

R E Q U E S T F O R P R O P O S A L S

PROPOSAL FOR STRATEGIC COMMUNICATIONS &  
OUTREACH SERVICES  
CITY OF FOSTER CITY

 **Goodsides**®

5250 Lankershim Blvd., #500  
Los Angeles, CA 91601

[louis@government.media](mailto:louis@government.media)  
833.981.2816

5/21/21

City of Foster City (City)  
May 21st, 2021

**RE: RFP for "Strategic Communications & Outreach Services for the Levee Improvements Project"**

Dear City Purchasing,

Goodsides LLC (hereafter "Goodsides") formally acknowledges City and the active procurement for video production services to drive audience engagement and fulfill its mission as a public-facing entity. Please consider the following compliant submission as our proposal for Video Production Services.

Goodsides is solely video production for governments, setting us apart from others in the space. No other media company in California (and possibly the United States) has been built with only purchasing departments top of mind. Simply put, this matters because commercial experience can translate into the non-profit, resident taxpayer-centric world, but there will always be a translation, a reconfiguration, or a comparison. Goodsides is immediately native to your concerns and issues and has seemingly endless compatibility. Our competition is asking: *How did we do it?*

**Goodsides is uniquely suited for this project, and major highlights include:**

- **A Dedicated, Energetic Team.** A decade of work from within the Industry.
- **A Certified MBE with Good Hearts.** Goodsides is active with those small but impactful productions other media houses turn down because of "threats to their margin." Our prime directive is to serve where the team is most needed.
- **Actual Gov Partnerships.** These include Los Angeles Public Library, City of Santa Monica, and City of Beverly Hills. We know that real, authentic, and innovative community participation is critical to success.
- **Pricing that Makes Sense to Purchasers.** No miscellaneous fees, travel expenses, unexpected project management costs, etc.
- **AM Best Rated A++** (superior) professional liability coverage.
- **Accreditation with the Better Business Bureau.**

**We go above and beyond with respect to preserving media assets during the contract's length and at least five years after.** This includes using cloud and physical (on-premise RAID) storage as backups. Having a dual approach protects against hard-drive failure or inoperability and risks associated with (unlikely) version changes on the cloud. We will only use encrypted connections between devices (during transfer) and enterprise-grade encryption for stationary storage.

**Statement of Understanding**

Because of our understanding, Goodsides personnel are 100 percent committed to executing on a future contract and delivering all desired video production services. Team members are available at the pre-contract stage for questions and welcome additional requests during our evaluation, including supplemental material requests.

**Statement of Viability**

The proposal herein shall be valid for a period of 90 days following the submission date.



### Our GOVsides Value

Goodsides, a government-only vendor, avoids the slippery scope creep of commercial work. We do not need to maintain an excessive overhead or blend outside costs into our pricing; what you see is particular to the outlined specifications only.

We prefer transparency, accountability, and an SoW with minimal (or forecasted) surprises. And video content is designed for your viewership today and tomorrow, with particular consideration for stakeholder sign-off.

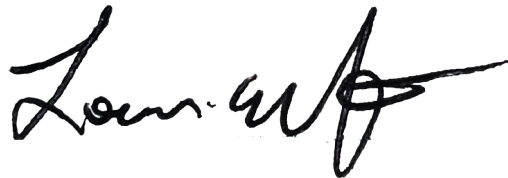
We are no stranger to fostering and nurturing engagement with cities, water districts, and other taxpayer-funded entities seeking video production, media, pre-production, production, and/or post-production. We have connections with licensed operators for aerial footage requests, 3D work, and more. These partnerships are exclusive to our new contracts. Partner data is always behind a non-disclosure agreement, access policy, and 256-bit AES resting file encryption.

We also noticed that **low engagement plagues City's YouTube channel**. Our team will work with stakeholders to turn video minutes into separate "sizzles" for social distribution.

We are incredibly appreciative of your time and consideration. Please do not hesitate to contact me directly at 833.981.2816 or via email at [louis@government.media](mailto:louis@government.media). Any questions (or feedback) are welcomed and make us better.

In these unprecedented times, the pandemic is challenging for everyone, and we look forward to demonstrating the value and durability our partnership will provide.

Respectfully, the Authorized Representative,

A handwritten signature in black ink, appearing to read "Louis Easton". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Louis Easton  
Co-Founder and CEO at Goodsides LLC

I am authorized as an officer at Goodsides to bind the company to the project terms.

