

Save the Date for our 2022 Annual Meeting!

Saturday, September 10

We've missed you - join us for this year's meeting in person!



Call before you dig

With summer (and many outdoor projects) in full swing, we want to remind you to please call 811 before any digging projects to be sure your area is free of any underground utility lines.

Planting a garden, clearing land, or other home improvement projects that involve digging carry the risk of hitting cable and other utility lines. This can cause serious damage, and you may be fined. So, dig smart and call 811 before you dig. To find out more, visit

call 811.com/before-you-dig.



455 State Highway 518
Mora, NM 87732

LAJICARITA NEWS

Summer 2022



Working together to stay connected

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(575) 387-2216 | www.lajicarita.com

Facing the Challenges from Fires

The Road to Restoration

Recently, wildfires devastated our region, burning nearly 341,000 acres from San Miguel County to Mora County. Our hearts go out to everyone impacted by the fires, and this disaster made it clearer than ever the importance of connection and community—not only during a crisis, but to help our friends and neighbors recover from the unimaginable and the continuous aftermath.

During the Hermits Peak/Calf Canyon fire, La Jicarita and staff utilized dozer heavy equipment to fight the fire in the local surrounding areas, and management did everything in their power to maintain service for its customers, knowing that so many needed to get in touch with loved ones, especially for those who chose to stay behind from the mandatory evacuation orders. The primary reason for not having telephone and internet services was due in part of the power outages in many of the communities in the Mora Exchange. The La Jicarita staff attempted to maintain most of its remote sites with generators when possible.

“We feel we have to stay here to keep this service going for our community,” said La Jicarita CEO, Danny Gray.

Still, there were times where we were unable to gain access to our plant and remote sites out of an abundance of concern from local safety enforcement, who worried about the safety of our team and believed telephone and internet were not essential during a natural disaster.

Fortunately, the La Jicarita office building was not damaged from the fires, and

we were able to remain open and provide a Wi-Fi connection to the first responders and fire personnel. Many people from the community visited the co-op's parking lot for temporary internet access to let loved ones know they reached safety.

In the aftermath, La Jicarita strived to restore all service across the county while prioritizing the safety of staff, technicians, and the community—but the flooding following the wildfires created additional delays and complications.

Staff are in the process of issuing a credit memo on their billing for all of those impacted by this disaster and have installed a portable tower to replace the one that was destroyed.

“We're in here; we're doing our best; we have a small crew trying to keep communications going the best we can,” says Gray.

The La Jicarita team is here to support our friends and neighbors throughout the region as we all work to find our way back to normalcy.

“At La Jicarita, customer satisfaction is something we take very seriously, and we understand that each member depends on us for the consistency of services,” said La Jicarita Operations Manager, Michael J. Leyba.



Creating Opportunity Through Technology

Making more connections for Mora



La Jicarita has had the privilege of serving the citizens of Mora Valley, Wagon Mound, and surrounding areas for over 50 years. We do not take this responsibility to our community lightly, and we are committed to overcoming any, and all obstacles to ensure you can continue to enjoy reliable, high-quality internet access. During the period of the wildfires, there were some false claims by the media and newspaper articles that La Jicarita was still living in ancient times and had poor telecommunications services—not true, in fact, La Jicarita provides better quality telephone and internet services than most parts of the state.

As bandwidth demands continue to skyrocket, we strive to provide the highest level of service possible.

Fiber broadband internet offers the

fastest, most reliable connection out there to support virtual learning, telehealth, video streaming services, remote working and more.

There is a clear correlation between internet access and economic growth, and our community has witnessed firsthand the many opportunities reliable internet has brought to nearby neighborhoods. To date, La Jicarita has successfully connected about 75% of our service area to fiber—and we aren't slowing down.

As our FTTH Construction team moves through the rest of our service area, they will ask residents to provide the necessary information to any existing facilities and utilities located on their private property. We thank you for working with our FTTH Construction team and ask for your continued cooperation as we work towards our goal of 100% access to fiber.

Rest assured, there is **no cost** for receiving a fiber connection, and your monthly billing will remain the same as per your existing subscribed services. For more information or questions, please call the LJRTC management at (575) 387-2216.

Benefits of Fiber Broadband Internet

In our increasingly connected world, fast and secure internet has become a necessity for everyday life. That's why we are proud to supply over 75% of our service area with fiber broadband internet.

Fiber provides the fastest download and upload speeds available, plus crystal-clear voice communications with reliable access to 911 emergencies. It also provides you with enough bandwidth to handle demand from all of your smart devices, from today's Ring doorbells and smart refrigerators to tomorrow's 3D gaming systems and beyond.

By future-proofing your home connection, you also increase your property value. According to a study by RVA & Associates surveying home buyers and developers, fiber adds about \$5,000 on average to the price of a home.

Here are the top 10 reasons why bringing our communities fiber internet access is a priority for La Jicarita:

- Reliable, high-quality connection
- Faster connection speeds
- Improved productivity
- Unlimited Internet usage (no data caps!)
- Prepares your home for new technologies
- Little-to-no maintenance
- Less vulnerable to glitches or interference
- Clearer phone conversations and TV signals
- Secure voice and data transmissions
- Increases property values