

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE



August 5, 2019

Advice Letter 4098-G/5544-E
4098-G-A/5544-E-A
4098-G-B/5544-E-B
4098-G-C/5544-E-C

Erik Jacobson
Director, Regulatory Relations
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177

**SUBJECT: Notification of PG&E's Contract Amendment for Statewide MR&O with
DDB, Inc. to Extend the Contract Through 2021 in Compliance with
Decision 19-01-005**

Dear Mr. Jacobson:

Advice Letter 4098-G/5544-E and Supplementals 4098-G-A/5544-E-A and 4098-G-B/5544-E-B and 4098-G-C/5544-E-C are effective as of June 9, 2019.

Sincerely,

A handwritten signature in cursive script that reads 'Edward Randolph'.

Edward Randolph
Deputy Executive Director for Energy and Climate Policy/
Director, Energy Division

June 17, 2019

Advice 4098-G-B/5544-E-B

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

Subject: Second Supplemental: Notification of PG&E's Contract Amendment for Statewide ME&O with DDB, Inc to extend the contract through 2021 in Compliance with Decision 19-01-005

Purpose

As ordered by the California Public Utilities Commission (CPUC or Commission) pursuant to Ordering Paragraph 1 of Commission Decision 19-01-005, Pacific Gas and Electric Company (PG&E) hereby submits this contract amendment to extend, until December 31, 2021, DDB San Francisco's contract for the Statewide Marketing, Education, and Outreach (ME&O) Energy Upgrade California program.

Supplemental Information

This second supplemental provides both the redacted and unredacted versions of the fully executed Amendment 5 (Attachments A & B), correcting a typographical error in the table on the second page of Attachment #1 to Amendment 4. The table has an incorrect number entered for Marketing and Education. The correction in Attachments A & B does not alter the pricing changes in Amendment 4.

Protests

PG&E asks that the Commission, pursuant to GO 96-B, General Rule 7.5.1, maintain the original protest and comment period designated in Advice 4098-G/5544-E and not reopen the protest period as the information in this Advice Letter reflects the direction of Energy Division.

Effective Date

PG&E requests that this Tier 2 Advice Letter become effective concurrent with original Advice 4098-G/5544-E, originally scheduled for June 9, 2019.

Notice

In accordance with General Order 96-B, Section IV, a copy of this Advice Letter is being sent electronically and via U.S. mail to parties shown on the attached list and the parties on the service list for A.12-08-007. Address changes to the General Order 96-B service list should be directed to PG&E at email address PGETariffs@pge.com. For changes to any other service list, please contact the Commission's Process Office at (415) 703-2021 or at Process.Officer@cpuc.ca.gov. Send all electronic approvals to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs/>.

/S/

Erik Jacobson
Director, Regulatory Relations

Attachments

Attachment A – Executed contract Amendment #5 and contract change order with DDB San Francisco (Redacted Version)

Attachment B – Executed contract Amendment #5 and contract change order with DDB San Francisco (Unredacted Version)

Attachment C – Confidentiality Declaration

cc: Service List A.12-08-007



ADVICE LETTER SUMMARY

ENERGY UTILITY



MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No.: Pacific Gas and Electric Company (ID U39M)

Utility type:

☒ ELC ☒ GAS ☐ WATER
☐ PLC ☐ HEAT

Contact Person: Yvonne Yang

Phone #: (415)973-2094

E-mail: PGETariffs@pge.com

E-mail Disposition Notice to: Yvonne.Yang@pge.com

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas WATER = Water
PLC = Pipeline HEAT = Heat

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #: 4098-G-B/5544-E-B

Tier Designation: 2

Subject of AL: Second Supplemental: Notification of PG&E's Contract Amendment for Statewide ME&O with DDB, Inc to extend the contract through 2021 in Compliance with Decision 19-01-005

