

# Attachment H



October 19, 2021

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

On behalf of Principle Strategic Advisors, I am pleased to submit this proposal for State Legislative Advocacy Services to the Orange County Housing Finance Trust (OCHFT). Principle Strategic Advisors is a public policy, advocacy, and executive management firm that works with public, nonprofit, and private sector clients. The firm was established in 2015, under a sole proprietorship.

Principle Strategic Advisors is in Orange County and offers services across the State including in Sacramento. The firm employs one full time employee, with two additional part-time positions.

Heather Stratman, President, will serve as the primary contact person for this proposal. Heather's contact information:

Heather Stratman  
President  
[hstratman@principlesa.org](mailto:hstratman@principlesa.org)  
714-655-7228

Thank you for the opportunity to submit this proposal for services. The proposal will remain valid for 120-days.

Sincerely,

*Heather Stratman*

Heather Stratman  
President/CEO

## Organization, Staffing, Communications Protocol, and Legislative Advocacy Experience

Should Principle Strategic Advisors (PSA) have the opportunity to work with the Orange County Housing Finance Trust (OCHFT), PSA proposes to direct client management responsibility to President/CEO Heather Stratman. Heather will oversee the day-to-day responsibility of the contract, scope, and implementation of the workplan. She will be responsible for the regular communication with the OCHFT Manager, seeking direction and input on tasks and strategy. Heather has over 20 years of experience in State Legislative Advocacy services. Heather holds a master's degree in public administration, and a bachelor's degree in political science. Heather is the founder of Principle Strategic Advisors and will be able to provide daily attention to the contract and the scope of work set forth in the RFP. Heather will remain the key personnel throughout the duration (proposed 3-years) of the contract. Please see attachment 1.1 for Heather's resume.

Principle Strategic Advisors recommends an ongoing communication protocol be established upon the outset of a contractual engagement. Ideally, the OCHFT Manager and Principle Strategic Advisors will schedule bi-monthly meetings to coordinate on strategy, legislation, and updates to the established workplan. This regular communication will ensure accountability, open dialogue, and revisit opportunities to refine or update the strategy. PSA will be available daily, with a maximum response time of 24 hours to inquiries made by OCHTF. In support of communication efforts, bi-monthly written updates and verbal reports will be provided to OCHTF. The organizational/communication chart below illustrates a direct line of communication beginning with the OCHTF Board of Directors, to the OCHTF Manager, and then to Principle Strategic Advisors for assignment and/or implementation.



## Legislative Advocacy & Consulting Service Experience

Principle Strategic Advisors was created to provide strategic consulting, legislative advocacy, policy development and executive management services. Since inception PSA has provided services to a variety of nonprofit, public, and private sector clients. The Firm's founder, Heather Stratman, has built a practice centered around focusing on a client's specific project or program, and developing a strategic plan to accomplish the desired outcomes. PSA utilizes an outcome-based methodology when working with clients:

Step 1: Identify the Intended Outcomes to be Achieved

Step 2: Identify the Goal(s) to be achieved

Step 2: Develop a Timeline to achieve the Goal(s)

Step 3: Develop a workplan which identifies: *Tasks, Timeline, Assignment*

Step 4: Create a Reporting/Accountability Process

Step 5: Reevaluate/Revisit Outcomes regularly to determine if a strategy adjustment is necessary

This methodology creates a framework that outlines specific steps intended to support a strategy that achieves the intended outcomes set forth by the client. PSA would recommend a similar process to engage the OCHFT upon the outset of the relationship. OCHFT and PSA will develop a set of intended outcomes to be achieved, as well as a timeline. PSA will then begin to develop a workplan that identifies a process, key dates, necessary data/information to be collected, and engagement of the OCHFT Board of Directors and staff. This first phase can be accomplished prior to the start of the new legislative session, which then provides a foundation for the ongoing advocacy efforts during the legislative session.

