

BEFORE THE NEW MEXICO PUBLIC REGULATION COMMISSION

**IN THE MATTER OF THE APPLICATION OF EL PASO
ELECTRIC COMPANY FOR REVISION OF ITS
RETAIL ELECTRIC RATES PURSUANT TO ADVICE
NOTICE NO. 317**

Docket No. 25-00082-UT

EL PASO ELECTRIC COMPANY,

Applicant.

**EL PASO ELECTRIC COMPANY'S RESPONSE TO ORDER ON EPE'S
PROPOSED SECOND NOTICE AND SOCIAL MEDIA CAMPAIGN**

El Paso Electric Company ("EPE") is submitting this filing pursuant to the *Order on EPE's Proposed Second Notice and Social Media Campaign* dated September 15, 2026, and provides the following information:

Attachment A attached hereto provides a complete table of rates showing a Residential Typical Bill Comparison of EPE's phase-in proposal, as requested in EPE's Amended Application, in the same format as the information that was provided in the "Continuation Notice to EPE Customers."

Attachment B attached hereto provides the comparison of present and proposed rates for each customer class as requested in EPE's Amended Application in the same format as the information that was provided in the "Continuation Notice to EPE Customers."

Attachment C attached hereto provides a description of the actual text that EPE's advertisement will utilize to communicate with users of the Meta platforms, and a more robust explanation of the amount of communications that will be disseminated in the social media campaign.

Respectfully Submitted,

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and

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EPE's Table of Rates

Current to Proposed Phase 1: Residential Typical Bill Comparison by kWh Level (Summer)									
Current Base & Fuel/RPS Rates				Proposed Base & Fuel/RPS Rates			Percent Impact		
kWh	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total
0	\$ 10.82	\$ -	\$ 10.82	\$ 14.56	\$ -	\$ 14.56	34.6%	0.0%	34.6%
100	\$ 17.86	\$ 2.47	\$ 20.33	\$ 24.19	\$ 1.82	\$ 26.01	35.4%	-26.3%	27.9%
250	\$ 28.41	\$ 6.18	\$ 34.59	\$ 38.63	\$ 4.56	\$ 43.19	36.0%	-26.3%	24.9%
500	\$ 46.00	\$ 12.36	\$ 58.36	\$ 62.71	\$ 9.12	\$ 71.83	36.3%	-26.3%	23.1%
750	\$ 69.34	\$ 18.54	\$ 87.88	\$ 93.99	\$ 13.67	\$ 107.66	35.5%	-26.3%	22.5%
1000	\$ 96.53	\$ 24.72	\$ 121.25	\$ 130.09	\$ 18.23	\$ 148.32	34.8%	-26.3%	22.3%
2000	\$ 205.29	\$ 49.44	\$ 254.73	\$ 274.47	\$ 36.46	\$ 310.93	33.7%	-26.3%	22.1%

Current to Proposed Phase 1: Residential Typical Bill Comparison by kWh Level (Winter)									
Current Base & Fuel/RPS Rates				Proposed Base & Fuel/RPS Rates			Percent Impact		
kWh	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total
0	\$ 10.82	\$ -	\$ 10.82	\$ 14.56	\$ -	\$ 14.56	34.6%	0.0%	34.6%
100	\$ 16.64	\$ 2.47	\$ 19.11	\$ 21.82	\$ 1.82	\$ 23.64	31.1%	-26.3%	23.7%
250	\$ 25.36	\$ 6.18	\$ 31.54	\$ 32.70	\$ 4.56	\$ 37.26	28.9%	-26.3%	18.1%
500	\$ 39.90	\$ 12.36	\$ 52.26	\$ 50.85	\$ 9.12	\$ 59.97	27.4%	-26.3%	14.7%
750	\$ 54.44	\$ 18.54	\$ 72.98	\$ 68.99	\$ 13.67	\$ 82.66	26.7%	-26.3%	13.3%
1000	\$ 68.98	\$ 24.72	\$ 93.70	\$ 87.13	\$ 18.23	\$ 105.36	26.3%	-26.3%	12.4%
2000	\$ 127.14	\$ 49.44	\$ 176.58	\$ 159.70	\$ 36.46	\$ 196.16	25.6%	-26.3%	11.1%

Current to Proposed Phase 2: Residential Typical Bill Comparison by kWh Level (Summer)									
Current Base & Fuel/RPS Rates				Proposed Base & Fuel/RPS Rates			Percent Impact		
kWh	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total
0	\$ 10.82	\$ -	\$ 10.82	\$ 19.17	\$ -	\$ 19.17	77.2%	0.0%	77.2%
100	\$ 17.86	\$ 2.47	\$ 20.33	\$ 32.19	\$ 1.82	\$ 34.01	80.2%	-26.3%	67.3%
250	\$ 28.41	\$ 6.18	\$ 34.59	\$ 51.73	\$ 4.56	\$ 56.29	82.1%	-26.3%	62.7%
500	\$ 46.00	\$ 12.36	\$ 58.36	\$ 84.29	\$ 9.12	\$ 93.41	83.2%	-26.3%	60.0%
750	\$ 69.34	\$ 18.54	\$ 87.88	\$ 124.45	\$ 13.67	\$ 138.12	79.5%	-26.3%	57.2%
1000	\$ 96.53	\$ 24.72	\$ 121.25	\$ 169.67	\$ 18.23	\$ 187.90	75.8%	-26.3%	55.0%
2000	\$ 205.29	\$ 49.44	\$ 254.73	\$ 350.56	\$ 36.46	\$ 387.02	70.8%	-26.3%	51.9%

