

Get Connected BrightRidge®

A Publication for Customers of BrightRidge

April - June 2021

www.brightridge.com

In late 2018, BrightRidge announced an eight-phase fiber-optic and fixed wireless network buildout to provide Broadband services (Internet, Voice, Video) to our existing electric customers.

When looking at a plan of this magnitude, BrightRidge had to consider both the time to construct phases as well as the cash flow required to cover a startup business venture. The eight phases were designed to optimize the areas of deployment to generate sufficient cash flows, while serving as many customers as possible.

BrightRidge utilized a fiscally conservative deployment strategy that builds a new fiber and wireless infrastructure, optimized to generate start-up cash flow while serving the greatest number of BrightRidge customers as quickly as possible. Dividing the project into phases allowed BrightRidge to be more effective with the deployment while staying within defined capital budgets.

We began Phase 1 fiber-optic Broadband build along Main Street in Jonesborough in March 2019 and Johnson City in June 2019. Since that time, the BrightRidge team has made enormous progress in adding more broadband service territory and customer activations. It has been an incredible journey to go from the planning concept in 2018 to serving thousands of customers today – with that number increasing weekly!

We launched nation-leading Next-Generation Broadband products that offer up to 10Gbps symmetrical speeds, meaning the same download and upload speeds. As many of our customers were forced to work or educate remotely from home during the COVID-19 pandemic, they quickly realized why their existing asymmetrical products (uploads speeds much slower than downloads) from incumbent providers were insufficient for new work and educational requirements.

Thousands of customers have already chosen BrightRidge Broadband and the difference could not be more clear – don't just take our word for it, check out the raving social media reviews about the improvement in bandwidth and speeds! Add in our commitment to local customer service and technical support and you have a product that is easier on your wallet that exceeds all expectations.

What are people saying about us?



"Anyone have any thoughts on the BrightRidge Broadband? Considering a switch."

- S. Blankenship -

"Yeah, we have it! Cheaper and faster."

- N. Grindstaff -

"We love it!"

- T. Harmon -

"We switched a long time ago and love it!!! Go for it."

- J. Corbin -

"It's amazing! So fast, cheaper, amazing. Run, don't walk!"

- D. Lewis -

"It's great!"

CUSTOMER SOCIAL MEDIA COMMENTS

- L. Rhea -



From the CEO

“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world” – Joel A. Barker

In late 2018, the BrightRidge Board evaluated and voted to move forward with a Broadband deployment in our service territory that they believed would have a positive impact within our community. After preparation and a lot of great work by BrightRidge employees, that vision became deployment in 2019. With out-of-the-gate launch of a 10 Gig symmetrical service, BrightRidge moved forward with a financially sound and phased build out.

As some recent excerpts from interviews with WJHL stated, “We’re also seeing culture, we’re seeing new and diverse people from all over the country, all over the world that are coming to this region and that just makes everything better...a growing array of amenities is improving the city’s attractiveness — from mountain bike trails and breweries to BrightRidge’s fiber-to-the-home internet offering of up to a gigabyte of synchronous download and upload speeds.”

Although our mission at BrightRidge is to serve our community by supplying reliable and affordable power, we now also work to supply affordable, high speed internet. Our Board and employees are dedicated to the service of our community. It has been my privilege and honor to work alongside them and witness the dedication and caring they have for their community.

As you read this newsletter you will hear more about what our staff is doing to develop many opportunities we hope will have a positive and lasting impact on the community we serve. In 2018 our Board had a vision, and our employees and many in our community continue to make that vision a reality.

*“What is morality, she asked. Judgement to distinguish right and wrong, vision to see the truth, and courage to act upon it, dedication to that which is good, integrity to stand by the good at any price.”
– Ayn Rand, Atlas Shrugged*

Jeffrey R. Dykes,
Chief Executive Officer

BrightRidge Reminder...

Look up before you plant! Trees planted improperly jeopardize safety and your source for power. A properly planted tree is planted an adequate distance away from power lines, meters, and transformers. Proper planting can also reduce the cost of tree trimming and tree removal required for maintaining proper safety of power lines, utility equipment, and right-of-ways. Visit www.brightridge.com to learn more!



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Jeff Dykes, Chief Executive Officer
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Visit website for Board Member and
Administrative Staff Directories.

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3 Day Coconut Cake by Diana M., Johnson City

Ingredients:

Sugar
Sour Cream
Frozen Coconut
Yellow Cake Mix



Directions:

Mix 2 cups sugar, 2 cups sour cream, and 24oz frozen coconut (must be frozen because of moisture). Refrigerate overnight. Bake 1 yellow cake mix (simpler the better) in two 8” cake pans. Cool. Slice each layer into 2 layers (use thread or dental floss). Pour coconut mixture on each layer (just the tops). Refrigerate overnight. Serve. The longer it sits the moister it gets!

We would like to feature your recipes in our newsletter and on our website! Submit by emailing contactus@brightridge.com or mailing to the following:

BrightRidge, Attn: Marketing,
PO Box 1636, Johnson City, TN 37605

With grant assistance from the Tennessee Department of Economic & Community Development, BrightRidge recently completed a 65-mile fiber optic network expansion in less than five months. This made Broadband services available for 647 previously unserved customers in the Bowmantown, Ducktown, Glendale, Big Sandy, and Pleasant Valley areas of Washington County. More than 75% of the homes in those service areas have now activated our nation-leading Next-Generation Internet, Video, and Telephone services. Another 1,051 homes in the surrounding areas also have BrightRidge Broadband services available due to these grant projects.

