



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

September 14, 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 \$550,315.25 is due by October 29th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00002116	2,440.00	164,970.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00002117	4,895.00	278,920.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00002118	25,420.00	1,177,913.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00002120	386.25	61,612.50
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00002121	1,770.00	29,510.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00002122	38,242.50	705,773.75
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00002124	8,788.75	163,348.75
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00002125	69,262.50	2,284,032.50
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00002127	34,736.50	986,454.15
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00002139	14,652.50	232,763.75
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00002140	5,955.00	53,347.50
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00002142	343,766.25	7,895,027.50
Total				550,315.25	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Public Relations [REDACTED]
EE Evergreen Strategic & Creative Development	CBO Series Video Development
Rename.CA Sweepstakes	Rename.CA planning
ESA Campaign Production	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 Communication with CBOs	July 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	

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

Sincerely,
 Anica Solis



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September 14, 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 \$634,590.03 is due by October 29th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y4 TV	DBSA-P00000621	DBSA-CR00000388	(734.56)	6,277,996.60
	EE Y5 TV Spot	DBSA-P00000767	DBSA-CR00000389	(6,023.15)	2,173,527.73
	EE Y5 Radio	DBSA-P00000766	DBSA-CR00000390	(351.35)	363,400.24
	EE ESA 2021	DBSA-P00000577	DBSA-PI00002113	14,132.81	14,132.81
	EE Y4 Digital	DBSA-P00000627	DBSA-PI00002129	609.70	2,599,771.88
	EE Y5 Newspaper	DBSA-P00000768	DBSA-PI00002130	67,102.26	335,511.30
	EE Y5 Social	DBSA-P00000769	DBSA-PI00002131	43,746.38	153,791.28
	EE Y5 Search	DBSA-P00000770	DBSA-PI00002132	29,017.04	143,213.14
	EE Y5 Digital	DBSA-P00000771	DBSA-PI00002133	487,090.90	1,428,838.99
Subtotal				634,590.03	
	- Social (Facebook) - July 2021				7,522,484.79
Total				956,477.53	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
EE ESA 2021 (Pre-bill)	Year 4 Q4 (Nov 2020) Energy Efficiency Media including Spot TV
	Year 4 Q1 (Jan, Feb & Mar 2021) Energy Efficiency Media including Digital (Credit)
	Year 5 Q2 (May & June 2021) Energy Efficiency Media including Digital/Spot Radio/Spot TV (Credit)
	Year 5 Q3 (July & Aug 2021) Energy Efficiency Media including Digital/Social/Search/Spot Radio/Spot TV/Newspaper

Notes:

- Social (Facebook) July 2021 billing \$321,887.50 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