Current to Proposed Phase 2: Residential Typical Bill Comparison by kWh Level (Winter)									
Current Base & Fuel/RPS Rates				Proposed Base & Fuel/RPS Rates			Percent Impact		
kWh	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total	Base	Fuel & RPS	Total
0	\$ 10.82	\$ -	\$ 10.82	\$ 19.17	\$ -	\$ 19.17	77.2%	0.0%	77.2%
100	\$ 16.64	\$ 2.47	\$ 19.11	\$ 28.95	\$ 1.82	\$ 30.77	74.0%	-26.3%	61.0%
250	\$ 25.36	\$ 6.18	\$ 31.54	\$ 43.61	\$ 4.56	\$ 48.17	72.0%	-26.3%	52.7%
500	\$ 39.90	\$ 12.36	\$ 52.26	\$ 68.06	\$ 9.12	\$ 77.18	70.6%	-26.3%	47.7%
750	\$ 54.44	\$ 18.54	\$ 72.98	\$ 92.50	\$ 13.67	\$ 106.17	69.9%	-26.3%	45.5%
1000	\$ 68.98	\$ 24.72	\$ 93.70	\$ 116.94	\$ 18.23	\$ 135.17	69.5%	-26.3%	44.3%
2000	\$ 127.14	\$ 49.44	\$ 176.58	\$ 214.71	\$ 36.46	\$ 251.17	68.9%	-26.3%	42.2%

**EPE's Comparison of Present and Proposed Rates for Each Customer Class under
Amended Application**

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
Rate No. 1	RESIDENTIAL SERVICE RATE - STANDARD RATE			
	Customer Charge	\$7.00	\$14.56	\$19.17
	Energy Charge (\$/kWh) - First 600 kWh - Summer	\$0.07035	\$0.09629	\$0.13024
	Energy Charge (\$/kWh) - All Other kWh - Summer	\$0.10876	\$0.14438	\$0.18089
	Energy Charge (\$/kWh) - Non-Summer	\$0.05816	\$0.07257	\$0.09777
	RESIDENTIAL SERVICE RATE - OPTIONAL TIME-OF-DAY RATE			
	Customer Charge	\$7.00	\$14.56	\$19.17
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.22108	\$0.25752	\$0.29270
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.05527	\$0.08895	\$0.12413
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.05816	\$0.07257	\$0.09777
Rate No. 3	SMALL GENERAL SERVICE RATE - STANDARD RATE			
	Customer Charge	\$14.00	\$17.17	\$17.17
	Demand (\$/kW) - Summer	\$18.74	\$19.54	\$19.54
	Energy (\$/kWh) - Summer	\$0.03969	\$0.04957	\$0.04957
	Demand Charge (\$/kW) - Non-Summer	\$14.01	\$11.59	\$11.59
	Energy Charge (\$/kWh) - Non-Summer	\$0.01158	\$0.02416	\$0.02416
	SMALL GENERAL SERVICE RATE - ALTERNATIVE RATE			
	Customer Charge	\$14.00	\$17.17	\$17.17
	Energy (\$/kWh) - Summer	\$0.10983	\$0.13077	\$0.13077
	Energy Charge (\$/kWh) - Non-Summer	\$0.07483	\$0.07496	\$0.07496
	SMALL GENERAL SERVICE RATE - OPTIONAL TIME-OF-DAY STANDARD RATE			
	Customer Charge	\$14.00	\$17.17	\$17.17
	Demand Charge (\$/kW) Summer	\$17.80	\$19.54	\$19.54
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.19677	\$0.16746	\$0.16746
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.01243	\$0.02416	\$0.02416
	Demand Charge (\$/kW) - Non-Summer	\$13.31	\$11.59	\$11.59

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.01351	\$0.02416	\$0.02416
	SMALL GENERAL SERVICE RATE - OPTIONAL TIME-OF-DAY ALTERNATIVE RATE			
	Customer Charge	\$14.00	\$17.17	\$17.17
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.32243	\$0.26013	\$0.26013
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.06885	\$0.10535	\$0.10535
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.07483	\$0.07496	\$0.07496
Rate No. 4	GENERAL SERVICE RATE - STANDARD RATE - Secondary Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) - Summer	\$19.85	\$25.44	\$25.44
	Energy Charge (\$/kWh) - Summer	\$0.02898	\$0.04278	\$0.04278
	Demand Charge (\$/kW) - Non-Summer	\$13.19	\$12.67	\$12.67
	Energy Charge (\$/kWh) - Non-Summer	\$0.00961	\$0.02010	\$0.02010
	GENERAL SERVICE RATE - STANDARD RATE - Primary Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) - Summer	\$18.74	\$23.29	\$23.29
	Energy Charge (\$/kWh) - Summer	\$0.02898	\$0.04278	\$0.04278
	Demand Charge (\$/kW) - Non-Summer	\$12.02	\$10.52	\$10.52
	Energy Charge (\$/kWh) - Non-Summer	\$0.00961	\$0.02010	\$0.02010
	GENERAL SERVICE - STANDARD RATE - Transmission Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) - Summer	\$14.04	\$20.49	\$20.49
	Energy Charge (\$/kWh) - Summer	\$0.02898	\$0.04278	\$0.04278
	Demand Charge (\$/kW) - Non-Summer	\$7.99	\$7.72	\$7.72
	Energy Charge (\$/kWh) - Non-Summer	\$0.0961	\$0.02010	\$0.02010
	GENERAL SERVICE - OPTIONAL TIME-OF-DAY - Secondary Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) Summer	\$18.86	\$25.44	\$25.44
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.15101	\$0.17739	\$0.17739
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.01011	\$0.01975	\$0.01975
	Demand Charge (\$/kW) - Non-Summer	\$12.53	\$12.67	\$12.67

