Pioneer Update

Planning for October 2027 Service Launch in Sonora

PIONEER COMMUNITY ENERGY

Introductions

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Communications Coordinator

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Background

2023	• City of Sonora began initial research into the benefits of Community Choice Aggregation. • Initial conversations with Pioneer Community Energy.

Spring/Summer 2024	• Sonora City Council and Tuolumne County Board of Supervisors received presentation from Pioneer Community Energy with staff recommendation to join Pioneer.
	• Pioneer Board agreed to commission an Impact Assessment Study to determine the feasibility of service expansion.
	• Tuolumne County and City of Sonora agree to co-commission the study.
	  ○ Expansion must make financial sense for all parties.
	  ○ Pioneer must have the ability to serve the increased load.

Summer 2024	• Impact Assessment Study is conducted.
Fall 2024	• Study results are shared with Pioneer's Expansion Committee and Board of Directors. Board recommends moving forward with expansion. ○ Pioneer shares study findings and Board recommendations with jurisdictions; presents findings to City Council and staff.
February 2025	• Sonora City Council approves an ordinance and resolution to join Pioneer.
March 2025	• Pioneer files an Implementation Plan with the CPUC.
Summer 2025	• CPUC approves plan; Pioneer begins procuring power for the City after final confirmation of the desire to join.

What is a CCA?

Community Choice Aggregators (CCA) allow local governments to purchase electricity on behalf of customers in place of investor-owned utilities (i.e., PG&E for Pioneer Community Energy's territory)

Energy crisis in the early 2000s prompted the California Legislature to pass Assembly Bill 117 in 2002, enabling community choice in its electricity provider

The first CCA launched in 2010. Today:

- More than 25 CCAs throughout California
- Serving more than 200 communities
- Providing generation for approximately 15 million customers

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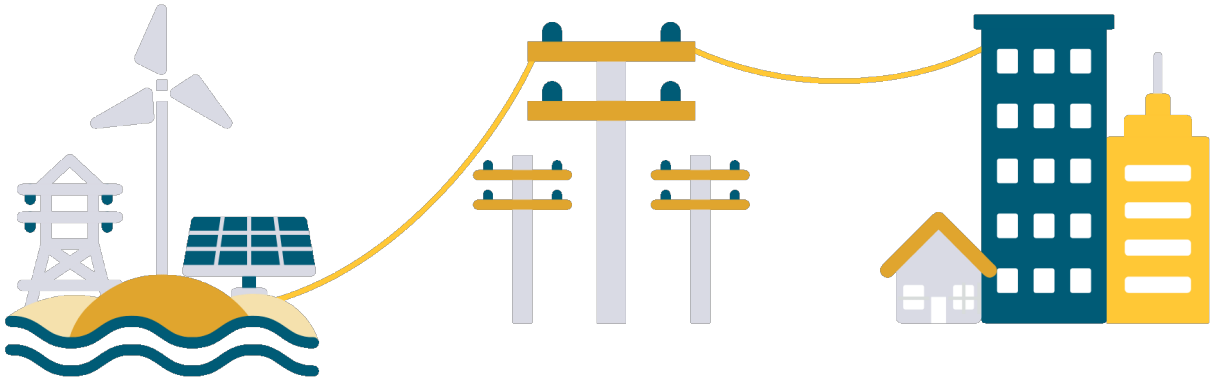
How Does a CCA Work?



Pioneer buys electricity on the open market from various suppliers. Our buying team works with sources to negotiate pricing and ensure a steady, affordable energy supply.

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PG&E delivers electricity, maintains the infrastructure of power lines and poles, and sends out bills to customers.

Pacific Gas and Electric Company

As a customer of both Pioneer and PG&E, customers get a choice in electricity providers. With Pioneer, you'll receive competitive rates, a choice in energy options and exceptional customer service.

Who is Pioneer?

