

To: Jennifer Rand
Town Administrator
Town of West Tisbury
Ph: (508) 696-0102
townadmin@westtisbury-ma.gov

From: Kai Frolich
Chief Impact Officer - Placemate
kai@placemate.com
10266 Truckee Airport Road, Suite C
Truckee CA 96161

Date: June 15, 2026

Re: Technical Proposal for Rental Assistance Program

To the Town of West Tisbury's Administration Office,

We are pleased to submit a proposal for West Tisbury's Rental Assistance program, and outlining the way in which our company, Placemate, would successfully administer a Lease to Locals program.

Placemate, established in 2019 in Truckee, California, created the Lease to Locals Program in 2020 as a solution to the persistent decrease of housing inventory faced by destination communities. This decrease certainly existed prior to 2020, but was exaggerated due to the workplace shifts of the Covid pandemic.

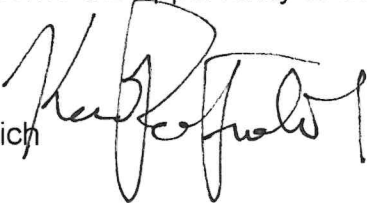
The Lease to Locals Program was created to assist local jurisdictions and housing organizations in achieving the goal of increasing the inventory of rental homes available for moderate-income households working in their region. The program primarily uses an incentive of a one-time grant to encourage property owners to convert their underutilized vacation homes and short-term rentals into longer-term rentals for locally employed households.

This program will work particularly well in West Tisbury, and Placemate has already successfully launched and run an almost identical program in neighboring Chilmark, MA, as well as on the island of Nantucket, MA. While the Lease to Locals program is different from a traditional Rental Assistance program, in that it is a one-time incentive vs. ongoing rent subsidy, the goal of converting existing housing stock into new long-term rentals is the same. Our expertise in this type of program makes us well positioned to administer the Rental Assistance Program efficiently and effectively.

We welcome the opportunity to submit a proposal for the Rental Assistance program.

Best,

Kai Frolich

A handwritten signature in black ink, appearing to read 'Kai Frolich', is written over the printed name.

Profile Information

Name of Company:

Placemate, Inc.

Principal Office:

10266 Truckee Airport Rd.
Truckee, CA 96161

Other office:

428 Fore St.
Portland, ME 04101

Number of years in business and type of work completed/services offered:

Placemate was founded in March 2019 in Truckee, California with the mission of creating a trust-based marketplace for locals-focused housing in destination communities. Through their online platform, they connect local tenants with homeowners who have underutilized properties available for rent, and partner with local governments on programs to incentivize Property Owners to convert their units into seasonal and long-term rentals, or preserve existing long-term rentals for locals. They currently operate these programs, known as Lease to Locals and Rooted Renters, in destination communities across California, Nevada, Idaho, and Massachusetts, and have converted or preserved nearly 1,000 long-term rental units for local employees.

Description of number of clients and number of engagements completed over the prior 5 calendar years:

- Worked with 16 Markets across the country
- Lease to Locals Programs: 908 Engagements (Participating Properties) across all markets, Housed 2,092 Tenants total

Engagements similar to the one described in this RFP:

All of Placemate's Lease to Locals programs have been structured and administered almost identically to the one described in this RFP. Different jurisdictions are able to specify the program guidelines that would work best for their community, but the model of the Lease to Locals program is the same. To date, the program that most closely aligns with the West Tisbury program is the Lease to Locals program that Placemate administers in Chilmark, MA.

Assignment of Personnel and Statement of Qualifications

Person who will be responsible for providing services to the Town under this contract:

Colin Frolich founded and has been the CEO of Placemate since its inception in 2019. In that time, he has worked on every level of the Lease to Locals program in each market. He is experienced in marketing to, and customer-facing communication with, Property Owners, Managers, and Tenants. He also works with jurisdictions to provide results, data, strategy, and recommendations for increasing results during the duration of the Lease to Locals program contract.

The program most similar to West Tisbury's that Colin has worked on is the Chilmark Lease to Locals program. Colin developed the program alongside one of Placemate's Operations Managers, Jared Paddock, and members of Chilmark's Staff and Housing Committee. This included developing the program guidelines and implementing the operations. He meets regularly with Ann Wallace, Housing Committee member, and Alison Kisselgof, Chilmark Staff Member, to provide recommendations on updates and iterations on future Lease to Locals programs.

