

BrightRidge®

GET CONNECTED

October - December 2024

BrightRidge & TVA Celebrates the Home Uplift Program



The Tennessee Valley Authority (TVA) announced the completion of its 6,000th Home Uplift project in May at a celebration with BrightRidge and the Morton family at their Jonesborough home, newly improved through the program.

The family purchased their home while living abroad in Japan as Mr. Morton was completing his 23rd year of service in the U.S. Marine Corps. After preparing the home with new paint and moving in, the family quickly found the home had additional needs beyond their capacity. That's when an internet search led the Mortons to the Home Uplift Program.

"It is difficult to put my feelings of gratitude into words," Mr. Mark Morton said at the event. "This program has exceeded any expectation I had when we began searching for grants and home improvement programs. I am also astounded at how these two major corporations have come together to serve the residents of their community."

"We are proud to partner with BrightRidge on the Home Uplift program," said Monika Beckner, TVA Vice President of Energy Services & Programs. "This initiative demonstrates our shared commitment to improving the lives of our customers and building stronger communities."

Morton's home is the 257th local residence to be improved by BrightRidge and TVA in the BrightRidge service area. To date, the companies have invested \$3.13 million in critical home improvements, enhancing the lives of area residents.

"Homeownership is a cornerstone of the American dream," said BrightRidge CEO Jeff Dykes at the event. "We are thrilled to play a role in helping our neighbors maintain and improve their homes. This program is a testament to our commitment at BrightRidge and TVA to strengthen our communities and provide a higher quality of life for all our residents."

Through Home Uplift, eligible homeowners receive essential home improvements at no cost, including new HVAC systems, duct work, insulation, air sealing, and other energy-efficient upgrades. These improvements not only increase comfort and indoor air quality but also result in significant energy savings, with BrightRidge participants enjoying an average of nearly \$400 in annual utility bill reductions.



We're Going Digital!

Together, we're creating BrightSpots in our community.

Last quarter we were excited to launch the redesign of our website, BrightRidge.com, as we introduced a new streamlined site improving access and information for our customers.

The next step in our journey to reinvigorate our efforts to improve access to all of our customers is to make this newsletter digital. By moving from paper copies to digital format, we believe it will improve access by:

- Allowing access 24/7 via the website; no more trying to remember where you put that paper copy.
- Allowing the ability to translate the newsletter into Spanish by using the translation app on our website; we didn't have a Spanish version of our newsletter before
- Allowing us to write more content when we have more news to share; before we were limited on space due to mailing limitations with bills
- Allowing all customers to access; paper copies only went to customers who had actual paper bills mailed to them

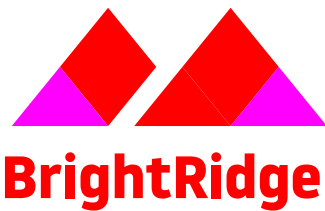
So, although this is our last paper newsletter, we hope you'll still enjoy BrightRidge's *Get Connected* quarterly newsletter, digitally starting in 2025. And to make sure you don't miss a copy, be sure to SIGN UP for our newsletter to be emailed to you directly by clicking this icon at the bottom of our home page:

Signup for our newsletter



And you can always access all of our newsletters on our website under the ABOUT tab and clicking on Newsletter!

From the CEO



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Jeff Dykes, Chief Executive Officer
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Visit website for Board Member and
Administrative Staff Directories.

“Alone, we can do so little: together, we can do so much.” – Helen Keller

One of the greatest programs BrightRidge has the privilege to participate in with TVA is the Home Uplift Program. This program impacts the lives of people in our community. Home Uplift is designed to assist income-qualified homeowners by providing upgrades to improve efficiency and comfort while lowering utility bills, at no cost to the homeowner. BrightRidge and TVA have helped improve 257 homes of customers in our service territory that qualified for this program since its inception. This great partnership with TVA and our community allows us to help improve the lives of people in our community.

As we come into fall, we look forward to the football season and wish all the local high school teams, as well as our Buccaneers of ETSU, a great and successful season. This is also the time of year we think of the holidays and the much-anticipated lighting of the Christmas trees in downtown Johnson City during their Candy Land Christmas celebration. I hope each of you can join with your families at the lighting ceremony and the hot coco giveaway afterwards.

During the upcoming Thanksgiving and Christmas holidays we ask that you always remember those who are in need and touch them in some way through gifts of charity and acts of kindness. Take time to reach out and be a part of bringing joy to their lives and yours. May God bless you and your family this upcoming Thanksgiving and Christmas.

