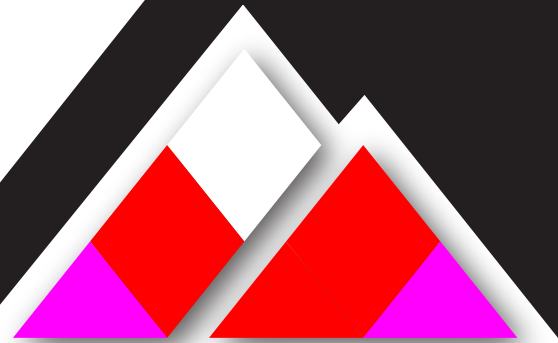


# Get Connected BrightRidge®



A Publication for Customers of BrightRidge

Jan - March 2022

[www.brightridge.com](http://www.brightridge.com)

## **BrightRidge, Silicon Ranch and TVA Flip the Switch on New 9 MWAC Solar Farm**

BrightRidge, Silicon Ranch, and Tennessee Valley Authority (TVA) Representatives “flipped the switch” on January 13 at the new Martin Solar Farm in western Washington County, inaugurating clean energy generation from the second solar farm constructed in the BrightRidge service area.

The 9-megawatt (MWAC) facility is named in honor of the late Ralph Martin, an area farmer who served many years on the BrightRidge Board of Directors. About 100 acres of property for the solar farm was purchased from the Martin estate.

“BrightRidge, Silicon Ranch, and TVA continue to lead the region in solar generation and innovation, while proving projects like this can be done in harmony with the community,” BrightRidge CEO Jeff Dykes said. “These strong partnerships provide clean energy at scale to our customers without the upkeep, cost, and stress of managing privately-owned solar panels. At the same time, along with world-leading broadband service, we know access to clean energy is an increasingly critical component of economic growth in our region.”



Pictured: BrightRidge CEO, Jeff Dykes gives remarks on the completion of the Martin Solar Farm at the “Flip the Switch” event on January 13, 2022

## **TVA’s Generation Flexibility Program**

While BrightRidge’s first solar farm in Telford was constructed under an earlier TVA program, the Martin Solar Farm is the first completed under TVA’s Generation Flexibility Program, designed to encourage local power companies to develop distributed generation facilities to provide local solutions to the renewable needs of customers, and also improving the carbon position of the region. Through Generation Flexibility, TVA enables local power companies to generate up to 5% of their total energy load to meet the renewable energy goals of their customers, attract sustainability-focused businesses to their communities, and/or solve individual challenges for their customers or distribution systems. TVA indicated the Martin Solar Farm checks all the boxes TVA had in mind when crafting the Generation Flexibility Program -- diversifying TVA’s generation portfolio through local partnerships, while maintaining low rates and top-notch reliability.

**Continued on Page 3...**



## From the CEO

*“Learn from yesterday, live for today, and hope for tomorrow.” – Albert Einstein*

We hope that each of you had a wonderful time with family during the Christmas Holiday and New Year’s Celebration. Our wish for you is a great new year of renewed anticipation of what the year might bring. At BrightRidge, the year is starting off quickly!

Our Broadband roll-out continues to move forward in an incredibly positive way, and we hope that each of you who have chosen BrightRidge as your service provider is enjoying the high-speed internet access that our folks have taken immense pride in installing for you. As our phased roll-out continues, we look forward to the opportunity to offer you many features and speeds that were unheard of in our area before now. In this newsletter, some of those state-of-the-art technologies and services will be highlighted.

We are excited that our “flip the switch” event has taken place. This event signifies our newest endeavor with Silicon Ranch to provide electricity under our flexibility contract with TVA. Our newest solar farm will provide electricity to our customers from renewable energy, providing additional balance to our portfolio of energy supplied to our system. As we look for other areas to install solar energy on our system, we hope you will share our enthusiasm at the opportunities this provides us. The installation of clean renewable energy can impact economic development in our region as well as provide additional positives to those looking to relocate to our region.