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.01099	\$0.02010	\$0.02010
	GENERAL SERVICE - OPTIONAL TIME-OF-DAY - Primary Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) Summer	\$17.80	\$23.29	\$23.29
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.14998	\$0.18110	\$0.18110
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00982	\$0.02332	\$0.02332
	Demand Charge (\$/kW) - Non-Summer	\$11.42	\$10.52	\$10.52
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.01067	\$0.02010	\$0.02010
	GENERAL SERVICE - OPTIONAL TIME-OF-DAY - Transmission Voltage			
	Customer Charge	\$26.00	\$104.68	\$104.68
	Demand Charge (\$/kW) Summer	\$13.34	\$20.49	\$20.49
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.14905	\$0.16804	\$0.16804
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00949	\$0.02332	\$0.02332
	Demand Charge (\$/kW) - Non-Summer	\$7.59	\$7.72	\$7.72
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.01032	\$0.02010	\$0.02010
Rate No. 5	IRRIGATION SERVICE RATE - STANDARD RATE			
	Customer Charge – Monthly	\$20.00	\$18.67	\$18.67
	Energy Charge – Summer (\$/kWh)	\$0.07787	\$0.09320	\$0.11731
	Energy Charge – Non-Summer (\$/kWh)	\$0.05465	\$0.07825	\$0.09937
	IRRIGATION SERVICE RATE - OPTIONAL TIME-OF-DAY RATE			
	Customer Charge – Monthly	\$20.00	\$18.67	\$18.67
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.25659	\$0.22606	\$0.25008
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.05028	\$0.07191	\$0.09593
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.05465	\$0.07825	\$0.09937
Rate No. 7	CITY AND COUNTY SERVICE RATE - STANDARD RATE			

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Customer Charge	\$17.50	\$17.78	\$17.78
	Demand Charge (\$/kW) - Summer	\$14.77	\$23.83	\$23.83
	Energy Charge (\$/kWh) - Summer	\$0.03649	\$0.05130	\$0.05130
	Demand Charge (\$/kW) - Non-Summer	\$9.96	\$14.58	\$14.58
	Energy Charge (\$/kWh) - Non-Summer	\$0.02166	\$0.02390	\$0.02390
	CITY AND COUNTY SERVICE RATE - OPTIONAL TIME-OF-DAY RATE			
	Customer Charge	\$17.50	\$17.78	\$17.78
	Demand Charge (\$/kW) Summer	\$14.03	\$23.83	\$23.83
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.15047	\$0.20504	\$0.20504
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.02115	\$0.02390	\$0.02390
	Demand Charge (\$/kW) - Non-Summer	\$9.46	\$14.58	\$14.58
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.02299	\$0.02390	\$0.02390
	WATER, SEWAGE, STORM SEWAGE PUMPING OR SEWAGE DISPOSAL RATE - STANDARD			
Rate No. 8	RATE - Secondary Voltage			
	Customer Charge	\$20.00	\$23.11	\$23.11
	Energy Charge - Summer (\$/kWh)	\$0.06006	\$0.08217	\$0.08217
	Energy Charge - Non-Summer (\$/kWh)	\$0.04427	\$0.05190	\$0.05190
	WATER, SEWAGE, STORM SEWAGE PUMPING OR SEWAGE DISPOSAL RATE - STANDARD			
	RATE - Primary Voltage			
	Customer Charge	\$20.00	\$23.11	\$23.11
	Energy Charge - Summer (\$/kWh)	\$0.05766	\$0.07750	\$0.07750
	Energy Charge - Non-Summer (\$/kWh)	\$0.04019	\$0.04723	\$0.04723
	WATER, SEWAGE, STORM SEWAGE PUMPING OR SEWAGE DISPOSAL RATE - OPTIONAL			
	TIME-OF-DAY - Secondary Voltage			
	Customer Charge	\$20.00	\$23.11	\$23.11
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.21120	\$0.23793	\$0.23793
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.04073	\$0.06223	\$0.06223
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.04427	\$0.05190	\$0.05190
	WATER, SEWAGE, STORM SEWAGE PUMPING OR SEWAGE DISPOSAL RATE - OPTIONAL			
	TIME-OF-DAY - Primary Voltage			

