on a wide range of policy areas such as labor, business, housing, urban planning, public safety, agriculture, water, natural resources, and environmental health.
- Examined legislation and suggested policy positions.
- Composed press releases and coordinated press conferences.
- Successfully planned and executed joint informational hearing.
- Robert M. Hertzberg CAPITOL Institute training in Legislative Services, Constituent Mail, Budget Process, Legislative Process, and Bill Tacking.

OTHER PROFESSIONAL EXPERIENCE

Women’s Transportation Seminar, Sacramento Chapter (WTS), Member, Board of Directors (2014-Present)
Panetta Institute, Congressional Internship Program, Intern, Minority Leader Nancy Pelosi (2003)
Sacramento Semester Program, Intern, Assembly Member Wilma Chan (2002)

EDUCATION

Master of Public Policy and Administration, California State University, Sacramento (2011)
Bachelor of Arts in Political Science, California State University, Chico (2004)

Eddie Bernacchi

1545 39th Street

Sacramento, CA 95816

(916) 799-2800 | bernacchi@politicogroup.com

Professional Experience

President, Politico Group

2009– Present

- Responsible for all aspects of operating a public affairs/legislative consulting firm.
- Supervise and direct staff and ensure highest standard of work quality.
- Oversee and evaluate work of support staff including hiring, firing, coaching, mentoring, and job development.
- Responsible for advocating for Politico Group's clients before statewide legislative, regulatory, and jurisdictional entities.
- Dissemination of accurate and timely information to Politico Group client's regarding statewide activities.
- Responsibilities to clients include, but are not limited to:
 - Researching and preparing analysis on legislative, budget, and regulatory issues, including the development of recommendations for client positions;
 - Representation in legislative and regulatory proceeding, providing testimony on key measures;
 - Lobbying members of the Legislature in support or opposition of legislation and/or seeking amendments;
 - Providing timely and accurate reports to clients regarding statewide legislative activity and its impacts;
 - Assisting clients in the implementation of legislation, regulations, and other new state programs; and
 - Assisting clients with Political Action Committee organization and deployment.

Director of Public Affairs, Politico Group

1997 – 2009

- Developed and maintained relationships with key legislators, their staff and state agency officials.
- Represented several national associations and corporations before the California State Legislature and other related boards and commissions.
- Developed and implemented an integrated legislative strategy; lobbied legislators, key state administrative officials and regulators to positively affect legislation for clients.
- Testified at legislative and regulatory hearings.
- Managed legislative and regulatory communications from firm to clients.

Education

University of California – Davis, Bachelor's Degree in Political Science, 1996

License / Certifications

Registered as a California state lobbyist since 1997

Political Appointment

Appointee of California State Controller to the California Uniform Construction Cost Accounting Commission

Bret T. Barrow

6418 Rio Oso Drive, Rancho Murieta, CA 95683
(916) 444-3770 • email: bret@politicogroup.com

Professional Experience:

Partner – Politico Group

7/10 - Present

- Responsible for all aspects of operating a public affairs/legislative consulting firm.
- Currently representing M-S-R Public Power Agency, the American Indian Chamber of Commerce of California, Western Line Constructors, PAR Electrical Contractors, Inc., the California Chapters of the National Electrical Contractors Association, the California Legislative Council of the Plumbing, Heating, and Piping Industry, the Air Conditioning and Refrigeration Contractors Association, United Contractors, and the Building Industry Credit Association.
- Previously represented the Power and Water Resources Pooling Authority, a joint powers authority comprised of 9 irrigation districts serving 15 water purveyors throughout the state.
- Responsibilities to clients include, but are not limited to:
 - Researching and preparing analysis on legislative, budget, and regulatory issues, including the development of recommendations for client positions;
 - Representation in legislative and regulatory proceeding, providing testimony on key measures;
 - Lobbying members of the legislature in support or opposition of legislation and/or seeking amendments;
 - Prepare memoranda and talking points for clients on key issues, coordinate expert testimony where needed;
 - Providing timely and accurate reports regarding statewide legislative activity and its impacts;
 - Ongoing communication and coalition building with association partners and interested parties through direct contact and social media;
 - Assist clients in the implementation of legislation, regulations, and other new state programs.

Assistant Executive Director - California Municipal Utilities Association

12/03 – 7/10

- Responsible for advocating CMUA's member agency interests before statewide legislative, regulatory and jurisdictional entities.
- Supervise and direct CMUA support staff, maintain staffing levels and work quality.
- Oversee and evaluate work of support staff including hiring, firing, coaching, mentoring, and job development.
- Coordinate member utilities and their lobbyists on testimony at legislative hearings and regulatory meetings.
- Responsible for taking a leadership role in various forums such as participation as an expert on panels, presentations to industry groups, committee work groups, drafting teams and task forces.
- Establishing educational forums for member agencies such as Capitol Day, Annual Conference, Utility Managers' Summit and forums on various issues.
- Dissemination of accurate and timely information to member agencies regarding statewide activities and the impact on their overall operations.
- Ongoing coalition building with association partners such as the California League of Cities, California Chamber of Commerce, Special Districts Association, labor organizations, employee organizations, along with association members such as Association of California Water Agencies, Northern California Power Authority, Southern California Public Power Authority and other related entities.

