

BrightRidge®

GET CONNECTED

October - December 2023

New Energy Efficiency Rebates on October 1



Effective October 1, the Tennessee Valley Authority (TVA) is launching new Residential Rebates to encourage further energy efficiency in the Valley. BrightRidge is a participating local power company in the EnergyRight® Program, making all our customers eligible. BrightRidge customers may receive a rebate for eligible installations of energy efficiency upgrades to their home, plus incentives are available for local contractors building new homes.

Existing residential home rebates for upgrades include HVAC systems of air source heat pumps, geothermal heat pumps, mini-splits, and central air conditioners. Other rebate offerings include duct systems, water heaters, air sealing, insulation, and window replacements.

Residential rebates range from \$50 - \$1,500 for eligible upgrades that meet program qualifications. All rebates have specific terms, requirements, paperwork and a few require pre-enrollment. More information can be found at www.energyright.com. BrightRidge encourages all residential customers to research the program requirements before making any purchases to ensure your home and the products you are considering are eligible.



Welcome to the Home of the 10GIG.

So, BrightRidge Broadband has 10GIGs? Is 10 gigs big, or small? Do I even want more gigs? In short, the answer is yes, yes, and yes, very much so!

But let's dig into what all that means. BrightRidge Broadband is about to complete a state-of-the-art fiber-optic broadband project in its territory. Traditionally, digital information has been sent through copper wires like cable and phone lines. But these are not designed for the demands of the modern internet and limit the amount of bandwidth that can transfer from place to place. So, instead of having to take a few minutes to upload fun pictures of your pet, the glory of that pet can be posted within seconds with speed and ease.

Now, enter fiber-optics. A far more efficient system, it transmits data as a light wave, which leads to exponentially higher speeds, bandwidth, and latency. These speeds can also be found in locations further from the main hub, and don't get slower with distance. Plus, BrightRidge Broadband's system is connected to the top two internet exchange points on the East Coast, which eliminates internet bottlenecks and makes access to the cloud easier.

Another difference is the emphasis on uploading. In the past, there wasn't much reason for supporting user uploads because people didn't upload much, and most information support focused on downloads. Internet architecture reflected that, basically putting nine lanes towards downloading, and only one towards uploading. But with the advent of social media, work from home, online learning and a general higher use of the internet, the lanes needed to be balanced, with symmetrical speeds.

So, what does this mean for you and your need to upload funny videos of your pet to Instagram? Now we come to the 10 gigabytes per second portion of the program. Those are crazy speeds. How crazy? BrightRidge is only the 6th provider in the entire United States to offer such speeds. These are the kinds of speeds that professional video gamers want for top competitions with a few having even moved here for that speed!

Whether you're a business owner looking for crystal clear virtual meetings, a gamer ready to take it to the next level, or an obsessive pet owner who needs to show the world just how amazingly cute your pet is, you know you'll get it with the fastest available speeds with BrightRidge Broadband.



From the CEO



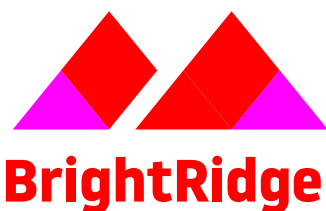
**“We make a living by what we get, but we make a life by what we give.”
– Winston Churchill**

Our BrightRidge employees take great pride in serving our community. This comes in the form of their work in providing comfort, reliability, and safety in the power we provide and in continuing to grow a Broadband offering that is a leader among those across the nation. It also comes from their selfless giving to such entities as the United Way and other great charitable organizations. Many of the events that are mentioned in this newsletter are events that our folks attend and support out of a commitment to those they serve and a heart for the community they live in. Ours is a special area where neighbors care about neighbors and each wants the best for the other. My mother said to always look for the good in others and at all times help others when they are in need. I see this daily in our employees when they serve you, our customers.

Since this issue will also cover the Thanksgiving and Christmas season let me take time to wish each of you a Happy Thanksgiving, and may you have a wonderful time as you spend it with family. As you give thanks, remember those who are less fortunate and offer a prayer for them and do some service to help make their life a little better. May God bless you at Christmas as you celebrate this time with your family and remember what the season is truly about. May your Christmas be one which brings love, fellowship, friendship, and remembrance of what is truly important in your and your family's life.

“Learn to light a candle in the darkest moments of someone's life. Be the light that helps others see; it is what gives life its deepest significance.” – Roy T. Bennett

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BrightRidge “Flips the Switch” on new Solar Learning Lab

It was a beautiful, sunny day to celebrate the completion of BrightRidge's Solar Learning Lab on August 23. Officials with BrightRidge, Silicon Ranch, LightWave Solar and the Tennessee Valley Authority joined together to *Flip the Switch*, ceremoniously turning on the new site.