# 02

## Qualifications & Experience

### Background and History

A decade in the making, Goodsidess was officially born from the COVID-19 pandemic by two entrepreneurs **seeking to reimagine how government agencies source video production.**

We also think goodness should be built into the brick and mortar of a new company, which is why charitable acts, pro bono work, and other donated time is given space here, and at this time—not when we have scaled and waited over ten years like others in the market.

Before Goodsidess, agencies “wished upon a star” and expended a good deal of hope locating a best value vendor who could reliably deliver on a video production contract aligned with departmental goals. We saw awards given to vendors who had overly ambitious or confusing approaches, unclear terminology, undefined pricing line items, and poorly conceived plans for capturing community input. This demanded a market response.

### Qualifications

The Goodsidess Team brings an impressive balance of pre-incorporation experience and (strong) recent performance. While others merely showcase their longevity, Goodsidess has the current anchor points, the testimonials, the agency-specific work experience, etc. We have an energetic take on capturing attention, using the pixel as our easel. And importantly, we are safely working during the COVID-19 pandemic to reach even more people.

The qualifications of the Executive Team mirror the singular mission of Goodsidess: **video production for governments.** We also reach outside of the typical video production team format of producer, director, editor, etc. In doing so, we orient the people-power that Goodsidess brings towards completing the project and ensuring follow-through.



Video link: <https://youtu.be/wz75YPS-a-M>



Video link: <https://youtu.be/1WFnW3D12y8>



### Our Sample Reel

Great Government Media is Possible



We take the position that public agencies can have top-tier video quality without selecting a commercial-only vendor with the highest price. There is a gov-first option with the highest standard for video quality too. Our 2020 reel features visual assets created for City of Beverly Hills, Beverly Hills Police Department, City of Santa Monica, LA Metro, LA Department of Public Works, and more.

<https://youtu.be/9ohmDyBJUqs>

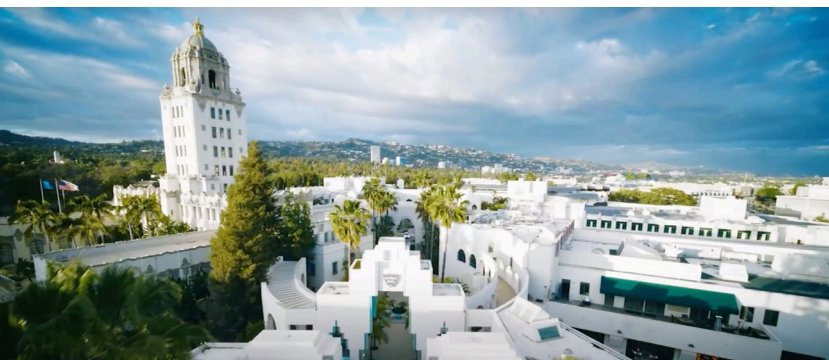
The video is five minutes in duration, meeting the desired length for a reel example by nearly every purchaser in the country. Further links and video examples can be provided upon request.



Law Enforcement | Training and Safety



City Planning



Water Conservation | City of Beverly Hills, CA



## Performance Overview

### Plants 4 the People

Early 2020, Goodsides donated a video to the non-profit organization Plants 4 the People. The organization is founded on the idea that food has the power to heal, educate, and connect people. The video features an educational program that promotes a new way of learning about edible gardening. Louis directed, starred, produced, and brought further edits and vision to make it all happen. He worked closely with Jake, who founded Plants 4 the People, documenting the process and conducting interviews to explore and illuminate the relationship between edible gardening and education. **Plant lingo merging with people lingo.**

Video link: <https://youtu.be/dLH4WQpFHuQ>

### Los Angeles Public Library

Louis recently worked with the Los Angeles Public Library to educate viewers and provide interactive education on plants and home beautification benefits during the pandemic. The LA Public Library video "How to Prepare a Terrarium" is one of the most commented videos on the Library's YouTube channel from 2020. Louis managed the video stream, prepared the step-by-step instruction, and incorporated Library insights into its audience's overall content/presentation.