Approach to Work and Work Plan

- Create program guidelines and build program page
 - Placemate (The Company) will take over the administrative portion of the Program, including drafting the program guidelines to accommodate for tenant eligibility to include incomes up to 140% AMI. The Company will also make sure that the program guidelines will allow for a seamless transition to fit alongside the Chilmark program. Finally, Placemate will create a dedicated program page specifically for the West Tisbury Lease to Locals program on The Company's website.
 - Weekly Hours: 1
- Program Marketing
 - Placemate will market the West Tisbury Lease to Locals program to make sure the messaging is clear and understood, and reaches the target audience of eligible Tenants and Property Owners. These marketing activities will include a dedicated program phone number, building a custom webpage to entice and educate Property Owners about the incentive program and how they can qualify, and to provide an easy way for them to get in contact with a Placemate representative. Placemate will also purchase and manage print advertisements to reach the target Property Owner audience including but not limited to postcard mailers, advertisements in local media outlets, and other channels.
 - Weekly Hours: 1
- Processing of applications and determining eligibility of Property Owners and Tenants
 - Services provided to Property Owners:
 - Placemate will assist Property Owners with qualification requirements for the Lease to Locals program and be their point of contact through the process.
 - For Property Owners who want to work with a Property Manager or find their own Tenants, Placemate will make reasonable efforts to ensure the Property Owner will qualify for the incentive by helping them or the Property Manager follow all of the requirements of the program.
 - Placemate will assist Tenants with qualification requirements, and help them figure out the amount of rental assistance they will receive, for the Program, and be their point of contact throughout the application process.
 - Placemate will allow Property Owners and Property Managers to self-list their properties for free on Placemate's website, which includes a unique

URL with photos, property attributes, property description, and a way for interested and qualified local Tenants to contact the Property Owner. Placemate will allow local Tenants to complete and update a renter profile that includes attributes such as gross income, employer name and location, and desired rental type(s).

- Weekly Hours: 5
- Customer Service and Outreach:
 - Placemate will respond to all inbound inquiries (from Property Owners, Property managers, and Tenants) via web, email, and phone, and compile feedback to use for future modifications of the Program.
 - Placemate will work with Property Owners, Property Managers, and Tenants to make sure that each party completes all parts of the Lease to Locals application in order to submit to the Housing Department to result in the grant payment to the Property Owner. This will allow for Placemate to take on all communication and application review, allowing the Town's Housing Department to focus on other priorities.
 - Weekly Hours: 5
- Compliance Monitoring
 - Placemate will conduct a six-month lease compliance check for all leases of 12+ months, and at the one-year mark (or end of lease term, whichever occurs first) for all leases, to determine and report to the Town of West Tisbury if the Property Owner qualifies for the second grant installment payment and if they intend to renew with the Tenants.
 - Weekly Hours: 2
- Maintenance of Records and Reporting
 - Placemate will maintain records in a program tracker, as well as on the database through a Customer Relationship Management (CRM) System. This will include maintaining records of all properties, associated Property Owner, Property Manager (if applicable) and Tenant(s), and communication with all parties.
 - Placemate will meet with West Tisbury housing staff each month to review progress on the Lease to Locals program, and provide data as needed. The company will also provide an update to the Town's Selectboard once a year, if requested.
 - Weekly Hours: 1
- Summary of Weekly Hours Allocated by Colin Frolich, assigned to Lease to Locals West Tisbury: 15



Attachment A

CERTIFICATIONS REQUIRED BY LAW

You must **COMPLETE** and **SIGN** the following certifications. You must also print, at the bottom of this page, the name of the contractor for whom these certifications are submitted.

STATE CERTIFICATIONS

Pursuant to Chapter 62C of the Massachusetts General Laws, Section 49A(b), I, the undersigned, authorized signatory for the below named contractor, do hereby certify under the pains and penalties of perjury that said contractor has complied with all laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

Further, per Executive Order of 481, I shall not knowingly use undocumented workers in connection with the performance of all Town of Yarmouth contracts; that pursuant to federal requirements, I shall verify the immigration status of all workers assigned to such contracts without engaging in unlawful discrimination; and that the I shall not knowingly or recklessly alter, falsify, or accept altered or falsified documents from any such worker(s). I understand and agree that breach of any of these terms during the period of each contract may be regarded as a material breach, subjecting me to sanctions, including but not limited to withholding of payments, contract suspension or termination.

Pursuant to M.G.L. Ch. 268A, this statement is to certify that no municipal employee of the Town of Yarmouth, nor any spouse, parent, child, brother or sister of such municipal employee, has any financial interest in the bidder on this proposal.

NON-COLLUSION

The undersigned certifies under the penalties of perjury that this bid is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

REGISTRATION WITH THE MASSACHUSETTS SECRETARY OF STATE

If the undersigned is a Foreign Corporation (located outside of Massachusetts), I hereby certify that I comply with the provisions of Massachusetts General Laws, Chapter 30, Section 39L and Chapter 156D as they relate to Foreign Corporations and am registered and in good standing with the Massachusetts Secretary of State.

