

BrightRidge®

GET CONNECTED

January - March 2025

New SmartHub Offering – Making Smart Energy Decisions

Late last fall, BrightRidge launched a new energy usage functionality within SmartHub. While your energy usage has always been available within the SmartHub web and app, this new offering breaks it down into unique energy patterns to help you better understand your monthly electric usage.

You may be wondering, “How does this work?” The answer is through appliance itemization powered by disaggregation, a process that takes the energy usage data from your meter and uses a software algorithm to identify the individual appliances that are actually using the energy. Each appliance uses electricity in a unique manner - think of it like an appliance fingerprint. This new offering detects and extracts these “fingerprints” and converts the data.

By knowing what’s using energy within your home, you can make better decisions of when to use these appliances, how to use them more effectively or when to replace them with more efficient models. This is also tracked monthly so you can see the seasonality of spending at various times of the year as compared to outdoor temperature.

This new offering can be leveraged by building *Your Home Profile*. You can build your own home profile by answering 28 questions about your home. Simple questions about its size, yard, bedrooms, how many people live there, your heating/cooling systems, water system, appliances and lighting. All questions are designed for the home profile to better analyze your usage.

Other features include:

- Projected Bill - a view of projected spending so you can proactively adjust your appliance usage during a billing cycle and avoid a high bill shock.
- Bill Analysis – a tool to see the differences and potential reasons between bills.
- Energy Detail – detailed charts of itemized energy usage and spending at various timescales with usage and dollars graphed against temperature.

SmartHub is a free account management tool provided by BrightRidge. To sign up, simply visit brightridge.com or download the SmartHub app. For questions, contact Customer Service at 423-952-5000 during normal business hours Monday through Friday, 8am to 5pm.



NEW 24-Hour Payment Kiosk

We are excited to announce a new electronic payment kiosk has replaced our night deposit box. The 24-Hour Payment Kiosk is located at the end of our first drive-thru lane located at 2600 Boones Creek Road in Johnson City. Please note your account number will be required to make a payment at the kiosk.

This new kiosk will accept credit/debit cards, checking accounts, and cash (no change will be returned, and any overpayments will be applied to the account). All payments will be posted in real-time 24 hours a day and 7 days a week for both BrightRidge electric and broadband accounts.

By allowing payments to be posted in real time, accounts will be credited immediately, hopefully avoiding late payments and disconnects. Also, customers won't have to try and find weekend staff to make payments, as the kiosk is now available 24/7.



From the CEO



BrightRidge

2600 Boones Creek Road
Johnson City, TN 37615
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.

“If you really want to receive joy and happiness, then serve others with all your heart. Lift their burden, and your burden will be lighter.” – Ezra Taft Benson

As we enter the new year and all that it brings let us continue to remember those who were impacted by Hurricane Helene. There are still many things we can do as a community to help those who are still in need as they recover from this huge impact on their lives. Let us continue to provide support to them in assistance and prayer.

BrightRidge employees did many things through the holidays as noted in this newsletter. Whether it was participating in the many events that occurred in the community, or in providing support monetarily and physically to help others, our employees care about the community that we live in.

Part of what we do for our customers is to continue to offer more options to make access to your energy use easier so that you can monitor and control your energy usage. SmartHub is one of those options that allows you to monitor your usage and make decisions on how to lower your monthly costs. Download this app or access it online to see the great ways it can help you efficiently control your energy usage.

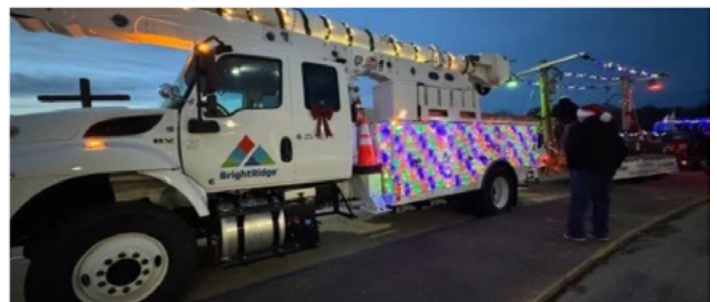
“How wonderful it is that nobody need wait a single moment before starting to improve the world.” – Anne Frank

Jeffrey R. Dykes,
Chief Executive Officer

Holiday Highlights



Johnson City Candy Land Christmas



Jonesborough Christmas Parade

Recovery Updates on Hurricane Helene

Although it's been four months since Hurricane Helene moved through the region, it will be many more before our area recovers from its historic rain, wind and tragic flooding.

At the height of the storm, more than 33,000 of BrightRidge's 83,000 electric customers were without power. More than 184,000 feet of conductor wire, 189 utility poles, 142 meters have been replaced, with 130 transformers damaged or destroyed. Of that total, 35 pole and pad-mounted transformers and 54 meters have not yet been located.

"We were prepared, and we reacted because we were ready," BrightRidge Board of Directors Member Ken Huffine said at the meeting when discussing storm response outcomes.

BrightRidge CEO Jeff Dykes noted the critical importance of BrightRidge contractors Pike Electric and Kendall Vegetation Services to the effort, particularly in restoring power lines across five destroyed Nolichucky River crossings.