Keywords (choose from CPUC listing): Compliance

AL Type: ☐ Monthly ☐ Quarterly ☐ Annual ☒ One-Time ☐ Other:

If AL submitted in compliance with a Commission order, indicate relevant Decision/Resolution #: D.19-01-005

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: No

Summarize differences between the AL and the prior withdrawn or rejected AL:

Confidential treatment requested? ☒ Yes ☐ No

If yes, specification of confidential information: see attached Confidentiality Declaration
Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information: Stephens, Keith, KFS9@pge.com, (415)973-8201

Resolution required? ☐ Yes ☒ No

Requested effective date: 6/9/19

No. of tariff sheets: N/A

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: N/A

Service affected and changes proposed¹: N/A

Pending advice letters that revise the same tariff sheets: N/A

¹Discuss in AL if more space is needed.

Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this submittal, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102
Email: EDTariffUnit@cpuc.ca.gov

Name: Erik Jacobson, c/o Megan Lawson
Title: Director, Regulatory Relations
Utility Name: Pacific Gas and Electric Company
Address: 77 Beale Street, Mail Code B13U
City: San Francisco, CA 94177
State: California Zip: 94177
Telephone (xxx) xxx-xxxx: (415)973-2093
Facsimile (xxx) xxx-xxxx: (415)973-3582
Email: PGETariffs@pge.com

Name:
Title:
Utility Name:
Address:
City:
State: District of Columbia Zip:
Telephone (xxx) xxx-xxxx:
Facsimile (xxx) xxx-xxxx:
Email:

Clear Form

Attachment A

**Executed contract Amendment #5 and
contract change order with DDB San
Francisco
(Redacted Version)**



Contract Change Order

This is Change Order ("CO") No. 5 to Contract No. C7164 (formerly 2501482836) dated 12 October 2016 between the below-named Contractor ("Contractor"), a New York corporation, and Pacific Gas and Electric Company ("PG&E"), a California corporation with its headquarters located at 77 Beale Street, San Francisco, California 94105. Contractor shall perform all Work under this Contract, as amended by this Change Order, pursuant to and in accordance with the terms and conditions of the Contract.

Contractor's Legal Name: DDB SAN FRANCISCO
A DIVISION OF DDB WORLDWIDE COMMUNICATIONS GROUP INC.

This Contract Change Order consists of 5 page(s).

Contractor's Address: 600 CALIFORNIA STREET 7TH FLOOR
SAN FRANCISCO, CA 94108

Project Name: Statewide MEO Program

Job Location: Within CA State

CHANGES: The Parties hereby modify the Contract referenced above as follows:

Amendment 5 corrects a typographical error that was in the table at the end of Amendment 4. That table had an incorrect number, [REDACTED] entered for Marketing and Education. The correct number for Marketing and Education is [REDACTED]. This correction does not change the pricing changes contained in Amendment 4.

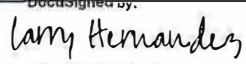
ATTACHMENTS: The following are attached to this Contract Change Order and incorporated herein by this reference.

Attachment No.1 Fifth Amendment, Pages 3-7

PRICING CHANGES:	Previous Total Contract Value:	[REDACTED]
	Addition or Deduction:	\$0
	Revised Total Contract Value:	[REDACTED]

All other terms and conditions of the Contract, as it may have been amended by previous Contract Change Order(s), if any, shall remain the same.

THE PARTIES, BY SIGNATURE OF THEIR AUTHORIZED REPRESENTATIVES, HEREBY AGREE TO THE TERMS OF THIS CONTRACT CHANGE ORDER.