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Customer Charge	\$20.00	\$23.11	\$23.11
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.21904	\$0.23207	\$0.23207
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.03697	\$0.05702	\$0.05702
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.04019	\$0.04723	\$0.04723
Rate No. 9	LARGE POWER SERVICE RATE – Secondary Voltage			
	Customer Charge	\$127.00	\$1,477.02	\$1,477.02
	Demand Charge (\$/kW) - Summer	\$23.42	\$21.95	\$21.95
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.15066	\$0.14542	\$0.14542
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135
	Demand Charge (\$/kW) - Non-Summer	\$11.38	\$16.19	\$16.19
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135
	LARGE POWER SERVICE RATE – Primary Voltage			
	Customer Charge	\$127.00	\$1,477.02	\$1,477.02
	Demand Charge (\$/kW) - Summer	\$23.11	\$20.26	\$20.26
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.15066	\$0.14031	\$0.14031
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135
	Demand Charge (\$/kW) - Non-Summer	\$11.09	\$14.50	\$14.50
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135
	LARGE POWER SERVICE RATE – Transmission Voltage			
	Customer Charge	\$127.00	\$1,477.02	\$1,477.02
	Demand Charge (\$/kW) - Summer	\$20.46	\$17.72	\$17.72
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.15066	\$0.11699	\$0.11699
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135
	Demand Charge (\$/kW) - Non-Summer	\$9.08	\$11.96	\$11.96
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.00624	\$0.01135	\$0.01135

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
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Rate No. 10	MILITARY R&D POWER RATE – Option A			
	Customer Charge	\$220.00	\$3,205.35	\$3,205.35
	Demand Charge (\$/kW) - Summer	\$19.60	\$23.81	\$23.81
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.13771	\$0.14039	\$0.14039
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00436	\$0.01104	\$0.01104
	Demand Charge (\$/kW) - Non-Summer	\$9.44	\$10.76	\$10.76
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.00436	\$0.01104	\$0.01104
	MILITARY R&D POWER RATE – Option B			
	Customer Charge	\$220.00	\$2,326.99	\$3,119.13
	Demand Charge (\$/kW) - Summer	\$13.45	\$18.29	\$23.50
	Time-Of-Day On-Peak Energy Charge - Summer (\$/kWh)	\$0.11980	\$0.09885	\$0.13250
	Time-Of-Day Off-Peak Energy Charge - Summer (\$/kWh)	\$0.00140	\$0.00764	\$0.01024
	Demand Charge (\$/kW) - Non-Summer	\$8.17	\$8.10	\$11.49
	Time-Of-Day Off-Peak Energy Charge - Non-Summer (\$/kWh)	\$0.00140	\$0.00764	\$0.01024
Rate No. 11	STREET LIGHTING SERVICE RATE			
	Metered Installations			
	Customer Charge	\$14.00	\$7.08	\$7.08
	Energy Charge (\$/kWh)	\$0.03080	\$0.04636	\$0.04636
	O.H. Wiring system Wood			
	175W MV 7,000 L – 195 Watts	\$14.68	\$15.09	\$15.09
	250W MV 11,000 L – 275 Watts	\$18.22	\$17.85	\$17.85
	400W MV 20,000 L – 450 Watts	\$25.89	\$24.77	\$24.77
	150W HPS 14,400 L – 193 Watts	\$14.76	\$15.24	\$15.24
	250W HPS 23,200 L – 313 Watts	\$20.30	\$19.73	\$19.73
	400W HPS 45,000 L – 485 Watts	\$27.96	\$26.75	\$26.75
	31W - 50W LED (Equivalent to 150W HPS)	\$8.40	\$10.56	\$10.56
	51W - 100W LED (Equivalent to 250W HPS)	\$11.02	\$13.26	\$13.26
	O.H. Wiring Sys Met Poles Co. Owned			
	150W HPS 14,400 L – 193 Watts	\$18.24	\$20.05	\$20.05
	250W HPS 23,200 L – 313 Watts	\$23.79	\$24.54	\$24.54

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	400W HPS 45,000 L – 485 Watts	\$33.93	\$34.00	\$34.00
	31W - 50W LED (Equivalent to 150W HPS)	\$10.82	\$13.90	\$13.90
	51W - 100W LED (Equivalent to 250W HPS)	\$13.44	\$16.61	\$16.61
	U.G. Wiring Sys Met Poles Co Owned			
	150W HPS 14,400 L – 193 Watts	\$22.01	\$25.28	\$25.28
	250W HPS 23,200 L – 313 Watts	\$27.59	\$29.76	\$29.76
	400W HPS 45,000 L – 485 Watts	\$35.49	\$36.16	\$36.16
	31W - 50W LED (Equivalent to 150W HPS)	\$14.08	\$18.43	\$18.43
	51W - 100W LED (Equivalent to 250W HPS)	\$16.71	\$21.13	\$21.13
	U.G. Wiring System on Wood Poles			
	150W HPS 14,400 L – 193 Watts	\$16.61	\$17.76	\$17.76
	250W HPS 23,200 L – 313 Watts	\$22.13	\$22.24	\$22.24
	400W HPS 45,000 L – 485 Watts	\$29.75	\$28.46	\$28.46
	31W - 50W LED (Equivalent to 150W HPS)	\$11.09	\$14.28	\$14.28
	51W - 100W LED (Equivalent to 250W HPS)	\$13.71	\$16.98	\$16.98
	U.G. Wiring System City Owned			
	175W MV 7,000 L – 195 Watts	\$3.77	\$3.61	\$3.61
	400W MV 20,000 L – 450 Watts	\$8.72	\$8.34	\$8.34
	150W HPS 14,400 L – 175 Watts	\$3.38	\$3.23	\$3.23
	180W LPS 19,800 L – 250 Watts	\$4.83	\$4.62	\$4.62
	250W HPS 23,200 L – 313 Watts	\$6.05	\$5.79	\$5.79
	250W LPS 33,000 L – 365 Watts	\$7.05	\$6.74	\$6.74
	400W HPS 45,000 L – 485 Watts	\$9.36	\$8.95	\$8.95
	Non- Company- Owned – Co O&M- LED - Wood			
	1W-20W LED	NEW	\$12.32	\$12.32
	21W-30W LED	NEW	\$12.83	\$12.83
	31W-40W LED	NEW	\$13.16	\$13.16
	41W-50W LED	NEW	\$13.50	\$13.50
	51W-60W LED	NEW	\$13.91	\$13.91
	61W-70W LED	NEW	\$14.25	\$14.25
	71W-80W LED	NEW	\$15.58	\$15.58
	81W-90W LED	NEW	\$15.92	\$15.92
	91W-100W LED	NEW	\$16.99	\$16.99
	101W-110W LED	NEW	\$17.34	\$17.34
	111W-130W LED	NEW	\$18.89	\$18.89
	131W-150W LED	NEW	\$19.56	\$19.56
	151W-170W LED	NEW	\$20.24	\$20.24
	171W-190W LED	NEW	\$20.54	\$20.54