Bret T. Barrow

6418 Rio Oso Drive, Rancho Murieta, CA 95683
(916) 444-3770 • email: bret@politicogroup.com

Associate Director - State Government Affairs, Pacific Region, Wyeth Pharmaceuticals

12/96 - 11/03

- Responsibilities included managing all legislative, regulatory and communications activity in six western states on issues related to drug pricing and formularies, vaccines, mental health, women's health, manufacturing and other issues related to pharmaceuticals.
- Successfully negotiated multi-million dollar Medicaid contracts in states with closed prescription drug formularies, including California's Medi-Cal program.
- Developed and maintained annual budgets for the operational, travel and personnel expenses for the region.
- Hired and managed lobbyists in each of the states when needed.
- Represented Wyeth Pharmaceuticals before legislative, regulatory and industry audiences.
- Provided leadership, guidance and direction on all matters of state legislation and regulation.
- Established State Action Groups to utilize the sales teams and their management to influence legislation and regulations at the local level.

Director of Public Affairs - Politico Corporation

9/93 - 11/96

- Developed and maintained relationships with key legislators, their staff and state agency officials.
- Represented a number of national electrical, plumbing and refrigeration contractor associations before the California State Legislature and other related boards and commissions.
- Developed and implemented an integrated legislative strategy; lobbied legislators, key state administrative officials and regulators to positively affect legislation and regulations that impacted the operations of contractor employers in the state.
- Leveraged constituent relationships and coordinated external organizations to further influence state legislative and regulatory policies.
- Testified at legislative and regulatory hearings on issues relating to construction, mechanics lien laws, workers compensation, prompt payment and retention reform, prevailing wages, apprenticeship, changes to the California Public Contract Code and California Labor Code and other related statutes.
- Prepared and submitted lobbyist reports as required.

Education:

California State University, Sacramento

B.S. in Business Administration, with emphasis in Strategic Management, 1993

License / Certifications: Registered as a California state lobbyist since 1993

Professional Organizations - Founding Member, California Energy and Utility Workforce Consortium (2008 - 2014), American Public Power Association (2003 - 2010), Pharmaceutical Research and Manufactures of America Association (1996 - 2003), Vice Chair, PhRMA California Task Force (2002 - 2003), Chairman, Legislative Committee, PhRMA California Task Force (1997 - 2003), Western Governors Association (1996 - 2003), National Conference of State Legislators (1996 - 2003), Council of State Governments (1996 - 2003), Public Works Advisory Committee (1993 - 1996), Governor's Underground Economy Task Force (1993 - 1996)

References available upon request

APPENDIX B – STAFFING PLAN

ATTACHMENT C
STAFFING PLAN

I. Primary Staff/Key Personnel to perform Contract duties

| Name | Classification |
|-----------------|--------------------------------------|
| Kiana Valentine | Project Manager/Legislative Advocate |
| | |
| | |
| | |
| | |
| | |

(Additional lines may be added if necessary)

II. Alternate Staff/Key Personnel (for use only if primary is not available)

| Name | Classification |
|-----------------|-----------------------|
| Eddie Bernacchi | Legislative Advocate |
| Bret Barrow | Legislative Advocate |
| | |
| | |
| | |

(Additional lines may be added if necessary)

Contractor understands that those individuals represented as assigned to the project must remain working on the project throughout the duration of the project unless otherwise requested or approved by the Trust. Substitution or addition of Contractor’s Key Personnel in any given classification/title shall be allowed only with prior written approval of the Trust Project Manager. During the Term of this Contract, Contractor shall maintain a business office in Southern California.

The Contractor may reserve the right to involve other Contractor personnel, as their services are required. The specific individuals will be assigned based on the need and timing of the service/classification required. Assignment of additional key personnel shall be subject to Trust written approval. Trust reserves the right to have any of Contractor personnel removed from providing Services/Deliverables to Trust under this Contract. Trust is not required to provide any reason for the request for removal of any Contractor personnel.