PACIFIC GAS AND ELECTRIC COMPANY		CONTRACTOR: DDB SAN FRANCISCO	
		A DIVISION OF DDB WORLDWIDE COMMUNICATIONS	
Signature	DocuSigned by: 	Signature	DocuSigned by: 
Name	Larry Hernandez	Name	John McCarthy
Title	Manager, Sourcing Operations	Title	President
Date	6/7/2019	Date	6/7/2019



ADMINISTRATION			
PG&E Negotiator	Lily Divito	Contractor Representative	
Phone	415 972 5308	Phone	
Email:	l1d1@pge.com	Email:	
Accounting Reference			

INTERNAL PG&E USE ONLY			
Distribution Date			
Distribution of Copies	☐ Document Services (Signed Original Copy) Mail Code N5D 245 MARKET ST., SAN FRANCISCO	☐ Contractor (Signed Original Copy)	
	☐ Work Supervisor	☐ Manager	
	☐ Invoice Approver	☐ Supervisor	
	☐ V.P.	☐ Sourcing/ Purchasing	
	☐ Director	☐ Law	

**FIFTH AMENDMENT TO THE AGREEMENT BETWEEN
PACIFIC GAS AND ELECTRIC COMPANY AND DDB SAN FRANCISCO**

This Fifth Amendment to the October 17, 2016, Statewide Marketing Education and Outreach (Statewide) Program Agreement (Program Agreement) between Pacific Gas and Electric Company (PG&E) and DDB San Francisco, a division of DDB Worldwide Communications Group Inc. ("DDB-San Francisco", "Contractor" or "Implementer"), is made on _____ 2019 (the "Effective Date") and is subject to the condition subsequent of approval by the California Public Utilities Commission ("CPUC" or "Commission") of the Advice Letter filed by PG&E on _____.

Pursuant to D. 19-01-005, on May 16, 2019 PG&E amended the Program Agreement ("Fourth Amendment") to: i) extend the term and Statement of Work ("ME&O EUC SOW") for DDB to serve as Implementer until December 31, 2021, with ii) the ME&O EUC Budget for the Extension Period to remain at the current annual level plus an additional three months in 2021 (October, November, and December), calculated at the monthly amount derived from the 12-month annual ME&O EUC Budget, and iii) allocation among the IOUs of the ME&O EUC Budget used during the Extension Period according to the percentages in PG&E's Advice Letter 4019-G/5388-E which was approved by the Commission's Energy Division on October 30, 2018 and by the Commission in Decision 19-01-005: 46.7425% for PG&E, 32.6825% for SCE, 12.4325% for SDG&E and 8.1425% for SoCalGas.

This Fifth Amendment to the Agreement corrects an error in the budget allocation chart in the "Budget for Extension Period" section of the Fourth Amendment, Attachment #1. The chart shows a budget allocation of [REDACTED] for Marketing and Education during the extension period, when the correct figure is [REDACTED] (Both numbers reflect rounding to the nearest \$0.01) The remaining content of the Fourth Amendment and its budget amounts are accurate and unchanged by this correction. A copy of the corrected chart is appended hereto as "Program Agreement Amendment Five, Attachment 1."

All terms defined in the Program Agreement shall have the same meaning in this Fifth Amendment, unless otherwise stated.

WHEREAS:

- A. An error was made in the budget allocation chart in the "Budget for Extension Period" section of Attachment #1 of Program Agreement Amendment #4. The chart shows an allocation of [REDACTED] for Marketing and Education during the extension period, when the correct figure is [REDACTED]

Therefore, the Parties agree as follows:

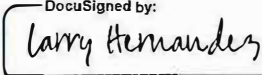
1. The budget allocation chart in Program Agreement #4, Attachment #1, "Budget for Extension Period" section shall be modified to reflect an allocation of [REDACTED] for Marketing and Education during the extension period. A copy of the revised budget allocation chart is attached hereto as "Program Agreement Amendment Five, Attachment 1."

2. Unless expressly modified by this Fifth Amendment, the provisions of the Program Agreement and the first, second, third, and fourth Amendments remain in full force and effect.

3. This Fifth Amendment will be submitted as a Tier 2 Advice Letter by PG&E to the CPUC, and the effectiveness of the Fifth Amendment is subject to the express condition subsequent of approval of both the Fourth Amendment and the Fifth Amendment by the CPUC.

