

BrightRidge Unveils its Level 3 EV Charger



Officials from BrightRidge, the City of Johnson City, and the Tennessee Department of Environment and Conservation TDEC celebrated an important milestone for electric vehicle adoption in the region with a ribbon-cutting of the first public Level 3 electric vehicle (EV) fast charger in Johnson City and Washington County on May 9.

Located in the Cherry Street Parking Lot at the corner of South Roan Street and State of Franklin Road, the charging station marks a new era of convenient fast charging for EV drivers in Johnson City and those traveling through on Interstate 26.

“This public Level 3 charging station and the state-supported network along our major interstates is a huge step in making electric vehicle ownership possible,” BrightRidge CEO Jeff Dykes said. “By providing quick recharging for those on longer trips, this infrastructure chips away at electric vehicle range anxiety, a very real barrier to EV adoption.”

Last year, TDEC and the Tennessee Valley Authority announced a \$20 million Fast Charge TN Network to add about 40 new fast charging stations to fill charging station gaps on Tennessee interstates and highways. Fast Charge TN is working to ensure a fast-charging station is available at least every 50 miles along Tennessee’s interstates.

The charging station grant project was made possible through a cooperative effort between BrightRidge, the City of Johnson City, TDEC and Seven States Power Corporation, which provided grant writing and technical assistance.

TDEC awarded BrightRidge a \$350,000 grant from its Volkswagen Settlement Environmental Mitigation Trust, through which the State is supporting the Fast Charge TN Network. BrightRidge also contributed a 20% project matching grant.

The new charging station hosts two leading-edge ChargePoint Level 3 chargers. Designated EV-charging parking spaces denote the station and are clearly marked with signage and white “EV” symbols to identify them. The chargers will cost .42 cents per kilowatt-hour (kWh) delivered.



BrightRidge.com Redesigned and Improved

Together, we’re creating BrightSpots in our community.

BrightRidge launched a redesign of its website BrightRidge.com on July 1, introducing a new streamlined site to improve access for its customers.

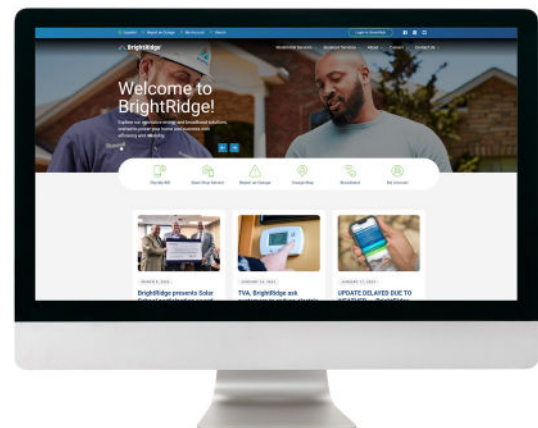
Early in 2024, an internal team took on the task to reinvigorate the website to be more customer centric, modern, reliable, secure and search-optimized. Partnering with local web design firm, Ntara, research was conducted through customer surveys, interviews and website mapping. From this research, our vision was set to simplify, offer more self-service options that are easy to use, offer real connections with our customers, and still be an informative resource.

Our outcome is a new website that offers a ‘one click solution’ navigation bar to the top five reasons customers use our website: 1) to pay their bill; 2) report an outage; 3) start/stop/transfer services; 4) check outages; and 5) check their electric usage.

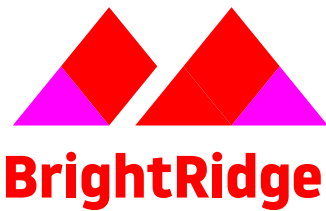
We believe the changes we’ve made are user-friendly and make information easier to find. We also added a Spanish translator, an Alert Bar for weather and emergencies, a news and customer testimonial section, plus kept the very popular chat feature that is staffed by live Customer Service employees here at BrightRidge.

Visit our new website at BrightRidge.com soon to see our new changes and let us know what you think!

BrightRidge, keeping the community shining.



From the CEO



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423-952-5000
www.brightridge.com

Jeff Dykes, Chief Executive Officer
Ceilya Campbell, Administrative
Assistant
Carrie Boeve, Publication Editor

Visit website for Board Member and
Administrative Staff Directories.

“A grateful heart is a beginning of greatness. It is an expression of humility. It is a foundation for the development of such virtues as prayer, faith, courage, contentment, happiness, love, and well-being.” – James E. Faust

The world is constantly moving and changing. BrightRidge is also moving and changing. With the recent installation of the fast-charging EV station in downtown Johnson City, to the grazing of sheep at the solar farms on our system, installation of intelliruptors for increased reliability, to the continued rollout of our Broadband System, BrightRidge is constantly working to be a leader in technology, environmental awareness, and service to our customers. Whether it be the outstanding operations folks keeping the power on, upgrading the system, and insuring it is providing electricity when you need it most to the tremendous customer service folks who are there to assist you and respond to your needs and questions; BrightRidge has some amazing people who I consider it an honor to work with. It is those folks who put community and service as the number one mission of the company.

