



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

November 3, 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 \$458,298.75 is due by December 18th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00002219	8,860.00	67,902.50
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00002220	28,540.00	275,121.25
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00002224	38,261.25	1,070,719.90
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00002225	15,031.25	762,380.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00002230	25,420.00	1,228,753.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00002231	4,895.00	288,710.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00002232	2,440.00	169,850.00
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00002243	7,210.00	179,081.25
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00002244	55,643.75	2,398,426.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00002245	453.75	30,977.50
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00002246	271,543.75	8,439,807.50
Total				458,298.75	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services [REDACTED]	Public Relations [REDACTED]
EE Evergreen Strategic & Creative Development	Finalization of the CBO Series Videos
Rename.CA Sweepstakes	Development of CBO Series Amplification Materials (Multimedia News Release, Native article & Patch.com)
Goldie Dashboard	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 & Grantees	September 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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November 3, 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 (\$43,604.01) is due by December 18th, 2021.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	Q1 2021 SMB Production	DBSA-P00000603	DBSA-CR00000407	(49,500.00)	-
	JTM Goldie Tactical Assets	DBSA-P00000735	DBSA-CR00000408	(2,300.00)	15,700.00
	JTM Goldie GIFs Batch 2	DBSA-P00000750	DBSA-CR00000409	(20,080.00)	14,300.00
	CAP Print Production	DBSA-P00000794	DBSA-CR00000410	(3,911.68)	16,457.66
	CAP Radio Production	DBSA-P00000795	DBSA-CR00000411	(12,410.67)	8,173.08
	EE Y4 TV	DBSA-P00000621	DBSA-CR00000415	(23.14)	6,277,973.46
	EE Y5 Radio	DBSA-P00000766	DBSA-CR00000416	(2,376.78)	356,536.49
	EE Y5 TV Spot	DBSA-P00000767	DBSA-CR00000417	(6,822.51)	2,142,153.48
	EE Y5 Social	DBSA-P00000769	DBSA-PI00002222	53,820.77	303,643.97
Subtotal				(43,604.01)	
	- Social (Facebook) - September 2021			762,460.97	9,357,153.32
Total				718,856.96	

This month's costs cover time spent on the following deliverables:	
Strategic and Creative Services	Paid Media Strategy and Execution
SMB Production (Credit)	Year 4 Q1 (Feb 2021) Energy Efficiency Media including Spot TV (Credit)
JTM Goldie Tactical Assets (Credit)	Year 5 Q2 (June 2021) Energy Efficiency Media including Spot Radio/Spot TV (Credits)
JTM Goldie GIFs Batch 2 (Credit)	Year 5 Q3 (July & Sep 2021) Energy Efficiency Media including Social/Spot Radio/Spot TV
CAP Print Production (Credit)	
CAP Radio Production (Credit)	

Notes:

- Social (Facebook) September 2021 billing \$762,460.97 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-CR00000407 - DBSA-P00000603: Pre-bill funds transferred from DBSA-P00000515: \$49,500.00, Applied: \$0.00, Credit: (\$49,500.00)

DBSA-CR00000408 - DBSA-P00000735: Pre-bill funds transferred from DBSA-P00000515: \$18,000.00, Applied: \$15,700.00, Credit: (\$2,300.00)

DBSA-CR00000409 - DBSA-P00000750: Pre-bill funds transferred from DBSA-P00000515: \$34,380.00, Applied: \$14,300.00, Credit: (\$20,080.00)

DBSA-CR00000410 - DBSA-P00000794: Pre-bill funds transferred from DBSA-P00000609: \$20,369.34, Applied: \$16,457.66, Credit: (\$3,911.68)

DBSA-CR00000411 - DBSA-P00000795: Pre-bill funds transferred from DBSA-P00000609: \$20,583.75, Applied: \$8,173.08, Credit: (\$12,410.67)

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

Sincerely,
 Anica Solis