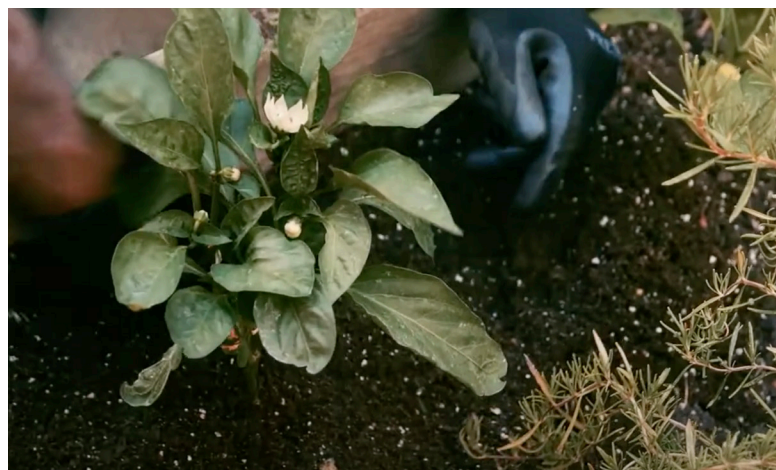
Louis was contracted by the Library to teach workshops for adults and young adults and transitioned from in-person to Zoom live stream video given the realities of COVID.

Video link: <https://youtu.be/aScKOlja6lo>

### Glendora Unified School District

Late 2020, Goodsides put together a presentation for Sandburg Middle School's USDA grant project.

We were able to present a grant proposal that doubled the District's request for funds, raising their ask from \$20,000 to \$40,000 for garden construction. They're looking to educate and promote gardening when schools are at capacity again—fostering healthy and active integrated services to be adopted to other schools once it's up and running. More video production requests are on the horizon.





**Green Media**

While creating government media for Green Media, our Co-Founder and CEO completed several high-profile video projects, including PSAs for City of Santa Monica, among others. Louis continually worked with the City to foster collaboration and provide media. He was given a prominent role in Green Media Creations TV, watched mostly by public purchasers and other government entities.

**Uri's Professional Experience**

Uri is continuously on contract with City of Beverly Hills. He is adept at documenting city officials, highlighting new developments within Los Angeles County, and more. These are multi-year contracts and commitments with several dozen task orders per purchaser/city government.

**Motion Graphics / Animations**

Yari has been producing motion graphics and various animated designs for educational intros, transitions, subject identifiers, and more. You can view links to example motions graphics here:

<https://youtu.be/dYW81nFB10c>

<https://youtu.be/nMaSEWxErsU>

<https://youtu.be/UJkTEwA21LQ>

<https://youtu.be/rt4ioqTK9B0>



**INFORMATION  
TECHNOLOGY  
SERVICES**



## Accolades and Testimonials



“  
*Thank you, Goodsides,  
for your contribution to  
this effort. We could not  
have done this without  
you, and the whole  
team is so grateful  
for your work. It looks  
beautiful.*

”

*- Jacob Fry, President and Executive Director  
Plants 4 the People*



# References

*Because GoodSides is a new enterprise, we are supplying client references from outside the GoodSides name and brand. We ask that purchasers ask for Louis Easton or Uri Ruffin when making inquiries.*

## **Plants 4 the People**

Jake Fry, President and Executive Director  
626.733.7749  
[jacobfry@plants4thepeople.org](mailto:jacobfry@plants4thepeople.org)

## **Green Media Creations**

Armando Salas, CEO and Director  
Silvia Guterrez, Office Supervisor  
747.241.8556  
[sguterrez@greenmediacreations.com](mailto:sguterrez@greenmediacreations.com)  
[asalas@greenmediacreations.com](mailto:asalas@greenmediacreations.com)

## **Los Angeles Public Library**

Diane Olivo-Posner, Librarian  
213.228.7481  
[dposner@lapl.org](mailto:dposner@lapl.org)

*The following city references pertain to Uri Ruffin's background and past performance (where GoodSides associates also played a critical role prior to official incorporation). Mr. Ruffin co-represents GoodSides and its video deliverable, alongside Louis Easton. When asking for a reference from the City of Beverly Hills or the City of Santa Monica, please reference Uri.*

## **City of Beverly Hills, Beverly Hills Television**

Jonathan Herndon, Multimedia Services Manager  
310.288.2831  
[jherndon@beverlyhills.org](mailto:jherndon@beverlyhills.org)

## **City of Santa Monica, Office of Communications**

Aracely Zuniga, Production Coordinator  
310.458.8590 x8593  
[aracely.zuniga@smgov.net](mailto:aracely.zuniga@smgov.net)

# 03

## Proposal Statement

### Project Understanding

Goodsides recognizes the importance of the key elements indicated, and our team has the experience and expertise to deliver creative and nuanced approaches within and across the required tasks.

