

Get Connected BrightRidge®



A Publication for Customers of BrightRidge

April - June 2020

www.brightridge.com

BrightRidge Broadband - OUR NETWORK IS BETTER!

As COVID-19 has impacted the lives of all Americans, it has resulted in people being more constrained to their homes and our dependency on internet-based services has surged. National surveys indicate that internet usage has increased by up to 50% and overall bandwidth demands increased by 35%. This event has changed the way we shop, work, learn, socialize, travel, and play.

News articles have questioned whether this extreme increase internet use would "break the internet." The good news is that the core internet backbone infrastructure is well suited to handle increased load. The bad news: if you are served via an older copper network (coaxial cable or DSL over telephone lines), your local service quality has likely recently diminished as these networks do not perform well for the high bandwidth demands.

If you are a BrightRidge Broadband customer served via our fiber network, the additional load will NOT impact your service. We have built a next-generation network with current capabilities of offering speeds up to 10Gb per customer with future options to expand to 100Gb.

We previously explained the benefits of symmetrical internet bandwidth in an earlier newsletter. Many of our customers have been telecommuting and participating in online learning from home. Our symmetric service provides a truly different internet experience. All BrightRidge home fiber-served internet services (200Mb, 1/2 Gig, 1Gb, 10Gb) are symmetrical. In other words, our fiber-served internet service provides equal download and upload bandwidth speeds. No other local service provider in this area has a state-of-the-art network that can provide this benefit to all of their customers!



In the rural areas of our service territory, we can connect customers to high-speed asymmetric service via our wireless towers. See mybrightridge.com to learn more about our wireless service.

In addition to our internet services, we have very competitively priced voice (phone), video (tv), and managed Wi-Fi products. Sign up for multiple services and save with our special package pricing. If you have received a mail card from us, we can serve you now!



Still here!

Thank you for your patience as we have established new processes to continue our service to you from behind closed doors. Dealing with COVID-19 has been most challenging for us all.

Despite extenuating circumstances, know we will always be here, ready to serve. Our services are "essential for the essential!"

If you experience service issues, need new electric or internet service, or need to make payment arrangements, call us at (423) 952-5000.

Don't forget you can check your account anytime with SmartHub.

Call (423) 952-5000 or visit mybrightridge.com for additional information.



From the CEO

As your local electric and broadband company, our top priority is to always deliver safe and reliable services to the customers we are privileged to serve. We understand in this time of unprecedented changes in our world, each one of us will be impacted in some way. BrightRidge's employees and Board of Directors want to assure you that the power and broadband services we deliver – and you count on - will continue.

For the safety of our employees and customers, we are employing the following strategies:

- **We've closed our front lobby.** Our drive-through will remain open with extended hours of 8am - 6pm to accept your payments.
- **We can be reached via phone or online.** For any of your needs, we're just a phone call away at 423-952-5000 with new extended hours of 8am – 6pm for Customer Service. We also offer our online SmartHub that gives you 24/7 convenient access. SmartHub can help you manage payments, contact customer service and check your energy usage via your desktop or mobile devices. If you need assistance establishing a SmartHub account, call Customer Service.
- **New service installations for electric and internet services will continue.** We'll make appointments that fit your needs, call ahead to check on the health of the home, wear personal protective equipment and disinfect the area we've worked in before leaving. For all BrightRidge Internet, Voice, and Video options, please visit mybrightridge.com.
- **Emergencies can happen and we're here.** We are available 24/7 if your power goes out and you can report that outage online, via SmartHub or by calling 423-952-5000. Our electric crews work round the clock.

We've had your back for over 75 years and that doesn't change now. So, thank you for being our customers and know that we're here to help as needed. Please continue to visit our website www.brightridge.com or our social medial channels for updated information as we all manage through this situation.

Jeffrey R. Dykes,
Chief Executive Officer

Recipe Exchange



Sweet & Tangy Macaroni Salad

By V. Hensley, Jonesborough

Ingredients

- | | |
|---|---------------------------|
| 1 lb. macaroni cooked, drained and cooled | 1 cup apple cider vinegar |
| 1 large green pepper, chopped | 3/4 to 1 cup sugar |
| 1 large onion, chopped | 1 can Eagle brand milk |
| 4 carrots, shredded | 2 cups mayonnaise |
| 1 tsp. salt | 1/4 tsp. black pepper |

Instructions

Add pepper, onion, and carrots to cooled macaroni. In another bowl, mix milk, vinegar, sugar, mayonnaise, salt, and pepper. Pour second mixture over macaroni and vegetables. Refrigerate and chill.



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.

Angela Shrewsbury, Publication Editor

Volume 14, Number 2

Calendar Reminder

Budget Billing enrollment begins on April 1st and ends on May 31st. Applications are 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

UPDATE

BrightRidge Broadband Network Build-Out

Fiber:

The Phase 1 and 2 fiber network build provides options for Internet, Voice, and Video services to thousands of customers.