With the recent announcement of the Broadband grant from the State of Tennessee we look forward to the opportunity to expand our Broadband services to areas that are unserved in our service territory. Once the final documents are in place with the state, we will be able to provide a schedule for construction that will help you to know when these high-speed services will be available in your area.

In watching my mother for so many years, I came to understand there are some important things in life that are key to your daily life. Faith, family, friends and sharing a love for each of those she taught me that if you keep those close and special all other things in life will work out well. I wish you the best this summer as you spend time with your family and friends and pray you have a summer that creates lasting memories for years to come.

“Faith is the strength by which a shattered world shall emerge into the light.” – Helen Keller

Jeffrey R. Dykes,
Chief Executive Officer

BrightRidge & TVA Team Up to boost STEM Education

BrightRidge and the Tennessee Valley Authority are partnering to provide a \$100,000 boost to the East Tennessee State University Applied STEM Foundation Summer Institution for high school students.

“This investment highlights our ongoing commitment to supporting the next generation of science, technology, engineering, and math (STEM) professionals in our regional workforce,” BrightRidge CEO Jeff Dykes said. “Around the region, you see business and local government stepping up to enhance our workforce as a cornerstone to growing higher paying new jobs.”

In October, BrightRidge and TVA jointly donated \$82,500 to expand the STEM LAB at the Johnson City/ Washington County Boys and Girls Club, expanding STEM enrichment opportunities after school. TVA has also donated heavily to STEM enrichment around the Tennessee Valley, providing \$52,000 to 15 schools in Johnson City and Washington County in the last three years.

“Throughout the Valley, TVA and local power companies like BrightRidge are stepping up to make a huge impact in the lives of our young people,” TVA East Region Executive Bert Robinson said. “That’s the value of Public Power. Strong local partnerships to deliver on our mission of service to future generations.”



Proactive Maintenance Improves Reliability

BrightRidge's electrical system contains hundreds of thousands of mechanical, electrical and technological pieces that all work together to deliver power to over 83,500 customers. Every piece is designed to provide efficient and reliable energy, and in order to do that, we need to take care of the system.

BrightRidge proactively schedules maintenance on every part of our over 2,000 miles of electrical lines and 30 substations to strengthen our grid. As we work on the system, there will be times when we will contact our customers about planned outages to do this maintenance. Despite the inconvenience this might cause, proactive maintenance reduces unplanned outages.

BrightRidge strives to keep these outages less than six hours, schedules only when the forecasted weather is above 32 degrees and below 95, and customers are notified with phone calls three days prior and the day before the planned outage. We are also testing email notifications this summer, so make sure we have your email address on file.

To be notified about possible planned outages at your location, make sure your contact information is up to date with BrightRidge. You can call us at 423-952-5000 or look at your most recent electric bill to check your contact information. Please note that if you've registered for the 'Do Not Call' list with BrightRidge, you will not be called. To be taken off this list, you must contact Customer Service at 423-952-5000.



TVA Energy – Home Energy Programs & Rebates

BrightRidge participates in TVA's EnergyRight program that offers programs and services to its customers for home energy efficiency improvements. TVA just announced an increase in attic insulation rebates and is again offering a HVAC tune-up rebate.

Residential Home Improvement Limited Time Offers

- Effective May 1st, TVA announced an increased rebate of \$500 on attic insulation projects, up from the current rebate value of \$200. This offer applies to all attic insulation project applications submitted between May 1 – September 30, 2024.
- Another popular program is the HVAC system tune-up. Using a TVA Quality Contractor Network participant, you can have your existing heat pump or central air conditioning system inspected and tuned up to ensure its ready for the season. Working through the EnergyRight program rules, you'll be eligible for a \$50 rebate.

Other qualifications apply for both of these programs, so please visit [EnergyRight.com](https://www.energyright.com) for more information before starting an insulation project or a HVAC tune-up.



Signs on Utility Poles are Dangerous & Illegal

BrightRidge understands that our poles might seem to be a highly-visible place to post messages or signs, but it's dangerous to our crews and it's against the law.

Tennessee law states, "it is unlawful for any person to place or attach any type of show-card, poster, or advertising material or device...on any kind of poles, towers, or fixtures of any public utility company, whether privately or publicly owned," TCA § 2-1-144. It's a safety issue for us and we want to continue to keep our system safe to provide reliable energy and connective services to all our customers.

So please don't hang your signs on our poles and consider other ways to promote your message. If we encounter signs, we will remove them and they will be destroyed.