IN WITNESS WHEREOF, this Fifth Amendment has been duly signed by the duly authorized representatives of the Parties hereto as of the Effective Date.

Pacific Gas and Electric Company

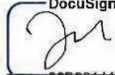
By:  _____
DocuSigned by:
A1577063FB7B41E...

Printed: Larry Hernandez

Title: Manager, Sourcing Operations

Date: 6/7/2019

DDB San Francisco, a division of DDB
Worldwide Communications Group Inc.

By:  _____
DocuSigned by:
20B5214AD7A8949F...

Printed: John McCarthy

Title: President

Date: 6/7/2019

PROGRAM AGREEMENT AMENDMENT FIVE
ATTACHMENT #1**Budget for Extension Period**

Marketing & Education	
Advertising	
Earned and Social Media	
Promotional Calendar and Co-op Marketing	
Website & Digital Marketing	
Mobile Outreach and Education	
Outreach*	
Retail Intercept Outreach and Education	
Strategic Partnerships and Sponsorships	
Youth Education & Outreach	
Community-based Social Marketing	
Research	
Research (small business, messaging, other)	
Administrative Expenses	
Implementer Administrative Expenses	
Total	

Attachment B

**Executed contract Amendment #5 and
contract change order with DDB San
Francisco
(Unredacted Version)**

Attachment C
Confidentiality Declaration

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

**DECLARATION SUPPORTING CONFIDENTIAL DESIGNATION
ON BEHALF OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)**

1. I, Keith Stephens, am the Vice President of Marketing and Communications of Pacific Gas and Electric Company (“PG&E”), a California corporation. My business office is located at:

Pacific Gas and Electric Company
77 Beale Street, Mail Code xxx
San Francisco, CA 94105

2. PG&E will produce the information identified in paragraph 3 of this Declaration to the California Public Utilities Commission (“CPUC”) or departments within or contractors retained by the CPUC in response to a CPUC audit, data request, proceeding, or other CPUC request.

Name or Docket No. of CPUC Proceeding (if applicable): A.12-08-007

3. Title and description of document(s): Amendment 5 and the Contract Change Order remedying a typographical error in the previously submitted Amendment 5 and associated Contract Change Order. The amendment and Contract Change Order have contract values that are redacted from the public version.
4. These documents contain confidential information that, based on my information and belief, has not been publicly disclosed. These documents have been marked as confidential, and the basis for confidential treatment and where the confidential information is located on the documents are identified on the following chart:

Check	Basis for Confidential Treatment	Where Confidential Information is located on the documents
☐	Customer-specific data, which may include demand, loads, names, addresses, and billing data (Protected under PUC § 8380; Civ. Code §§ 1798 <i>et seq.</i>; Govt. Code § 6254; Public Util. Code § 8380; Decisions (D.) 14-05-016, 04-08-055, 06-12-029)	
☐	Personal information that identifies or describes an individual (including employees), which may include home address or phone number; SSN, driver's license, or passport numbers; education; financial matters; medical or employment history (not including PG&E job titles); and statements attributed to the individual (Protected under Civ. Code §§ 1798 <i>et seq.</i>; Govt. Code § 6254; 42 U.S.C. § 1320d-6; and General Order (G.O.) 77-M)	
☐	Physical facility, cyber-security sensitive, or critical energy infrastructure data, including without limitation critical energy infrastructure information (CEII) as defined by the regulations of the Federal Energy Regulatory Commission at 18 C.F.R. § 388.113 (Protected under Govt. Code § 6254(k), (ab); 6 U.S.C. § 131; 6 CFR § 29.2)	
☐	Proprietary and trade secret information or other intellectual property and protected market sensitive/competitive data (Protected under Civ. Code §§ 3426 <i>et seq.</i>; Govt. Code §§ 6254, <i>et seq.</i>, e.g., 6254(e), 6254(k), 6254.15; Govt. Code § 6276.44; Evid. Code § 1060; D.11-01-036)	
☐	Corporate financial records (Protected under Govt. Code §§ 6254(k), 6254.15)	

