

# Get Connected BrightRidge®



A Publication for Customers of BrightRidge

Oct. - Dec. 2019

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

## Electric Vehicles (EVs)

Since being introduced in 2011, modern electric vehicles have grown in popularity. This recent rise of EVs may be attributed to their efficiency and consumer benefits. In fact, EVs are more efficient, cleaner, and less expensive to drive than conventional cars and trucks.

Electric vehicles rely on electric motors and battery storage instead of internal combustion engines (ICE) for propulsion. In other words, EVs use electricity as a fuel source rather than gas-powered vehicles. Currently, there are three main types of electric vehicles. Each type uses electricity as a primary or secondary fuel source.



### All-Electric Vehicles (AEVs)

AEVs are powered by one or more electric motors. They receive electricity by plugging into the grid and store energy in batteries. They consume no petroleum-based fuel and produce no tailpipe emissions. AEVs include Battery Electric Vehicles (BEVs).  
*Examples: Chevy Bolt or Nissan LEAF*



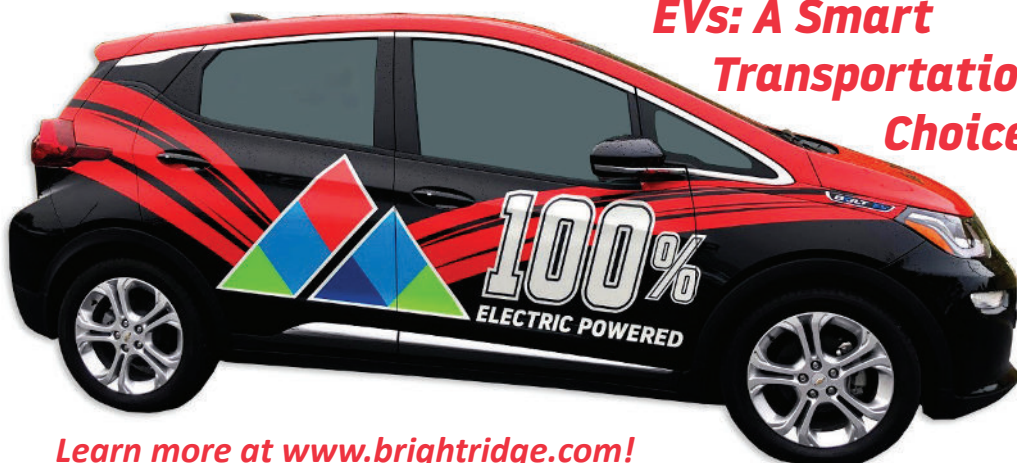
### Plug-In Hybrid Electric Vehicles (PHEVs)

PHEVs are powered by an internal combustion engine and electric motor that uses energy stored in a battery. The vehicle can be plugged in to an electric power source to charge the battery. Some PHEVs can travel nearly 100 miles on electricity alone, and all can operate solely on gasoline. *Examples: Chevy Volt or Chrysler Pacifica*



### Hybrid Electric (HEVs)

HEVs are powered by an internal combustion engine and electric motor that uses energy stored in a battery. The battery is charged through regenerative braking and by the internal combustion engine and does not plug in to charge.  
*Examples: Toyota Prius Hybrid or Honda Civic Hybrid*



**EVs: A Smart  
Transportation  
Choice!**

Learn more at [www.brightridge.com](http://www.brightridge.com)!

## EV Advantages



### Lower Operating Costs

EV operation can be three to five times cheaper than gasoline and diesel powered cars, depending on your local gasoline and electric rates.



### Environmentally Friendly

EVs have no tailpipe emissions; therefore, they have a lower environmental impact.



### Reduce Dependence on Fossil Fuels

EVs do not require gasoline and can be charged at home with a standard 120V outlet or 240V Level 2 charger can be installed for a faster charge.



### Improved Performance

Electric motors provide quiet, smooth operation, stronger acceleration, and require less maintenance than gasoline powered internal combustion engines.



### Going the Distance

EV range is typically around 80 to over 300 miles on a full charge. The average American's daily round-trip commute is less than 30 miles.



