

The Power of Partnership

BrightRidge joined the Tennessee Valley Authority and other local utilities across the country to celebrate Public Power Week, October 2-8. The week highlighted the *Power of Partnership* that BrightRidge delivers to our customers and communities we're privileged to serve.

Just what is public power? It means we are locally owned, operated, and exist to serve you. Our employees and board members make decisions with you in mind – and with a goal of keeping your electric service reliable and rates as low as possible. Public power means local employees work, live, and play here, too. And, it means we are focused on supporting economic growth and prosperity for the communities we serve.

The *Power of Partnership* keeps the power flowing when it's needed the most because BrightRidge is:

- **Local** – We're here every day, delivering power for the people, not the profits.
- **Reliable** – Our essential employees work to provide you power, rain or shine, and to deliver services today, tomorrow and years to come.
- **Community Focused** – We live, work, and play here, too. We want to see our communities grow and thrive by delivering power to you every day.
- **Quality of Life** – BrightRidge has worked with TVA for over 75 years to build a better quality of life for our communities. We partner and invest to keep your power reliable, the environment healthy and communities thriving.

TVA, BrightRidge and you...that's the *Power of Partnership*.



SmartHub App

SmartHub provides convenient account access and two-way communication with BrightRidge online or via your mobile device. Available on Android and iOS smartphones and tablets.

SmartHub Features

- Ability to contact Customer Service
- Report power outages
- View and pay energy bills
- See graphs of energy usage
- And much more!

Scan the QR Code to download the SmartHub app today for easy access to BrightRidge and your energy bill!





From the CEO

"When everybody else is ready for the ending, I'm just ready to begin," Frank Gehry once wrote. "It's been the story of my life."

Public Power Week is celebrated each year in October to recognize our employees and express appreciation to all the customers we have the honor to serve. BrightRidge wants to thank our community and customers for your support in our work to improve our electric system and the continuation of the Broadband roll out on our system. BrightRidge wants to thank the City of Johnson City for their confidence in and assistance to our community in the use of a portion of their ARPA funds to assist in the deployment of Broadband. This will allow us to cover the city of Johnson City two years earlier than originally projected in our phased roll out and enhance the lives of many with opportunities such educational access for students, work from home opportunities and online medical access.

This is an exciting time of year as we transition to fall and the wonderful things it brings to our lives. High School and College football takes the lead on our Fridays and Saturdays as we support our kids and our favorite teams. Our best wishes go to each of our area teams, and based on the play so far, we have excellent teams and athletes in our area.

Since this newsletter will be the last before the upcoming holidays let me wish you and your family a happy Thanksgiving and a very blessed and wonderful celebration at Christmas. These are two wonderful times when we join with family to celebrate and remember those things that are important in our lives; our family and our faith. I pray each of you take time to celebrate with those you care for.

"You don't choose your family. They are God's gift to you, as you are to them." -Desmond Tutu

Jeffrey R. Dykes,
Chief Executive Officer



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GO BUCS!

BrightRidge is a proud supporter of ETSU and its Bucs sports teams! BrightRidge was the game day sponsor on September 17 where ETSU played Furman. BrightRidge hosts fan engagement booths at football, soccer and basketball games throughout the school year. We wish all the athletes at ETSU safe and successful seasons with a big GO BUCS cheer!



Residential Electric Bills

As we transition from high summer heats to pleasant fall temperatures, we're already seeing news coverage about predictions of a snowy and chilly winter here in northeast Tennessee. Weather can have a major impact on your heating system, causing changes in your monthly electric bills. There are five components to your bill, each driven by service, usage or fuel costs.

1. Base Service – this is a fixed monthly charge designed to evenly distribute the costs that BrightRidge incurs when providing your electric service. This charge includes services such as meter infrastructure, maintaining customer records, capital and maintenance costs; the day-to-day services provided to maintain your service. BrightRidge's base service charge hasn't changed in four years.

