



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

August 7, 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 \$692,799.75 is due by September 21st, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001614	43,630.25	355,126.30
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001616	33,437.50	320,766.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001617	1,215.00	14,451.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001618	3,178.75	49,216.25
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001620	80,208.75	1,206,800.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001623	42,777.00	450,416.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001624	12,565.00	124,750.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001625	7,695.00	76,540.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00001628	5,100.00	27,075.00
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00001629	9,362.50	55,075.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001630	444,442.50	2,882,355.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000539	DBSA-PI00001632	9,187.50	159,987.50
Total				692,799.75	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Public Relations [REDACTED]
COVID-19 Strategic & Creative Development	Identification of (2) Broadcast Personalities to Support Earned Media Efforts (June - August)
EE Community Action Strategic & Creative Campaign Development	Development & Distribution of "Say Hello to Summer Savings with Energy Efficiency" Release; Media Outreach (English, Spanish, Asian-language)
Web Maintenance & Optimization	Community Management Support & Counsel
Social Media Channel Maintenance	CBO Planning
	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
	EE Community Action Planning
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Ongoing Coordination with CBOs	June Media Plan Maintenance & Optimizations, May Adjustment
Canvassing CBOs	Y4 Q3 2020-Q1 2021 Media Planning, Secured Media
Messaging Out to Organizations	
Digital Tool-kit Amplification/Outreach	
Social Media Creation	
Stakeholder Management [REDACTED]	Multicultural Marketing and Advertising [REDACTED]
Monthly Reporting & Analytics	Creative Execution for Multicultural Content Creation, Transcreation & Translation for All Initiatives
Monthly Stakeholder Meeting	

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

August 7, 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 \$988,068.18 is due by September 21st, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y3 Oct 2019 - Mar 2020 Newspaper	DBSA-P00000523	DBSA-CR00000295	(480.00)	18,437.68
	EE Y3 Oct 2019 - Mar 2020 TV Spot	DBSA-P00000521	DBSA-CR00000296	(2,991.02)	4,457,417.67
	EE 2019 Q4-Q2 2020 Translations	DBSA-P00000518	DBSA-PI00001602	1,114.50	5,802.00
	EE Q3/Q4 2020 Web & Social	DBSA-P00000672	DBSA-PI00001603	1,259.10	1,259.10
	EE 2019 Q4/2020 Q1 Web & Social	DBSA-P00000520	DBSA-PI00001605	277.04	12,500.00
	EE Q3 2020 Summer Broadcast Personalities	DBSA-P00000676	DBSA-PI00001606	18,750.00	18,750.00
	EE Q3 2020 Multicultural Media Specialists	DBSA-P00000675	DBSA-PI00001607	9,375.00	9,375.00
	EE Q3/Q4 2020 Translations	DBSA-P00000671	DBSA-PI00001608	7,500.00	7,500.00
	EE Y4 Digital	DBSA-P00000627	DBSA-PI00001609	315,971.40	1,198,912.99
	EE Y4 Search	DBSA-P00000626	DBSA-PI00001610	15,746.24	86,252.71
	EE Y4 Social	DBSA-P00000625	DBSA-PI00001611	4,395.03	16,517.51
	EE Y4 Newspaper	DBSA-P00000623	DBSA-PI00001612	93,381.52	331,302.13
	EE Y4 TV	DBSA-P00000621	DBSA-PI00001613	523,769.37	2,026,373.93
Subtotal				988,068.18	
	- Social (Facebook) - June 2020			62,262.99	6,316,695.84
Total				1,050,331.17	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
EE 2019 Q4/2020 Q1 Web & Social	Year 3 Q1 2020 Energy Efficiency media including Newspaper (Credit)
EE Q3/Q4 2020 Web & Social	Year 3 Q1 2020 Energy Efficiency media including Spot TV (Credit)
EE Q4 2019-Q2 2020 Translations	Year 4 Q2-Q3 2020 Energy Efficiency media including Digital/Paid Search/Spot TV/Social/Newspaper
EE Q3-Q4 2020 Translations (Prebill)	
Public Relations	
Multicultural Media Specialist Support	
Summer Broadcast Personalities (2)	

Notes:

Reconciliation Billing

DBSA-PI00001602 - DBSA-P00000518: Pre-bill: \$4,687.50, Applied: \$5,802.00, Invoice: \$1,114.50

- Social (Facebook) June 2020 billing \$62,269.99 is for Facebook ads 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