## From the CEO

*"In the future, children will ask: Did you really have to drive one of those dirty gas cars when you were young?" -Solarleaf*

*"We still see that people don't really realize that electric cars are here right now. And when we show up with an actual vehicle, and you see it drive away under its own power, it's still kind of a jaw-dropping moment for a lot of people."*

*- Franz von Holzhausen – Tesla Corp.*

As the electric and auto industries continue to connect, BrightRidge plans to be at the forefront of where our industry is going. With EV charging stations now located at the Gray Fossil Site/Hands on Museum, at our facility in Boones Creek, as well as Downtown Johnson City and Jonesborough, BrightRidge is working to provide charging stations throughout its service territory for those needing a recharge while visiting and enjoying local amenities and attractions. BrightRidge has even partnered with TVA to provide an electric bus scheduled to be a part of the Washington County School System's fleet next year. This new bus will provide students in our community a peek into the innovation and change in the transportation industry.

BrightRidge now has two all-electric cars in its fleet. This allows us to learn first-hand how EVs operate and handle on the road. Furthermore, we hope to offer new programs in the coming years to help our customers make the transition to electric vehicles.

*"An innovation is one of the things that society looks at and says, if we make this a part of the way we live and work, it will change the way we live and work." - Dean Kamen*

The future of our region can be made strong as we look at new, innovative ways to transform how we live, work, and educate our children and ourselves. BrightRidge is glad to be part of your community!

Jeffrey R. Dykes,  
Chief Executive Officer



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Visit the BrightRidge website for  
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Administrative Staff Directories.

Angela Shrewsbury, Publication Editor

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SmartHub is comprehensive e-commerce site equipped with conveniences that on-line users expect, such as, paperless billing, power usage history graphs, capability to report power outages, and more. Join thousands of others and sign up for SmartHub at brightridge.com.

## Recipe Exchange

### German Vegetable Soup

Submitted by Patricia Miller, Johnson City

- 1 pound ground chuck / any grade ground beef
- 1 can Rotel Chilies
- 1 can diced tomatoes in juice
- 1 package frozen mixed vegetables
- 3 cubes beef bullion
- 1 can tomato juice (not from concentrate)
- 1/4 ring of beef kielbasa



Brown ground beef, add Rotel Chilies, diced tomatoes, bullion, beef broth, tomato juice, frozen vegetables, and diced kielbasa. Bring to a beginning boil, remove from burner to set for 10 -15 minutes. Freezes well.

### 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](mailto:contactus@brightridge.com) or by mailing them to:

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

# Less lag, so you can brag!

Only BrightRidge can offer up to 10 Gig symmetrical upload and download speeds. That is SUPER FAST!

BrightRidge has placed our region on the technology map by being the first community in the United States to make 10Gb/10Gb internet service available to those served by our new fiber network. BrightRidge Broadband is a "Next Generation" symmetrical internet product that surpasses anything that is currently available!

Not only can the BrightRidge network provide 10Gb/10Gb today, but this design is scalable to 100Gb or greater as new technology standards are developed and as customer demands justify.

How does our 10Gb service compare to that of our incumbents? A 10Gb (10 "gig") internet service is 100 times larger than a 100Mb or 1,000 times larger than 10Mb DSL. You may not need our 10Gb product yet, but when you do, we have you covered. In the meantime, consider BrightRidge as your local internet provider.



All BrightRidge Fiber-Optic internet services for home are symmetrical. That means that you have the same upload bandwidth to send data as you do for downloading or receiving. This is a huge benefit when you are transferring video, photos, or any large data files to the cloud. The limited copper wiring facilities used in other networks does not allow provide a means to deliver the symmetrical bandwidths/speeds that BrightRidge provides. Our symmetrical design provides a higher tier of service and better value for the price.

Internet service is not our only offering. Coming soon - We can provide these other products: Video, Voice, Managed WiFi Support, and Streaming Support. Learn more about these services at [www.brightridge.com](http://www.brightridge.com) or call (423) 952-5000! Business hours are Monday through Friday, 8am - 5pm.

## Fiber Optic Internet for Your Home

|             |         |
|-------------|---------|
| 1Gb/1Gb     | \$79.99 |
| 500Mb/500Mb | \$59.99 |
| 200Mb/200Mb | \$49.99 |

## Build Out Update

Our first phase of fiber-optic network construction for Johnson City was completed in August and covers the area from University Parkway north to the intersection with North Roan and I26. In addition, we have completed the first phase fiber build in Jonesborough, and the ten business/industrial parks in our service area are near completion. This network makes our Broadband services available to more than 5,300 customers.

The second phase of the network build began in July 2019 and should be completed by December 2019. This includes the area west of North Roan St and south of I26 in Johnson City and multiple streets adjacent to Main Street in Jonesborough. These builds provide our Broadband services to more than 5,300 additional customers for a total of over 10,600 locations within both phases.