2. kWh Charge – this charge is the total amount of electricity your home uses. It's the cost to power all of your electric appliances, such as heating and cooling systems, water heating, refrigerators and lighting. The kWh is measured at the meter located at your home. BrightRidge's kWh charge has stayed consistent for over two years.

3. DCRA – this is the Demand Cost Recovery Adjustment that is applicable to kWh usage and accounts for changes in peak demand. Peak demand is impacted by weather and customer usage behaviors. Varying from month to month, it can be a charge or a credit. BrightRidge customers have enjoyed a credit for eight out of 12 months of the past fiscal year.

4. FCA Charge – this charge stands for Fuel Cost Adjustment (FCA) that is a direct pass-through cost from TVA for the fuel and purchased power costs needed to generate the electricity we all use. Since July, we've seen increased FCA charges from TVA that have impacted electric bills.

TVA uses a variety of fuels and purchased power to meet customer demand for electricity, trying to balance customer needs and costs. Fuels used to generate electricity - natural gas, coal, nuclear, solar and others – are influenced by weather and supply. The FCA can vary monthly due to forecasted weather, global supply and demand, and current expectations of operational conditions.

Historically, the rate averages around two cents per kWh, but this summer TVA saw extreme hot weather driving up customer usage while fuel supplies were at a higher cost. The same situation could happen this winter with colder weather headed our way.

BrightRidge encourages customers to consider energy-saving measures at home to minimize the impact of the FCA. For more energy conservation tips, visit TVA's www.energyright.com.



Let's Keep in Touch!

Annually we like to remind our customers to touch base with BrightRidge to ensure we have the most up-to-date contact information for you on file. We want to make sure we have your correct home phone number (or know it's no longer used), your mobile phone number and your email address. This ensures that if we need to reach you for any reason, we'll be sure to communicate effectively.

Please know that your information is only used for BrightRidge services and is never shared or sold to other third parties. Our customer information system is extremely secure as we monitor it 24/7 for possible issues.

Please call Customer Service at 423-952-5000, Monday through Friday from 8am – 5pm to update BrightRidge with your information.

Power Blinks and Outages

BrightRidge is proud of its overall reliability rating of 99%, but it's the remaining 1% that causes the most frustration. All of us have experienced power blinks and outages at sometime in the past. Often, its nature causing this havoc on the lines that serve your home or business.

Wildlife – Squirrels, racoons, birds, snakes and other climbing animals are attracted to power equipment, as they seek shelter and warmth. Although cute and sometimes fun to watch, squirrels are responsible for the greatest number of substation outages across the U.S.

Trees – BrightRidge spends over \$3 million annually on tree trimming, trying to keep trees out of the right-of-way areas around our lines. But in heavily wooded areas, lines are on private property and we can't trim around those inside of these areas. We try to educate customers the proper tree trimming tips every year.

Weather - This year we've seen more large trees falling, collapsing at the roots due to the heavy rains we saw late summer. And as a result, we had a lot of tree outages this summer all across our territory. The Old Farmer's Almanac is predicting a cold and snowy winter in Tennessee, so let's hope its mild!

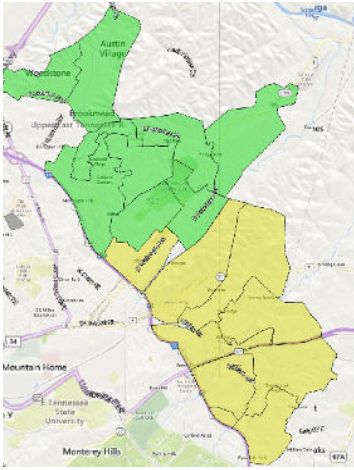
Since the start of the pandemic, we've also seen a rise in people working from home. We know how valuable power is to you, especially since the electronic equipment needed for that type of work is usually sensitive to power blinks.