“The ideals which have lighted my way, and time after time have given me new courage to face life cheerfully, have been kindness, beauty, and truth.” – Albert Einstein

Jeffrey R. Dykes,
Chief Executive Officer

CELEBRATE WITH US

Join us at these fun events this fall and early winter as we celebrate with our community.

- November 9** **ETSU vs Western Carolina**
Kickoff is at 12:00pm
BrightRidge is the Game Day Sponsor
- November 30** **Candy Land Christmas Grand Tree Lighting**
Lighting is at 6:30pm

BrightRidge is a Lord Licorice Sponsor and we'll be serving hot chocolate at our trees in Founders Park that evening.

The event is located in Founders & Commons Parks, Main, Buffalo & Market Streets from November 30 – January 5.



CUSTOMER TESTIMONIAL



Another happy and excited BrightRidge Internet customer. The installation was completed right before lunch. I cannot believe the difference, every aspect is better. Television and computer video is significantly better. I did not expect this improvement. Thank you! What a team and product.

-B. Alton



The New 729 Area Code is Coming

To ensure new telephone numbers are available, the Tennessee Public Utility Commission approved the addition of the new 729 area code to the geographic region served by the 423 area code. This process is known as an area code overlay.

What is an area code overlay?

An overlay is the addition of another area code (729) to the same geographic region as an existing area code (423). An overlay does not require customers to change their existing area code but does require using a new dialing procedure to complete calls.

Who will be affected?

Anyone with a 423 area code will be affected. The 423 area code covers two non-contiguous regions in eastern Tennessee, serving communities such as Chattanooga, Bristol, Johnson City and Kingsport, as well as many other smaller communities. The new 729 area code will serve the same geographic region currently served by the existing 423 area code.

What will be the new dialing procedure?

All calls in the 423 area code that are currently dialed with seven digits will need to be dialed using the area code + 7-digit telephone number. The same dialing procedure will apply to telephone numbers that are assigned in the new 729 area code.

When will the dialing change begin?

Effective August 5, 2024, dial the area code + telephone number whenever you place a call, including calls within your same area code. If you forget and dial just seven digits, your call will still be completed. Beginning February 5, 2025, you must dial the area code + telephone number on all calls, including calls within your same area code. On and after this date, if you do not dial the area code + telephone number, your call will not be completed, and a recording will instruct you to hang up and dial again, including the area code.

Beginning March 5, 2025, new telephone lines or services may be assigned numbers with the new 729 area code. If you have a number in the new 729 area code, you must dial the area code + telephone number or the call will not complete.

What will change?

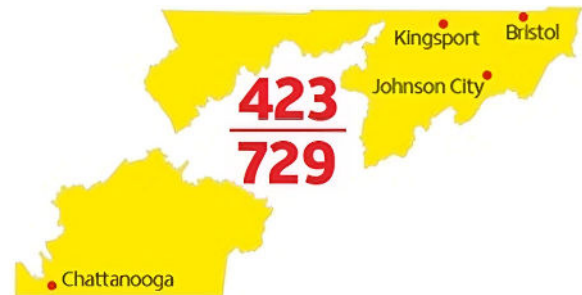
- Dial the area code + telephone number for local calls.
- All services, automatic dialing equipment, or other types of equipment that are programmed to dial a 7-digit number will need to be reprogrammed to include the area code. Some examples include: life safety systems and medical monitoring devices, fire or burglar alarm and security systems or gates, fax machines, Internet dial-up numbers, contact lists in wireless or mobile phones, speed dialers, call forwarding settings, voicemail services and similar functions, etc.
- Update your websites, personal and business stationery and checks, advertising materials, personal and pet ID tags and other such items to ensure the area code is included.

What will remain the same?

- Your telephone number, including current area code.
- The price of a call, coverage area, or other rates and services will not change due to the overlay.
- What is a local call now will remain a local call regardless of the number of digits dialed.
- You can still dial just three digits to reach 911 and 988, as well as 211, 311, 411, 511, 611, 711 or 811 if available in your area.

Who may you contact with questions?

If you have questions, please visit www.tn.gov/tpuc.



(Article supplied by TN Public Utility Commission)

\$40 + Free Maintenance = TALO

TALO? You might not know that acronym, but it can be worth \$40 and peace of mind. TALO stands for Take A Load Off, BrightRidge's demand response program. It helps BrightRidge manage our energy peaks during cold mornings and hot afternoons.

