



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

April 7, 2021

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 \$626,830.70 is due by May 22nd, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00001905	7,695.00	138,100.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00001906	13,085.00	228,390.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00001907	56,217.00	873,272.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00001909	14,215.00	128,902.50
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00001910	53,337.50	1,880,238.75
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00001913	405.00	59,190.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00001914	667.50	24,253.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00001915	36,252.50	531,016.25
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00001916	36,028.70	761,401.60
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00001926	399,222.50	5,903,395.00
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00001928	8,395.00	126,102.50
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00001929	1,310.00	40,085.00
Total				626,830.70	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Public Relations [REDACTED]
EE Community Action Plan Strategic & Creative Development	Community Action Phase I - CBO Video Series Filming for RIVC & California Council of the Blind
Web Maintenance & Optimization	Community Action Phase II - Integrated Planning
Social Media Channel Maintenance	Community Management Support & Counsel
JCAP Y5 Development	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Ongoing Coordination with CBOs	February Y4 EE Media Plan Maintenance & Optimizations
JCAP Y5 Development	Y5 Media Planning
Coordinating Virtual Events	
Development of Community Action Plan	
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	EE Community Action Plan Strategic & Creative Development of Hispanic Specific Tactics

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

Sincerely,
 Anica Solis



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April 7, 2021

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 \$1,027,995.27 is due by May 22nd, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y4 TV	DBSA-P00000621	DBSA-PI00001917	549,760.25	6,313,030.54
	EE Y4 Social	DBSA-P00000625	DBSA-PI00001918	606.00	31,107.46
	EE Y4 Search	DBSA-P00000626	DBSA-PI00001919	11,943.15	184,418.04
	EE Y4 Digital	DBSA-P00000627	DBSA-PI00001920	426,866.75	2,931,467.80
	EE Q3/Q4 2020 Web & Social	DBSA-P00000672	DBSA-PI00001922	1,319.12	14,383.06
	EE 2021 Q2-Q3 Traffic	DBSA-P00000732	DBSA-PI00001925	37,500.00	37,500.00
Subtotal				1,027,995.27	
	- Social (Facebook) - February 2021			8,584.94	6,530,950.11
Total				1,036,580.21	

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 Q3 (Sep 2020) Energy Efficiency Media including Spot TV
EE Q2/Q3 2021 Traffic (Pre-bill)	Year 4 Q4 (Nov & Dec 2020) Energy Efficiency Media including Search
	Year 4 Q1 (Mar & Feb 2021) Energy Efficiency Media including Digital/Search/Social/Spot TV

Notes:

- Social (Facebook) February 2021 billing \$8,584.94 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