Johnson City Fiber: The second phase of our fiber-optic network build in Johnson City is now 90% complete. All overhead aerial fiber construction in Phase 2 Johnson City and underground fiber at Roundtree, Regency Dr, and Hunter's Lake subdivisions are now complete. Other Phase 2 underground portions of Johnson City will be constructed in the next few months based on compatible weather conditions to complete the conduit and micro-trenching work.

Jonesborough Fiber: The overhead aerial fiber network for the Phase 2 Jonesborough build has been completed and is now ready to serve 1,200 additional customers. Other Phase 2 underground portions of Jonesborough will be constructed in the next few months based on compatible weather conditions to complete the conduit and microtrenching work.

Fixed Wireless:

The two wireless towers in Jonesborough and Piney Knob (east of Telford) areas are now serviceable.

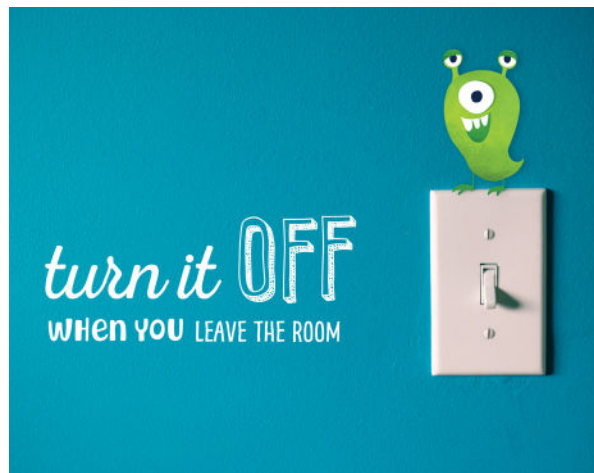
The Fixed Wireless towers planned for the areas of Fall Branch and Buffalo Ridge (south of Gray) have been delayed by TDOT road construction and limits our tower access.

While we work through the two pending wireless deployment delays, we have begun the process of adding two additional fixed wireless tower sites. The first tower will be located near Washington County Industrial park and will serve customers north of 11-E in the Bowmantown, Oakland, and Millbrook areas. The second tower will be located near the intersection of Hwy 107 and Bailey Bridge Road. This will provide wireless services to residents in the South Central Community.

If you have received a mail card from us, we can serve you now. Thank you for your patience as we work to build our 8-Phase Infrastructure Build-Out. We are working to serve you as quickly as possible.

STRENGTH DOESN'T COME FROM WHAT YOU CAN DO.

IT COMES FROM OVERCOMING THE THINGS YOU THOUGHT YOU COULDN'T.



TVA EnergyRight® | BrightRidge®

TVA and your local power company, BrightRidge, are partnering to bring you reinforcements to keep your young children occupied with new learning experiences. These creative new “energy monsters” are not lean nor mean, but they are energy-saving monster machines.

What's Available?

- Printable coloring sheets (younger ones)
- Eye Spy Energy Workshops (ages 5 - 12)
- Free Kids Energy Mini-Kits (first 2,000)
- DIY Energy-Saving Resources (adults)

Learn More

energyright.com/residential/energy-monsters/

Register for the FREE Kids Energy Mini-Kits

<http://TVA.KidsEnergyKit.sgizmo.com/s3/>

BENEFITS OF BUDGET BILLING



Minimizes bill fluctuations and makes budgeting easy!



Helps avoid bill surprises during the winter and summer months!



Gives you two budget options to best fit your home!

Program enrollment begins April 1st and ends May 31st.

Visit www.brightridge.com or call (423) 952-5000 to sign up.

We are now serving hundreds of customers high-speed internet. If you have received a mail card from us, we can serve you now. Call (423) 952-5000 to sign up for BrightRidge Broadband. We can provide you 1/2 Gig service for \$59.99

Behind-the-Meter

Solar Installations

As the cost of solar panels decrease, more home owners are considering solar power to provide some of their energy needs. While there are still significant costs associated with the installation of behind-the-meter solar, interest in the technology continues to grow.

As your local energy provider, BrightRidge is here to be the primary resource for all your energy questions. Whether it be energy efficiency or new technologies, our goal is to help you make the best energy decisions for your home. We also want to ensure that renewable energy systems are properly and safely installed. A quality installation from a professional renewable energy contractor is extremely important as improperly installed systems pose serious risk to BrightRidge employees. (Remember, behind-the-meter solar installations have the ability to send energy back to the grid!)

When planning a renewable energy installation for your home, please be sure to complete ALL of the following:

- First, please notify BrightRidge if you are planning to install a behind-the-meter solar system by calling (423) 952-5142.
- Only have your system installed by a certified NABCEP installer. See www.nabcep.org for a list of installers.
- Make sure your installer has other proper licenses (i.e. electrical license, etc.).
- Have your system inspected by a certified State Electrical Inspector. Visit www.brightridge.com/resources for a directory of local electrical inspectors.