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	191W-210W LED	NEW	\$21.21	\$21.21
	211W-230W LED	NEW	\$21.89	\$21.89
	231W-250W LED	NEW	\$22.95	\$22.95
	251W-270W LED	NEW	\$23.63	\$23.63
	271W-300W LED	NEW	\$24.47	\$24.47
	Non- Company – Owned – Co O&M – LED Metal			
	1W-20W LED	NEW	\$26.42	\$26.42
	21W-30W LED	NEW	\$26.93	\$26.93
	31W-40W LED	NEW	\$27.27	\$27.27
	41W-50W LED	NEW	\$27.61	\$27.61
	51W-60W LED	NEW	\$28.01	\$28.01
	61W-70W LED	NEW	\$28.36	\$28.36
	71W-80W LED	NEW	\$29.69	\$29.69
	81W-90W LED	NEW	\$30.03	\$30.03
	91W-100W LED	NEW	\$31.09	\$31.09
	101W-110W LED	NEW	\$31.44	\$31.44
	111W-130W LED	NEW	\$33.00	\$33.00
	131W-150W LED	NEW	\$33.67	\$33.67
	151W-170W LED	NEW	\$34.35	\$34.35
	171W-190W LED	NEW	\$34.64	\$34.64
	191W-210W LED	NEW	\$35.32	\$35.32
	211W-230W LED	NEW	\$36.00	\$36.00
	231W-250W LED	NEW	\$37.05	\$37.05
	251W-270W LED	NEW	\$37.73	\$37.73
	271W-300W LED	NEW	\$38.57	\$38.57
	ENERGY ONLY - LED			
	1W-20W LED	NEW	\$0.17	\$0.17
	21W-30W LED	\$0.49	\$0.41	\$0.41
	31W-40W LED	\$0.68	\$0.58	\$0.58
	41W-50W LED	\$0.88	\$0.74	\$0.74
	51W-60W LED	\$1.07	\$0.91	\$0.91
	61W-70W LED	\$1.26	\$1.07	\$1.07
	71W-80W LED	\$1.45	\$1.24	\$1.24
	81W-90W LED	\$1.64	\$1.40	\$1.40
	91W-100W LED	\$1.83	\$1.57	\$1.57
	101W-110W LED	\$2.02	\$1.73	\$1.73
	111W-130W LED	\$2.31	\$1.98	\$1.98
	131W-150W LED	\$2.69	\$2.31	\$2.31

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	151W-170W LED	\$3.06	\$2.64	\$2.64
	171W-190W LED	\$3.44	\$2.97	\$2.97
	191W-210W LED	\$3.82	\$3.30	\$3.30
	211W-230W LED	\$4.20	\$3.63	\$3.63
	231W-250W LED	\$4.58	\$3.96	\$3.96
	251W-270W LED	\$4.96	\$4.29	\$4.29
	271W-300W LED	NEW	\$4.71	\$4.71
	301W-330W LED	NEW	\$5.20	\$5.20
	331W-360W LED	NEW	\$5.70	\$5.70
	361W-390W LED	NEW	\$6.19	\$6.19
	391 W-420W - LED	NEW	\$6.69	\$6.69
	421W-450W LED	NEW	\$7.18	\$7.18
	451W-480W LED	NEW	\$7.68	\$7.68
	481W-510W LED	NEW	\$8.18	\$8.18
	511W-540W LED	NEW	\$8.67	\$8.67
	541W-570W LED	NEW	\$9.17	\$9.17

**Rate No.
12**

PRIVATE AREA LIGHTING RATE

O.H. Wiring System Wood-New Pole

175W MV 7,000 L - 195 Watts	\$15.70	\$19.68	\$24.48
250W MV 11,000 L - 275 Watts	\$19.04	\$24.17	\$30.62
400W MV 20,000 L - 460 Watts	\$26.70	\$34.46	\$44.74
100W HPS 8,500 L - 124 Watts	\$12.90	\$15.94	\$19.29
250W HPS 23,200 L - 313 Watts	\$21.13	\$26.89	\$34.19
150W HPS 14,400 L - 193 Watts	\$15.78	\$19.80	\$24.57
400W HPS 45,000 L - 485 Watts	\$28.39	\$36.62	\$47.48
31W - 100W LED (Equivalent to 150W HPS)	\$10.52	\$12.81	\$14.95

