



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

December 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 \$427,663.75 is due by January 17th, 2022.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
Fee	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000558	DBSA-PI00002277	26,300.00	1,097,019.90
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000541	DBSA-PI00002283	256,710.00	8,696,517.50
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000550	DBSA-PI00002286	7,520.00	186,601.25
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000540	DBSA-PI00002291	9,055.00	76,957.50
	EE [REDACTED] Fee Task 4 (Regulatory Compliance)	DBSA-P00000542	DBSA-PI00002292	16,550.00	291,671.25
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000553	DBSA-PI00002293	2,440.00	172,290.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000554	DBSA-PI00002294	5,825.00	294,535.00
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000559	DBSA-PI00002295	30,800.00	1,259,553.00
	EE [REDACTED] Fee Task 3 (Implement and Execute Campaign)	DBSA-P00000557	DBSA-PI00002297	59,556.25	2,457,982.50
	EE [REDACTED] Fee Task 1 (Establish & Implement Strategic Direction)	DBSA-P00000551	DBSA-PI00002300	337.50	63,425.00
	EE [REDACTED] Fee Task 2 (Stakeholder Engagement)	DBSA-P00000555	DBSA-PI00002301	1,391.25	32,368.75
	EE [REDACTED] Fee Task 3 (Implement & Execute Campaign)	DBSA-P00000556	DBSA-PI00002302	11,178.75	773,558.75
<b>Total</b>				<b>427,663.75</b>	

This month's costs cover time spent on the following deliverables:	
<b>Strategic and Creative Services</b> [REDACTED]	<b>Public Relations</b> [REDACTED]
EE Evergreen Strategic & Creative Development	Distribution of CBO Series on Energy Efficiency Day
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	
<b>Community Outreach</b> [REDACTED]	<b>Paid Media Strategy and Execution</b> [REDACTED]
Ongoing Communication with CBOs & Grantees	October Y5 EE Media Plan Maintenance & Optimizations
CAP Program	Sweepstakes Activation
Grantee Selection, Contracting & Onboarding	
Social Media & CBO Collateral Creation	
<b>Stakeholder Management</b> [REDACTED]	<b>Multicultural Marketing and Advertising</b> [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



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

December 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 \$23,138.63 is due by January 17th, 2022.

Task	Deliverable	Project Code	Invoice Number	Total	Billed To Date
OOP	EE Y4 Search	DBSA-P00000626	DBSA-CR00000422	(58,180.76)	189,770.98
	EE Y5 Radio	DBSA-P00000766	DBSA-CR00000423	(1,575.03)	354,961.46
	2021 Goldie Dashboard	DBSA-P00000852	DBSA-CR00000424	(890.00)	3,500.00
	2021 Lower Funnel Sign-up Driver	DBSA-P00000848	DBSA-CR00000425	(322.80)	4,677.20
	EE Y5 TV Spot	DBSA-P00000767	DBSA-CR00000426	(1,500.08)	2,140,653.40
	EE Y5 Social	DBSA-P00000769	DBSA-CR00000427	(53,436.08)	250,207.89
	EE Y5 Search	DBSA-P00000770	DBSA-CR00000428	(0.01)	171,294.11
	EE Q3-Q4 2020/Q1 2021 Web & Social	DBSA-P00000672	DBSA-CR00000429	(48.70)	14,951.30
	EE Y5 Digital	DBSA-P00000771	DBSA-PI00002280	58,131.11	1,817,365.00
	2021 Evergreen Social	DBSA-P00000900	DBSA-PI00002281	80,960.98	84,731.25
<b>Subtotal</b>				<b>23,138.63</b>	
	- Social (Facebook) - October 2021			-	9,357,153.32
<b>Total</b>				<b>23,138.63</b>	

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

**Notes:**

- Social (Facebook) October 2021 billing \$0.00 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.

**Reconciliation Credits**

DBSA-CR00000424 - DBSA-P00000852: Pre-billed: \$4,390.00, Applied: \$3,500.00, Credit: (\$890.00)

DBSA-CR00000425 - DBSA-P00000848: Pre-bill funds transferred from DBSA-P00000609: \$5,000.00, Applied: \$4,677.20, Credit: (\$322.80)

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

Sincerely,  
 Anica Solis