- A Joint Powers Authority established in 2017 by Placer County and launched service in 2018 – community owned, not-for-profit
- Prioritizes ratepayer savings, strong community partnership and reinvestment, and excellence in customer service
- $145 million in ratepayer savings since 2018
- Expansion is focused on serving like-minded areas
- Currently serves more than 170,000+ customers
- Committed to community reinvestment through local renewable energy projects, programs, and goods and services procurement
- Awarded an A- issuer credit rating from S&P Global (formerly Standard and Poor's) and an A+ rating from the Better Business Bureau

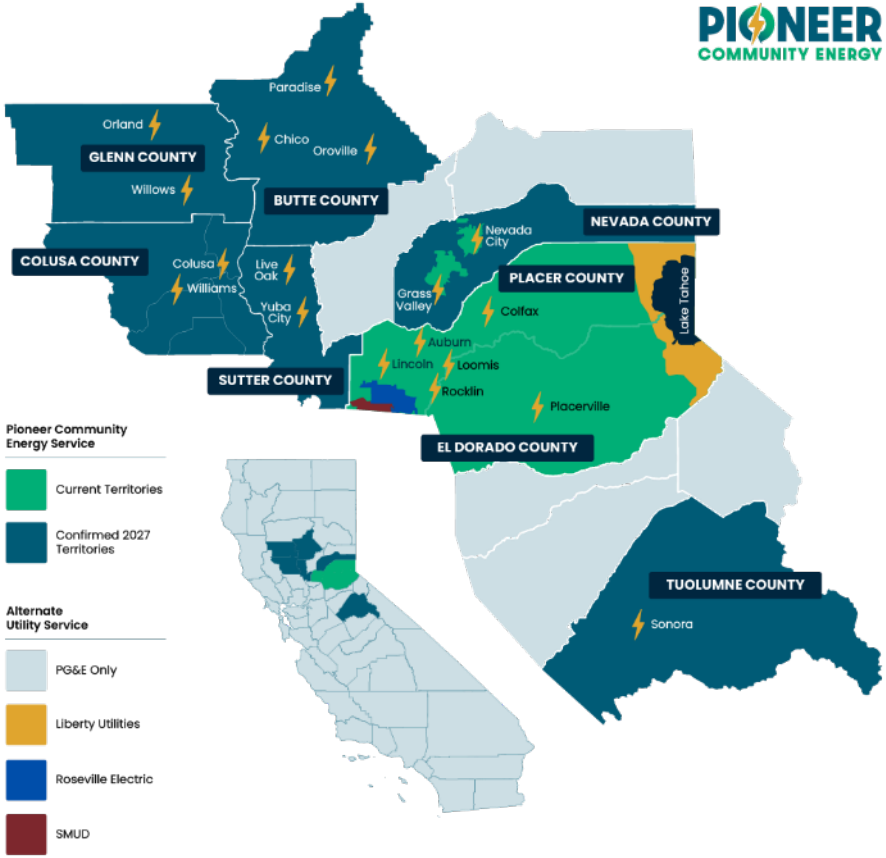
Who Pioneer Serves

Current members

- El Dorado County
- City of Auburn
- City of Grass Valley
- City of Nevada City
- City of Rocklin
- Placer County
- City of Colfax
- City of Lincoln
- City of Placerville
- Town of Loomis

Planned expansion for Fall 2027

- Butte County
- Nevada County
- Tuolumne County
- Live Oak
- Orland
- Willows
- Town of Paradise
- Glenn County
- Sutter County
- Chico
- Oroville
- Sonora
- Colusa County
- City of Colusa
- Williams
- Yuba City



Pioneer will become one of the geographically largest CCAs in California

Benefits for Sonora

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Benefits to Sonora

- Provides a choice for residents and businesses
- Cost savings
- Local governance/representation
- Rate-setting transparency
- Opportunities to meet Climate Change/RPS goals
- Member agencies and customers are Pioneer's priority
- Community reinvestment
- Potential for economic development projects

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Early Access to Programs

- **Clean Fleet Revenue Program & Solar RECs Program:** Pioneer's member agencies can receive quarterly payments for renewable energy credits generated from existing electric vehicles/infrastructure and solar arrays

- As a member of Pioneer, the City of Sonora is currently eligible to participate in both programs prior to official launch in October of 2027

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Benefits to Sonora Citizens

Saves money. *From 2018 – 2025, customers have saved $145 million compared to PG&E.*

Customers are being ***served by a utility that is a member of the community****. We buy, invest, and support the community.*

Customers are our shareholders. *Board is comprised of elected officials from the communities we serve.*

Customers have a choice *for the first time in 100 years.*

Excellent customer service. *We live in the community and know most of the questions you have and can relate.*

Track record of success
Pioneer is financially stable with an A- credit rating from S&P

Customers decide *if they want 100% renewable energy or less and influence what energy projects we invest in.*

Customers decide the energy efficiency programs *we launch. Not PG&E. Approved $2M for funding.*

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Expansion Planning

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Strategic Considerations

The expansion efforts must take the mystery out of the process, address misperceptions, and educate future customers and stakeholders on a variety of important topics.