The legislative session will require meeting with members of the legislature and their staff, briefing committee staff and providing data and documentation to support any requests being brought forth. Additionally, OCHFT may need to testify at committee hearings, and be present for briefings. Ongoing communications with members of the delegation (particularly a member(s) who are carry a funding request) is especially important during the legislative session to troubleshoot challenges that may arise during the process. An ongoing communication protocol also provides for ongoing strategic dialogue, and the opportunity to make strategy changes should it be needed.

Below are several examples highlighting legislative experience, history of similar services, and legislative accomplishments within the last six years. The examples below also provide examples of the scope of services PSA provides for current clients.

- *Creation of the Orange County Housing Finance Trust:* In late 2017, while serving as the Chief Executive Officer for the Association of California Cities, Orange County, Heather initiated the process that would eventually lead to the creation of the Orange County Housing Finance Trust, via AB 488 (2018, Daly/Silva). The process, which started with an analysis of the 2017 County-wide Housing Inventory Stock and the 2017 Point-and-Time Count Data, was the basis for the "2700-Unit" plan along with a county developed business plan to identify the capital funding needed for construction of the units. With an identified need and the support of the cities and county, AB 488 was introduced in April of 2018. The legislation was specifically created to form a Joint

Powers Authority with the goal of bringing the cities and county together to advocate for the 2700-unit plan and the necessary funding to fill the identified gap.

The successful outcome of AB 488 required significant input, support, and communication to a variety of stakeholder groups including but not limited to: ACCOC Board of Directors, County Board of Supervisors, ACCOC member cities, Building Industry Association, Assembly Local Government Committee, Assembly Housing and Community Development, Senate Local Government, Senate Housing, and the Governor's Office. Support for the measure was required not only in Sacramento, but also at the local level. Because AB 488 was intended to create a new entity, the story behind the legislation had to be both illustrated in writing and told through an ongoing narrative story. The story was focused on three primary factors:

- 1) Regionalization: the 2700-unit plan underscored the need for a regional effort to spread the development among the cities;
- 2) Finance & Funding: acknowledgment that **Gap funding** is critical to the construction of the units. There are often small financial gaps that keep projects in the conceptual phase instead of the construction phase;
- 3) Wrap Around Services: PSH requires wrap-around services to ensure the tenants housing sustainability, and that the funding model needed to account for these services prior to construction;

Through the above messaging points the story and the need for AB 488 unfolded over a series of months, along with extensive stakeholder outreach and management of the legislative process. The legislation was ultimately successful with then Governor Brown signing the legislation into law after it was unanimously approved in both the Senate and Assembly. Many key relationships were leveraged to garner the support for AB 488's unanimous passage include Assembly Member Daly and Assembly Member Quirk-Silva, along with the entire Orange County delegation that voted to support the measure. However, extensive work and regular communications were established with policy committee staff, budget committee staff, the governor's office, and legislative leadership to ensure the legislation made it safely to the finish line.

- *Mind OC/Be Well OC*: Principle Strategic Advisors provides legislative advocacy services to Mind OC. Mind OC is a nonprofit based out of Orange County developing a behavioral health system of care through a public-private partnership that include the County of Orange, CalOptima, and several of the nonprofit hospitals. Mind OC contracts with PSA to assist with identifying and developing a strategy to access public funding resources through a variety of opportunities including state budget requests, legislative opportunities, and funding through a variety of state agencies and departments. Additionally, PSA supports Mind OC in stakeholder partnership development, and the creation of housing opportunities that supports the continuum of care. The scope of services includes, but is not limited to:
  - Ongoing relationship development and communication with the Orange County State and Federal delegations;
  - Ongoing engagement with the Governor's office and Administration

- Engagement with a state agencies and the Legislature including, but not limited to:
    - Department of Health Care Services
    - Housing and Community Development
    - Department of General Services
    - Department of Finance
    - State Treasurer’s Office
    - Mental Health Commission
    - Senator Skinner
    - Senator Jackson
    - Senator Umber
  
