

Get Connected BrightRidge®

A Publication for Customers of BrightRidge

July - Sept 2020

www.brightridge.com

Record Rainfall Brings Tree Growth



BrightRidge is pleased to announce its recognition as a Tree Line USA Utility for the 17th year. As a member, BrightRidge must follow all trimming guidelines required by Tree Line USA, as well as the National Arbor Day Foundation, International Society of Arboriculture, and National Arborist Association.

Utilities throughout the upper East Tennessee Valley are experiencing record tree and vegetation growth as a result of extreme rain levels the past few years. During the last two years, our area has received record level rainfall. The Tennessee River Basin was nearly 15.5 inches above normal during 2019.

Since the creation of the Tennessee Valley Authority in 1933, three of the six wettest years for rainfall in the Tennessee River Basin have been recorded in the last seven years:

2013 - 63.88 inches	2017 - 55.61 inches
2014 - 52.8 inches	2018 - 67.02 inches
2015 - 58.78 inches	2019 - 66.47 inches
2016 - 43.23 inches	

The first three months of 2020 were the wettest start to any year in the Tennessee Valley. In February 2020, it rained 20 out of 29 days and was the wettest February on record. In addition to weather, trees in our area have been infested with insects which are causing death to a great number of trees. Two specific insects wreaking havoc are the Emerald Ash Borer and Hemlock Woolly Adelgid.

How do record rains and insect infestations affect BrightRidge? Heavy rains contribute to heavy tree growth, as well as causing trees to uproot. Insect infestations can cause trees to die, which can cause limbs and branches to fall.

Trees near substations, especially trees that are dying or already dead, and trees near main feeder lines must be removed. Trees near substations and main feeder lines are the responsibility of BrightRidge. Our number one priority is maintaining a safe, reliable system. Typically, all high-voltage and main feeder lines are cleared first. Remaining or secondary lines are cleared based on a rotating schedule or as requested.

Remember, LOOK UP BEFORE YOU PLANT! Please do not plant fast growing trees such as Pines, Bradford Pears, or Leyland Cypress near power lines. If planted near or under power lines, these trees can jeopardize your electric and broadband service. In addition, trees planted outside of utility right-of-ways, across the street from power lines, or in a service-line drops are your responsibility.

Please be advised that BrightRidge, like other utilities in our area, are experiencing an influx of tree-related calls at this time. We appreciate your patience as we work hard to respond to your specific requests and/or continue maintenance throughout our system. Your electric and broadband service reliability is of utmost importance. For more information, please visit the Resources section of www.brightridge.com.



We're excited to introduce the newest member of the BrightRidge Team!

Tim Greer has joined our Broadband division as the new Residential Sales Representative. This means you may see Tim in your neighborhood as he speaks to potential customers door-to-door. Tim will be visiting locations that are now ready for BrightRidge Broadband!

At BrightRidge, we strive to provide the same great customer service that you expect from your local power utility. This means local people like Tim, PLUS reliable service you can trust!

BrightRidge employees can be identified by their apparel and their ID badges. If you have any questions about the identity of the representative at your door, call (423) 952-5000 to verify their identity. Learn more about avoiding scams online at www.brightridge.com.

During this time, BrightRidge employees are taking additional precautions to keep our customers safe. Our employees maintain a social distance of 6 feet and wear face masks when interacting with customers. If you have any concerns, visit our website or call (423) 952-5000 for our COVID-19 precaution information.



The build-out for Phase 3 BrightRidge Broadband has started! We're excited to begin providing High-Speed Internet, Video, and Voice to new locations in Gray and Oak Grove.



From the CEO

"Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality." – Jonas Salk

As we continue to address the COVID-19 impact to our community, BrightRidge continues to provide support to our customers in many ways. From maintaining your electrical services to the continued expansion of our Broadband system, our employees are eager to serve our customers and community. It has been a hectic time as we closed our lobby for a period while continuing to maintain contact to meet your daily needs for connections, services, and inquiries. Our lobby

area is now set up to maintain the safety of our customers and employees, thereby allowing us to reopen our doors to serve our customers.

While we continue to observe social distancing and modified interaction, BrightRidge is open to meet our customers' needs. We encourage you, if possible, to continue to use our drive-thru, phone our call center, or visit our website. Many of our customer processes can be completed from the comfort of your home.