BrightRidge's Tennessee ECD grant application was approved to extend broadband to unserved areas

BrightRidge Broadband's Middle Mile broadband grant application has been approved by the Tennessee Department of Economic & Community Development, with a great deal of support from State Rep. Rebecca Alexander, Rep. Tim Hicks, and State Sen. Rusty Crowe, allowing BrightRidge to move forward with extending broadband to unserved areas in Washington and Greene counties.

As BrightRidge CEO Jeff Dykes mentioned earlier in this newsletter, we are very excited to be awarded a state broadband grant of \$6.68 million to match BrightRidge's \$2.86 million investment in the project.

BrightRidge will follow its own \$23.4 million investment last year to accelerate deployment with another \$9.54 million state and BrightRidge investment to directly improve the lives of more than 2,000 households in western Washington and eastern Greene counties.

Once grant construction is completed by September 2026, BrightRidge will begin expanding fiber access to an additional 3,826 homes along the fiber routes as funding permits.

Phased construction should start in August in the following order: areas south of Fall Branch, South Central, areas near Bowmantown, Lamar community, south of Jonesborough (Mill Springs Road, Bennett Road), and south of Gray (Buckingham Road, Sanders Road, and half of Buffalo Ridge Road).

These areas were selected based on a lack of broadband internet availability according to guidelines provided by Tennessee EC&D's Broadband Office. To check availability and completion dates for your home address, please visit MyBrightRidge.com

High-speed Broadband internet allows citizens to participate more fully in society, while those without are at a well-documented disadvantage in accessing many employment, education, and medical services.

A recent BrightRidge survey indicates that 98% of unserved or underserved households needed access to Broadband for telehealth, 61% for remote work, and 42% to perform homework assignments.

BrightRidge deeply appreciates those who participated in the survey. Below are a few of the many comments provided by these families justifying their need for broadband access:

"Our daughter had to move to an apartment where she could get reliable internet. We all prefer her at home!" (Jonesborough)

"My high-school aged child sometimes must drive to where he can get faster internet to complete assignments. Also, my home small business badly needs better internet service." (Fall Branch)

"For years we paid for more to find out our area is only capable of 10Mb." (Chuckey)

"We need access for education and healthcare, or we otherwise drive 40 minutes for access." (Chuckey)

"Remote work is impacted by slow speed. Requires going elsewhere for some work functions." (Telford)

"My husband and I are senior citizens. We tried telehealth by cellphone, and it was impossible to get a good workable connection." (Jonesborough area)

"We have an online business that requires dependable internet service." (Jonesborough)

"I have three school age children who struggle during remote learning because of internet. I also work for the state and my internet makes some aspects impossible." (Jonesborough)

"Three K12 age children, often cannot complete homework assignments or do research." (Limestone)

"Both parents are teachers and must stay at school longer each day to do grading and next day planning." (Limestone)

Status of broadband deployment

Check availability for your address at <http://mybrightridge.com>

Offering up to 10 GB symmetrical broadband to all BrightRidge Broadband served locations positions our communities at the top nationally in terms of high-speed availability. By June 30th, BrightRidge Broadband has constructed fiber optic infrastructure to more than 46,000 homes and businesses in Washington and Sullivan counties.

In addition to the broadband grant build, BrightRidge Broadband continues to work daily to expand availability, with more than 6,000 additional homes and businesses addressable in the next 12 months. This includes 56 subdivisions with underground utilities and locations in the eastern sections of Johnson City and Jonesborough.

Upgrade Your Connection

BrightRidge Broadband is excited to announce the addition of our new 2.5 Gig Fiber Internet option, bridging the gap between our 1 Gig and 10 Gig offerings. Designed for customers who need more speed and capacity than 1 Gig but don't require the full power of 10 Gig. This service provides the perfect balance of performance and affordability. Priced at just \$109.98 per month, which includes managed WiFi services of \$9.99 per month, the 2.5 Gig service effortlessly handles multiple high-bandwidth tasks at one, ensuring a smooth and uninterrupted internet experience. This is an ideal solution for households demanding higher performance for streaming, gaming, video conferencing, and more!

Along with adding the 2.5 Gig option, BrightRidge lowered its managed WiFi service charge from \$19.99 to \$9.99 for its 10 Gig customers, making all managed WiFi service charges equal across all speed levels.

At BrightRidge, we are committed to meeting the ever-changing needs of our customers, and our 2.5 Gig Fiber Internet is a reflection of that dedication. Upgrade today and discover the capabilities of BrightRidge Broadband's 2.5 Gig Fiber Internet.

YOUR NEIGHBORHOODS
FASTEST
CONNECTION



BENEFITS

- Local Provider
- 24/7 Tech Support
- No Contract
- No Installation Fee
- Symmetric Service
- Speeds Up To 10 Gig
- Fastest Gig in Town

CONTACT US

423-952-5000
www.mybrightridge.com

BrightRidge
Broadband