O.H. Wiring System Wood-Existing Pole

175W MV 7,000 L - 195 Watts	\$10.11	\$13.16	\$17.39
250W MV 11,000 L - 275 Watts	\$13.45	\$17.64	\$23.53
400W MV 20,000 L - 460 Watts	\$21.11	\$27.94	\$37.65
100W HPS 8,500 L - 124 Watts	\$7.34	\$9.42	\$12.20
250W HPS 23,200 L - 313 Watts	\$15.54	\$20.37	\$27.10
150W HPS 14,400 L - 193 Watts	\$10.21	\$13.27	\$17.49
400W HPS 45,000 L - 485 Watts	\$22.38	\$29.61	\$39.86
31W - 100W LED (Equivalent to 150W HPS)	\$8.57	\$10.51	\$12.45

Floodlights w/poles HPS

100W HPS FL 8,500L 137W 35' Pole	\$14.09	\$17.42	\$21.10
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**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	250W HPS FL 23,200L 330W 35' pole	\$22.05	\$28.08	\$35.74
	400W HPS FL 50,000L 490W 35' pole	\$28.46	\$36.73	\$47.69
	1000W HPS FL 119,500L 1103W 40' pole	\$55.61	\$72.76	\$96.56
	1000W HPS FL 119,500L 1103W 50' pole	\$58.28	\$75.88	\$99.95
	Floodlights w/o-poles			
	100W HPS FL 8,500L 137W 35' Pole	\$8.57	\$10.93	\$14.05
	250W HPS FL 23,200L 330W 35' pole	\$16.48	\$21.59	\$28.69
	400W HPS FL 45,000L 490W 35' pole	\$22.90	\$30.25	\$40.64
	1000W HPS FL 119,500L 1103W	\$49.62	\$65.79	\$88.98
	LED Floodlight Wood-Existing Pole			
	10W - 30W LED (Equivalent to 100W HPS)	NEW	\$8.79	\$9.87
	31W - 100W LED (Equivalent to 150W HPS)	\$9.21	\$11.26	\$13.27
	101W - 200W LED (Equivalent to 400W HPS)	\$13.16	\$16.49	\$20.30
	250W - 400W LED (Equivalent to 1000W HPS)	\$22.03	\$28.10	\$35.69
	LED Floodlight Wood-New Pole			
	10W - 30W LED (Equivalent to 100W HPS)	NEW	\$11.05	\$12.33
	31W - 100W LED (Equivalent to 150W HPS) - 35 ft. Pole	\$11.13	\$13.52	\$15.73
	101W - 200W LED (Equivalent to 400W HPS) - 35 ft. Pole	\$15.09	\$18.75	\$22.76
	250W - 400W LED (Equivalent to 1000W HPS) - 35 ft. Pole	\$23.96	\$30.37	\$38.15
	250W - 400W LED (Equivalent to 1000W HPS) - 40 ft. Pole	\$24.37	\$30.85	\$38.68
	Metal Halide w/poles			
	400W MH FL 38000L 476W 35' pole	\$28.50	\$36.54	\$47.26
	1000W MH FL 115,000L 1100W 40' pole	\$55.29	\$72.36	\$96.07
	1000W MH FL 115,000L 1100W 50' pole	\$57.97	\$75.48	\$99.46
	Metal Halide w/o-poles			
	400W MH FL 38000L 476W	\$22.94	\$30.05	\$40.21
	1000W MH FL 115,000L 1100W	\$49.32	\$65.39	\$88.49
	LED Floodlight Wood- New Embedded Pole for UG - Border			
	250W - 400W LED (Equivalent to 1000W HPSV)	\$30.10	\$37.58	\$45.99
	2-250W - 400W LED (Equivalent to 1000W HPSV)	\$26.90	\$53.80	\$53.80
	LED Floodlight Wood- New Wood Pole for UG - Border			
	250W - 400W LED (Equivalent to 1000W HPSV)	\$47.12	\$47.12	\$47.12
	2-250W - 400W LED (Equivalent to 1000W HPSV)	\$43.93	\$56.04	\$71.21