The Solar Learning Lab will produce 500 kW of energy, sufficient to power the Administrative Offices at BrightRidge and BrightRidge Broadband, while providing area students with a unique hands-on learning lab.

Featuring more than 800 fixed solar panels, the Solar Lab adds a third solar generation facility to BrightRidge's portfolio. BrightRidge also purchases power from the 5 MW Telford Community Solar Farm as well as the 9 MW Martin Solar Farm, both operated by Silicon Ranch.

“All of our solar facilities deploy different generation technologies,” BrightRidge CEO Jeff Dykes said. “This lab will provide a tremendous learning opportunity for our youth who have an interest in engineering and solar deployment.”

“The Solar Learning Lab is a great example of the strong leadership at BrightRidge and their expertise in developing innovative solutions to meet customer needs through TVA's Generation Flexibility Program,” said Chris Hansen, TVA Vice President, Origination & Renewables. “TVA is proud to be trusted energy advisors along with our local power companies such as BrightRidge. TVA is taking steps to build the energy system of the future, including adding 10,000 megawatts of solar by 2035.”



How was your summer? We had a blast!

BrightRidge and BrightRidge Broadband employees had a great summer schedule to meet and greet our customers in the area. We started our summer tour of events and festivals downtown at a Johnson City Doughboys game, followed by celebrating our country's freedom at the annual Jonesborough Days Celebration with a booth and parade entries during the weekend before the Fourth of July. New to the event schedule this year, BrightRidge participated in the Gray Block Party that had an awesome vibe of community pride and involvement!

In August, BrightRidge continued its role of a sustaining sponsor of the Meet the Mountains Festival, held for the first time at Wing Deer Park in Johnson City. We finished the month hosting a BrightRidge Broadband Block Party at Veterans Park, behind the Memorial Center, to welcome in our newest 10 Gig neighborhood through a grant awarded from the City of Johnson City to expand broadband service in this area.

We had a great time this summer connecting with our customers we are privileged to serve. Be sure to celebrate the start of the holiday season at Johnson City's Candyland Christmas, November 11 – January 7. The Grand Lighting Ceremony is planned for Saturday, November 25 at 6:30pm so look for BrightRidge's tree as you stroll through Candyland.



Gray Block Party



Meet The Mountains Festival



BrightRidge Broadband Block Party



Doughboy Game Night



Jonesborough Days



BrightRidge Broadband Block Party

Heissee Johnson Hand Up Fund

As the heating season approaches, there are individuals and families in our communities that could use a hand up of help with their utility bills. The Heissee Johnson Hand Up Fund provides an opportunity for you to join others in helping, with BrightRidge matching your contribution.

Customers can contribute \$1 or more monthly to help fund this program. Every dollar is matched 1:1 up to \$70,000 annually and goes directly to help those in our community who may be in financial distress due to unexpected expenses, job loss, or other reasons.

How can you give to support this program?

- BrightRidge makes it easy to contribute via your monthly electric bill. On the back of the payment stub on your monthly electric bill is a section to sign up for monthly contributions.
- Our website has a signup form: <https://www.brightridge.com/community-news/heissee-johnson-hand-up-program/>.
- You may make a one-time contribution by writing a check to "Hand Up Program" and sending the payment with your utility bill.

How does the program work? Contributions are collected through BrightRidge and are forwarded to the United Way of East TN Highlands (formerly known as United Way of Washington County). Funds are distributed to those in need via a screening process administered by the Salvation Army, Good Samaritan Ministries and the Jonesborough Water Department. All funds donated by BrightRidge and its customers are used for heating assistance.

Since 1989, thousands of BrightRidge customers have supported this fund, impacting thousands more who needed a hand up of help at a critical time. During 2022, 860 families received assistance totaling \$158,516 thanks to your contributions. Will you help in 2023? For more information on how you can contribute, visit www.brightridge.com or call Customer Service at 423-952-5000.

Are you missing out on Next Generation Internet?

We are connecting our 13,000th customer this month! How? By offering far more for much less out of your pocket each month!

BrightRidge Broadband, home of no-contract, no limits, next generation internet now serves almost 40,000 of your individual friends, neighbors, and favorite neighborhood businesses. Are you missing out?

