

## **Budget Billing Program**


The Budget Billing Program is a favorite among BrightRidge customers who are budget conscious. This program minimizes bill fluctuations by offering customers two billing options that are budget friendly. Many customers using the Budget Billing Program find it much easier to manage their monthly utility costs. Program enrollment is open once a year between April 1 - May 31. Here are the two options available to our customers.

### ***Option 1 - Rolling Budget Plan***


- A zero balance on your account is required before the application will be processed.
- Customers must have a twelve month account history.
- Monthly payments must be paid by the due date each month.
- There is no settle-up month with the Rolling Budget Plan and amounts may vary slightly from month-to-month.

### ***Option 2 - Fixed Budget Plan***

- A zero balance on your account is required before the application will be processed.
- Customers must have a twelve month account history. Exceptions may apply.
- Monthly payments must be paid by the due date each month.
- The settle-up month for the Fixed Budget Plan will be during June or July, and budget amounts will be re-evaluated annually each June or July.



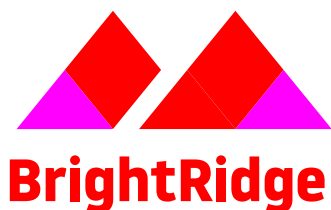
**Program enrollment begins April 1 and ends May 31.**  
Visit [www.brightridge.com](http://www.brightridge.com) or call (423) 952-5000 to sign up



## **BrightSpots** by BrightRidge®

We are happy to celebrate how your power and broadband supplier, BrightRidge, is investing in our region. In the months ahead, you will learn about the many BrightSpots in our organization's investment in the community for the future of our children, small business, and the overall opportunities for success that will build a better place to live, work and raise a family.

# From the CEO



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423-952-5000  
[www.brightridge.com](http://www.brightridge.com)

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

Visit website for Board Member and  
Administrative Staff Directories.

**"Life is like riding a bicycle. To keep your balance, you must keep moving." – Albert Einstein**

Our community continues to grow in such positive ways! We welcome those many new folks to our area and hope that you are settling into our community well and developing new friendships. We also thank those lifelong residents for welcoming those new folks to our community in such a positive way. Together we can make this the best region in the state of Tennessee to live, work and play. Remembering our past, celebrating our present, and creating our future will only make us better.

BrightRidge has a new customer communications and public relations tool debuting called BrightSpots. This will highlight some of the events and activities that BrightRidge and our employees are doing within the community. We have an amazing staff who not only work hard for our community in providing energy, but are also dedicated to being an active part of the community. Their lives like yours are always lived in a way to provide balance between work and family. These BrightSpots will come in releases in our newsletter, via commercial spots, and on social media. We hope you enjoy the updates.

**"Go confidently in the direction of your dreams! Live the life you've imagined." – Henry David Thoreau**

Jeffrey R. Dykes,  
Chief Executive Officer

**When  
your time  
is limited,  
your internet  
shouldn't be.**

 **BrightRidge®**  
Broadband

**Connection Matters.**

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

423-952-5000

## 20 Years With Tree Line USA

BrightRidge has been recognized by the Arbor Day Foundation for its 20th year of participation in the Tree Line USA® program. Tree Line USA is a joint initiative between the Arbor Day Foundation and the National Association of State Foresters which honors public and private utilities for their commitment to preserving America's Urban Forest.

BrightRidge achieved the Tree Line USA recognition by meeting five program standards:

- 1. Quality Tree Care-** Industry standards for pruning, planting, removals, trenching, and tunneling near trees are consistently followed.
- 2. Annual Worker Training-** Utility employees and contract workers are trained at least annually in best practices.
- 3. Tree Planting and Public Education-** Tree planting and public education programs are available to the public and paying customers, demonstrating proper tree planting, placement, and pruning while expanding the tree canopy in the community.
- 4. Tree-Based Energy Conservation Program-** A formal tree-based energy conservation program is in place, putting special consideration on the value of trees in conserving energy.
- 5. Arbor Day Celebration-** Sponsorship of, or participation in, annual Arbor Day events at the community level, including collaboration with community groups whenever possible.

BrightRidge's participation in Tree Line USA provides a range of benefits to both the environment and local residents. Through proper pruning and trenching/tunneling practices, we can reduce tree mortality and improve the reliability of services. In addition, strategically planted trees can reduce energy costs for consumers.

More information about Tree Line USA can be found at [www.arborday.org/TreeLineUSA](http://www.arborday.org/TreeLineUSA)



## Award Winning Programs

The Tennessee Valley Authority (TVA) has presented BrightRidge with the 2022 Investing in Our Future Award for its exceptional efforts to support the TVA EnergyRight's School Uplift program.

Teachers, school administrators, and students in the School Uplift Program are committed to cutting energy costs. The program is designed to help public schools reduce their energy cost by up to 10% annually with no-cost energy-saving practices.

In 2022, BrightRidge enrolled eleven Washington County Schools in the School Uplift Program, which offered monthly ENERGY STAR® Portfolio Manager updates and giveaways for school family nights and energy workshops. Additionally, three schools received evaluation assistance from BrightRidge for their ENERGY STAR certification.

"Schools are the heartbeat of our communities and BrightRidge has shown an outstanding commitment to their community's youth," said Cindy Herron, vice president, TVA Energy Services & Programs. "Their partnership in support of School Uplift will enable participating schools to lower their energy bills while creating brighter, safer classrooms and freeing up funds for what is most important – educating children."

