



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

March 5, 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 \$517,223.10 is due by April 19th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-CR00000263	(29,666.25)	945,446.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00001412	16,032.50	33,356.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001413	7,695.00	38,065.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001415	34,289.85	161,214.80
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001416	36,886.25	130,713.75
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001417	607.50	7,806.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001418	12,465.00	21,816.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001422	12,075.00	62,415.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001423	43,112.00	236,196.00
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001424	137,305.00	508,071.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00001429	2,250.00	12,025.00
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00001430	2,550.00	7,500.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001432	226,021.25	975,112.50
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000539	DBSA-PI00001433	15,600.00	70,850.00
Total				517,223.10	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Earned Media Outreach [REDACTED]
JCAP Outline Refinement	Foodservice Media Outreach & Follow-Up with Trade Publications
Earth Day Strategic & Creative Development	Micro-Influencer Program Activation
Q1 Small Business Outreach Strategic & Creative Development	Broadcast Segment Coordination in the Bay Area
Q1 ESA Strategic & Creative Campaign Development	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
Web Maintenance & Optimization	CBO 2020 Media Outreach Planning
Social Media Channel Maintenance	
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Monthly Newsletter Development	ESA Planning
Ongoing Coordination with CBOs	Small Business Planning
Event Attendance	2020 Planning (building out RFPs & reviewing proposals)
Reviewing Grant Proposals	
Op-Ed Author Identification	
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

Notes:

DBSA-CR00000263 - DBSA-P00000541 - Credit: (\$29,666.25): Removed 146.75 January hours for Earth Day 2020 Concepts. Hours originally invoiced on DBSA-PI00001432 (pages 47-49).

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

Sincerely,
 Anica Solis



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

February 26, 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. The total amount of \$113,778.25 is due by April 11th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y3 Oct 2019 - Mar 2020 Radio	DBSA-P00000522	DBSA-CR00000256	(117.68)	650,511.90
	EE Y3 Oct 2019 - Mar 2020 Search	DBSA-P00000527	DBSA-PI00001414	41,583.83	200,794.78
	EE 2019 Q4/2020 Q1 Travel	DBSA-P00000519	DBSA-PI00001419	1,282.56	3,442.38
	EE Travel	DBSA-P00000575	DBSA-PI00001420	3,195.73	7,518.67
	EE Y3 Oct 2019 - Mar 2020 Digital	DBSA-P00000561	DBSA-PI00001421	67,833.81	947,045.28
Subtotal				113,778.25	
	- Social (Facebook) - January 2020	N/A	N/A	-	6,013,377.62
Total				113,778.25	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
EE Travel	Year 3 Q1 Energy Efficiency Media including Digital/Paid Search
	Year 3 Energy Efficiency Radio (Credit)
Community Outreach	
EE Travel to JCAP Meeting	

Notes:

- Social (Facebook) January 2020 billing \$0.00 is for Facebook ads. No amount to be paid directly by PG&E. This is not an actual invoice and is included for approval only.

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

Sincerely,
 Anica Solis