BrightRidge Broadband does sell residential uninterruptible power supply units (UPS) that can serve as a battery backup if power is interrupted. You can connect computers, internet routers and other key equipment that is needed to work from home. BrightRidge's offers two options; one that offers an eight-hour backup and the other a 24-hour backup. Visit <https://bit.ly/mybrightridge-UPS> for pricing and details.

If your power does go out, please use the SmartHub app or call 429-952-5000 to report the issue. Our crews will be mobilized almost immediately to assess, repair, and restore.

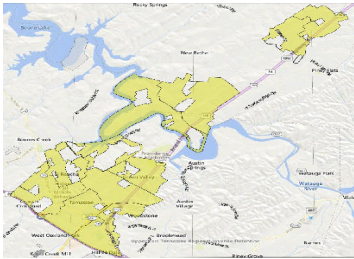
AN UPDATE FROM BRIGHTRIDGE BROADBAND

The partnership between the City of Johnson City and BrightRidge allows us to accelerate our fiber broadband buildout to city residents by two years. Johnson City has committed \$2.3 million in ARPA funds to expand the number of serviceable homes and businesses from a budgeted 5,800 to 10,112 in the current fiscal year (July 2022 to June 2023). This results in aerial fiber construction of 96% of Phase-6 and 40% of Phase-7 being one to two years earlier.



The map to the left shows the progress in our Phase-5 and eastern Phase-7 build areas with green shading indicating completion and yellow shading representing pending construction. The current build out is for locations with overhead utility lines. We are over 50% complete with the fiber broadband deployment in this section, with over 3,300 homes and businesses that can sign up for our broadband services now.

Once the Phase-5 area is completed, we will be relocating our construction crews to build Phase-6. This includes the areas with overhead utility lines from the "I26/N Roan St" intersection north to Piney Flats. The map below provides a visual of the Phase-6 location. We anticipate completion of this section by June, 2023.



BrightRidge Broadband continues to expand its nation-leading high-speed internet services, connecting people who lack access and bringing the next generation of internet infrastructure to our community.

BrightRidge currently serves more than 9,000 homes and businesses with broadband and telephone services and is adding hundreds more each month. This service already improves the ability of 27,000 local residents to engage in remote education, improve digital skills, work from home, receive tele-healthcare, connect with family, and access many selections of video entertainment products.

BrightRidge submitted multiple broadband grant applications to TN-ECD (*Tennessee Department of Economic and Community Development*) to fund the extension of fiber broadband to 1,824 unserved (*lacking access to 25Mb/3Mb internet*) homes and businesses in rural Washington County and 210 unserved customers in Greene County. Both Washington County and Greene County commissions approved matching funds for the required local match of these applications.

This **broadband grant application was officially declined by the state as of August 1st** for the current funding opportunity, but TN-ECD has suggested BrightRidge Broadband will have another opportunity with the next round of funding. BrightRidge staff did appeal the decision to no avail.

We are extremely disappointed that the grant request was not funded, but we will continue to work each day to find the funding necessary to make this project viable.

The TN-ECD received requests for \$1.4 billion in broadband projects against an allocation of \$400 million in available funding. State officials indicated that an additional round of grants will be available in 2023 with an expected \$1.2 billion available in Tennessee broadband funding. BrightRidge plans to re-submit grant requests for those areas of Washington and Greene county lacking broadband access as soon as the new application opportunity opens.

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. BrightRidge is working to assist our customers 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.mybrightridge.com/video](http://www.mybrightridge.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 and select option 2 from the phone menu.

Beat the snow and cold with these convient ways to reach customer service!

SmartHub

Easily pay and track your energy bill, track your usage, and report outages from your smartphone or computer.

Scheduler

Skip the wait, and schedule an appointment with the BrightRidge Customer Service or Engineering Department.

Skip the lobby! Join the BrightRidge Virtual Line, you can even wait in your vehicle until your number is called.

Visit www.brightridge.com/schedule to learn more.