III. SUB-CONTRACTOR(S)

In accordance with Article I, Assignment, listed below are sub-contractor(s) anticipated by Contractor to perform services specified in Attachment A. Substitution or addition of Contractor's sub-contractors in any given project function shall be allowed only with prior written approval of the Trust Project Manager.

| Company Name & Address | Contact Name and Telephone Number | Project Function |
|------------------------|-----------------------------------|------------------|
| | | |
| | | |
| | | |
| | | |

(Additional lines may be added if necessary)

APPENDIX C – CONFLICT OF INTEREST DISCLOSURE STATEMENT

Attachment 3

Conflict of Interest Disclosure Statement

Disclosure Policy

It is the policy of the Trust to ensure that firms and individuals providing services to the Trust are not subject to organizational conflicts affecting their objectivity or their ability to provide impartial assistance or advice to the Trust. This form requires certain relationships to be disclosed to the Trust so that it may determine whether a potential organizational conflict exists and whether mitigation measures may be implemented so as to allow the firm or individual to perform services notwithstanding such potential conflict. Relationships with the following entities must be disclosed:

- 1) Any firm, individual, partnership, corporation, association, or other legal entity currently retained for services by a developer of affordable housing or service provider for families and individuals at risk of or experiencing homelessness.
- 2) Any firm currently retained or which may be retained for services by the County of Orange or any member city of the Trust or other public entity within Orange County, California (see list of member agencies below).

Disclosure

- 1) Consultant **IS NOT** currently retained for services as defined in the Disclosure Policy above.
- 2) Consultant **IS** currently retained for services as defined in the Disclosure Policy above.

a) Consultant is retained for services by the following member agencies of the Trust

- | | |
|---|--|
| <input type="checkbox"/> County of Orange | <input type="checkbox"/> City of Lake Forest |
| <input type="checkbox"/> City of Aliso Viejo | <input type="checkbox"/> City of Laguna Beach |
| <input type="checkbox"/> City of Anaheim | <input type="checkbox"/> City of Laguna Hills |
| <input type="checkbox"/> City of Buena Park | <input type="checkbox"/> City of Laguna Niguel |
| <input type="checkbox"/> City of Costa Mesa | <input type="checkbox"/> City of La Habra |
| <input type="checkbox"/> City of Dana Point | <input type="checkbox"/> City of Mission Viejo |
| <input type="checkbox"/> City of Fountain Valley | <input type="checkbox"/> City of Newport Beach |
| <input type="checkbox"/> City of Fullerton | <input type="checkbox"/> City of Orange |
| <input type="checkbox"/> City of Garden Grove | <input type="checkbox"/> City of Placentia |
| <input type="checkbox"/> City of Huntington Beach | <input type="checkbox"/> City of San Juan Capistrano |

_____ City of Santa Ana
_____ City of Stanton

_____ City of Tustin
_____ City of Westminster

- b) Consultant is retained for services by the following other public agencies and public or private entities within Orange County, California. (List individually.)

- c) Please describe briefly those services potentially affected by this Disclosure:

Consultant is required to disclose to the Trust, in writing, any services relationship which may be entered into during the term of the Contract, which violates or appears to violate the intent of this Disclosure:

Kiana Valentine

Consultant

October 19, 2021

Date

Kiana L. Valentine

Partner

Title

APPENDIX D – COMPENSATION PROPOSAL

Attachment 4

Compensation Proposal

Enter below the proposed price for full compensation to proposer for full and complete performance of the Services identified in the RFP Scope of Services. Prices shall include direct costs, indirect costs, profit, and any other costs associated with providing the services as described in this RFP.

Monthly Fee, including expenses: \$ 6,000.00

Proposer Name: Kiana Valentine

Address: 1127 11th Street, Suite 747

Sacramento, CA 95814

Phone Number: (916) 266-3892

Signature: 

Printed Name: Kiana Valentine

Title: Partner

Date: October 19, 2021

APPENDIX E – DISCLOSURE OF CONTRIBUTIONS

Attachment 5

Disclosures of Contributions

To be completed with the submission of any proposal.

Prime Firm's Name: Politico Group

Party's Name: Kiana Valentine

Party's Address: 1127 11th Street, Suite 747
Street
Sacramento CA
City State
95822 (916) 266-3892
Zip Code Phone Number

Board Member(s) to whom you and/or your agent made campaign contributions and dates of contribution(s) in the 12 months preceding August 25, 2021 (see attached lists):

Name of Member: _____

Name of Contributor (if other than Party): _____

Date(s): _____

Amounts(s): _____

Name of Member: _____

Name of Contributor (if other than Party): _____

Date(s): _____

Amounts(s): _____

If no contributions are noted above, I hereby certify that no contributions have been made by the Party identified above to any of the Trust's Board of Directors.

Kiana L. Valentine

Date: October 19, 2021

Signature of Party and/or Agent

List of Board Members

Board Chair Doug Chaffee
County of Orange Supervisor – 4th District

Board Vice-Chair Stephen Faessel
City of Anaheim – Council Member

Board Member Lisa Bartlett
County of Orange Supervisor – 5th District

Board Member Shari Freidenrich
County of Orange Treasurer-Tax Collector

Board Member Don Barnes
County of Orange Sheriff-Coroner

Board Member David Penaloza
City of Santa Ana – Council Member

Board Member Ed Sachs
City of Mission Viejo – Council Member

Board Member Jamey Federico
City of Dana Point – Council Member

Board Member Fred Jung
City of Fullerton – Council Member