By participating in this program, a load control device is installed on your electric water heater to temporarily interrupt power to the unit during peak energy conditions. Hot water is stored in the tank for your use, so the temporary interruption of hot water is not noticeable to you the customer, but the unit doesn't use electricity at that time to constantly make more hot water.

TALO events are typically called in the early mornings during the winter and the late afternoons in the summer, lasting two to four hours. To qualify for the program, you must be the owner of the home or condo unit, your name must be on the electric account, and have an electric 38-gallon tank or bigger. Participants will receive a one-time \$40 bill credit per installed device and a free maintenance program that covers replacement of mechanical thermostats and elements.

HOW TO SIGN UP

CALL CUSTOMER SERVICE
Call Customer Service at
423-952-5000

OR

SIGN UP ONLINE
Visit BrightRidge.com and
select Water Heater from the
residential services menu.



Understanding the new FCC Broadband Nutrition Labels

Broadband nutrition labels, also known as **Broadband Facts Labels**, are a helpful tool for consumers to compare different internet plans based on key factors like speed, data limits, price, and additional features.

Here's a general breakdown of what to look for:

- **Download and Upload Speeds: (Mbps)** This stands for megabits per second and indicates the maximum speed at which data can be downloaded or uploaded. Higher speeds mean less waiting.
- **Data Allowance: (GB)** This stands for gigabytes and indicates the total amount of data you can use per month. If you exceed your data limit, you may face additional charges or reduced speeds.
- **Price: (Monthly Fee)** This is the base cost of the plan, excluding any additional fees or taxes.
- **Contract Terms:** Understand the length of the contract and any early termination fees.
- **Read the Fine Print:** Pay attention to the terms and conditions of the plan, including any limitations or restrictions.

Your Broadband Facts	
BrightRidge Broadband	
2.5 Gig Fiber Internet	
Fixed Broadband Consumer Disclosure	
Monthly Price and Terms	\$99.99
This price is an introductory rate	No
Contract Required	No
Additional Charges & Terms	
Federal and State Taxes may apply	
Additional Services	
We offer the following services as options add-ons to our fixed broadband service:	
Managed WiFi Support+ \$9.99 per month.....	
Managed WiFi Support Range Extenders \$2.99 per month.....	
ProtectIQ (Enhances Network Security) \$6.99 per month.....	
Click Here	
Speeds Provided with Plan	
Typical Download Speed	2600 Mbps
Typical Upload Speed	2600 Mbps
Typical Latency	3 ms
Data Included in Monthly	Unlimited
Network Management Policy	Read Our Policy
Privacy and Data Protection	Read Our Policy
Customer Support	
Customer Service	(423)952-5000
Support Email	support@brightridge.com
Website Url Text	https://www.mybrightridge.com
Location	2600 Boones Creek Rd, Johnson City, TN 37615
Learn more about the terms used on this label by visiting the Federal Communications Commission's Consumer Resource Center.	
fcc.gov/consumer	
Unique Plan Identifier	
F0026913608BR2GBPS04102024	

What is Managed Wi-Fi?

Managed Wi-Fi is a service offered by BrightRidge that takes the hassle out of setting up and maintaining a home Wi-Fi network.

- **Professional Installation:** A technician will come to your home to install the Wi-Fi equipment and configure it optimally for your space.
- **Cost:** We charge \$9.99 per month for the base Managed-Wi-Fi router, and it comes with peace of mind when something goes wrong. Otherwise the high-end routers can cost several hundred dollars to purchase your own router.
- **Network Management:** We handle ongoing network management tasks, such as firmware updates, security patches, and troubleshooting.
- **Technical Support:** You have access to dedicated 24x7 technical support for any Wi-Fi issues you may encounter.
- **Convenience:** You don't have to worry about technical setup or ongoing maintenance.
- **Performance:** Our Managed Wi-Fi ensures that you can optimally utilize the high-speed Broadband products that we provide.
- **Security:** We implement security measures to keep your router updated against security threats. You can also add advanced Protect-IQ services to better monitor and protect your network.
- **Scalability:** Managed Wi-Fi can easily adapt to changing needs, such as adding more devices.

At BrightRidge Broadband, we offer the choice of using our Managed Wi-Fi service or purchasing your own Wi-Fi Router.