*“Your success and happiness lie in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties.”*

*– Helen Keller*

Jeffrey R. Dykes,  
Chief Executive Officer

## BrightRidge Reminder...

### ***Be aware of scams!***

You will never be asked for payment over the phone or to pay in a specific payment method. Call (423) 952-5000 to speak to BrightRidge Customer Service if you have any concerns about who is contacting you. Visit us online at [www.brightridge.com](http://www.brightridge.com) to learn more on how to protect yourself from utility scams.



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## ***TVA's Generation Flexibility Program continued...***

"The Martin Solar Farm is a powerful testament to the benefits of public power and a commitment to a reduced carbon footprint that attracts jobs and investments to our region," said Don Moul, TVA Executive Vice President and Chief Operations Officer. "This partnership with BrightRidge and Silicon Ranch is the first of many Generation Flexibility projects with local power companies that will make the Tennessee Valley an even better place to live and do business."

In all, the Martin project installed 25,000 single-axis tracking panels using advanced bi-facial technology to follow the sun across its daily arc. The project will produce enough carbon-free electricity to power more than 1,000 homes as conditions permit. Under the terms of the 30-year agreement with Silicon Ranch, BrightRidge will purchase all production from the solar farm, while Silicon Ranch owns and operates the facility.

"This project makes a great deal of sense for our customers," Dykes said. "We are expanding the availability of local clean energy production while continuing to deliver best-in-class service at the lowest possible cost."

Early planning is underway for a potential third solar farm in the Piney Flats area, which would join the 5 MWAC Telford Solar Farm and the Martin Solar Farm as BrightRidge continues to expand its partnership with Silicon Ranch.



**Pictured from Left to Right:** Board Member - Jenny Brock, TVA Executive Vice President and Chief Operations Officer - Don Moul, Board Chair - James Smith, Silicon Ranch Co-founder and Chairman - Matt Kisber, Board Member - James Haselsteiner, Board Member - Gary Mabrey, and BrightRidge CEO- Jeff Dykes "flip the switch" at the Martin Solar Farm on January 13, 2022.



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## ***AN UPDATE FROM***



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### ***Next-Generation Internet Continues to Expand***

BrightRidge Broadband (ultra, high-speed internet) continues to expand its nation-leading broadband services, connecting people who lacked access and bringing the Next Generation of internet infrastructure to the area.

“By the end of 2023, we expect to have all the city limits of Johnson City covered with fiber, and then build out additional locations. Currently, we just completed the fiber build-out through Gray and are nearing completion on the first sections of Phase 4 in southeast Johnson City,” Stacy Evans, Chief Broadband Officer, said. “Our ultimate plan is to serve all 81,000 electric subscribers with our superior broadband services in the future.”

Today, BrightRidge Broadband serves more than 6,200 homes and businesses with broadband services, with hundreds more added each month. That improves the ability of over 20,000 local residents to learn virtually, improve digital skills, work from home, receive telehealth, stream, and much more.

Evans says Johnson City, Jonesborough and Washington County were the sixth community group in the entire United States to offer 10 Gbps (gigabyte per second) symmetrical broadband in the home. But BrightRidge was the first provider to offer it out of the gate to all fiber-optic customers in its service area. BrightRidge has brought truly world-class internet to the Johnson City area!

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### ***Next Steps for BrightRidge Broadband***

BrightRidge Broadband is working with local city and county for the contribution of funds for projects in rural areas of the county and underserved areas in the city.

“These projects would bridge the digital divide by providing the nation’s fastest broadband service to our residents, which can ensure the cities and counties we serve are competitive in the national market for retaining and attracting residents, new businesses, jobs, and highly skilled workers,” Evans said.

BrightRidge is also a partner in the FCC Affordable Connectivity Program, which allows eligible families to receive up to \$30 credit per month toward their internet costs. Visit <https://acpbenefit.org> to apply or learn more about this program.

***Visit [www.mybrightridge.com](http://www.mybrightridge.com) to see when your location will be ready for High-Speed Internet from BrightRidge Broadband!***