You may have noticed significant tree growth in your neighborhood and the region due to the extremely wet weather we experienced in the spring. This growth becomes a reliability issue for an electric provider like BrightRidge. To ensure dependability and avoid major outages during storms, you will see our contractors trimming and removing trees from the right-of-way. While we trim to clear the trees from the lines in the right-of-way, the preferred method is removal of trees to reduce long term cost impacts to customers and to better protect from prolonged outages during storms. Clearing trees is the best way to preserve the comforts that electricity provides. Our employees and contractors have been very appreciative of you working with them as they perform their service to you and your neighbors. If you are considering planting additional trees for landscaping, visit our website, www.brightridge.com. There you can find suggested trees for planting near electric right-of-ways, or you may contact our Energy Services Department for suggestions on the best trees to plant.

BrightRidge would like to thank you for supporting our continued expansion of our broadband services. Our high-speed symmetrical fiber service and wireless service installations are progressing as we continue a financially sound, phased approach to our deployment. As we deploy in your area, you will receive mailers, advertisements, and phone calls from our call center letting you know our service is available. We look forward to the opportunity to meet your broadband needs with the same great service you have received from our electric division. We believe the BrightRidge product is superior to that of our competitors, and we look forward to speaking with you about those opportunities.

As we continue to work through the COVID-19 impact, our thoughts and prayers are with each of you. Your safety and our employees' safety is always our first and foremost concern.

"Hope sees the invisible, feels the intangible, and achieves the impossible." – Helen Keller

Jeffrey R. Dykes,
Chief Executive Officer



2600 Boones Creek Road
Johnson City, TN 37615

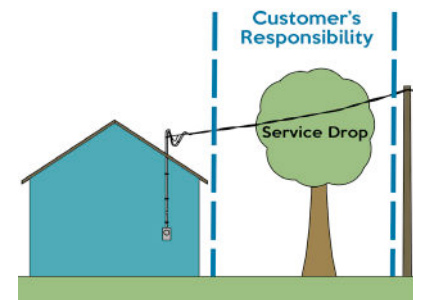
423-952-5000
www.brightridge.com

Jeff Dykes, Chief Executive Officer
Ceilya Campbell, Administrative Assistant

Visit the BrightRidge website for
Board Member and
Administrative Staff Directories.

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Tree Trimming



Trees that grow too close to power lines threaten safety and sources of power. Together, we can maintain proper line clearance. BrightRidge will provide "cut-loose" service so that customers can safely trim trees near service drops. Call (423) 952-5025 to schedule "cut-loose" service.

Recipe Exchange

Tomato Pie

By B. Atkins, Chuckey

Ingredients

- 2 cups tomato
- 1/2 cup onion
- 1 cup mayo
- 1 cup shredded cheese
- 1 9" baked pie crust

Instructions

Layer tomato and onion in the pie crust. Mix mayo and cheese. Pour over tomato and onion. Bake at 350 degrees until it bubbles.



Recipe / Quick Tip Exchange

We would like to feature your recipes, quick tips, and comments in "Get Connected" and on our website at brightridge.com. You may submit these items by emailing them to contactus@brightridge.com or by mailing them to:

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

Virtual Energy Evaluations

Set your thermostat as high as comfortably possible during the summer to save energy. Call (423) 952-5000 if you have any questions about your energy bill.

Teleworking is Tough!

Let's face it! Teleworking is challenging no matter the circumstances. Like so many businesses, BrightRidge has done its best to work safely so that your electric and broadband services are not jeopardized and to help protect our community from COVID-19. We closed our lobby to walk-ins mid-March through mid-June; however, behind-closed-doors we have continued to serve you throughout the pandemic from our customer service center in Boones Creek. In addition, many of our employees served you from their homes, like Nikieta, who is pictured right at home with her daughter and "crazy dog."

Nikieta is a member of our Customer Service Team. "I feel like I picked up my desk at the office and just placed it in my living room. I enjoy working from home, but it does get difficult. I feel like I am always busy with no down time," Nikieta said. Like many others, our team is working hard to balance home-life with work, all while working from home. It is not as easy as it sounds. We are trying to homeschool and keep the pets under control, all while making sure our service to you does not falter. Please know we appreciate your patience.

One tip from Nikieta to help keep little ones occupied while teleworking is the "shape hunting game." "I give my daughter a shape, and she has to go through the whole house to count how many times she can find the shape," she said. "It keeps her occupied for a while."

Our lobby is open now. However, please expect longer-than-normal wait times as we are still practicing social distancing to maintain a healthy workforce so we can keep the lights on and keep you connected to the world with our 10 Gig high-speed internet!

BrightRidge and TVA are proud to announce they are the first utilities in the Southeast to launch residential virtual home energy evaluations so residents can benefit from money-saving, expert energy advice while maintaining social distance during the pandemic.

