

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF THE ATTORNEY GENERAL



**KARL A. RACINE**  
**ATTORNEY GENERAL**

**Public Advocacy Division**  
**Social Justice Section**

**ELECTRONIC FILING**

April 30, 2021

Ms. Brinda Westbrook-Sedgwick  
Public Service Commission  
Of the District of Columbia Secretary  
1325 G Street NW, 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:

Enclosed, on behalf of the Department of Energy and Environment is filed its Response to Order No. 17407 for March 2021. If you have any questions regarding this filing, please do not hesitate to contact the undersigned.

Respectfully submitted,

KARL A. RACINE  
Attorney General

By: /s/ Brian Caldwell  
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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 media buys and expenditures for March 2021.

DOEE paid invoices totaling \$12,968.03 for online streaming, social media, and WMATA bus advertising. The table below reflects the Fiscal Year 2021 vendors, agreements, and budgets.

Medium	Vendor	Executed on	Agreement No.	Total Value	March	Cumulative	Balance
Radio	Radio One (WOL,WYCB,PRAISE,MAJIC,WKYS)	28-Oct-20	PO634038	\$ 9,000.00	\$ -	\$ 3,000.00	\$ 6,000.00
	EL Zol - WLZL 107.9 FM	28-Oct-20	PO634052	\$ 5,000.00	\$ -	\$ 1,562.50	\$ 3,437.50
Signage	WMATA- OUTFRONT MEDIA	28-Oct-20	PO634117	\$ 10,000.00	\$ 1,310.00	\$ 8,035.00	\$ 1,965.00
Print/Online/Social Media	Washington Informer	28-Oct-20	PO634023	\$ 4,000.00	\$ -	\$ 3,000.00	\$ 1,000.00
	El Tiempo	28-Oct-20	PO634024	\$ 3,000.00	\$ -	\$ 2,250.00	\$ 750.00
	DCist (WAMU) online community paper	28-Oct-20	PO634032	\$ 7,000.00	\$ 958.03	\$ 2,957.96	\$ 4,042.04
	NCM –multi platform online Movie streaming ads	2-Nov-20	PO634221	\$ 7,000.00	\$ 4,200.00	\$ 4,200.00	\$ 2,800.00
	Social Driver	28-Oct-20	PO634424	\$ 48,000.00	\$ 6,500.00	\$ 38,500.00	\$ 9,500.00
Television	DC Cable (FREE PSA's)	N/A	N/A	\$ -	\$ -	\$ -	\$ -
	EffectTV (by Comcast - DC Homes only)	28-Oct-20	PO634238	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00
	Bravo, TNT, TVOne, HGTV, Nickelodeon, BET, truTV, OWN, VH1, Weather Channel						
				<b>\$ 100,000.00</b>	<b>\$ 12,968.03</b>	<b>\$ 63,505.46</b>	<b>\$ 36,494.54</b>

As of the end of March 2021, approximately 64% of the annual CEP budget has been expended in FY 2021. The Facebook ban on all political and issue-based advertising was lifted on March 4, 2021. Social Driver reports that Utility Discount Program ads are performing above and beyond typical social media ad campaign expectations, doubling platform averages at 2.07% where the industry average is just 1%.

Respectfully submitted,

/s/ Kenley P. Farmer

**Kenley P. Farmer**

Associate Director

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## CERTIFICATE OF SERVICE

I hereby certify that on this 30<sup>th</sup> day of April 2021, I caused true and correct copies of the Department of Energy and Environment's Response to Order No. 17407 for the month of March 2021, to be emailed to the following:

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*/s/ Brian Caldwell*  
Brian Caldwell