When we say “nation-leading” we mean it. More than 1,700 rural Washington County homes now have fiber options up to 10Gbps symmetric internet services that were previously only available in urban areas in the country. That’s a game changer when rural residents have access to the same Next-Generation broadband products as urban communities! These high-speed products sell themselves when compared to turtle-like speeds of the incumbent cable and telephone providers.

We completed Phase 1 and Phase 2 which provided fiber-optic based service options to 8,861 homes and 1,101 businesses. We are currently building out Phase 3 around Gray, which will provide access to another 8,000 homes and businesses when completed in June. That’s more than 5,360 more homes than projected in the original 2018 business case!

BrightRidge is continuing to pursue additional grant opportunities to accelerate our network buildout and will provide updates on those projects in future newsletters.

As we approach our next budget year starting July 1, we will begin extending our network to Phase 4 customers. To find out when your home or business can be served, visit MyBrightRidge.com and click on Check Availability.

The Tennessee Valley Authority (TVA) provides regulatory oversight for BrightRidge and approved the original electric loans and has also approved additional loans to complete the next five phases of our network expansion. The following section describes the Broadband initiative loan requirements.

NOTICE TO ELECTRIC SYSTEM CONSUMERS OF INVESTMENT IN COMMERCIAL BROADBAND

BrightRidge requested authorization from its regulator, the Tennessee Valley Authority (TVA), to invest electric system revenues in its commercial broadband division. This Notice is being provided to BrightRidge’s customers pursuant to TVA’s regulatory transparency requirements.

Previously, BrightRidge filed an application with TVA requesting authorization to invest its electric system revenues in its broadband division. Specifically, BrightRidge’s broadband division will use electric system revenues to finance the deployment of broadband equipment and start-up its commercial broadband business in its service territory over multiple years.

The total combined fiber investment for electric and commercial broadband purposes is projected to be \$82,000,000. Of this amount, BrightRidge previously loaned \$35,000,000 to its broadband division and now plans to loan an additional \$47,000,000 to its broadband division, for commercial broadband purposes. Per TVA requirements and conditions of TVA’s authorization, BrightRidge’s broadband division is required to repay BrightRidge’s electric division for the electric funds being loaned to it for commercial broadband purposes. It is estimated that the total investment for both electric and commercial broadband will not have rate impacts associated with the investment.

Any questions regarding this broadband investment should be directed to BrightRidge’s Public Relations & Governmental Affairs Director at Post Office Box 1636, Johnson City, Tennessee 37605-1636, or by email at publicrecords@brightridge.com or by phone at 423-952-5000.

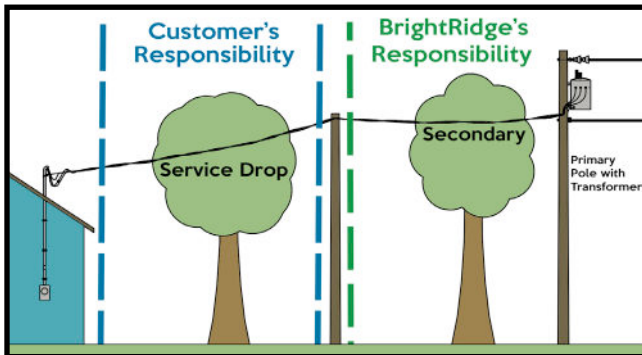
TREES



Trees & Powerlines

Our goal is to provide dependable, reliable electric service to all customers. Trees that grow too close to power lines have the potential to threaten public safety and your source of power. It is important that BrightRidge and its customers work together to maintain “proper line clearance.”

BrightRidge assumes responsibility for maintaining proper clearance around its substations and most electric utility lines. It is the customer’s responsibility to maintain proper clearance from the last pole to their house (i.e. the “service drop”). The diagram below clearly defines each entities’ trimming responsibilities.



BrightRidge will provide “cut-loose” service to customers for the purpose of de-energizing the lines so that trees may be removed or trimmed. This service is available at no charge provided the “cut-loose” request is made during these times: Monday - Friday, 8am to 3pm. You will be billed for “cut-loose” service provided beyond these times.

If you would like to schedule “cut-loose” service, please call the BrightRidge Service Department at (423) 952-5025 during normal business hours (Monday - Friday, 8am to 5pm). All “cut-loose” service requests must be made 24-hours prior. BrightRidge reserves the right to reschedule the request in the event of inclement weather, storm repair, power interruptions, and other unforeseen circumstances.

Long-Term Solutions

Look up before you plant! Before you invest in a tree that will grow tall, look around the area where you intend to plant. Carefully match the tree species with the location. Trees with mature heights over 25 feet should be planted at least 25 feet from any overhead utility lines.

The reliability of your neighborhoods’ electric service may depend on your choice of trees and where you plant them. Your cooperation with BrightRidge’s Right-of-Way Program is essential. Reliable service, public safety, and customer satisfaction are very important to us as your power provider. We will not trim or remove any tree unless it poses a threat to either public safety or electric service reliability. Help us, help you. Please look up before you plant!

Visit www.brightridge.com to learn more planting tips, tree recommendations, and more!