**Our approach is always customized and tailored to the individual client, community, and project.** We promise high amounts of engagement, and we will lead the group through weekly progress meetings that achieve meaningful outcomes.

### Project Goals

Building on the vision and goals with cohesion and originality, zero dependence on unoriginal or externally sourced content that could visually “upset” the video flow. **We are delivering a fully customized end product.**

Goodsides will deliver strategic communication and precision in the messaging. A nimble, flexible approach can best respond to aspects of the project that no one can predict at the onset. In short, we will work with you on room for future modifications, revisions, etc. We create a reverence for those affected by the subject matter or theme(s), and we promise ADA compliance.

### Scope Areas

We work collaboratively with project stakeholders to **develop CLEAR goals, scope, assign tasks, provide project schedules and cost estimates, execute, and measure performance.** Our top three performance metrics are efficiency, effectiveness, and ability to drive engagement.

### Maximizing Benefits and Services

We will work with you to maximize communication, collaborating to optimize the composition. **A California-based Project Coordinator and central liaison for City and its associated partners will encourage, initiate, and participate in stakeholder meetings.**

### Contractor Readiness

This means preparedness and pandemic precautions are built into our day-to-day workflow without costly overhead. Public purchaser requirements for additional measures to protect their organizational health are quickly and easily adaptable.



**Louis Easton**  
CO-FOUNDER & CEO

Louis Easton, a public outreach specialist, has over 15 years' experience producing media. A familiar face in the halls and offices of a number of water agencies, libraries, and cities in Southern California, Louis marks his life with video milestones.

**Building on his grassroots experiences, Louis honed his ability to engage and connect with people of different backgrounds and cultures, which grounds his work as a facilitator who can foster collaboration and inclusive engagement.**

#### EDUCATION

- CSULA, BA in Television, Film, & Media Studies

#### EXPERIENCE

- Created video stream for the Los Angeles Public Library to beautify interior spaces during the pandemic.
- Created an outreach program for over 100,000 residents for multiple water agency contracts.
- Promoted energy efficiency and rebate programs from Cash for Kitchens / WRD in Culver City, Malibu, West Hollywood, South Central, and Downtown Los Angeles.
- Santa Monica PSA; directing crew, script writing, commissioning, vision implementation, and permit compliance with City and Metro.
- Green Media Creations TV. Specializing in Green Spaces events, education, etc.



**Joseph Letke**  
CO-FOUNDER & EDU PARTNERSHIPS

Joseph Letke has over 13 years of experience engaging with government purchasers and agencies. He is a strategic planner that ensures contract compliance through his extensive knowledge. Joseph has developed multiple pilots for housing and port authorities, provided consulting on the Safety Act Designation, and founded a Quality Assurance Team to monitor the performance of over 200 contracts. He regularly liaises with government agencies and strategizes for potential opportunities. As a highly skilled team builder, he has onboarded and trained hundreds of hires for various corporate world roles and beyond.

**He is an accomplished engagement facilitator connecting several emerging technology advisories with local/state agencies.**

#### EDUCATION

- Calarts, MA in Aesthetics and Politics
- UIC, BA in Sociology

#### EXPERIENCE

- Connected Fitzner Blockchain Consulting with Washoe County, Nevada, to encourage a discussion on the county's online educational materials, urging the firm to submit a report to correct the record regarding a new technology being used to certify marriages digitally. The county responded by correcting several instances where the technology was mentioned on their .gov site based on the recommendations.
- Introduced Sacramento Housing and Redevelopment Agency (SHRA) to drone surveillance and physical security programs.



## Uri Ruffin

DIRECTOR OF PHOTOGRAPHY & CINEMATOGRAPHER

Uri Ruffin has over 20 years' experience as a cinematographer. Uri realizes that there are many different kinds of projects with unique goals and requirements specific to the production. He believes a good cinematographer needs to adapt to whatever the working environment may be and stay on the same page with the production team. His lighting and camera technique is imperative to defining the story clients wish to tell.

### EXPERTISE

- Cinematography
- Camera Operation
- Lighting/Sound

## Josh Hernandez

SENIOR EDITOR

Josh Hernandez has over 10 years of experience editing videos and live production. He strives to engage the community by developing an online presence and raising awareness of important issues. As head video editor for Dr. Zahra Tabassian, MD, he transformed over 50 hours of raw footage into multiple videos for social media.