  - Advocacy and legislative assistance in support on the Orange Be Well Campus, and further Mind OC expansion plans;
  - Identification and strategic plan development of capital and programmatic funding sources;
  - Development and Implementation of a Housing Navigation pilot program to be linked to the Be Well Campus(s);
  - Advocacy assistance to support transitional housing options in support of homeless individuals discharged from the Be Well Campus;
  - Development and alignment of CalAIM service provisions for the Be Well Campus and additional programmatic needs
- *Housing for Health OC*: Principle Strategic Advisors has been representing Housing for Health OC (HHOC) since 2019. HHOC was formed to align permanent supportive housing units with a sustainable source of service “wrap-around” funding for Orange County’s chronically homeless population. HHOC is an LLC (currently in the process of becoming a 501c3) and is comprised of four nonprofit housing developers and service providers: American Family Housing, Friendship Shelter, Jamboree Housing, and Mercy Housing. PSA’s scope of work for HHOC includes:
- Funding advocacy
  - Stakeholder and Partner Development
  - State Legislative and Regulatory Advocacy
  - Strategic Consulting and Executive Management

Based on the goals set forth by HHOC, the collaborative was awarded funding under a Master Service Agreement and the State’s Whole Person Care Program via the Orange County Health Care Agency to receive housing navigation and housing sustainability “wrap-around” services for several hundreds of chronically homeless individuals. In 2022 the Whole Person Care Program will sunset, and CalAIM’s In Lieu of Services and Enhanced Manage Care programs will succeed as the new regulatory framework that HHOC will rely upon to continue providing housing navigation and housing sustainability funding. HHOC estimates having over 500 chronically homeless individuals in housing and with housing sustainability “wrap-around services” by the end of 2022. PSA is managing the transition for HHOC, advocating to ensure reimbursement rates are adequate for the service and acuity levels, and assist with ongoing advocacy at the County, State and Federal level to protect the sustainability of the program’s funding over

the next two decades. Because HHOC's scope involves an intergovernmental group of stakeholders, PSA is responsible for the management of multiple relationships including:

- County of Orange
    - Board of Supervisors
    - Health Care Agency
    - Office of Care Coordination
    - Coordinated Entry System
  - CalOptima
  - Santa Ana Housing Authority
  - Anaheim Housing Authority
  - Garden Grove Housing Authority
  - Orange County Housing Authority
  - Orange County State Delegation
  - Orange County Federal Delegation
  - United Way of Orange County
- *City of Huntington Beach*: Principle Strategic Advisors provides homeless and housing consulting services to the City of Huntington Beach. The City's program, Project Zero, seeks to eliminate homelessness within the City. The City has dedicated land to revision a "Healing Center" that provides an emergency shelter with first class services, but also substance abuse disorder, behavioral health care, physical health care, and housing case management services in one location. PSA provides a variety of services including:
- Strategic Consulting
  - Project Management
  - Project Advocacy
  - Stakeholder and Partnership Relationship Development
  - Funding Advocacy
- PSA works with several stakeholders in support of the City's goals, including but not limited to:
- City Council/City Staff
  - Community Based/faith-based organizations
  - CalOptima
  - County of Orange
    - Housing and Community Development
    - Health Care Agency
  - Be Well
- *American Family Housing*: Principle Strategic Advisors represents American Family Housing (AFH). AFH is a nonprofit developer based in Orange County and Los Angeles County, providing a variety of low-income housing opportunities for vulnerable populations. AFH provides affordable housing, permanent supportive housing, and bridge/transitional housing for qualified individuals. PSA provides ongoing support to AFH

on a variety of housing development and real estate needs. Most recently PSA assisted AFH in the approval and state funding for Casa Paloma a new affordable housing development that will in Midway City. Thirty-five of the units are dedicated PSH, and the remaining units are affordable. AFH was awarded funding through the Health Homes program, which supports capital funding for units made available to those with chronic health or behavioral health conditions. AFH was the first non-profit developer in Southern California to receive the award. PSA will continue to support AFH on similar development opportunities. PSA works extensively with a variety of stakeholders in support of AFH's goals including:

- State Legislative Delegation
- State of California Housing and Community Development
- County planning department
- CalOptima
- California Department of Health Care Services