RISK

- **Complexity:** Energy is complex, and most people don't know anything about Pioneer
- **Diverse audiences:** Each territory is unique and has differing demographics
- **Skepticism:** Fear of the unknown is real
- **People receive information differently:** It is imperative to use a variety of communication mediums
- **Misaligned messages and information gaps** will undermine even the best efforts
- A lot to do …

MITIGATION

- **Simplify and amplify.** Simplify messaging, focus on what's most important
- **Understand the audiences** and meet them where they are
- **Be prepared.** Address misinformation directly; provide accurate facts
- **Use different communications practices** to reach the right people at the right time and in the right way
- **Involve customer care** to ensure call center readiness and understanding of message platform
- **Phased approach, well-defined tactics, understanding of key milestones**

Planning A Phased Approach

Research and Early Outreach

January – June 2026

- Join chambers
- Research community groups, influencers
- Initial planning
- Map timeline
- Media monitoring

Planning

July – December 2026

- Develop paid media plan; reserve ad space
- Brief Pioneer Board
- Budget development and approval
- Brief new member agencies and staff
- Message and materials development

Pre-Launch Ramp-Up

January – June 2027

- Early ads launch "Pioneer Is Coming"
- Presentations to new member governing bodies
- Get customer data
- First Town Halls, webinar and direct mail #1 and #2
- Website updates
- Prep for required regulatory notices

Final Countdown

July – September 2027

- Ad campaign continues
- Pre-enrollment regulatory mailings
- Town Halls
- Presentations to civic, fraternal, community organizations
- Direct mail #3
- Ongoing media relations

Launch + Post-Launch Evaluation

October – December 2027

- SERVICE LAUNCH
- Ad campaign adjustment "Pioneer Is Here"
- Post-enrollment regulatory notices
- Careful monitoring and evaluation
- Direct mail #4
- Promote programs
- NEM enrollment

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Key Takeaways

- Communications + outreach are the primary drivers of successful partnership
- Multiple parallel communications workstreams require tight coordination:
  - Paid Media
  - Direct Mail
  - Website
  - Earned Media
  - E-mail
  - On-site presence
  - Town Halls
  - Webinars
  - Public Meetings
- Planning is key and communications will be managed on a structured, phased timeline culminating with an October 2027 launch
- Messaging must align and evolve with the timeline and take into account regulatory milestones

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Questions?

CONTACT

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1 (844) 937-7466 or (916) 758-8969

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Visit:
2510 Warren Dr., Suite B, Rocklin, CA 95677

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Appendix

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Guiding Principles

Mission

- **Providing electricity to customers with a focus on stable and competitive rates**
  - Since launching in 2018 through 2025, Pioneer has saved our customers an estimated $145 million

Vision

- **Being a strong community partner**
  - Excellent customer care
  - Local Power Purchase Agreements
  - Economic development
  - Involvement in local chambers
  - Event participation and sponsorships
  - Support local businesses through the purchase of goods and services

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Biomass & Advocacy

Pioneer is committed to supporting biomass energy.

1. **Legislation:** Pioneer sponsored and led AB 843, which passed on a unanimous bipartisan basis – this bill enabled CCAs to participate in the BioMAT program and launched in Spring 2024
2. **Education:** Recently hosted an event together with SPI, CalFire, and Placer APCD for legislators about the benefits of biomass to support future legislation for biomass
3. **Advocacy**: Ongoing advocacy with legislators and regulatory agencies to keep electricity costs low, promote biomass energy, local control, and grid stability, among other things
4. **Feed-In Tariff**: Pioneer-unique program that invests in biomass, storage, and small-hydro projects in our service territory to benefit the community and enhance local economic development

Commitment to Partnership

- Active involvement with Rural County Representatives of California (RCRC) to identify potential biomass projects that leads to economic development
- Participate in member agencies' Chamber of Commerce committees and events
- Co-sponsor League of Cities divisional event annually
- Sponsor of marquee events like Lincoln Potters Baseball Club and Sierra Nevada Memorial Hospital gala as examples of engagement
- Work with Economic Development groups to entice project development and identify potential partnerships; offer Green100 product to assist with corporate climate initiatives; and prioritize competitive rates for both residents and businesses