☐

Third-Party information subject to non-disclosure or confidentiality agreements or obligations

(Protected under Govt. Code § 6254(k); see, e.g., CPUC D.11-01-036)

☒

Other categories where disclosure would be against the public interest (Govt. Code § 6255(a)): Specific contracted amounts between PG&E and the implementer (DDB San Francisco) are redacted to avoid disclosing the contract amount to potential future contractors

Contract Change Order and Amendment 5: Redactions on pages 1, 3 and 5 are to ensure that contract amounts are not disclosed to avoid any conflicts with potential future contractors

5. The importance of maintaining the confidentiality of this information outweighs any public interest in disclosure of this information. This information should be exempt from the public disclosure requirements under the Public Records Act and should be withheld from disclosure.
6. I declare under penalty of perjury that the foregoing is true, correct, and complete to the best of my knowledge.
7. Executed on this 10 day of June, 2019 at San Francisco, California.



Keith Stephens
Vice President of Marketing and
Communications
Pacific Gas and Electric Company

**PG&E Gas and Electric
Advice Submittal List
General Order 96-B, Section IV**

AT&T	Downey & Brand	Pioneer Community Energy
Albion Power Company	East Bay Community Energy	Praxair
Alcantar & Kahl LLP	Ellison Schneider & Harris LLP	Regulatory & Cogeneration Service, Inc.
	Energy Management Service	SCD Energy Solutions
Alta Power Group, LLC	Engineers and Scientists of California	
Anderson & Poole	Evaluation + Strategy for Social	SCE
	Innovation	SDG&E and SoCalGas
Atlas ReFuel	GenOn Energy, Inc.	
BART	Goodin, MacBride, Squeri, Schlotz &	SPURR
	Ritchie	San Francisco Water Power and Sewer
Barkovich & Yap, Inc.	Green Charge Networks	Seattle City Light
P.C. CalCom Solar	Green Power Institute	Sempra Utilities
California Cotton Ginners & Growers Assn	Hanna & Morton	Southern California Edison Company
California Energy Commission	ICF	Southern California Gas Company
California Public Utilities Commission	International Power Technology	Spark Energy
California State Association of Counties	Intestate Gas Services, Inc.	Sun Light & Power
Calpine	Kelly Group	Sunshine Design
	Ken Bohn Consulting	Tecogen, Inc.
Cameron-Daniel, P.C.	Keyes & Fox LLP	TerraVerde Renewable Partners
Casner, Steve	Leviton Manufacturing Co., Inc. Linde	Tiger Natural Gas, Inc.
Cenergy Power	Los Angeles County Integrated Waste	
Center for Biological Diversity	Management Task Force	TransCanada
City of Palo Alto	Los Angeles Dept of Water & Power	Troutman Sanders LLP
	MRW & Associates	Utility Cost Management
City of San Jose	Manatt Phelps Phillips	Utility Power Solutions
Clean Power Research	Marin Energy Authority	Utility Specialists
Coast Economic Consulting	McKenzie & Associates	
Commercial Energy		Verizon
County of Tehama - Department of Public	Modesto Irrigation District	Water and Energy Consulting
Works	Morgan Stanley	Wellhead Electric Company
Crossborder Energy	NLine Energy, Inc.	Western Manufactured Housing
Crown Road Energy, LLC	NRG Solar	Communities Association (WMA)
Davis Wright Tremaine LLP		Yep Energy
Day Carter Murphy		
	Office of Ratepayer Advocates	
Dept of General Services	OnGrid Solar	
Don Pickett & Associates, Inc.	Pacific Gas and Electric Company	
Douglass & Liddell	Peninsula Clean Energy	