➤ *Jamboree Housing:* Jamboree Housing is one of the State's largest nonprofit housing developers. Principle Strategic Advisors supports Jamboree Housing on a variety of strategic consulting issues including housing legislation, state surplus land legislation, permanent and transitional housing funding, and Department of Health Care Resources/CalAIM In Lieu of Services and Enhanced Manage Care programs. PSA works with a variety of stakeholders in support of Jamboree's goals including:

- State Legislative Delegation
- Legislative Leadership
- Governor's Office
- Department of General Services
- Department of Health Care Resources
- Affordable housing developers
- Statewide housing Associations

### Principle Strategic Advisors Relationships

Principle Strategic Advisors maintains relationships with a variety of members of the legislature and their staff members, as well as policy committee and budget committee staff members.

State Legislative Members	Relationship Notes
Assembly Member Tom Daly	As one of the original authors of the OCHFT, Heather Stratman worked with the Assembly Member on AB 488. PSA remains in close contact with the office on several policy and legislative issues including Housing, Homelessness, and Behavioral Health.
Assembly Member Sharon Quirk-Silva	As the co-author of AB 488, Heather also worked closely with the Assembly Member and her staff on

	the passage of the legislation. Heather remains in regular and close contact with the Assembly Member's office on several legislative matters including housing, state surplus property, behavioral health, homelessness, and land use issues.
Assembly Member Cottie Petri-Norris	PSA worked closely with the Assembly Member's office on a state surplus property opportunity that is ongoing. Additionally, PSA has worked with the Assembly Member's office and with her staff on a variety of projects including the 2020 Census, housing.
Senator Tom Umberg	PSA works closely with the Senator and his staff on housing legislation, behavioral health legislation/policy, and land use legislation.
Senator Josh Newman	PSA works closely with the Senator and his staff related to a number of policy, legislative and programmatic issues including but not limited to behavioral health, the North OC Public Safety Taskforce, and housing.
Assembly Member Laurie Davies	Heather Stratman has worked with the Assembly Member for many years dating back to her tenure on the City of Laguna Niguel City Council. The Assembly Member was a key supporter of AB 488 while she was a member of the ACCOC board of directors and a city council member.
Senator Bob Hertzberg	PSA works with the Senator and his staff on several high-level housing and state surplus property related issues.
Senate Pro Tem Toni Atkins	PSA works with the Senator's office on state surplus property and housing legislation.



## **Attachment 1.1 Heather Stratman Resume**

Twenty years' experience in public policy development, executive management, communications, public outreach, legislative and intergovernmental affairs, funding, and regulatory advocacy. Successful at managing a diverse portfolio of responsibilities that require relationship building, problem solving, and strategic decision-making. Possess a strong business and problem-solving acumen. Superior planning, organizing and multi-project management skills. Ability to train, manage and improve individual and team performance.

### *Core Qualifications Include:*

- Executive Management
- State Legislative
- Business Development
- Public Outreach: Design, planning and implementation
- Strategic Intergovernmental Affairs
- Influencing Public Policy & Government Regulations
- Creative and Proactive Strategic Agenda Development & Implementation
- Team Development & Performance Enhancement
- Managing relationships to influence results
- Directing multiple projects and programs simultaneously

Master of Public Administration · California State University Long Beach · 2002  
Bachelor of Art · Political Science · University of Nevada, Reno · 2000

## **Professional Experience**

### **Principal, Principle Strategic Advisors**

**July 2015 – Ongoing**

Founder and owner of Principle Strategic Advisors, a firm that specializes in strategic management consulting. Provides strategic consulting to clients in need of assistance with the local, state and federal government. Legislative and funding advocacy services for clients pursuing financial resources to help offset project and program costs. Additional services include project management, association management, grant funding identification, writing and management; staff augmentation; political consulting.