Normally a technician would visit a customer's home to complete the evaluation. Now, customers can use their smart device to interact with an energy professional through an app and augmented reality technology.

"It was really easy," said Bri Moran, Tennessee Valley resident. "We looked at my appliances, thermostat and heat and air unit and checked the weather stripping on my doors and windows. He made it simple to find everything because I wasn't sure where everything was."

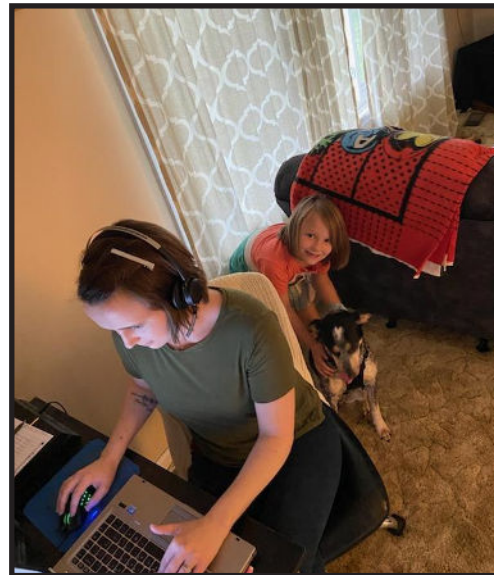
"Innovation is in TVA's DNA, and we're not missing a beat by partnering with BrightRidge on new technology to provide consumers expert energy advice," said Frank Rapley, Senior TVA EnergyRight® Manager.



According to Rapley, energy evaluations are essential to helping customers save money by identifying potential areas where energy loss can be occurring all while maintaining safe social distancing. "It takes a passive experience and makes it an interactive one," said Rapley. "While in-person inspections are done while homeowners wait in their living rooms, virtual inspections take them along the journey. It's a deeper level of engagement, and we get them excited about saving energy in their home, and we can see what they're really interested in learning."

BrightRidge and TVA partnered with CLEAResult, a leader in designing and maintaining energy optimization services for utility companies, to bring this service to customers.

Virtual home energy evaluations are open to all residential customers – homeowners, landlords, and tenants – of qualifying single-family residences within TVA's service area. Customers should visit energyright.com or call (855) 237-2673 to schedule their virtual home energy evaluation.



BrightRidge employee, Nikieta teleworking from home.

Due to COVID-19 restrictions, walk-in customers may experience longer wait times. Please consider allowing us to serve you via one of these options:

Payment Options

Drop off payment with our drive-thru or pay via our automated system by calling (423) 952-5000.

SmartHub

Conveniently manage payments, set up auto-pay options, check your usage, and much more by going to www.brightridge.com or by downloading our SmartHub App.

BrightRidge.com

You can easily start, transfer, or stop your electric services at www.brightridge.com.



My family loves BrightRidge High-Speed Internet!

Faster better easy

Get your family the service they deserve TODAY!

Visit www.mybrightridge.com or call (423) 952-5000 to learn more!

If you have received a mail card like this one, then we can serve you BrightRidge Broadband NOW!



Green Switch

The TVA Green Power Switch Program recently transitioned to Green Switch. The new name brings improved changes to the program.

Under Green Power Switch, blocks of green power were purchased at \$4 per block (150 kilowatt-hours). Now, customers that sign up for Green Switch can purchase \$2 per block of green power. Each block represents 200 kilowatt-hours (kWh's) of green power added to the TVA generation mix.

For as little as \$2 per month, BrightRidge customers can support solar, wind, and biomass renewable energy resources.

The purchase of Green Switch does not guarantee that electricity from a renewable energy source will flow directly to your residence or business. Rather, your Green Switch purchase ensures energy produced from renewable sources are added to the power grid, where it mixes with other traditional generation sources.

For more information on renewable energy, please visit us online at www.brightridge.com where you can calculate your green power purchase and sign up to participate.

BrightRidge Mailbox



Our co-working space is only as good as our internet connection. And, we are blown away with the speed, reliability, and customer service that BrightRidge provides to our members. It is awesome to have world class technology from a hometown provider. I love knowing that the people who answer the phone or come out to your business, live, work, and play right alongside us. Thank you!

-Jose Castillo, Co-founder Spark Plaza

We thank the repairmen that came out to Garland Farm Estates to restore our electricity yesterday. Those were a very kind and hard working group of guys. They were a very professional group of guys! We appreciate you guys!

-Ron Anderson, Johnson City

Please send your comments about our electric and broadband service to contactus@brightridge.com.