### EXPERTISE

- Editing
- Social Media
- Content Creation and Storyboarding

## Yari Rodas

MULTIMEDIA SPECIALIST

Yari is considered an expert in engaging faculty and students with creative video concepts. She has worked with Cal State LA for 12 years, where she also obtained her BA and MA in Media Studies. Yari is bilingual and uses this for motion graphics in various capacities.

### EXPERTISE

- Educational Media
- Motion Graphics
- Editing

## Katie Rawlins

SOCIAL MEDIA STRATEGIST

Katie keeps Goodsides engaged with numerous public entities on our social channels, and has a knack for engaging copy/descriptions. She helps clients with post-delivery tasks like uploading and is available for analytic monitoring.

### EXPERTISE

- Post Scheduling and Strategy
- Analytics



## Approach to the Scope of Work

It is GoodSides' intent to produce a final product that meets the objectives of City. To assure achievement of this goal, adjustments to this approach can be made. Services will include the following:

### PHASE 1 - PRE-PRODUCTION

Laying the right groundwork is essential for developing a great video. Pre-production is where we strategize the game plan tailored to your project. In collaboration with City, we establish the video concept, the look/feel, and style. We write the script (or receive it from City personnel), cast our talent, decide on the location and set design, and lock down all of the other details involved. Activities include:

- Research, Consultation/Kickoff Meeting
- Creative Approach Conceptualization, Scripting
- Crew, Cast, Location, Equipment

### PHASE 2 - PRODUCTION

Now that the roadmap has been developed, it's time to put it all together in front of the cameras. This is where our professional crew of directors of photography, camera operators, sound engineers, and lighting technicians do what they do best - film a great video. Activities include:

- Video Shooting

### PHASE 3 - POST PRODUCTION

The editorial team shapes the story, making sure that the video is on track with City's conceptual plan/vision. GoodSides is currently forming partnerships with translation third parties and involving them in the quote-making process. The lowest price will not automatically mean selection but will be considered alongside applicability to our contracts, location, and strength connecting with resident audiences. **Options for other languages outside of the scope will be available at a customized rate.**

At this stage, City will see their first cut. Activities include:

- First Edit/Rough Cut
- Second Edit
- Voice Over, Subtitling, Translation, Transcription, ASL
- Picture Lock
- Sound Mix, Color Correction, Graphic Design

### PHASE 4 - FINAL REVISIONS

Once City has reviewed the first cut(s), stakeholders will have ample time to share their thoughts with us. Revisions are carefully managed using collaborative tools, and revision histories are visible throughout this phase.

### PHASE 5 - DELIVERY

Following sign-off and approval, we then create high-quality files of your video(s) that can be used for various formats. We provide various platform-specific dimensions and durations, as needed, without being prompted for these custom specifics. Deliverables include:

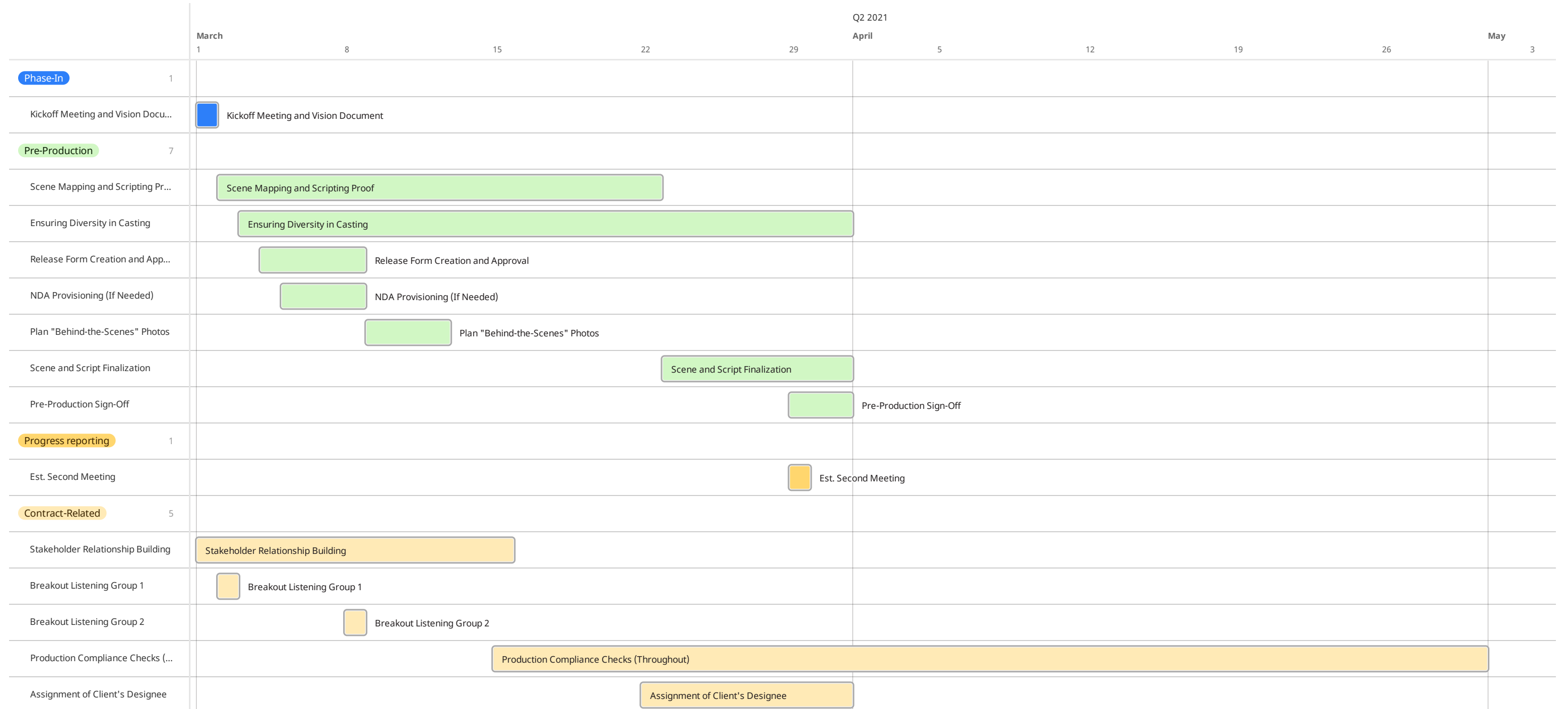
- Closed-Captioning, ADA Compliance, etc.
- Final Video Submission in All Formats Requested
- Project Commissioning
- Social Media Integrations



## Sample Pre-Production Schedule



Goodsides is adaptable to multiple contingencies and sees the value in overlapping tasks to gain peak efficiency. Further, we take our time with the pre-production process to ensure a high level of compliance throughout the project. Interviews, core concept agreement and approval, and background information are all incorporated and completed as early as feasible once the contract has been negotiated. Edited versions of the deliverable(s) are submitted in advance (via Hightail, Dropbox, etc.) and ahead of schedule to account for rare incidents.



# 04

## Cost Proposal

SCOPE OF WORK	UNITS	DAILY	TOTAL
State-of-the-Art Video Equipment	-		Blended into quote
Pre-Production			Custom pricing is available per project.
Production			Custom pricing is available per project
Post Production			Custom pricing is available per project
Recommended NTE: Two shooting days per month (est. 6-8 videos)			\$18,000 NTE per month, discounted

*Note: Equipment costs are blended into our pricing. Any modifications can be negotiated.*

### ALTERNATIVE NTE AND PER HOUR FEES

#### Option B: \$9,500 per day shoot (4 Shorter Videos)

Best value option for kickstarting engagement on social media. One 10 hour day will produce up to 4 sizzle videos between 26 and 60 seconds.

#### Option C: \$149 per hour, blended for all services

Inclusive of all positions and production phases listed above.

# 05

## Acknowledgement

*Goodsides has reviewed the template Professional Services Agreement and agrees to execute and comply with all terms as outlined.*

*We will also be able to fulfill all insurance-related requirements.*

*Apart from fulfilling the specific scope element related to video production (as opposed to a more general blanket covering), we plan to execute without alteration.*







# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

01/12/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> AP INTEGO INSURANCE GROUP, LLC 1601 Trapelo Rd Suite 280 Waltham MA 02451		<b>CONTACT NAME:</b> <b>PHONE (A/C No. Ext):</b> <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b> certs@apintego.com	
		<b>INSURER(S) AFFORDING COVERAGE</b>	
		INSURER A : Hartford Insurance Group	
		INSURER B :	
		INSURER C :	
		INSURER D :	
		INSURER E :	
		INSURER F :	
<b>INSURED</b> Goodsides LLC 5250 Lankershim Blvd #500 North Hollywood CA 91601			

