

Get Connected BrightRidge®

A Publication for Customers of BrightRidge

Jan - Mar 2019

www.brightridge.com

New: Fixed Wireless Broadband Services!

As BrightRidge continues moving forward with the development and growth of our new broadband division, we are excited to update you on our progress. Recently, the BrightRidge Board approved the offering and pricing of a Fixed Wireless High-Speed Internet service. The Fixed Wireless service will be rolling out in 2019 to residential and business customers in Phase 1 of our deployment plan. Phase 1 for Fixed Wireless covers the areas of southern Washington County, including Jonesborough, which totals an estimated 4,000 customers. (The term "fixed wireless" simply is the means by which broadband services can be delivered. BrightRidge will also be providing broadband services via fiber connections as well.)

Fixed Wireless is a unique product that can provide high-speed internet (broadband services) for customers living in rural, low-density housing areas. For many rural customers, current broadband service from other providers is often slow and unreliable. BrightRidge wanted to ensure these customers could participate as we developed our broadband plan, so we researched the best and most affordable solution for these areas.

Fixed Wireless provides internet where it may not be feasible to install fiber. BrightRidge intends to utilize 4G LTE technologies for its Fixed Wireless services. This technology is similar to what is used by cellular phones but is more consistent and predictable since the equipment is in a fixed or stationary position. With the BrightRidge design, transmitter towers wirelessly deliver broadband service to a receiver at your home or business. Customers in Phase 1 will be served by 4 transmitter tower sites. The first tower is located south of Jonesborough and will be ready for service in February. The remaining tower sites near Fall Branch, Buffalo Ridge (south of Gray), and near Piney Knob (Bailey Bridge Road) will come online between March and June. As the broadband division grows, more towers will be added to expand the availability of Fixed Wireless in order to serve more customers.

With the Fixed Wireless service, two new support services will also be offered. In-Home WiFi Support will help you set up and maintain your WiFi router and network. Video Streaming Support will help you stream content over the internet through various devices such as Apple TV, Roku, and more. For an additional monthly fee, BrightRidge can assist you with on-going technical support for your broadband services in your home or business.



Pricing: Fixed Wireless Only
(Fiber pricing - Coming Soon)

Fixed Wireless for Residential

BrightRidge Broadband 25
\$29.99 monthly
25 Mbps/3 Mbps*

BrightRidge Broadband 50
\$64.99 monthly
50 Mbps/5Mbps *

BrightRidge Broadband 75
\$89.99 monthly
75 Mbps/10 Mbps*

Fixed Wireless for Business:

BrightRidge Broadband 25
\$44.95 monthly
25 Mbps/3 Mbps*

BrightRidge Broadband 50
\$69.99 monthly
50 Mbps/5Mbps*

BrightRidge Broadband 75
\$94.99 monthly
75 Mbps/10 Mbps*

There are no contracts or installation fees for residential customers. Business customers may have 24-month contracts and installation fees.

**Actual bandwidths (down/up)*

Happy 150th Anniversary, Johnson City!

As Johnson City celebrates its 150th anniversary, thank you for allowing us to serve as your not-for-profit, public power provider. We have proudly served Johnson City and surrounding counties since 1945!





From the CEO

"Growth is never by mere chance; it is the result of forces working together." - James Cash Penny

As 2019 begins, many new opportunities are emerging as our community continues to steadily grow. BrightRidge is proud to be a part of that progress as we establish and grow a new broadband division and solar community. Our BrightRidge team has been working

hard to develop these new services to meet our customers' high expectations of quality, reliability, and innovation. We are striving to offer many new products in 2019 to better serve you and expand our communities' future opportunities.

Our goal is to be a regional utility leader by offering quality service and innovative products. The future is about change, and BrightRidge wants to provide the technology that puts you in control of your energy usage and broadband needs. These services will allow you to incorporate the comfort, protection, and lifestyle you desire in your homes and workplaces.

We encourage you to partner with BrightRidge. Consider us for your broadband needs in the New Year.

"Together, we have the power to inspire, connect, and deliver on new opportunities and rich experiences that can open doors to innovation and progress while growing global economies and increasing well-being."

- Tae Yoo

Jeffrey R. Dykes,
Chief Executive Officer

Recipe Exchange

1st - Bottom Layer:

- 2 Cups of All-Purpose Flour
- ½ Cup of Powder Sugar
- 1 Cup of Soft Butter

Mix and pat into 9x13 ungreased pan. Bake 350 for 15-20 minutes while checking to see if browning.

2nd - Cheesecake Layer:

- 8oz of Soft Cream Cheese
- 2 Eggs
- ½ Cup of Sugar
- 1 Tsp Almond Extract

Mix well with mixer then pour over hot crust and bake 15-20 until set. Cool completely.

3rd -Top Layer:

- 1 ½ Cup of Powdered Sugar
- ¼ Cup of Melted Butter
- 1 ½ Tsp of Milk
- 1 Tsp Almond Extract

Mix well. Spread onto cooled bars. Top with sliced almonds.