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
Rate No. 15	MISCELLANEOUS SERVICE CHARGES			
	New Service Start - No Field Activity Required	\$3.00	\$4.75	\$4.75
	New Service Start - Field Activity Required (Standard)	\$10.25	\$3.50	\$3.50
	New Service Start - Field Activity Required (Opt-Out)	\$16.00	\$22.50	\$22.50
	New Service Start - No Existing Meter (Standard Rate)	\$49.00	\$56.75	\$56.75
	New Service Start - No Existing Meter (Non-Standard Rate)	\$262.00	\$312.25	\$312.25
	Monthly Fee for Opt-Out Metering Service	\$6.72	\$10.00	\$10.00
	One-Time Fee for Opt-Out Service (Keep Existing Meter)	\$40.65	\$26.00	\$26.00
	One-Time Fee for Opt-Out Service (Digital Non- Communicating Meter before advanced meter installed)	\$77.57	\$112.50	\$112.50
	One-Time Fee for Opt-Out Service (Digital Non- Communicating Meter after advanced meter installed)	\$105.20	\$145.50	\$145.50
	Energy Diversion Charge	\$291.00	\$349.00	\$349.00
	Energy Diversion with Damage Charge (Minimum)	\$484.00	\$521.00	\$521.00
	Meter Seal Replacement Charge	\$11.00	\$14.25	\$14.25
	No Access to Equipment Charge - Field Activity Required	\$15.00	\$23.25	\$23.25
	No Access to Equipment Charge - Enhanced Field Activity Required (Minimum)	\$33.00	\$41.00	\$41.00
	"No Light" Service Call Charge (Standard Rate)	\$30.00	\$36.25	\$36.25
	"No Light" Service Call Charge (Non-Standard Rate)	\$253.00	\$304.00	\$304.00
	Non-Pay Reconnect Charge @ Meter (Standard)	\$21.50	\$4.75	\$4.75
	Non-Pay Reconnect Charge @ Meter (Opt-Out or over 200 amps or three-phase)	\$35.00	\$22.50	\$22.50
	Non-Pay Reconnect Charge @ Pole	\$157.00	\$80.50	\$80.50
	Pulse Metering Equipment Installation	\$277.00	\$280.25	\$280.25
	Pulse Metering Equipment Repair	\$77.00	\$92.50	\$92.50
	Returned Payment Charge	\$21.00	\$10.00	\$10.00
	Requested Meter Test Charge (single phase)	\$69.00	\$81.75	\$81.75
	Requested Meter Test Charge (three phase)	\$149.00	\$179.75	\$179.75
	Temporary Overhead Connection Charge	\$180.00	\$207.00	\$207.00
	Temporary Underground Connection Charge	\$180.00	\$207.00	\$207.00
	Unable to Connect Requested New Underground/Overhead Service for Failed Inspection	\$77.00	\$86.75	\$86.75

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Facilities Rental Charge (Monthly (% of cost)	0.7818%	1.3548%	1.3548%
	Special Billing Analysis Charge (Minimum)	\$74.00	\$43.25	\$43.25
	Non-Routine Miscellaneous Service Charge	At cost	At cost	At cost
	Out of Cycle Meter Reading Charge (Standard)	\$8.75	\$3.00	\$3.00
	Out of Cycle Meter Reading Charge (Opt-Out)	\$14.00	\$23.00	\$23.00
	Facility Plus Rental Charge (Monthly)	NEW	1.2193%	1.2193%
	Transmission Facilities Charge (Monthly)	NEW	1.0946%	1.0946%
	Customer Initiated Lighting Reconnect/Disconnect	NEW	\$205.75	\$205.75
	Customer Initiated Lighting Reconnect/Disconnect Additional Time	NEW	\$139.75	\$139.75

**Rate No.
18**

**FUEL AND PURCHASED POWER COST ADJUSTMENT
CLAUSE (FPPCAC)**

Line Losses

Secondary Voltage	7.850%	7.403%	7.403%
Primary Voltage	5.123%	4.670%	4.670%
Transmission Voltage	2.916%	2.850%	2.850%
Transmission Voltage 115,000 volts or higher	2.669%	2.565%	2.565%
System	7.2819%	6.868%	6.868%

Voltage Factor

	100.5300	100.5004	100.5004
Secondary Voltage	%	%	%
Primary Voltage	97.9880%	97.9431%	97.9431%
Transmission Voltage	95.9300%	96.2400%	96.2400%
Transmission Voltage 115,000 volts or higher	95.7000%	95.9734%	95.9734%
	100.0000	100.0000	100.0000
System	%	%	%

**Rate No.
19**

SEASONAL AGRICULTURE PROCESSING SERVICE RATE

Customer Charge	\$20.00	\$26.89	\$26.89
Energy Charge (\$/kWh) - Summer	\$0.12192	\$0.09528	\$0.09528
Energy Charge (\$/kWh) - Non-Summer	\$0.08379	\$0.08396	\$0.08396

**Rate No.
21**

SUPPLEMENTARY POWER SERVICE/COGEN

Per Applicable Rate

**Rate No.
22**

BACKUP POWER SERVICE/COGEN

Per Applicable Rate

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
	Secondary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$5.07	\$6.58	\$6.58
	Primary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$3.94	\$4.65	\$4.65
	Secondary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$5.40	\$5.05	\$5.05
	Primary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$4.04	\$4.21	\$4.21
	Interconnection Charge (% of interconnection capital costs)	4.8681%	5.4414%	5.4414%
Rate No. 23	MAINTENANCE POWER SERVICE/COGEN	Per Applicable Rate		
	Secondary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$5.07	\$6.60	\$6.60
	Primary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$3.94	\$4.66	\$4.66
	Secondary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$5.40	\$5.06	\$5.06
	Primary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$4.04	\$4.22	\$4.22
	Interconnection Charge (% of interconnection capital costs)	4.8681%	5.4414%	5.4414%
Rate No. 24	INTERRUPTIBLE POWER SERVICE/COGEN	Per Applicable Rate		
	Secondary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$5.07	\$6.58	\$6.58
	Primary Delivery Service Charge (\$/kW) - Connected Load Up To 800 kW	\$3.94	\$4.65	\$4.65
	Secondary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$5.40	\$5.05	\$5.05
	Primary Delivery Service Charge (\$/kW) - Connected Load In Excess of 800 kW	\$4.04	\$4.21	\$4.21
	Interconnection Charge (% of interconnection capital costs)	4.8681%	5.4414%	5.4414%
Rate No. 25	OUTDOOR RECREATIONAL LIGHTING SERVICE RATE			
	Customer Charge	\$18.00	\$15.15	\$15.15
	Energy Charge Summer(\$/kWh)	\$0.07936	\$0.12865	\$0.17505
	Energy Charge Non - Summer (\$/kWh)	\$0.07936	\$0.11016	\$0.15220

