



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

August 16, 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 \$702,542.00 is due by September 30th, 2021. **Invoice delay due to correction of DDB hours for Task 3 (Implement & Execute Campaign).**

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00002073	3,910.00	162,530.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00002074	6,380.00	274,025.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00002075	36,317.00	1,152,493.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00002077	7,850.00	154,560.00
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00002078	86,681.25	2,214,770.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00002081	688.75	61,226.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00002082	1,255.00	27,740.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00002083	43,002.50	667,531.25
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00002084	39,168.75	951,717.65
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00002092	2,925.00	47,392.50
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00002094	17,485.00	218,111.25
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00002104	456,878.75	7,551,261.25
Total				702,542.00	

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	Summer Solstice Infographic Development
CAP Phase 2 Campaign Production	Pitching CBO Op-Eds & Bylines (African American Community & Asian-language)
Rename.CA Sweepstakes	CBO Series Planning & Video Shoots
Web Maintenance & Optimization	Rename.CA planning
Social Media Channel Maintenance	Community Management Support & Counsel
Forecast & Projection Planning	Daily Monitoring to Inform Opportunistic Media Outreach & EUC Reputation Risks
Community Outreach [REDACTED]	Paid Media Strategy and Execution [REDACTED]
Ongoing Communication with CBOs	June 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



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

August 11, 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 \$2,353,405.79 is due by September 25th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	CAP Manifesto Video Production 2020	DBSA-P00000704	DBSA-CR00000377	(33,038.45)	578,703.96
	COVID Tactical Assets	DBSA-P00000708	DBSA-CR00000378	(8,380.00)	50,620.00
	Manifesto Launch Assets	DBSA-P00000720	DBSA-CR00000379	(3,728.37)	45,471.63
	CAP Earth Day	DBSA-P00000801	DBSA-CR00000380	(8,395.01)	25,604.99
	EE Y4 TV	DBSA-P00000621	DBSA-CR00000381	(265.50)	6,278,731.16
	Goldie Sign-Up Drivers	DBSA-P00000806	DBSA-PI00002071	93,750.00	375,000.00
	2021 Goldie Dashboard	DBSA-P00000852	DBSA-PI00002072	4,390.00	4,390.00
	EE Y5 Radio	DBSA-P00000766	DBSA-PI00002086	243,218.49	363,751.59
	EE Y5 TV Spot	DBSA-P00000767	DBSA-PI00002087	1,447,864.76	2,179,550.88
	EE Y5 Newspaper	DBSA-P00000768	DBSA-PI00002088	134,204.52	268,409.04
	EE Y5 Social	DBSA-P00000769	DBSA-PI00002089	35,469.73	110,044.90
	EE Y5 Search	DBSA-P00000770	DBSA-PI00002090	29,017.04	114,196.10
	EE Y5 Digital	DBSA-P00000771	DBSA-PI00002091	419,298.58	941,748.09
Subtotal				2,353,405.79	
	- Social (Facebook) - June 2021			204,634.91	7,200,597.29
Total				2,558,040.70	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
EE CAP Manifesto Video Production 2020 (Credit)	Year 4 Q1 (Feb & Mar 2021) Energy Efficiency Media including Spot TV (Credit)
EE COVID Tactical Assets (Credit)	Year 5 Q2 (June 2021) Energy Efficiency Media including Digital/Social/Spot TV
EE Manifesto Launch Assets (Credit)	Year 5 Q3 (July 2021) Energy Efficiency Media including Digital/Social/Search/Spot Radio/Spot TV/Newspaper
EE CAP Earth Day (Credit)	
EE Goldie Sign-Up Drivers (Pre-bill)	
EE 2021 Goldie Dashboard (Pre-bill)	

Notes:

- Social (Facebook) June 2021 billing \$204,634.91 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.

Reconciliation Credits

DBSA-CR00000377 - DBSA-P00000704: Pre-bill funds transferred from DBSA-P00000609: \$611,742.41, Applied: \$578,703.96, Credit: (\$33,038.45)

DBSA-CR00000378 - DBSA-P00000708: Pre-bill funds transferred from DBSA-P00000515: \$59,000.00, Applied: \$50,620.00, Credit: (\$8,380.00)

DBSA-CR00000379 - DBSA-P00000720: Pre-bill funds transferred from DBSA-P00000515: \$49,200.00, Applied: \$45,471.63, Credit: (\$3,728.37)

DBSA-CR00000380 - DBSA-P00000801: Pre-bill funds transferred from DBSA-P00000609: \$34,000.00, Applied: \$25,604.99, Credit: (\$8,395.01)

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

Sincerely,
 Anica Solis