



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

July 6, 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 \$646,645.75 is due by August 20th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00002031	56,217.00	1,116,176.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00002033	13,085.00	267,645.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00002035	7,695.00	158,620.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00002036	6,362.50	146,710.00
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00002037	86,081.25	2,128,088.75
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00002039	135.00	60,537.50
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00002040	686.25	26,485.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00002041	55,541.25	624,528.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00002043	32,136.25	912,548.90
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00002045	780.00	44,467.50
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00002046	47,763.75	200,626.25
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00002047	340,162.50	7,094,382.50
Total				646,645.75	

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	Pitching CBO Op-Eds & Bylines (African American Community & Asian-language)
CAP Phase 2 Campaign Production	CBO Series Planning & Video Shoots
Rename.CA Sweepstakes	Community Management Support & Counsel
Web Maintenance & Optimization	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
Social Media Channel Maintenance	
Forecast & Projection Planning	
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Ongoing Coordination with CBOs	May Y5 EE Media Plan Maintenance & Optimizations
CAP Program	Sweepstakes Activation
Grantee Selection, Contracting & Onboarding	
Social Media & CBO Collateral 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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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 \$1,347,276.56 is due by August 20th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y4 TV	DBSA-P00000621	DBSA-CR00000364	(9,474.45)	6,278,996.66
	EE Y5 Radio	DBSA-P00000766	DBSA-PI00002026	120,533.10	120,533.10
	EE Y5 TV Spot	DBSA-P00000767	DBSA-PI00002027	731,686.12	731,686.12
	EE Y5 Digital	DBSA-P00000771	DBSA-PI00002028	298,773.77	522,449.51
	EE Y5 Search	DBSA-P00000770	DBSA-PI00002029	28,081.01	85,179.06
	EE Y5 Newspaper	DBSA-P00000768	DBSA-PI00002030	134,204.52	134,204.52
	EE Y5 Social	DBSA-P00000769	DBSA-PI00002044	43,472.49	74,575.17
Subtotal				1,347,276.56	
	- Social (Facebook) - May 2021			221,449.00	6,995,962.38
Total				1,568,725.56	

This month's costs cover time spent on the following deliverables:	
Paid Media Strategy and Execution	
Year 4 Q1 (Feb & Mar 2021) Energy Efficiency Media including Spot TV	
Year 5 Q2 (May & June 2021) Energy Efficiency Media including Digital/Social/Search/Spot Radio/Spot TV/Newspaper	

Notes:

- Social (Facebook) May 2021 billing \$221,449.00 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