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	<b>GENERAL LIABILITY</b>						EACH OCCURRENCE	\$
	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$
	<input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						MED EXP (Any one person)	\$
							PERSONAL & ADV INJURY	\$
							GENERAL AGGREGATE	\$
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG	\$
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC							\$
	<b>AUTOMOBILE LIABILITY</b>						COMBINED SINGLE LIMIT (Ea accident)	\$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person)	\$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/>	<input type="checkbox"/>				BODILY INJURY (Per accident)	\$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/>	<input type="checkbox"/>				PROPERTY DAMAGE (Per accident)	\$
		<input type="checkbox"/>	<input type="checkbox"/>					\$
	<b>UMBRELLA LIAB</b>						EACH OCCURRENCE	\$
	<input type="checkbox"/> EXCESS LIAB						AGGREGATE	\$
	<input type="checkbox"/> OCCUR							\$
	<input type="checkbox"/> CLAIMS-MADE							\$
	DED							\$
	RETENTION \$							\$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>						<input checked="" type="checkbox"/> WC STATUTORY LIMITS	OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICE/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	<input type="checkbox"/>	76WEGAJ9X10	01/11/2021	01/11/2022	E.L. EACH ACCIDENT	\$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

Proof of Coverage

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2010 ACORD CORPORATION. All rights reserved.

ACORD 25 (2010/05)

The ACORD name and logo are registered marks of ACORD

Clear All

**EXHIBIT D**

This **INSURANCE COVERAGE FORM** modifies or documents insurance provided under the following:

Named Insured: Goodsides LLC Effective Work Date(s): 01/1/21 - 12/31/23

Description of Work/Locations/Vehicles: Strategic Communications and Outreach Services

**ADDITIONAL INSURED:** **City of Foster City/Estero Municipal Improvement District (CITY)**  
**610 Foster City Boulevard, Foster City, CA 94404**  
**Attention:** Priscilla Schaus

**Contract Administrator**

<b>Endorsement and Certificates of Insurance Required</b> The Additional Insured, its elected or appointed officers, officials, employees and volunteers are included as insureds with regard to damages and defense of claims arising from: (Check all that apply)	<b>Insurer</b>	<b>Policy No.</b>
<input checked="" type="checkbox"/> <b>General Liability:</b> (a) activities performed by or on behalf of the Named Insured, (b) products and completed operations of the Named Insured, (c) premises owned, leased occupied or used by the Named Insured, and/or (d) permits issued for operations performed by the Named Insured. {Note: MEETS OR EXCEEDS ISO Form # CG 20 10 11 85}	The Hartford	46SBMAE6226
<input checked="" type="checkbox"/> <b>Auto Liability:</b> the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Named Insured, regardless of whether liability is attributable to the Named Insured or a combination of the Named Insured and the Additional Insured, its elected or appointed officers, officials, employees or volunteers.	The Hartford	46SBMAE6226
<input type="checkbox"/> <b>Other:</b>		
<b>Certificates of Insurance Required (no endorsement needed)</b> (Check all that apply)	<b>Insurer</b>	<b>Policy No.</b>
<input type="checkbox"/> <b>Workers Compensation:</b> work performed by employees of the Named Insured while those employees are engaged in work under the simultaneous directions and control of the Named Insured and the Additional Insured.		
<input checked="" type="checkbox"/> <b>Professional Liability:</b>	Philadelphia Indemnity Insurance Company	PHSD1593430

**PRIMARY/NON-CONTRIBUTORY:** This insurance is primary and is not additional to or contributing with any other insurance carried by or for the benefit of Additional Insureds.

**SEVERABILITY OF INTEREST:** The insurance afforded by this policy applies separately to each insured who is seeking coverage or against whom a claim is made or a suit is brought, except with respect to the insurer's limit of liability.

**PROVISIONS REGARDING THE INSURED'S DUTIES AFTER ACCIDENT OR LOSS:** Any failure to comply with reporting provisions of the policy shall not affect coverage provided to the Additional Insured, its elected or appointed officers, officials, employees, or volunteers.