Optional: Put a touch of amaretto on sliced almonds before topping the bars.

*Sent in by Paulette
Miller of Piney Flats*



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

Angela Shrewsbury, Publication Editor

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Calendar Reminder

As we begin a new year, make sure to mark the enrollment dates for Budget Billing on your calendar! Budget Billing enrollment begins on April 1st and ends on May 31st. Applications will be available online starting in April.

What is Budget Billing?

Simply, your annual energy usage is spread into 12 convenient monthly payments. To determine your monthly payments, we take an average of your energy usage for the past year and bill it at the current rate. This allows you to pay equal amounts for a one-year period or near equal amounts depending on the Budget Billing Program you choose. Two budget types are available: Fixed and Rolling.

Visit www.brightridge.com to learn more!

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



In August 2018, BrightRidge, TVA, and the Silicon Ranch Corporation broke ground on the region's first community solar project in Washington County, just outside Jonesborough. This 5-megawatt solar farm has the capacity to generate 8 million kilowatt-hours annually, while producing zero carbon emissions. The owner-operator Silicon Ranch has constructed 41,000 panels on a ground-mounted single-axis tracking system to maximize solar production. All of the production will be sold directly to TVA and will power 500+ homes annually.

As your not-for-profit, local power company, BrightRidge is proud to offer 500 kilowatts of solar generation (300 for residential and 200 for commercial) capacity to our customers. In lieu of installing panels directly on your home, you can now license the monthly generation produced by the BrightRidge Solar Community. With a long-term or monthly lease option, you may receive a monthly credit on your energy bill. Generation can be leased in 1-kilowatt (kW) blocks for up to 20 years. Residential customers may lease up to 10 kilowatts. Under the 20-year lease agreement, participants pay an up-front payment of \$750 per kilowatt (kW). You will receive a monthly bill credit based on the solar output for your leased kilowatts. Similarly, the monthly lease option also allows for a bill credit of \$5.00 per month/per kilowatt fee added to the bill.

20-Year Solar Contract

- One-time cost of \$750 per kW
- No maintenance fees
- **Return Example:**

The average annual return over a 20-year period is 5.76%, and you will net about \$860 at the end of the agreement. The estimated annual energy produced by 1kW of solar is 1,350 to 1,480 kWhs.

Month-to-Month Solar Contract

- Monthly cost of \$5 per kW
- No long-term commitment
- **Return Example:**

The average annual return over 20 years is 2.87%, and you will net about \$414 at the end of the agreement. The estimated annual energy produced by 1kW of solar is 1,350 to 1,480 kWhs.

For application information, call Energy Services and Marketing at (423) 952-5142 or visit www.brightridge.com to sign up today!

Joining the BrightRidge Solar Community means you're investing in a brighter future by supporting community-based power generation in the Tri-Cities!



Visit the solar section of www.brightridge.com to view a live stream of the BrightRidge Solar Community!

SmartHub Reminder

*For the cold
weather season*



Sign up for SmartHub at brightridge.com
or by downloading the app!



As temperatures drop in the winter season, energy bills for December, January, and February can be the highest of the year. This is often attributed to an increase of general heating and water heating due to colder weather. Additionally, the holiday season can bring extra guests which can also add to your energy usage. Between these two factors, you may be faced with higher than expected bills during these times. To help prevent this, we encourage BrightRidge customers to utilize the SmartHub App!

The SmartHub App is a powerful and convenient tool that allows you take control of when you are using energy. With this app, you can chart your energy usage data and see how the varying temperatures directly affect your usage. Data can be charted over a day, week, billing period, or year so you can see if there are any changes over time. A great tip is to compare your energy usage by year instead of month. This can help identify problems such as an aging heat pump (i.e. yearly energy usage increases due to an inefficient heating system) or allow you to see that your current level of usage is normal for your home.

To use SmartHub, please visit www.brightridge.com to sign up on your computer or download the app to sign up on your mobile phone or tablet. Recently, SmartHub released a new update, allowing you to manage notifications from BrightRidge via the app. You can also enable power usage alerts to determine usage patterns and quickly be notified high energy usage. Sign up for SmartHub today to report outages, pay online, contact customer service, avoid bill surprises with usage tracking, and much more. Visit www.brightridge.com to learn more about SmartHub!

Additional Energy Saving Tips:

● Frequently adjusting your thermostat can increase your energy bill by 3-5%, so set it and forget it! For colder months, consider setting your thermostat as low as comfortably possible for maximum energy savings.

● BrightRidge offers weatherization financing through the eScore Program for new heat pumps, windows, and more. Visit www.brightridge.com or call (423) 952-5142 to learn more about the eScore Program.

What's driving your energy usage?

During cold weather, the majority of your energy usage comes from heating. Remember that low temperatures have a direct impact on the amount of energy you use.

55% Heating & Cooling
20% Water Heating
8% Lighting & Misc.
8% Refrigeration
5% Cooking
4% Washing

Your
Energy
Usage

BrightRidge

**Keep track of
your energy
usage with
SmartHub!**



Learn more at www.brightridge.com!