**EL PASO ELECTRIC COMPANY
COMPARISON OF PRESENT AND PROPOSED BASE RATES
FOR THE TEST YEAR ENDED SEPTEMBER 30, 2025**

Rate No.	Rate Description	Current Rate	Phase 1 Rate	Phase 2 Rate
Rate No. 26	STATE UNIVERSITY SERVICE RATE			
	Customer Charge	\$135.00	\$3,887.11	\$4,872.23
	Energy Charge - On-Peak (\$/kWh) - Summer	\$0.12682	\$0.11337	\$0.14199
	Energy Charge - Off-Peak (\$/kWh) - Summer	\$0.00459	\$0.00901	\$0.01130
	Energy Charge - Off-Peak (\$/kWh) - Non-Summer	\$0.00459	\$0.00901	\$0.01130
	Demand Charge (\$/kW) - Summer	\$16.77	\$18.58	\$22.82
	Demand Charge (\$/kW) - Non-Summer	\$7.38	\$9.29	\$11.87
Rate No. 29	NOTICED INTERRUPTIBLE SERVICE RATE - Secondary Voltage			
	Energy Charge (\$/kWh)	\$0.00767	\$0.01135	\$0.01135
	Demand Charge (\$/kW)	\$3.94	\$6.01	\$6.01
	NOTICED INTERRUPTIBLE SERVICE RATE - Primary Voltage			
	Energy Charge (\$/kWh)	\$0.00767	\$0.01135	\$0.01135
	Demand Charge (\$/kW)	\$2.79	\$4.61	\$4.61
	NOTICED INTERRUPTIBLE SERVICE RATE - Transmission Voltage			
	Energy Charge (\$/kWh)	\$0.00767	\$0.01135	\$0.01135
	Demand Charge (\$/kW)	\$2.79	\$2.56	\$2.56

NM RATE CASE META AD - PRC



Social Media Ad Campaign Proposal

Campaign Details

- **Proposed Run Time:** 3 weeks
- **Proposed Dates:** September 28, 2026- October 19, 2026
- **Targeting:**
 - NM customer zip codes
 - Interested parties in the energy sector
- **Proposed Creative:**



-
- **Link:** The advertisement directly links to the Public Notice page on EPE's website where customers will be able to find Advice Notice No. 317 and EPE's complete Amended Application package.
<https://www.epelectric.com/company/public-notices/application-of-epe-company-for-revision-of-its-retail-electric-rates>

Additional Information Requested in the Order on EPE's Proposed Second Notice

El Paso Electric Company ("EPE") upon proposal approval of EPE's strategy, intends to conduct a paid social media notification campaign on Meta platforms, Facebook and

NM RATE CASE META AD - PRC

Instagram, for an anticipated duration of approximately three weeks starting September 28 and ending October 16, 2026.

The campaign will be geographically targeted to customers residing within EPE's New Mexico service territory through ZIP code-based audience selection. The ZIP-codes that will be targeted are the following: 88005, 88008, 88011, 88021, 88024, 88027, 88044, 88046, 88047, 88048, 88058, 88063, 88072, 88081, 87930, 87931, 87933, 87936, 87937, 87940, 87941, 88001, 88002, 88007, 88012, 88030, 88032, 88052, 88330, 88032.

In addition, the campaign will utilize relevant professional and interest-based targeting criteria, including government agencies and individuals with interests related to energy and utility services.

The advertisement will provide a direct link to Advice Notice No. 317, EPE's complete Amended Application package, and Second Notice posted on EPE's website, facilitating customer access to and review of the notice.

EPE previously employed this same outreach methodology in connection with its initial New Mexico Rate Case Public Notice campaign conducted in May 2026. That campaign generated more than 11,000 impressions and 574 link clicks, demonstrating the effectiveness of digital advertising as a means of increasing public awareness and directing customers to important regulatory notices and information.

The proposed ad will be running every day for the duration of the three weeks from 6:00 a.m. to 9:00 a.m. and 5:00 p.m. to 9:00 p.m. These timeframes are strategically placed to align with peak times users engage with digital content, maximizing ad visibility. The frequency of the ad is determined by the average number of times each person saw the ad.

BEFORE THE NEW MEXICO PUBLIC REGULATION COMMISSION

**IN THE MATTER THE APPLICATION OF EL
PASO ELECTRIC COMPANY FOR REVISION
OF ITS RETAIL ELECTRIC RATES
PURSUANT TO ADVICE NOTICE NO. 317**

Case No. 25-00082-UT

EL PASO ELECTRIC COMPANY,

Applicant.

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on September 18, 2026 **El Paso Electric Company's Response to Order on EPE's Proposed Second Notice and Social Media Campaign** emailed to each of the following:

El Paso Electric Company (EPE)	
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