



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

October 2, 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 \$622,691.15 is due by November 16th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001680	7,695.00	91,930.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001681	12,565.00	149,880.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001682	42,777.00	535,970.00
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001684	94,087.50	1,412,138.75
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001687	856.25	52,538.75
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001688	2,076.25	18,410.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001689	28,775.00	378,550.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001690	16,240.40	411,296.80
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00001696	6,723.75	75,265.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001697	409,295.00	3,690,846.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00001698	1,600.00	30,275.00
Total				622,691.15	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Public Relations [REDACTED]
COVID-19 Creative Campaign Development	Back-to-School Broadcast Media Outreach
EE Community Action Plan Creative & Production Development	Heat Wave Media Outreach (English, Spanish-language & Asian-language)
Heat Wave Creative & Production Development	Community Management Support & Counsel
Web Maintenance & Optimization	CBO Planning & Support for 2 Opinion Pieces & Media Interview Coordination
Social Media Channel Maintenance	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	July-August Y4 EE Media Plan Maintenance & Optimizations
Coordinating Virtual Events	
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



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October 2, 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 \$916,069.30 is due by November 16th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y4 Newspaper	DBSA-P00000623	DBSA-CR00000309	(5,797.14)	419,851.51
	EE Y4 Search	DBSA-P00000626	DBSA-CR00000310	(7,007.57)	94,991.38
	EE Q3/Q4 2020 Web & Social	DBSA-P00000672	DBSA-PI00001677	1,054.28	3,946.26
	EE Research 2020	DBSA-P00000590	DBSA-PI00001678	9,966.75	137,391.75
	EE 2019 Q4-Q2 2020 Translations	DBSA-P00000518	DBSA-PI00001679	150.00	6,250.00
	EE Y4 TV	DBSA-P00000621	DBSA-PI00001691	769,759.26	3,402,352.89
	EE Y4 Social	DBSA-P00000625	DBSA-PI00001692	4,466.60	21,908.63
	EE Y4 Digital	DBSA-P00000627	DBSA-PI00001693	143,477.12	1,401,025.80
Subtotal				916,069.30	
	- Social (Facebook) - August 2020			63,276.84	6,393,070.07
Total				979,346.14	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
EE Q3/Q4 2020 Web & Social	Year 4 Q2 (Apr, May & Jun) Energy Efficiency Media including Newspaper/Search/Spot TV
EE Q4 2019-Q2 2020 Translations	Year 4 Q3 (Jul, Aug & Sep) Energy Efficiency Media including Digital/Search/Social/Spot TV/Newspaper
EE Research 2020	

Notes:

- Social (Facebook) August 2020 billing \$63,276.84 is for Facebook ads to be paid directly by PG&E. This is not an actual invoice and is included for approval only.

Reconciliation Billing

DBSA-PI00001678 - DBSA-P00000590: Pre-bill: \$127,425.00, Applied: \$137,391.75, Invoice: \$9,966.75

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

Sincerely,
 Anica Solis