COMPLETE AND SIGN BELOW:

<u>Kai Frolich</u>	<u>2026-06-16</u>
Authorized Person's Signature	Date
<u>Kai Frolich, Chief</u>	
Print Name & Title of Signatory	
<u>Impact Officer</u>	
<u>Placemate, Inc.</u>	
Name of Contractor	

CERTIFICATE *of* SIGNATURE

REF. NUMBER
QDUOR-RIMY8-NATHU-GEUV6

DOCUMENT COMPLETED BY ALL PARTIES ON
17 JUN 2026 02:39:27
UTC

SIGNER

KAI FROLICH

EMAIL
KAI@PLACEMATE.COM

TIMESTAMP

SENT
17 JUN 2026 02:20:14
VIEWED
17 JUN 2026 02:38:52
SIGNED
17 JUN 2026 02:39:27

SIGNATURE

Kai Frolich

IP ADDRESS
98.2.236.172
LOCATION
PORTLAND, UNITED STATES

RECIPIENT VERIFICATION

EMAIL VERIFIED
17 JUN 2026 02:38:52



Price Proposal: Exceptions to RFP Conditions

- Monthly program administration fee does not include the required \$7,500 one-time market set-up fee to be paid in the first month of the contract. This figure has been added into the total price on the price proposal form.



Attachment B - Price Proposal Form

RFP/Project Name

Administrator for Rental Assistance Program

Name and Contact Information of Respondent (include name, address, phone # and email)

Placemate, Inc.

530-213-3093

10026 Truckee Airport Rd

Phone

Suite C Truckee, CA 96161

kai@placemate.com

Name & Address

Email

Proposed Price – Town of West Tisbury

Program Administration Fee

\$ 2500 / Per month

Suggested Annual Rental Subsidy Budget

\$ 135,000 / Suggested per year

Suggested Annual Program Marketing Budget

\$ 5,500 / Suggested per year

TOTAL annual Program Administration fee 1 Town – West Tisbury

\$ 178,000 / Annual Program Administration fee

Exceptions and Conditions

Attach additional pages noting any exceptions to the RFP conditions included in your response.

Statements and Certifications

By signing and submitting this form, the Respondent certifies the following:

- The proposed price are a firm and binding offer by the Respondent/Proposer to the Town.
- The proposed price is consistent with and contemplates the terms and conditions in the RFP, unless specific exceptions or conditions are noted and attached.
- The proposed price is valid for a period of at least 90 days from the due date of the Response.
- The signer is a duly authorized representative of the Respondent

Kai Frolich

2026-06-16

Signature

Date



Print Name

Kai Frolich

Print Title

Chief Impact Officer

CERTIFICATE *of* SIGNATURE

REF. NUMBER
TZLEH-BRQGE-DUJTK-VTYGE

DOCUMENT COMPLETED BY ALL PARTIES ON
17 JUN 2026 02:38:32
UTC

SIGNER

KAI FROLICH

EMAIL
KAI@PLACEMATE.COM

TIMESTAMP

SENT
17 JUN 2026 02:38:06
VIEWED
17 JUN 2026 02:38:21
SIGNED
17 JUN 2026 02:38:32

SIGNATURE

Kai Frolich

IP ADDRESS
98.2.236.172

LOCATION
PORTLAND, UNITED STATES

RECIPIENT VERIFICATION

EMAIL VERIFIED
17 JUN 2026 02:38:21





Attachment C

BUSINESS REFERENCE FORM

The Respondent must provide four business references.

References will be contacted to confirm the bidder's abilities and qualifications as stated in the bidder's response. The department may deem the bidder's response unresponsive if a reference is not obtainable from a listed reference after reasonable attempts.

Bidder: Placemate, Inc.

RFP Name/Title: Administrator for Rental Assistance Program

REFERENCE INFORMATION

Name	Lynn Baumgartner		
Address	10183 Truckee Airport Rd.	Phone	530-582-2492
City, State, Zip	Truckee, CA 96161	Email	lbaumgartner@townoftruckee.gov
Description and dates(s) of commodities/services provided:	Developed and Administered Lease to Locals program, 2020-present		

Name	Town of Chilmark	Contact	Alison Kisselgof
Address	401 Middle Road	Phone	(508) 645-2114
City, State, Zip	Chilmark, MA 02535	Email	akisselgof@chilmarkma.gov
Description and dates(s) of commodities/services provided:	Developed and Administered Lease to Locals program, 2025 - present		

Name	Town of Provincetown	Contact	Dan Riviello
Address	260 Commercial St.	Phone	(508) 487-7002
City, State, Zip	Provincetown, MA 02657	Email	driviello@provincetown-ma.gov
Description and dates(s) of commodities/services provided:	Developed and Administered Lease to Locals program, 2024 - Present		

Name	Town of Nantucket	Contact	Kristie Ferrantella
Address	16 Broad St.	Phone	508-228-7200
City, State, Zip	Nantucket, MA 02554	Email	kferrantella@nantucket-ma.gov



Description and dates(s) of commodities/services provided:	Developed and Administered Lease to Locals program, 2023 - Present
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Attach additional sheets if necessary