**CANCELLATION NOTICE.** The insurance afforded by this policy shall not be suspended, voided, canceled, reduced in coverage or in limits except after thirty (30) days' prior written notice (ten (10) days if canceled due to non-payment) by regular mail return receipt requested has been given to the Additional Insured. Such notice shall be addressed as shown above.

**WAIVER OF SUBROGATION:** The insurer(s) named above agree to waive all rights of subrogation against the CITY, its elected or appointed officers, officials, agents, volunteers and employees for losses paid under the terms of this policy which arise from work performed by the Named Insured for the CITY.

**Nothing herein contained shall vary, alter or extend any provision or condition of the Policy other than as above stated.**

**SIGNATURE OF INSURER OR AUTHORIZED REPRESENTATIVE OF THE INSURER**

I, Brandon Tuel (print/type name), warrant that I have authority to bind the above-named insurance company and by my signature hereon do so bind this company.

*Brandon Tuel*

**SIGNATURE OF AUTHORIZED REPRESENTATIVE (original signature required)**

**ORGANIZATION:** BIN Insurance Holdings LLC dba Insureon **TITLE:** Account Manger

**ADDRESS:** 30 N LaSalle Ste 2500 Chicago IL 60602

TELEPHONE: (        ) 3126279377

DATE ISSUED: 5/19/2021

BOARD OF PUBLIC WORKS  
MEMBERS

GREG GOOD  
PRESIDENT

AURA GARCIA  
VICE PRESIDENT

DR. MICHAEL R. DAVIS  
PRESIDENT PRO TEMPORE

JESSICA CALOZA  
COMMISSIONER

M. TERESA VILLEGAS  
COMMISSIONER

DR. FERNANDO CAMPOS  
EXECUTIVE OFFICER

CITY OF LOS ANGELES  
CALIFORNIA



ERIC GARCETTI  
MAYOR

JOHN L. REAMER, JR.  
Inspector of Public Works  
and  
Director

BUREAU OF  
CONTRACT ADMINISTRATION

1149 S. BROADWAY, SUITE 300  
LOS ANGELES, CA 90015  
(213) 847-1922

<http://bca.lacity.org>

January 21, 2021

Louis Easton  
Goodsides LLC  
5250 Lankershim Blvd STE. 500  
North Hollywood, CA 91601

**RE: MINORITY BUSINESS ENTERPRISE (MBE) CERTIFICATION APPROVAL**  
**CCA File No. - 13196**

Dear Mr. Easton:

Based on a thorough review of the submitted documents, we are pleased to inform you that your firm has been certified as a **Minority Business Enterprise (MBE)** and has been placed in the City of Los Angeles ACDBE/DBE/MBE/WBE directory as a firm specializing in:

**NAICS Code**

**Description**

**512110**

**Motion Picture and Video Production**

You may review your firm's information in the City of Los Angeles ACDBE/DBE/MBE/WBE database at <http://bca.lacity.org>. Any additions and revisions must be submitted for review and approval.

This certification will continue until or unless it is removed by our agency. If there are any changes in ownership, control, or structure of your firm, you are required to notify this office of those changes in writing. Also, please include your file number on each page of correspondence relating to these matters.

The City reserves the right to withdraw this certification if at any time it is determined certification was knowingly obtained by false, misleading or incorrect information. The City also reserves the right to request additional information and/or conduct on site visits at any time during the certification period to verify any documentation submitted with your application. By accepting certification, the firm of **Goodsides LLC** hereby consents to the examination of its books, records and documents by the City.

For information on City of Los Angeles contracting opportunities, please register at <http://LABAVN.org>.

*Make sure you count - Census 2020 - Visit <https://census.lacity.org/> to learn more.*

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER



Goodsides LLC  
January 21, 2021  
Page 2

If your company is registered in LABAVN, our office will add this approved certification and all other appropriate certifications in your company profile.

If you have not registered, please go to <http://LABAVN.org> and register your company. You will need to add a request for this approved certification in your company profile. Our office will verify this certification in your LABAVN profile.

Should you have any questions, please contact Angela Tumbucon by e-mail at [angela.tumbucon@lacity.org](mailto:angela.tumbucon@lacity.org) or [bca.certifications@lacity.org](mailto:bca.certifications@lacity.org)

Sincerely,



SOPHY TZENG, Compliance Program Manager I  
Certification, Outreach, Regulations, and Enforcement Section  
Bureau of Contract Administration

