

# Get Connected BrightRidge®

A Publication for Customers of BrightRidge

Oct. - Dec. 2021

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

## Energy Tips for Colder Weather

Before the weather gets colder, make sure to prepare so you can avoid high bill surprises. Here are some colder weather tips to help you save on your energy bills this winter.



Install an ENERGY STAR® programmable thermostat and set it to as low as comfortably possible during the colder weather months. Program it to raise or lower the temperature at times when you are away.



Keep the heat inside your home by adding insulation to your attic and crawl space. Don't forget exterior light switches and electrical outlets—insulating seals will stop air leaks there.



Stop air leaks by caulking and weatherstripping around your windows and doors. Don't forget to check for—and seal—any gaps in your floors and walls around pipes or electrical wiring.



If you're replacing an appliance during the holiday season, be sure to choose a new, energy efficient one that has the ENERGY STAR® label.

### OUR TOP WINTER TIP:

Avoid high bill surprises by tracking your energy usage with SmartHub. Visit [www.brightridge.com](http://www.brightridge.com) or download the FREE SmartHub app to sign up today!



### Additional SmartHub Features:



- Contact Customer Service
- Report power outages
- View and pay energy bills
- Learn energy tips
- And much more!

**DOWNLOAD THE  
SMARTHUB APP TODAY**



# From the CEO

*"In seed time learn, in harvest teach,  
in winter enjoy." – William Blake*

As the Broadband rollout continues, we wish to thank each of our customers for your support and patience as we continue to expand this service to our community. The high-speed symmetrical internet our folks are deploying has a positive impact on our community, not just individually to residential and businesses in our service territory, but also to our community by spurring economic development to bring businesses and residents to our area.

As we continue to strengthen our electric system to better serve our customers and expand broadband, one of the items we continually watch is our supply chain for materials and products we supply. As many businesses experience similar concerns, know that we are working to ensure that we have materials to not only maintain our system but to supply the growth we are seeing in the region. Staff closely monitors our inventory and plans for purchases to allow us to take care of you, our customer.

The construction of our newest Solar Farm, which will provide renewable electricity to our community, is moving forward quickly. We, along with our partner on the Solar Farm, Silicon Ranch, hope to have some positive announcements soon about when the solar installation will go online.

In this newsletter you will see some useful enhancements to SmartHub, along with other great services our staff is providing to our community. As we move into the winter months, you will see information on how to winterize and reduce your winter heating costs. If you have questions on how to improve the efficiency of your home energy usage reach out to our folks, as they are always eager to assist.

*"Summer is the time for squabble. In winter, we must protect one another, keep each other warm, share our strengths." – George R.R. Martin*

Jeffrey R. Dykes,  
Chief Executive Officer

## BrightRidge Reminder...



Visit [www.brightridge.com](http://www.brightridge.com) or connect with us on social media for the latest BrightRidge news, outage information, holiday closures, and more!



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As 2021 comes to a close, our broadband division has been working hard. The construction of our Phase 4, located south of West Market Street and north of Cherokee Road, has reached 50% completion. This project began in July and is expected to be ready this December.

While working on our Phase 4 fiber deployment, we have also continued to pursue grant opportunities with local, state, and federal governments. We hope to secure additional funding to extend broadband to more communities in our electric service area. BrightRidge is also participating in the FCC Emergency Broadband Benefit (EBB) program, which provides up to a \$50 credit towards internet costs for qualified customers. You can find out more about the EBB program and qualifications at <https://www.fcc.gov/broadbandbenefit>.

Additionally, our evaluation of “Small Cell Wireless” solutions is continuing with plans to launch a pilot program at the end of the year. This technology can provide symmetric 1Gbps/1Gbps without the full cost of an underground or overhead fiber connection to the home. We appreciate your patience as we continue to develop our broadband technology and infrastructure.

## Considering Solar?

Interest in renewable energy systems continues to increase, both in solar and battery storage. As you consider options at your home or business, please be aware that BrightRidge must be notified of any solar or battery storage installation on our system. Customers must submit detailed design plans to BrightRidge Engineering prior to installation. Please call the Engineering Department at (423) 952-5034 for assistance.

### TIPS TO CONSIDER

- Get quotes from multiple companies.
- Carefully read terms of any contract.
- Ask for references and check reviews.
- Verify licensing and certification.
- Ask questions if anything is not clear.



It's really important that you verify any company and their employees to ensure they have current licenses and certifications such as business and electrical licenses, NABCEP certification ([nabcep.org](http://nabcep.org)), or other local requirements. Installers must adhere to all local building codes, purchase required permits, and pass all post-installation inspections. BrightRidge will inspect each system to ensure it has been safely installed. Each system MUST be inspected by state or city inspectors and receive approval before the system is connected.









Online tools such as TVA's Solar Calculator ([edt.tva.gov](http://edt.tva.gov)) can also assist you in determining the proper solar array size for your home, estimated annual generation, number of solar panels, and estimated costs and payback.



# WINTER OUTAGE TIPS

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BrightRidge electric service is extremely reliable; however, power outages sometimes occur. Preparing ahead of time can help you to better handle any emergency situations. Please consider these tips in case of a future outage.

-  Conveniently locate candles, kerosene lamps, or flashlights for easy access and use.
-  Look to see if the neighbors' lights are off. If the neighbors' lights are not off, the problem may be confined to your home.
-  Check fuses and breakers. If there is a problem with the fuses or breakers, once again, this may indicate that the problem is confined to your home.
-  Turn off all electrical appliances that were on; especially heat pumps or electric heating. This precautionary measure will aid in preventing the system from overloading once power is restored.
-  Use the SmartHub app or call (423) 952-5000 to report your power interruption. BrightRidge's automated phone systems helps to better serve customer calls, especially during large power outages. It is important that we have the correct information concerning your electric account. Please check that the correct phone number is listed for your account.
-  If extreme conditions exist and power outages are widespread, you may consider making alternate arrangements until power is restored.
-  It is important to check on older friends, neighbors, and relatives during emergency situations, such as extreme power interruptions. You may even consider assisting them in making alternate arrangements if the power interruption is anticipated to last for an extended period of time.
-  Once power is restored, please slowly return to your normal usage. A gradually increase in energy usage helps avoid overloading power lines. Doing so may greatly assist crews in their efforts to restore power, especially during widespread outages generally resulting from hazardous weather conditions.

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## Beat the snow and cold with these convenient ways to reach BrightRidge Customer Service!

Easily pay your energy bill, track your usage, and report outages from your smartphone or computer.

### Scheduler

Skip the wait, and schedule an appointment with the BrightRidge Customer Service or Engineering Department.

### Virtual Line

Skip the lobby! Join the BrightRidge Virtual Line, and wait in your vehicle until your number is called.

**Visit [www.brightridge.com/schedule](http://www.brightridge.com/schedule) to learn more!**