We also provide Broadband services via two Fixed Wireless towers in the area around Jonesborough and at Piney Knob (south of Telford). We expect to have two additional Fixed Wireless towers online in the areas of Fall Branch and Buffalo Ridge (south of Gray) by the end of December. The Fixed Wireless products have proven to be an excellent method of providing services to the rural areas without the time and costs of building a fiber-optic infrastructure.

If you are not in a serviceable location yet, please rest assured that we have six more phase deployments scheduled. We are working to serve you as quickly as we can.

# Big Savings for Big Spaces

Occasionally, large spaces, such as churches or meeting halls, can rack up high energy bills. Although these spaces are not used daily, the energy costs associated with these buildings can be high. This is often due to the building's heating and cooling system. Below are tips for finding the biggest energy savings for big spaces!

## Energy Saving Tips for Big Spaces

- Set back the heating and cooling temperatures
- Set blower fans to "continuous run" during services or meetings
- Avoid heating or cooling a large area for a small group
- De-lamp in areas where light levels are not critical
- Add occupancy sensors to turn off lights where applicable
- Unplug any refrigeration equipment that is not needed
- Perform routine HVAC check-ups using a qualified technician

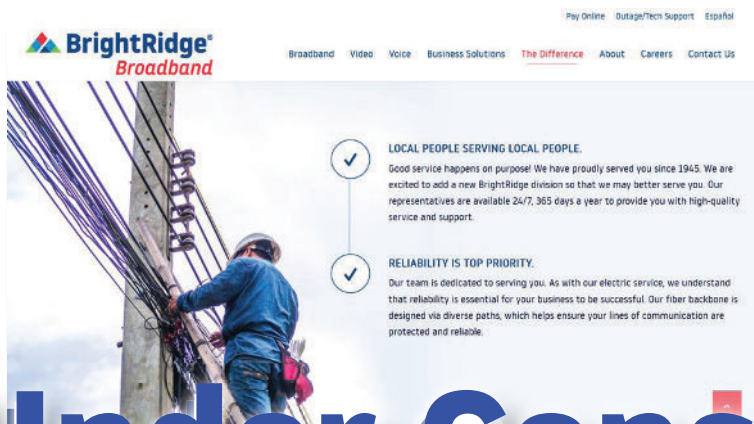


## Form an "Energy Team" to oversee these items:

- Monitor energy bills by using BrightRidge's SmartHub
- Create energy saving policies and procedures
- Research and recommend energy efficient upgrades
- Survey outdoor lighting on a regular basis (ensure no outdoor lights are left on during daylight hours, repair those not working, etc.)
- Designate a person to do a walk through after each time the building is used to check these items:
  - Lights off
  - Heating and cooling set back temperatures
  - Portable heaters off or unplugged
  - Windows closed
  - Shades opened or closed

Use your SmartHub account to monitor energy usage! It is a great tool to help you learn what is going on inside your facility, in terms of electricity usage. You can control your energy budget by implementing these simple, commonsense tips.

**Contact Energy Services at (423) 952-5142 for additional information.**



# BrightRidge Mailbox



"Before this week ends, I wanted to take a moment to pass along to you my highest compliments to BrightRidge, and particularly one of its employees. On Monday morning, I was traveling down Spring Street here in Jonesborough and noticed a BrightRidge truck approaching. With no traffic behind either of us, I flagged the driver down and asked him a question about a piece of property I have and a peculiar service question that concerned a wire (that's my layman's term!) from the utility pole to the building. For about two weeks I had been meaning to drive to the corporate office to attempt to describe the issue and have been so busy that I had not been able to make that happen.

The driver that day was Russ Foster. He offered to take a look, call it in to the appropriate contact at BrightRidge, and call me back with information. Within 20 minutes, that is exactly what he had done. This gesture made all the difference to me – I had dreaded trying to explain the issue without them having the benefit of being able to see the property and equipment. I am very grateful for Mr. Foster's willingness to take a look and communicate the facts to the appropriate person at BrightRidge and advise me of how to proceed.

My compliments to BrightRidge for employing a person with the qualities that Mr. Foster exemplified. He was approachable, polite, knowledgeable, professional, and responsive. To the extent that BrightRidge acknowledges excellence in its workforce, I hope you consider Mr. Foster."

*-BrightRidge Customer  
Spring Street, Jonesborough*

## WEBSITE UPDATE

We are in the process of working behind-the-scenes to design a new website, specifically for our new Broadband Division. Thank you for your patience as we work to create tools that can help you learn more about our products and services.

# Under Construction