

We Can Help You Prepare and Manage Your Winter Electric Bill

When temperatures drop, electric bills typically increase by using more electricity to heat homes and businesses. In addition to the colder temperatures and increased usage, the escalated cost of fuel used is causing customers to see a spike in power bills. As everyone is seeing the increase in costs for other necessities such as food and household goods, fuel costs are also affected by rising inflation.

We understand that any spike in a household budget can cause hardship, and we want to provide ways that BrightRidge can help our customers. The information below should help define what you see on your bill and provide tips for how to manage your electric costs.

Heating Your Home or Business

Cold weather can cause your electric usage to increase quickly. In fact, heating systems account for over 50 percent of your total electrical use. Even if you have lowered your thermostat, extremely cold weather can require your heat pump to change how it operates. When outdoor temperatures fall below 30 degrees, heat pumps operate in emergency or auxiliary mode which uses less efficient resistance heat to help maintain the desired thermostat setting. This is how your bill can increase, even if it seems you haven't done anything different. Below is an approximate look at the breakdown of what is using the kw's in the average home.

Electrical Usage in the Home

- Cooling and heating — 55%
- Water heater — 20%
- Laundry — 7%
- Refrigerator — 5%
- Lighting — 5%
- Other electric devices — 5%
- Dishwasher — 3%

What Can I Do to Help Reduce My Usage?

- Set the thermostat between 68 - 72 degrees during the colder months
- Weatherstrip your doors and windows
- Check insulation in your home
- Switch to a smart thermostat to program to fit your lifestyle
- Close the damper when not using the fireplace
- Have your heating system checked annually
- Don't block the air vents with furniture or beds
- Adjust your water heater's temperature (130° is ideal)
- Only wash/dry full loads of laundry
- Let the sun in during the day and close the curtains at night
- Find more ways to save at www.brightridge.com/resources/ways-to-save

Monitoring Your Usage

We truly care and want our customers to be completely equipped to manage their usage so there are no surprises on their bills. With our free SmartHub app, you can do just that. You can also view your daily, weekly, and monthly usage and set alerts that notify you about activity on your account. All of this and much, much more is right at your fingertips with SmartHub! Use your mobile device to scan the QR code on the right to download the SmartHub app.



Q: I haven't changed my thermostat. Why is my bill higher?

A: Even the most efficient heating system set to the recommended 68 degrees sees much more use in extreme cold weather. If you have extreme cold days, or prolonged periods of very low temperatures, your heating system works harder and for longer periods to make up the difference.

- Imagine today's temperature is a cool 50 degrees, and your unit is set to 68 degrees. The unit will run until it makes up the 18-degree difference in temperature and reaches the programmed setting.
- Now imagine a morning with a 35-degree temperature outside. You didn't change your thermostat, but your system must now run longer to make up a difference of 33 degrees.

This causes your home to use more energy during cold periods and results in a higher power bill the following month.

Remember, appliances run even when you're gone. Over the holidays you might have extra guests, college students come home, and new Christmas presents need to be charged or plugged in. All of these also add to your usage and can impact your power bill next month.



From the CEO



"If you want to lift yourself up, lift up someone else." – Booker T. Washington

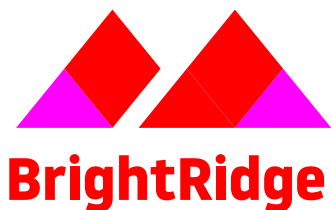
BrightRidge has had the great privilege of participating in the Home Uplift Program with TVA the last two years. This program is designed to help low-income families make home improvements that result in a more energy efficient, safer, and healthier home – all at no cost to the homeowner. Through 2022, BrightRidge and TVA have transformed approximately 135 homes, reducing energy costs by an average of 25% annually, along with making the homes more comfortable. As we enter a new year, we look forward to continuing this program as it is all about changing lives and making things better for those we serve.

As we continue our Broadband roll-out, we are excited as we close in on 10,000 customers! We want to thank those who have chosen BrightRidge as their internet provider, and thank those who are waiting to select us for your patience as we continue the growth of 10GIG services in our community. It was great news when the *Wall Street Journal* named Johnson City as a top emerging housing market and the impact high-speed internet has had in that growth.

As the new year progresses, BrightRidge will continue to roll out more SmartHome products that enhance our Broadband offerings, giving more security options for your home service. Watch for more information coming soon to your email, mailbox, and in the next newsletter.