Power Mix

2024 POWER CONTENT LABEL Pioneer Community Energy	Green100	Base Plan	CA Utility Average
Greenhouse Gas Emissions Intensity (lbs of CO_2e emitted per megawatt hour)	0	573	359
Electricity Sources ■ Renewables and Zero-Carbon Resources ■ Fossil Fuels and Unspecified Power			
RPS Eligible Renewables	**100%**	**42%**	**45%**
Biomass & Biogas	0%	3%	2%
Geothermal	27%	4%	5%
Eligible Hydroelectric	37%	5%	2%
Solar	0%	26%	23%
Wind	37%	4%	14%
Large Hydroelectric	**0%**	**4%**	**10%**
Nuclear	**0%**	**0%**	**11%**
Emerging Technologies	**0%**	**0%**	**0%**
Other	**0%**	**0%**	**0%**
Natural Gas	**0%**	**0%**	**10%**
Coal & Petroleum	**0%**	**0%**	**2%**
Unspecified Power (primarily fossil fuels)	**0%**	**54%**	**22%**
Total	**100%**	**100%**	**100%**
Retail sales covered by retired unbundled RECs	0%	3%	

■ This label does not reflect compliance with the Renewables Portfolio Standard (RPS), which measures the use of tracking instruments called Renewable Energy Credits (RECs) over the course of multi-year compliance periods. RECs that are purchased separately from the renewable energy ("Unbundled RECs") can be used for RPS compliance, but they do not factor into the power mixes or GHG emissions intensities above.

■ GHG intensity figures exclude biogenic CO_2 and emissions from geothermal sources and grandfathered imports of firmed-and-shaped energy. For detailed information about all GHG emissions from California's retail electricity suppliers, visit the CEC webpage at the link below.

■ Unspecified power is electricity purchased from a genericized pool on the open market.

https://pioneercommunityenergy.org/	**Want to learn more? Visit https://www.energy.ca.gov/programs-and-topics/programs/power-source-disclosure-program**

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Solar Customers

- Nearly 51,000 solar customers
- Pioneer pays a ½-cent premium over PG&E for over-generation
- Since 2018, Pioneer has issued more than $5 million of payments for surplus generation
- This spring, more than 26,000 solar customers received either a check or bill credit from Pioneer

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Money-Saving Programs

Residential

LED Discounts – subsidized LED lighting through local retailer partners. Find us in your Auburn hardware stores!

AC Tune-Up Rebate – provides rebates to incentivize tune-ups on A/C units to improve efficiency, lower customer utility bills, and make your system last longer

PowerShift Rewards – provides residential customers rewards for lowering energy usage when the grid is stressed

GridGen - $0 upfront cost, no credit check program for residents to get industry-leading solar and/or battery at their home or business, which will provide rate stability, savings, and resiliency during outages

- Battery retrofits for existing solar customers
- Provisions for CARE/FERA customers

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Money-Saving Programs

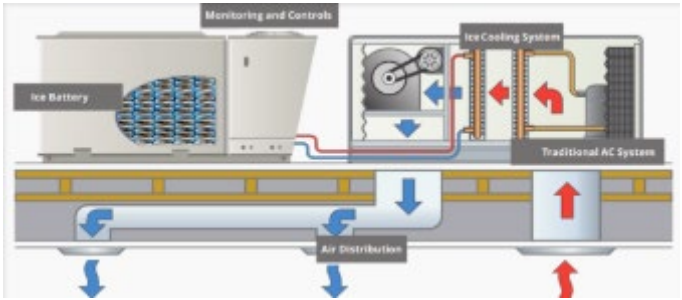
Commercial

Hourly Flex Pricing – Agriculture customers can schedule their energy use up to a week in advance to reduce energy usage during peak pricing times

After each 12-month program cycle, customers receive a credit if energy savings is achieved using the program versus previous energy cycle usage

Ice Energy – Commercial customers can install an Ice Bear unit to their HVAC system to reduce AC consumption during peak energy hours

The Ice Bear utilizes ice to cool the buildings during peak energy periods, instead of using the regular HVAC condenser, so customers save money by shifting costly A/C load to times with lower energy costs



