



600 CALIFORNIA ST, SUITE 700 SAN FRANCISCO CA 94108-2731

January 29, 2020

Ms. Daisy Yee/Stephanie Green
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Dear Daisy and Stephanie,

Enclosed please find the DDB San Francisco EUC Energy Efficiency Fee billings below. The total amount of \$424,664.65 is due by March 14th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001375	46,470.15	126,924.95
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001376	37,402.50	93,827.50
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001377	1,282.50	7,198.75
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001378	6,111.25	9,351.25
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001379	110,342.50	370,766.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00001380	5,810.00	17,323.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001381	42,777.00	193,084.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001382	12,565.00	50,340.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001383	7,695.00	30,370.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000539	DBSA-PI00001391	9,425.00	55,250.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001393	144,783.75	749,091.25
Total				424,664.65	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Earned Media Outreach [REDACTED]
Web Maintenance & Optimization	Holiday Entertaining Media Outreach & Follow-Up (English, Spanish, Asian in-language & African American publications)
Social Media Channel Maintenance	Small Business Holiday Media Outreach & Follow-Up (English, Spanish, Asian in-language & African American publications)
Q1 Small Business Outreach Strategic & Creative Development	Foodservice Media Outreach & Follow-Up with Trade Publications
Q1 ESA Strategic & Creative Campaign Development	Micro-Influencer Program Activation
JCAP Development & Workshop Preparation	Broadcast Segment Coordination in the Bay Area
	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
	JCAP Development
	CBO 2020 Media Outreach Planning
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Monthly Newsletter Development	December Media Plan Maintenance & Optimizations
Ongoing Coordination with CBOs	ESA Planning
Event Attendance	Small Business Planning
Reviewing Grant Proposals	2020 Planning (building out RFPs & reviewing proposals)
Op-Ed Author Identification	Multicultural Landscape Presentation
Stakeholder Management [REDACTED]	Multicultural Marketing and Advertising [REDACTED]
Monthly Reporting & Analytics	Creative Execution for Multicultural Content Creation, Transcreation & Translation
Monthly Stakeholder Meeting	Web Maintenance & Optimization

If you have any questions regarding the billing, please contact me directly.

Sincerely,
Anica Solis



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January 29, 2020

Ms. Daisy Yee/Stephanie Green
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Dear Daisy and Stephanie,

Enclosed please find the DDB San Francisco EUC Energy Efficiency Out of Pocket billings below, contract renewal effective October 1st, 2019. The total amount of \$322,992.53 is due by March 14th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Grid Fact Revisions	DBSA-P00000537	DBSA-CR00000248	(4,625.00)	5,000.00
	EE Y3 Oct 2019 - Mar 2020 Digital	DBSA-P00000561	DBSA-PI00001370	267,679.98	879,211.47
	EE Y3 Oct 2019 - Mar 2020 Search	DBSA-P00000527	DBSA-PI00001371	36,985.33	159,210.95
	EE Y3 Oct 2019 - Mar 2020 Social	DBSA-P00000526	DBSA-PI00001372	19,806.32	20,026.36
	EE Y3 Oct 2019 - Mar 2020 Newspaper	DBSA-P00000523	DBSA-PI00001373	480.00	18,827.68
	EE Travel	DBSA-P00000575	DBSA-PI00001374	918.25	4,322.94
	EE 2019 Q4/2020 Q1 Travel	DBSA-P00000519	DBSA-PI00001390	1,002.08	2,159.82
	EE 2019 Q4/2020 Q1 Web & Social	DBSA-P00000520	DBSA-PI00001394	745.57	3,730.57
Subtotal				322,992.53	
	- Social (Facebook) - December 2019	N/A	N/A	280,589.48	6,013,377.62
Total				603,582.01	

This month's costs cover time spent on the following deliverables:	
(Contract effective October 1, 2019)	
Strategic and Creative Services	Earned Media Outreach
EE Travel	Q1 Broadcast Personalities Support
Q4 Web & Social	Q1 Multicultural Media Specialist
EE Grid Fact Revisions (Credit)	
Community Outreach	Paid Media Strategy and Execution
EE Travel to JCAP Meeting	Year 3 Q4 (Nov & Dec 2019) Energy Efficiency Media including Digital/Paid Search/Social
	Year 3 Q1 (Jan 2020) Energy Efficiency Media including Digital/Newspaper/Paid Search

Notes:

- Social (Facebook) December 2019 billing \$280,589.48 is for Facebook ads to be paid directly by PG&E. This is not an actual invoice and is included for approval only.

DBSA-CR00000248 - DBSA-P00000537 - Credit (\$4,625.00): Credit for Invoice DBSA-PI00001295; incorrect progress billing in November 2019. Per the client signed estimate; a funds transfer of \$5,000.00 has been completed from project ID DBSA-P00000515 to DBSA-P00000537 in December 2019.

If you have any questions regarding the billing, please contact me directly.

Sincerely,
Anica Solis