### **Chief Executive Officer, ACC-OC**

**Feb 2016- Sept 2018**

CEO of ACC-OC, an association representing the 34 municipalities of Orange County in addition to a dozen local government special districts, the County of Orange, higher education and a portion of the business community. Responsible for all Association operations; financial management; membership retention and recruitment; policy development and implementation; regional, state & federal advocacy; and, education initiatives. Report to a Board of Directors of 13 city council members. The ACC-OC mission is to represent the 34 cities of Orange County on regional public policy issues, as well as to support the development of countywide policy initiatives and to act as an educational resource for city elected officials and staff.

**Vice President, Townsend Public Affairs****Dec 2005 – July 2015**

Developed and managed a client portfolio valued at approximately \$1.5 million in annual revenue. Manage, coordinate and drive financial operations and human resources for company of 15 employees. Created and designed highly functional business development and retention program generating \$3.7 million per year. Implemented individual and team development program for all levels of employees. Shepherded dozens of legislative bills through the Legislature, while working with the Administration on support. Took leadership role in the development and implementation of Proposition 1 (*2014, California Water Bond*), and worked in support of a variety of clients to create funding opportunities to achieve desired result. Specific responsibilities include:

- Senior Management of approximately 16 directors and associates
- Manage all Firm financial matters
- Manage all Firm human resources matters
- Firm Wide Client management
- State and Federal Legislative and Grant Advocacy
- Act as lead for business development and retention program
- Relationship development and maintenance with elected officials, senior managers, and industry stakeholders

**Senior Project Manager, MuniFinancial****Jan 2005 – Dec 2005**

Responsible for establishment of new regional territory, launching an office and ongoing client retention. Emphasis on business development which required deep knowledge and understanding of company standards, practices and services/products in addition to relationship development and maintenance.

**Government Affairs Manager, Orange County Water District Feb 2004 – Jan 2005**

Managed the government affairs program which included oversight of state regulations, legislation and administrative policy developments. Additionally, worked to secure \$40 million in federal appropriations funding for regional infrastructure facilities. Required significant understanding of technical information and ability to educate priority stakeholders and ensure support for proposed goals and objectives.

**Policy Analyst, League of California Cities 2001-2004**

Assisted with legislative analysis and advocacy, elected official relationship building/maintenance, and project management. Extensive work with regional entities in support of membership's objectives.

**Legislative Staff, Nevada State Legislature 2000-2001**

Assigned to the Senate Judiciary Committee as a staff assistance to the Committee Chairman. Duties included policy analysis and development, staff committee assignments, and working as a liaison to the Assembly Judiciary Committee.

**Attachment 1.2: Sample Reports/Sample Document/Written Correspondence**



*Housing & Supporting  
Orange County's Chronic  
Homelessness*

## Planning for 2022 and beyond

Project	Timeframe	Geographic Area	Capacity Units
Casa Paloma	Opens April 2022	Central Spa	49 PSH 21 affordable 2 onsite case management
Stanton Inn	Opens January 2021	North Spa	
Tahiti Motel	Opens January 2021	North Spa	
La Palma Conversion	Opens May 2021	Central Spa	61 PSH
Agua	Opens early 2021	Central Spa	56 PSH
WELCOME HOME/OC/Scattered Sites	Ongoing	North, Central, South	TBD

# Housing for Health OC



Four of the most experienced & active non-profit housing developers and service providers – representing 90 percent of the current PSH units in the County