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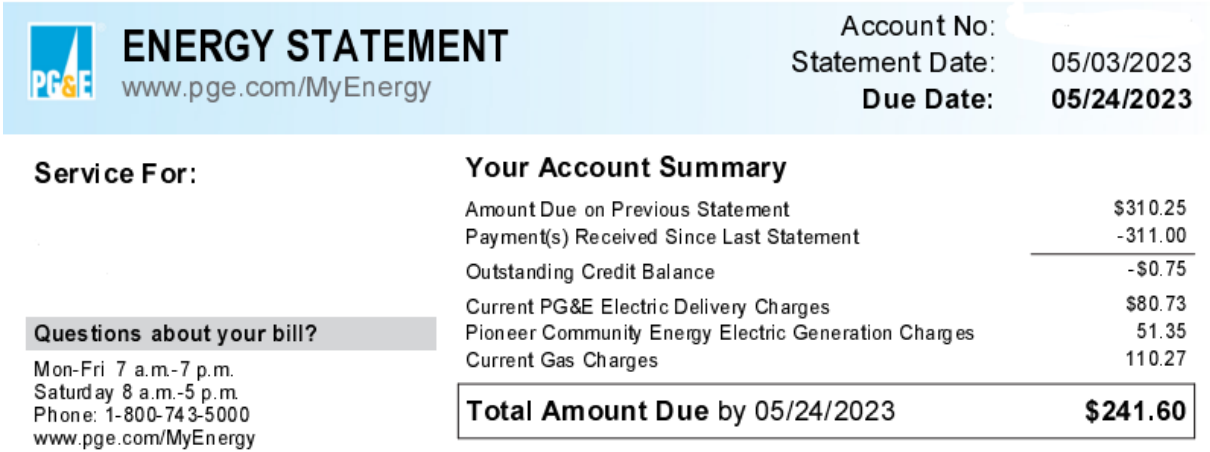
PG&E Programs Carry Over

- Enrollment in any program with PG&E, carries over to Pioneer. Examples include but not limited to:
    - CARE
    - FERA
    - Medical Baseline
- PG&E service will not be negatively impacted by joining Pioneer (e.g., service request placed last in queue with PG&E as a Pioneer customer)
- In addition, customers have access to Pioneer programs that are created to meet the unique needs of the communities we serve

How are customers billed?



ENERGY STATEMENT
www.pge.com/MyEnergy

Account No:
Statement Date: 05/03/2023
Due Date: 05/24/2023

Service For:

Questions about your bill?
Mon-Fri 7 a.m.-7 p.m.
Saturday 8 a.m.-5 p.m.
Phone: 1-800-743-5000
www.pge.com/MyEnergy

Your Account Summary

Amount Due on Previous Statement	$310.25
Payment(s) Received Since Last Statement	-311.00
Outstanding Credit Balance	-$0.75
Current PG&E Electric Delivery Charges	$80.73
Pioneer Community Energy Electric Generation Charges	51.35
Current Gas Charges	110.27
Total Amount Due by 05/24/2023	**$241.60**

PG&E Bill – Page #1

- Pioneer listed on the front page
- Customer pays total energy bill to PG&E – one payment
- PG&E remits $ to Pioneer

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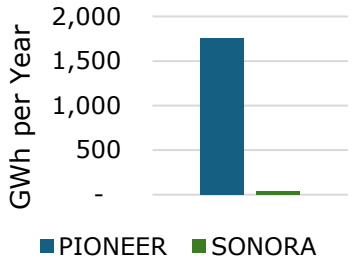
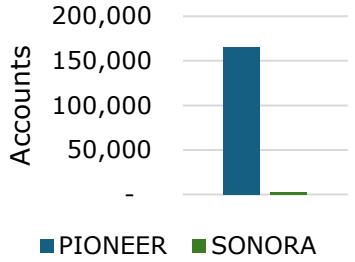
City of Sonora Customer Information

Classification	Accounts	Annual Energy (MWh)	Average Customer Usage (kWh/Mo.)
Residential	2,476	15,568	524
Com/Ind	637	22,863	2,991
Street Lighting	92	181	164
Total	**3,205**	**38,612**	**1,004**
Peak Demand (MW)	**8**		

Expansion to City of Sonora customers would represent an approximate 2% increase to Pioneer retail sales.

Data above are unadjusted for opt-out assumptions and excludes standby accounts.





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