"I cannot say enough about how incredibly proud our community and our Board of Directors are of the work performed by our BrightRidge team and our contractors," Dykes said. "This is the most dedicated group of public servants I have ever had the privilege and honor of leading. Our entire team went to work around the clock and did not let up until power was restored."

As of mid-December, BrightRidge Chief Financial Officer Brian Bolling reported that total storm costs has reached \$3.3 million with more costs to occur. Bolling notes that BrightRidge expects FEMA to reimburse 75% of eligible costs, which are primarily restoration and replacement activities, but could take some time for funds to be processed.

Moving forward, BrightRidge will continue working closely with local, state and federal officials as roads are rebuilt to construct permanent facilities to replace the temporary infrastructure currently deployed in storm damaged areas.

"Our electric system is stable and prepared to serve our customers as they begin the long recovery process," Dykes said. "We are a public power company managed by a locally appointed board of directors," Dykes said. "And that means we are going to do all we possibly can to help our region continue to recover and prosper."



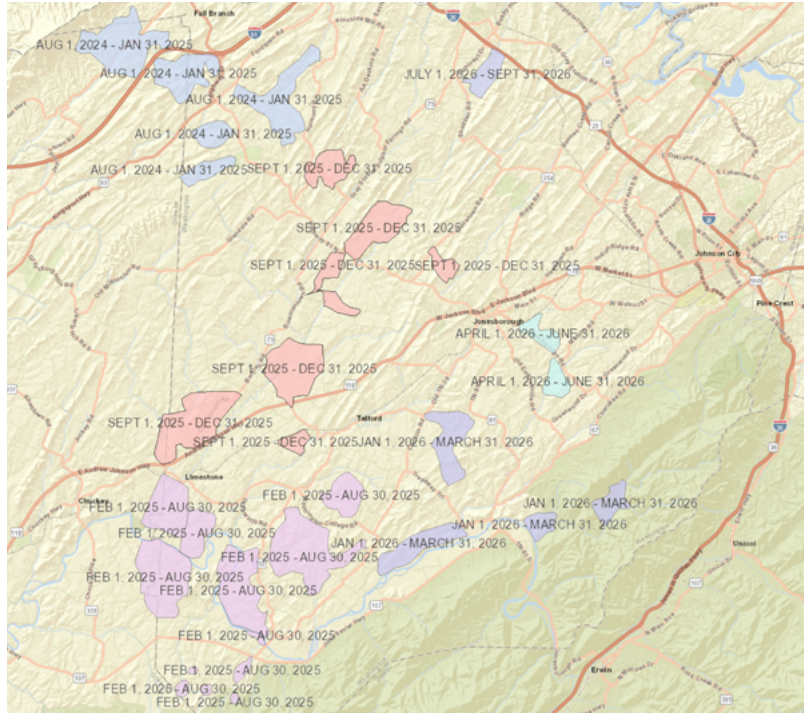
First Middle-Mile grant project ready to serve Fall Branch

BrightRidge Broadband placed the first of four new fiber network cabinets in Fall Branch in November, providing high-speed broadband under a Tennessee Middle-Mile Broadband grant project to serve 122 customers that lack broadband.

As the fiber network is completed to the remaining three Fall Branch cabinets over the next few months, the grant will bring service to 339 Fall Branch area customers.

The Fall Branch network is part of a \$9.54 million total project funded by a grant contract with the State of Tennessee to serve 2,067 completely unserved rural Washington County and Greene County customers over the next two years. BrightRidge is funding the \$2.68 million grant match.

In total, the grant will run fiber optic line along 235 miles of route. Given the low relative housing density, each “passing” of a potential service location will cost several thousand dollars in construction. This high cost, thousands more per passing than more urbanized areas, slows roll out to rural locations.



“We certainly wouldn’t be able to even consider serving these customers in the near term without the Tennessee broadband grant,” BrightRidge Broadband Chief Broadband Officer Stacy Evans said. “Now that we have the green light, we will move forward as quickly as possible to begin serving these folks who currently have no access to high-speed broadband.”

In all, the grant will provide access to nation-leading speeds up to 10 GB symmetrical in a swath of western Washington County and the northeast corner of Greene County, including rural Fall Branch, South Central, Sulphur Springs-Bowmantown-Leesburg and west to the Greene County line north of Highway 11E, portions of Lamar, Dry Creek and Conklin, areas south of Jonesborough and areas south of Gray. Grant areas will be constructed in this order.

“BrightRidge Broadband is only five years old now, and the community response at times has been nearly overwhelming,” BrightRidge CEO Jeff Dykes said. “We are pleased as a community-owned broadband company to provide first-class, local service and speeds you just can’t get elsewhere at pricing lower than most of the country. That’s why BrightRidge exists, to provide affordable, reliable and leading-edge services to our residents and businesses.”

For BrightRidge customers in these grant areas, an online map is now live on the front page at MyBrightRidge.com. Customers can check their address for eligibility and when construction is planned to start in their area.

“Certainly, in terms of miles covered this will be the largest project we have built,” Evans said. “We have just tons and tons of community support from these areas based on collected comments.”

The Middle-Mile grant project is funded by American Rescue Plan, Capital Projects Fund under a Grant Contract with the State of Tennessee.

Aside from this grant project, BrightRidge is in the process of extending BrightRidge Broadband’s unrivaled network to 6,000 additional homes and businesses by mid-2025 through non-grant investments in the community.

