



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

October 30, 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 \$721,348.75 is due by December 14th, 2020.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001721	21,635.00	400,185.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001722	1,541.25	19,951.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001723	1,210.00	53,748.75
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001725	93,293.75	1,505,432.50
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00001726	560.00	78,458.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001728	56,217.00	592,187.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001729	13,085.00	192,965.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001730	7,695.00	99,625.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001734	411,842.50	4,102,688.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001735	101,351.75	512,648.55
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00001736	11,717.50	86,982.50
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00001738	1,200.00	31,475.00
<b>Total</b>				<b>721,348.75</b>	

This month's costs cover time spent on the following deliverables:	
<b>Strategic and Creative Services</b> [REDACTED]	<b>Public Relations</b> [REDACTED]
COVID-19 Creative Campaign Development	Heat Wave Media Outreach (English, Spanish-language & Asian-language)
EE Community Action Plan Creative & Production Development	Community Management Support & Counsel
Heat Wave Creative & Production Development	Develop Risk Assessment & Reputation Response Guide
Web Maintenance & Optimization	Pitching Two CBO Op-Eds (Northern CA & Southern CA)
Social Media Channel Maintenance	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
	EE Community Action Planning
	CBO Series Recommendation
<b>Community Outreach</b> [REDACTED]	<b>Paid Media Strategy and Execution</b> [REDACTED]
Ongoing Coordination with CBOs	August-September Y4 EE Media Plan Maintenance & Optimizations
Coordinating Virtual Events	
Development of Community Action Plan	
Social Media Creation	
<b>Stakeholder Management</b> [REDACTED]	<b>Multicultural Marketing and Advertising</b> [REDACTED]
Monthly Reporting & Analytics	Creative Execution for Multicultural Content Creation, Transcreation & Translation
Monthly Stakeholder Meeting	for All Initiatives

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

Sincerely,  
 Anica Solis



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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 (\$33,381.64) is due by December 14th, 2020.

Table with 6 columns: Task, Deliverable, Project Code, Invoice Number, Total, Billed To Date. Rows include OOP, EE Y4 Digital, EE Y4 TV, EE Y4 Search, EE Y4 Social, EE Q3/Q4 2020 Web & Social, Subtotal, and Total.

Table with 2 columns: Strategic and Creative Services, Paid Media Strategy and Execution. Rows include EE Q3/Q4 2020 Web & Social, Year 4 Q2 (Jun) Energy Efficiency Media including Spot TV, Year 4 Q3 (Jul, Aug & Sep) Energy Efficiency Media including Digital/Search/Social/Spot TV, and Year 4 Q4 (Oct) Energy Efficiency Media including Digital/Search.

Notes:

- Social (Facebook) September 2020 billing \$120,666.82 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