"Two roads diverged in a wood, and I—I took the one less traveled by, And that has made all the difference." - Robert Frost

Jeffrey R. Dykes,
Chief Executive Officer



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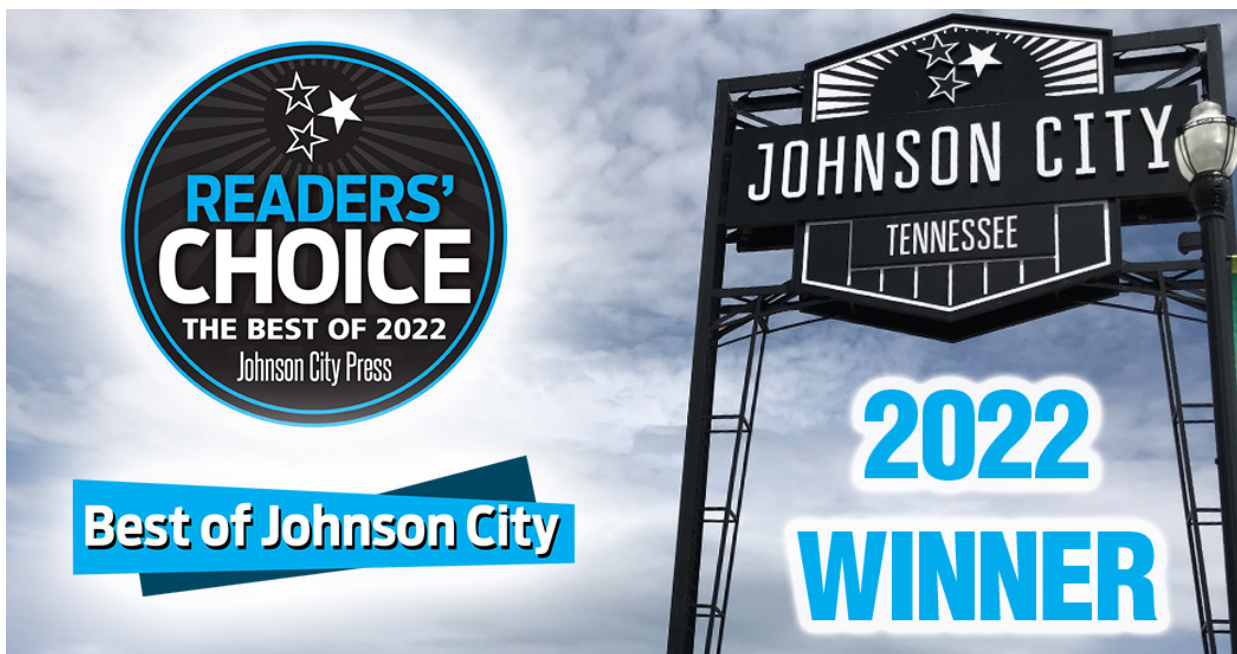
Jeff Dykes, Chief Executive Officer

Ceilya Campbell, Administrative
Assistant

Visit website for Board Member and
Administrative Staff Directories.

Carrie Boeve, Publication Editor

Thank You For Voting Us Best Broadband Provider!



BrightRidge Earns Top Performer Award

BrightRidge has been recognized as a “Top Performer” by the Tennessee Valley Authority (TVA) for its efforts to help the community achieve energy efficiency and save money through the TVA EnergyRight Home Uplift program. Home Uplift, funded by BrightRidge and TVA at \$521,000 for the current fiscal year, helps low-income homeowners by paying for energy efficiency improvements in their home, including HVAC systems, windows, doors, and insulation.

“We are thrilled to be recognized yet again by TVA as a leader among our peers,” said CEO Jeff Dykes. “This award demonstrates our commitment as a public power provider to making our community healthier and more sustainable while helping our most vulnerable customers save money on their power bills.” Since the program’s inception, BrightRidge and TVA have assisted 135 homeowners with a combined \$1.29 million in improvements saving 550,688 kWh annually.

“BrightRidge continues to demonstrate vision and commitment to helping their neighbors, and this is on full display with this award. We appreciate their partnership as we work to bring innovative energy programs to the residents and businesses of the Valley that uplift our communities and make life better,” said Cindy Herron, vice president of TVA Energy Services & Programs.

For more about Home Uplift or to find out if you might qualify, please visit BrightRidge.com or call 1-888-986-7262.



BrightRidge Board Chair Gary Mabrey (left) receives the Top Performer Award from TVA's Chris Quillen, Regional Customer Relations Manager.

Congratulations Johnson City!

A recent article in the Wall Street Journal recognized Johnson City as one of the top Emerging Housing Markets in the United States for the third quarter in 2022. Home buying demand, affordability and a strong local economy helped Johnson City rise to the top as compared to 300 other metros in the index.

Featured in the article was local realtor, Courtney Shaw. “They (home owners) were selling for profits in their states and coming here where everything is much more affordable,” she said. Many of the new arrivals were retirees, while others were remote workers, she said. “A lot of folks that come here tell me the high-speed internet is a main factor for them.”

Thanks Courtney! BrightRidge is proud to be the Home of 10GIG for Johnson City! In fact, BrightRidge has seen a steady growth of new electric customers coming from North Carolina, Florida, California, Virginia, Texas and New York. Since 2010, BrightRidge has experienced growth of 7.87% in electric customers.

No other city in Tennessee made the Top 10 ranking, with Visalia, CA and Elkhart, IN ranking second and third respectively. To read the entire article, visit the *Wall Street Journal* and search for the “Top Housing Markets This Fall Are Those With Affordable Homes” article from October 25, 2022.