BrightRidge was also recognized among 153 local power companies served by TVA as a Top Performer in several EnergyRight program categories in FY22:

- **First place** - Business & Industry Energy Upgrade Projects with 18 energy projects
- **Second place** - Total Energy Savings from EnergyRight Programs with 3,368,941 kWh saved
- **Fourth place** - Home Uplift with 305,155 kWh of energy saved from 99 homes renovated
- **Fifth place** - DIY Home Energy Assessment with 87,203 kWh of energy saved from 97 participants

Learn more about how BrightRidge is using EnergyRight programs to benefit their community at <https://energyright.com/highlightsreport/>.



## Electrical Outages

BrightRidge understands that an electric outage can be a difficult and disruptive experience for customers. In the event you are experiencing an electric outage, please follow the steps below:

- 1** Check the outage map at [brightridge.com](http://brightridge.com). Outage maps are interactive maps that allow customers to see which areas may be experiencing an outage due to an emergency, maintenance, or weather-related event.
- 2** Report an outage quickly and easily by using SmartHub on your smartphone, computer, or tablet.
- 3** Not able to access to SmartHub? No problem! Customers can report their outage by calling 423-952-5000. Please call with the phone number associated with your account and have your account number ready.

BrightRidge encourages customers to keep up-to-date contact information on file. Updating your contact information makes it easier to report an outage and stay informed. **Call 423-952-5000** to update your phone number or email.



# BrightRidge Broadband Updates

It was only in late January that BrightRidge celebrated adding our 10,000th Broadband customer, and now we are connecting our 11,000th household in April! If you made the move already, thank you for trusting us to be your provider of choice. We are excited to be recognized as the winner of the Johnson City Press “2022 Best Internet provider” and are looking forward to competing for the 2023 award. If you haven’t made the switch to experience the fastest internet service in the nation, don’t settle for less than the best. What’s holding you back?

If you moved from a previous internet service to BrightRidge, buckle up because it is super-FAST!

If you are not a BrightRidge Broadband connected home, your internet provider is limiting your available upstream bandwidth to approximately 5% of the advertised download speed. It’s the typical bait and switch sales schemes used by many national providers to hide the details in the fine print.

Instead, BrightRidge opens the internet pipe to full throttle allowing you to use the entire subscribed bandwidth in both directions. Whether you are working, learning, obtaining medical assistance, or streaming from home, you are not held back from using the products you purchase.

BrightRidge does not throttle bandwidth below the subscribed service level, does not apply monthly data usage cap limits, doesn’t have network congestion, doesn’t slow down when your neighbor gets online, and doesn’t require service contracts for your home use.

If you upload a 1Gb file (such as a video) on the other providers 10Mb upload, it would take about 15 minutes to transfer on a good day, but with our 300Mb/300Mb product it would take 28 seconds. The transfer on our 600Mb/600Mb product would be 14 seconds, and the 1Gb/1Gb would take 8 seconds, and the 10Gb/10Gb would take 2 seconds. If you use BrightRidge Broadband, you won’t be waiting on us!

Even better news is that you don’t have to pay a premium for this nation leading symmetrical internet service; as our superior products are priced competitive with the low-end asymmetric products offered by the national brands.

## Countering Inflation:

Don’t forget that BrightRidge participates in the American Connectivity Program (ACP) which allows eligible participants to receive up to \$30 monthly credit toward their internet costs. Go to our website [mybrihtridge.com](http://mybrihtridge.com) and click ACP from the top menu to learn more about this opportunity.

## Status of broadband deployment

The fiber build resulting from the partnership between the City of Johnson City and BrightRidge has proceeded according to our project schedule. We have completed construction to all locations that have overhead utility lines. This includes the areas of Plymouth Park, Melrose, Georgia Terrace, Stoney Brook, Keystone, Piney Grove, Hillrise, and Oak Park. We are now 100% complete with the overhead fiber broadband deployment in Phase 5 and 7, with over 7,000 homes and businesses that may now sign up for our broadband services.

Construction of our Phase 6 area is also underway with the first three sections complete and serving customers. Phase 6 includes the areas with overhead utility lines from the “I-26/N Roan St” intersection north to Piney Flats.

## Additional fiber expansions in Washington County

The BrightRidge Board of Directors approved allocating funds from the current Fiscal Year 2023 budget to extend fiber broadband services to 387 homes and businesses in the Fall Branch community.

With the opportunity to build on the fiber network infrastructure established by the “2020 TN-ECD” Broadband grant (which extended public Wi-Fi the Washington County Schools), BrightRidge has been able to offer broadband to 841 additional customers in the Bowmantown, Ford Creek, Walkers Bend, and Fall Branch communities.

## Streaming Video options

There are many Streaming Video solutions available today which can completely replace your current Cable TV experience and provide flexibility as well as financial savings. These solutions are much simpler to use now than they were a few years ago. BrightRidge wants to provide the knowledge to our customers to make educated decisions when selecting the best product to fit their needs.

The BrightRidge Broadband website now has two new comparison resources to allow you to choose the best video solution for your family. These options are MyBundle and Suppose.TV. We encourage you to visit [www.mybrihtridge.com/video](http://www.mybrihtridge.com/video) to get personalized recommendations, price comparisons and find your best options for getting the video content you prefer at the very best price.

If you have questions or would like assistance in “cutting the cord”, please call our Customer Service agents at (423) 952-5000.

The Federal Communications Commission has released a new Broadband Mapping service that allows residents to determine what broadband providers are available at your home or business. The map also has as option listed as “Availability Challenge” that allows you to submit corrections for the speeds and availability for each listed provider.

Visit <https://broadbandmap.fcc.gov> to update your address.

**It is extremely import for future grant funding, that you to submit corrections if you are in an area without access to high-speed internet services.**