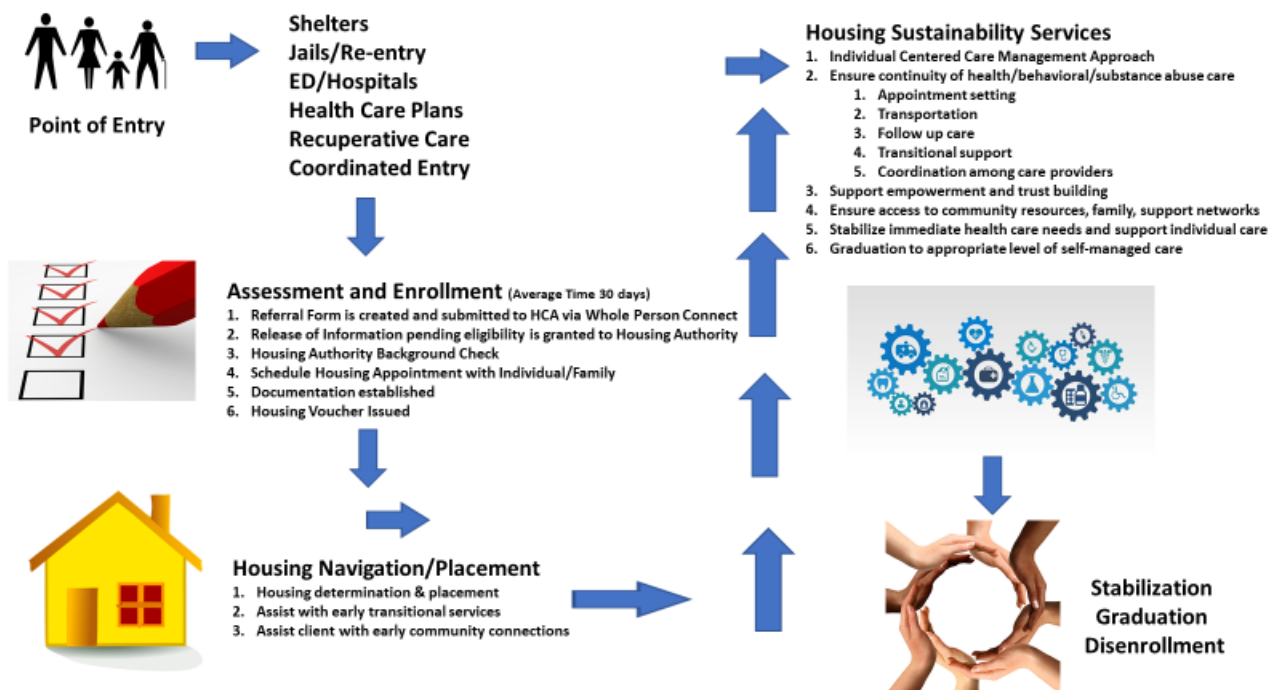
With committed funding, HHOC is committed to the goal of housing over 650 chronic homeless in the next 3 years.



HHOC has created a Regional plan with Multi Organizational & Governmental partnerships, allowing for dozens more homeless to be serviced and housed.



Utilizing both scattered sites and new PSH units developed, HHOC has 111 chronically homeless enrolled in our WPC pilot program since March.



## **SAMPLE Report to Client**

### **State Disposition Process: Fairview**

The disposition of surplus state-owned real property is conducted pursuant to Government Code Section 11011 et seq. Once a state-owned real property has been identified as excess to the programmatic needs of the controlling department, DGS proceeds to dispose of the property per the following steps which are listed in priority order:

Determine if there is another state use for the property. If so, DGS may transfer the jurisdiction of the property to the other department upon terms and conditions deemed by the Director of DGS, with the concurrence of the Department of Finance, to be in the best interest of the state.

If there is no state use for the property, the property is included in the annual omnibus surplus bill which upon enactment authorizes the Director of DGS to dispose of the property by sale, lease, exchange, a sale combined with an exchange, or other manner of disposition as authorized by the Legislature.

Once a property has been authorized for disposition as surplus and upon DGS posting the property on the surplus property web page, local governmental agencies and affordable housing sponsors have ninety (90) days to notify DGS of their interest in the property.

Local agencies may acquire surplus property for open space, public parks, development of local government-owned facilities, or affordable housing. Local agencies pay fair market value as determined by a DGS-approved appraisal. Property that is being acquired for parks or open space may be sold at less than fair market value at the discretion of the Director of DGS.

If there is no local agency interest, then affordable housing sponsors may acquire the property for development of housing for persons of low or moderate income. The Director of DGS may sell the property for less than fair market value if it is determined that a discount will allow for the provision of affordable housing for families of low or moderate income.

Local agencies and affordable housing sponsors are required to execute a purchase and sale agreement within sixty (60) days of receiving notice from DGS that they have been selected to receive the property and must close escrow within sixty (60) days of the execution of the agreement by DGS.

