

GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE ATTORNEY GENERAL



KARL A. RACINE
ATTORNEY GENERAL

Public Advocacy Division
Social Justice Section

ELECTRONIC FILING

March 31, 2021

Ms. Brinda Westbrook-Sedgwick
Public Service Commission
Of the District of Columbia Secretary
1325 G Street, N.W., Suite 800
Washington, DC 20005

**Re: Formal Case No. 1125 – In the Matter of the Promotion of the Utility
Discount Programs.**

Dear Ms. Westbrook-Sedgwick:

On behalf of the Department of Energy and Environment, please find its enclosed Response to Order No. 17407 for February 2021. If you have any questions regarding this filing, please do not hesitate to contact the undersigned.

Respectfully submitted,

KARL A. RACINE
Attorney General

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cc: Service List

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE DISTRICT OF COLUMBIA**

IN THE MATTER OF:

**The Promotion of the Utility Discount Programs) Formal Case No. 1125
)**

**THE DEPARTMENT OF ENERGY AND ENVIRONMENT’S
RESPONSE TO ORDER NO. 17407**

Pursuant to Order No. 17407 of the Public Service Commission of the District of Columbia, the Department of Energy and Environment (DOEE) hereby submits the following report on Customer Education Plan media buys and expenditures for February 2021.

In February 2021, DOEE paid invoices totaling \$15,787.50 for radio, online news, and WMATA bus advertising. The table below reflects the FY21 vendors, agreements, and budgets.

Medium	Vendor	Executed on	Agreement No.	Total Value	February	Cumulative	Balance
Radio	Radio One (WOL,WYCB,PRAISE,MAJIC,WKYS)	28-Oct-20	PO634038	\$ 9,000.00	\$ 2,000.00	\$ 3,000.00	\$ 6,000.00
	EL Zol - WLZL 107.9 FM	28-Oct-20	PO634052	\$ 5,000.00	\$ 312.50	\$ 1,562.50	\$ 3,437.50
Signage	WMATA- OUTFRONT MEDIA	28-Oct-20	PO634117	\$ 10,000.00	\$ 6,725.00	\$ 6,725.00	\$ 3,275.00
Print/Online/Social Media	Washington Informer	28-Oct-20	PO634023	\$ 4,000.00	\$ 1,000.00	\$ 3,000.00	\$ 1,000.00
	El Tiempo	28-Oct-20	PO634024	\$ 3,000.00	\$ 750.00	\$ 2,250.00	\$ 750.00
	DCist (WAMU) online community paper	28-Oct-20	PO634032	\$ 7,000.00	\$ -	\$ 1,999.93	\$ 5,000.07
	NCM –multi platform online Movie streaming ads	2-Nov-20	PO634221	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00
	Social Driver	28-Oct-20	PO634424	\$ 48,000.00	\$ 5,000.00	\$ 32,000.00	\$ 16,000.00
Television	DC Cable (FREE PSA's)	N/A	N/A	\$ -	\$ -	\$ -	\$ -
	EffecTV (by Comcast - DC Homes only)						
	Bravo, TNT, TVOne, HGTV, Nickelodeon, BET, truTV, OWN, VH1, Weather Channel	28-Oct-20	PO634238	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00
				\$ 100,000.00	\$ 15,787.50	\$ 50,537.43	\$ 49,462.57

Approximately half of the advertising budget has been expended for Fiscal Year 2021. This accounts for the work completed by Social Driver to place Utility Discount Program (UDP) advertising on Facebook. In mid-February 2021, Social Driver submitted the UDP ads for approval to Facebook. Social Driver reported some of the advertising was initially approved while other ads were denied under the appeal process, ultimately leading to all the advertisements being denied. Facebook temporarily banned all political and issue-based

advertising, and, as a government entity, DOEE's UDP ads were also denied. This created confusion on both the part of Social Driver and the Working Group members in February; however, as of March 5, 2021, Facebook has lifted the ban, and the ads will be posted on Facebook as originally planned.

Respectfully submitted,

/s/ Kenley P. Farmer

Kenley P. Farmer

Associate Director

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CERTIFICATE OF SERVICE

I hereby certify that on this 31st day of March 2021, I caused true and correct copies of the Department of Energy and Environment's Response to Order No. 17407 for the month of February 2021, to be emailed to the following:

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