Don't take our word for it. Look up Google reviews for "BrightRidge Broadband," where we are honored with a max 5 out of 5 stars. Go read comments by real customers noting how our superior internet products have truly improved their quality of life!

With over 13,000 customers, both households and businesses, we are positively impacting approximately 40,000 people in Johnson City, Jonesborough, Washington County and Sullivan County. If you are not experiencing the benefits for yourself, ask around and then give us a call to see if your address is serviceable.

Why do these customers think BrightRidge Broadband is so much better than the other internet providers?

- 1. Symmetric home internet** means equal bandwidth whether uploading or downloading means smooth, responsive internet under all situations at all times of day! With traditional Internet service options, the upload bandwidth is throttled down, typically to speeds of 5Mb, 10Mb, or at most, 20Mb.
- 2. BrightRidge Broadband lets the good times roll!** With unrestricted products of 300Mb/300Mb, 600Mb/600Mb, 1Gig/1Gig, 10Gig/10Gig internet products, we provide 30 to 50 times the upload speeds of our competitors who must report profits to Wall Street. BrightRidge Broadband is publicly owned, which means you get the best possible price with no data caps, no impaired connections and no long-term contract commitments.
- 3. Managed Wi-Fi**
Once you become a BrightRidge Broadband customer, we provide the option of installing the latest WiFi-6 wireless router for superior coverage and ultrafast connections. If the router fails, we replace it. If you have problems, we can remotely access the router to resolve most Wi-Fi issues while you are on the phone with little to no wait time with questions answered and problems solved by folks right here in East Tennessee.
- 4. The BrightRidge Broadband Promise**
With next generation fiber to your home, business, school or office, BrightRidge promises you can stream all you want. You have never seen the Internet perform this screaming fast before!
- 5. Competitive Pricing with No Contract doubletalk**
We are here to serve our citizens right here at home. Once you call us, or visit us at MyBrightRidge.com, you will find super competitive prices without bait and switch promos, or the need to call every year to waste hours of your life trying to negotiate a discount price that still doesn't fit in your family budget. We have the lowest 10Gig/10Gig internet service in the nation at \$149.99/month. We have never increased our internet prices and have no plans to do so. We have even increased the bandwidth while leaving the price alone. How many times has your current internet provider increased the price over the last five years or even the last five months?
- 6. FREE Installation**
We do not use pricing gimmicks that others use, but we do offer extremely affordable products. We do not require contracts, do not have data usage caps, and offer free in-home installations (up to an \$800 value).

7. INCREASE your home value!

Did you know that having fiber broadband access available increases your home value by more than \$5,400 (3.1%) for the average US home? No other provider else in the area offers 100 percent fiber deployment to your home or office.

8. BrightRidge Broadband helps reduce pressure for local electric rate increases!

BrightRidge Broadband is a division of BrightRidge. Broadband has produced a \$3.6 million benefit to the electric division, reducing inflationary pressure on your electric rates. In fact, BrightRidge hasn't had a local electric rate increase since launching the Broadband division. When you choose BrightRidge Broadband, it helps you save money in multiple ways and ensures your money stays local to serve others, not Wall Street backed hedge funds.

Status of broadband deployment

We are extending our fiber Broadband to an additional 17,000 homes and businesses this fiscal year through June 30, 2024. We will notify you by mailers, emails, calls, and broadband sales specialists visiting your home when fiber is available in your area.

More details of the deployment areas will be updated on our online map as construction progresses.

Check availability for your address at [MyBrightRidge.com](https://mybrightridge.com)

DID YOU KNOW?

Cutting the Cord with Streaming Video saves you even more!

There are many streaming video solutions available today which can completely replace your current Cable TV experience and provide flexibility and savings. These solutions are much simpler to use now than they were a few years ago. BrightRidge wants to empower our customers to make smart decisions when selecting the best product to fit your needs.

[MyBrightRidge.com/video](https://mybrightridge.com/video) has two new comparison tools to allow you to choose the best video solution for your family. These options are MyBundle and Suppose.TV. We encourage you to visit our website to get personalized recommendations, price comparisons and find your best options for getting the video content you prefer at the very best price.

Or, if you need assistance cutting the Cable-TV cord and converting to a streaming video service, let our sales staff know at 423-952-5000, select option 2 from the phone menu for Broadband and we can schedule to assist you when your Broadband service is installed.

Get The Best Gigs In Town

Try BrightRidge Broadband and Find Out Why We're the Community's Choice Provider.

Sign Up Today

BrightRidge Broadband www.mybrightridge.com

READERS' CHOICE
THE BEST OF 2023
Best Broadband