

NORA News



August 2025

www.noraelectric.org

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Peak Times Changing for TOU Customers



Due to a change in the current Peak times, all of our Time of Use Consumers will be contacted by our meter readers by phone to schedule a good time to update the times on both your meters and ETS units. All TOU Consumers will then be on the same time given to us by Tri-State. This will need to be completed by the end of 2025. The new Off-Peak hours are from 10:00pm to 1:00pm and On-Peak hours are from 1:00pm to 10:00pm.

If you are not currently part of NORA's TOU program, you may want to consider using an Electric Thermal Storage Unit, or ETS Unit, which offers an exceptional heating option that is clean, comfortable, safe, and affordable. The ETS Unit is a high-quality storage heating product available as a room unit, centrally ducted unit, or hydronic system capable of meeting the heating needs of residential and commercial applications.

The ETS works by storing immense amounts of heat inside high-density ceramic bricks. Heating elements within the bricks allow for the heat to be stored for extended periods of time. This allows ETS customers to receive a substantial discount for using electricity during the low demand off-peak hours. During the off-peak hours, the ETS will store electric energy as heat. This reserved heat is used to provide comfort during the peak hours and throughout the day. Since the ETS does not depend on drawing out electricity continuously, like a forced air heater does, customers are able to recognize substantial savings over the conventional methods of heating. The average ETS system provides between 40%-70% savings in annual heating costs. Depending on the needs of the household, savings will range from between \$500.00 to \$2000.00 per year.

When choosing an ETS unit, many factors are taken into consideration. One of the first questions that will need to be answered before purchasing an ETS unit is determining what size unit will be needed. Whether it's for a newly built home or office, or for an older building that needs to replace the current heating system, there is an ETS available to suit your needs. NORA will send a crew, free of charge, to measure and "size" the home or business to determine the most appropriate and cost-effective model relative to that size. It is also possible to simply add an ETS to supplement your current heating needs.



If you are interested in purchasing an ETS unit from NORA, right now is the ideal time to order to ensure that the size and model you want will be available. NORA orders a limited stock of ETS units once a year in the late

(Continued on page 2)

Contact NORA:

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1135 Camino Escondido

Chama, NM 87520

Mailing Address:

PO Box 217

Chama, NM 87520

Email: billing@noraelectric.org

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575-756-2181

A Touchstone Energy® Cooperative

Phone: 575-756-2181 - After hours Option 1
When reporting an outage, please provide the following information:

- Name
- Meter Number
- Service Address
- Telephone Number
- How long your power has been off



If you are currently experiencing financial difficulty, or if you are in a low income status and are continuing to have difficulty paying your utility bills, please contact the NORA office for options on setting up payment arrangements. You can also request financial assistance through LiHEAP by calling 800-283-4465.

Spring/Summer Office Hours: Open 7:00am-4:30pm Monday-Thursday Closed Friday

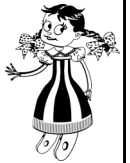
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summer or early fall in accordance with the allotted budget. If you currently own an ETS unit and are enrolled in the Time of Use billing, NORA recommends scheduling annual maintenance, prior to the winter season, to have it cleaned and to make sure that all time on the heater and electric meter are correct.

In addition to being clean, safe, and comfortable, Electric Thermal Storage is also reliable and highly efficient in converting electricity into heat during the less expensive off-peak hours storing the heat for later use. This makes the ETS an affordable choice for heating 24 hours a day. For more information on ETS units or the Time of Use program, or if you have specific questions, please contact our office at 575-756-2181 or visit www.noraelectric.org.

Three Types of ETS Heating Systems

- 1. Comfort Plus:** This system can heat your entire living area. It can serve as a standalone furnace, or it can be combined with a heat pump for air conditioning. This offers high efficiency at minimal cost.
- 2. Comfort Plus Hydronic:** This technology employs the benefits of radiant heat simultaneously with duct heating. Your home can have radiant floor or base board heating while also using forced air throughout the area.
- 3. Room Heaters:** Single units can be used in conjunction with several other heating methods in order to supplement the needs of the home. This unit is ideal for difficult areas to heat within the home, or for replacing wood stove heating.



**Attend NORA's 74th
Annual Meeting September 22nd
at the Down Home Lodge**
11:00am Registration
12:00pm Lunch
1:00pm Meeting Begins



**Our linemen are
on call
24 hrs/day, 7 days a
week. Please call
575-756-2181 to report
power outages.**



Registration Closes Soon for the 25th Annual Chama Valley Golf Tournament

NORA is now accepting registration forms to compete in the 25th Annual Chama Valley Open Golf Tournament at the Pagosa Springs Golf Club on August 23rd. Forms may be picked up at the NORA office, or they can be sent in the mail or email upon request. The registration fee for a team of four is \$420.00 or \$105.00 per player. Each golfer will enjoy a full eighteen holes of golf, use of a golf cart, player goodie bag, door prizes, and lunch. Deadline for registration is Monday, August 4, 2025, by the end of the business day.

NORA is also looking for official tournament sponsors to help bear the cost of operational and promotional expenses. For a \$150.00, an individual poster will be created for your business which will be placed on display at the tee box to be viewed by all players, coordinators, and those attending.



Billing Schedule August 2025

Bill Due Date	25-Aug
Usage From	30-Jun
Usage To	31-Jul
SEDC Pickup @11:59pm	1-Aug
Bill Sent	1-Aug
Late Notice Sent	26-Aug
Contact/Follow Up	3-Sep
Disconnects/Cut Off	10-Sep



Did you know that completing ten Google searches uses the same energy needed to power a 60 watt lightbulb for just under 3 minutes. It's estimated that 3.5 billion Google searches are entered daily or 40,000 searches/second.