Proud Supporter Of Candy Land Christmas



Title VI Public Notice

The Tennessee Department of Environment and Conservation (TDEC) is a recipient of federal financial assistance. Recipients are required to comply with various nondiscrimination laws and regulations, including Title VI of the Civil Rights Act of 1964, which bars discrimination on the basis of race, color, or national origin. The Civil Rights Restoration Act of 1987 clarifies that discrimination is prohibited throughout an entire agency if any part of the agency receives federal financial assistance. BrightRidge is a sub-recipient of TDEC's federal funds and is required to comply with Title VI and related nondiscrimination laws and regulations. To view BrightRidge's compliance policy, please visit our website's Resources tab and open the Title VI Public Notice form or call BrightRidge's Title VI Coordinator at 423-952-5162.

BrightRidge Broadband celebrates adding our 10,000th customer this month!

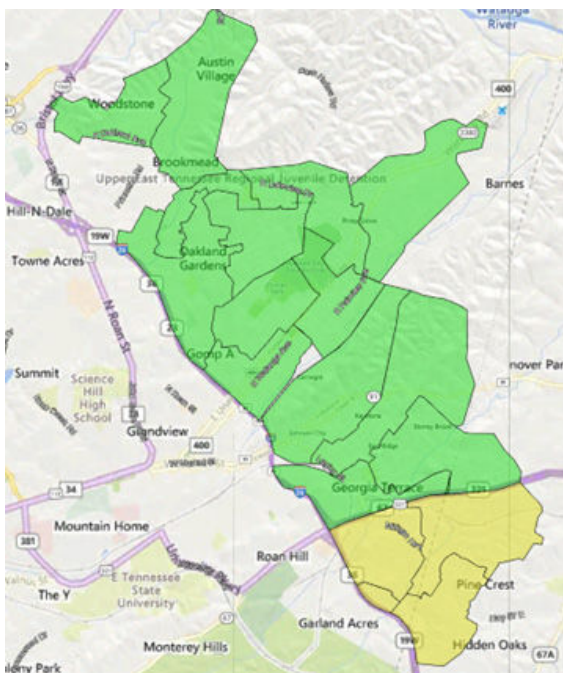
Thank you for trusting us to be your provider of choice. We are excited to see that BrightRidge Broadband was recently recognized as the winner of the *Johnson City Press' 2022 Best Internet Provider!*

Countering Inflation:

In a time of economic challenges, with inflation impacting so many products that we all purchase, **BrightRidge is pleased to announce that our Broadband prices are not increasing and we are actually providing more product for the same cost!** Our previous residential 200Mb/200Mb Internet service was bumped to 300Mb/300Mb and our 500Mb/500Mb Internet product to 600Mb/600Mb. We hope that announcement made your holidays more enjoyable and empowers you to do more in 2023. BrightRidge continues to be your only internet choice with symmetrical speeds (download and upload equal). The competitors hide their upload values which typically equal only 3% of the speed that BrightRidge provides. With superior products, lower prices, local support, no contracts, no usage limit, and free in-home installations; how can you afford not to switch to BrightRidge?

Status of broadband deployment:

The fiber build resulting from the partnership between the City of Johnson City and BrightRidge is proceeding according to our project schedule. The map shows the progress in our Phase 5 and eastern Phase 7 build areas with the green shading indicating completion and the yellow shading pending construction. The current build out is for locations that have overhead utility lines. We are 85% complete with the fiber broadband deployment in this section, with over 5,900 homes and businesses that can sign up for our broadband services now. Watch your mailbox for the "Available Now" announcement for your address!



Once the Phase-5 area is completed in January, we will be relocating our construction crews to build Phase 6. This includes the areas with overhead utility lines from the "I-26/N Roan St" intersection north to Piney Flats. We anticipate completion of this section by June 30, 2023.

Additional fiber expansions in Washington County:

The BrightRidge Board of Directors approved allocating funds from the current Fiscal Year 2023 budget to extend fiber broadband services to an additional 387 homes and businesses in the Fall Branch community. Estimated network completion is targeted for March of 2023. Watch your mailbox for the "Available Now" announcement for your address!

With the opportunity to build on the fiber network infrastructure established by the "2020 TN ECD" Broadband grant (which extended free public Wi-Fi to the Washington County Schools), BrightRidge has been able to offer broadband to 841 additional customers in the Bowmantown, Ford Creek, Walkers Bend, and Fall Branch communities.

BrightRidge SmartHome:

Easily Manage Your Wi-Fi network and connect devices from your smartphone. With BrightRidge SmartHome you can enable Wi-Fi for your guests, set parental controls, and set prioritization of devices – all with secure protection from malware and viruses.



FCC Broadband Map

The Federal Communications Commission has released a new Broadband Mapping service that allows residents to determine what broadband providers are available at your home or business. The map also has an option listed as "Availability Challenge" that allows you to submit corrections for the speeds and availability for each listed provider.

Visit <https://broadbandmap.fcc.gov> to update our address.

It is extremely important for future grant funding, that you submit corrections if you are in an area without access to high-speed internet services.