Property not acquired by a local agency or affordable housing sponsor is then offered for sale on the open market pursuant to a public bidding process designed to obtain the highest and most certain return which is deemed to be the fair market value.

Under current statute DGS has the ability to enter into a short-term (up to five years) lease agreement, however because the property has been deemed surplus and the plan to dispose of Fairview has been submitted and accepted by the Legislature the State's intention remains

to authorize a sale of the property and limit future liability. Under the assumption the State intends to move forward with authorizing a sale of the property also provides for the following to occur:

- Legislative Authorization (requires a legislative author and a legislative route forward)
- Approvals from Dept. of Finance, Dept of Housing and Community Development, Dept. of Developmental Services, Dept of General Services and the Governor's office.
- Could occur in the FY 2020 Legislative session pending meeting with the State in June (and where the City is on legislative authorization language)
- Could also occur in the FY 2021 Legislative session pending similar factors as above and an inability to meet this session's timeline.

Advantages of the legislative authorization to sell and transfer the property include:

- Site Control
- Financing capacity
- Management of process and entitlement
- Management of community outreach processes

Disadvantages of legislative authorization include:

- Public perceptions
- The November 2020 election factors (local, state, federal)

Because transferring property requires a legislative authorization, and the COVID-19 circumstances have altered the traditional legislative process, a short-term lease agreement could provide a step towards authorizing the sale and transfer of the property in the 2021 legislative session. Additional clarity may also be available in early 2021 about the likelihood of state funding to support pre-construction costs. Additional benefits of a short-term (1-year) lease agreement may provide:

- Site Control
- Ability to manage local partnerships and relationships
- Limiting Jamboree's liability until the land sale authorization is complete
- Stakeholder Support building

Disadvantages of utilizing a lease to sale agreement may include:

- Lack of Site Control
- Public perceptions
- Lack of clarity to move forward
- Inability to leverage financing

# Attachment 2

## 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) <sup>x</sup>\_\_\_\_\_ 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

_____	County of Orange	_____	City of Lake Forest
_____	City of Aliso Viejo	_____	City of Laguna Beach
_____	City of Anaheim	_____	City of Laguna Hills
_____	City of Buena Park	_____	City of Laguna Niguel
_____	City of Costa Mesa	_____	City of La Habra
_____	City of Dana Point	_____	City of Mission Viejo
_____	City of Fountain Valley	_____	City of Newport Beach
_____	City of Fullerton	_____	City of Orange
_____	City of Garden Grove	_____	City of Placentia
<sup>x</sup> _____	City of Huntington Beach	_____	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: PSA provides project facilitation and management services to the City of Huntington Beach.

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:

Heather Stratman

\_\_\_\_\_  
Consultant

October 19, 2021

\_\_\_\_\_  
Date

Heather Stratman

\_\_\_\_\_  
Authorized Representative

President/CEO

\_\_\_\_\_  
Title



# Attachment 3


## 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: \$ 6000.00  
Annual Not-to-Exceed Expenses\*: \$ 72,000

\*Trust-approved expenses include travel, lodging, subsistence, and mileage. Mileage reimbursement shall be based on the business standard mileage rate published annually by the IRS. No other expenses are allowable under this contract.

Proposer Name: Principle Strategic Advisors  
Address: 22431 Antonio Blvd. B160-267  
Rancho Santa Margarita, CA 92688  
Phone Number: 714-655-7228

Signature:   
Printed Name: Heather Stratman  
Title: President/CEO  
Date: October 19, 2021

# Attachment 4

## Disclosures of Contributions

To be completed with the submission of any proposal.

Prime Firm's Name: Principle Strategic Advisors

Party's Name: Heather Stratman

Party's Address: 22431 Antonio Parkway B160-267

Street	<u>Rancho Santa Margarita</u>	<u>CA</u>
City	<u>92688</u>	<u>State</u>
Zip Code		<u>(714 ) 655-7228</u>
		<u>Phone Number</u>

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.

Date: 10-19-21

  
Signature of Party and/or Agent