

## BrightRidge Celebrates 80th Year Anniversary

BrightRidge will celebrate 80 years as the region's largest public power provider early this summer.

By resolution of the City of Johnson City on June 18, 1945, City Officials authorized to execute and deliver to the Tennessee Valley Authority a "Sale Agreement" for the purchase by Johnson City of an electric distribution system serving portions of Washington, Sullivan, Greene, and Carter Counties, and the Johnson City Power Board was formed.

In March 2017, Johnson City leaders advocated for state legislation to adopt a new, more flexible business format, which resulted in a modern energy authority charter. Following this charter, the Johnson City Power Board became the Johnson City Energy Authority. Then on Tuesday, October 3, 2017, at a special-called Board Meeting, the Johnson City Power Board changed its name to BrightRidge and added broadband services in 2018.

BrightRidge remains a not-for-profit, local power company over 80 years later employing over 220 men and women who continue to deliver both electric and broadband services every day to meet our mission to *empower our customers' connection to the world by offering efficient, reliable energy and connective services, while promoting community growth and economic development.*

## Budget Billing Program

### Annual enrollment open April 1 – May 31

On a budget and looking for an easier way to manage monthly utility costs? Our budget billing program offers two options to minimize bill fluctuations and avoid the frustration of unexpected bill amounts.

- 1. Fixed Budget:** offers an end-of-year settle up bill in June or July. Depending on your energy usage, there will be a debit or credit to your "settlement" bill.
- 2. Rolling Budget:** does not offer an end-of-year settle up bill, but instead, it varies slightly from month-to-month depending on your energy usage.

These options are only available to residential customers. You must have a current zero balance, and a 12-month account history to start the application process. Budget billing monthly payments must be paid by the due date each month or program eligibility is at risk.

Applications are only accepted April 1 – May 31 each year so be sure to contact Customer Service to discuss your options today! To sign up call 423-952-5000, [visit our website](#), or come to our office at 2600 Boones Creek Road anytime Monday through Friday, 8am to 5pm.

[Sign Up Online](#) →



## Money-Saving Secrets in Your Home

When you save energy, you save money. If you're ready to boost your home's energy efficiency, BrightRidge and TVA are here to help. You can take a free, self-guided DIY Home Energy Assessment that will help you explore the ins and outs of your home's energy use at your own pace, at the time that's best for you.

The DIY Energy Assessment is customized to help you save at your home. It will deliver:

- Free, easy-to-read report with customized energy improvement recommendations for your home.
- Free energy-saving kit with LED light bulbs, insulated socket sealers, and more.
- Free \$10 home improvement store gift card mailed to your home.

Go to [EnergyRight.com](#) to start your free DIY Home Energy Assessment or click the button below to get started today!

[Get Started](#)

## Remember – Update Your Information!

Have you recently updated your phone number or email address? BrightRidge encourages customers to keep up-to-date contact information for your services. Updating your contact information makes it easier to report an outage and stay informed. With spring weather approaching, it's important for us to have correct information for emergency notifications. Call 423-952-5000 to update your phone number and email address with BrightRidge.



## CEO Letter

**"The secret of change is to focus all your energy not on fighting the old, but on building the new." – Socrates**

Thank you for being a part of our journey as we celebrate 80 years of service to our community. As a company we are proud of our past and excited about what the future holds. More importantly we are thankful to have you as our customer and want to thank you for your support in our endeavors to better serve you.

Over the last 80 years we have seen technology change our way of delivering energy to your home and we have tried to continue to advance our service and commitment to you. We have seen our community grow in size and needs and our desire is to always meet those needs. BrightRidge has also grown with new services and technologies for our customers. We have seen the installation of intelliruptors to increase the reliability of our system and advances in substation technology enhancing our ability to switch loads at key times. One additional development has been the building of the high-speed internet service that continues to grow and reach more of our customers. We thank you for your dedication to BrightRidge in signing up for those services.

As we celebrate 80 years our employees and I want to continue to commit to serving you our customer with the best service we can provide and dedicate ourselves to the future growth of this community.

**"Strength and growth come only through continuous effort and struggle." – Napoleon Hill**

## Heissee Johnson Hand Up Fund

With the recent hurricane, floods and extreme weather, 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. BrightRidge matches every dollar up to \$70,000 annually and it 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.
- [Sign Up On Our Website](#)
- You may make a one-time contribution by writing a check to "Hand Up Program" and send the payment with your electric 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, and Good Samaritan Ministries. All funds donated by BrightRidge and its customers are used for electric billing 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. Will you help in 2025? For more information on how you can contribute, visit [www.brightridge.com](#) or call Customer Service at 423-952-5000.

[Learn More](#)

## BrightRidge Broadband hits 20K Subscribers!



BrightRidge has extended our nation leading Fiber Broadband network to 6,342 additional homes in non-grant areas in western Johnson City, along Cherokee Rd, Jonesborough, and sixty underground subdivisions since July 1, 2025.

We completed the fiber build to 351 homes in the TN-ECD middle-mile grant area near Fall Branch ahead of our projected schedule. The broadband grant build in South Branch is near completion for 600 locations, with customer installs beginning in May. This portion of the project will be completed three months earlier than originally projected.

BrightRidge is also actively applying for federal BEAD (Broadband Equity Access and Deployment Program) for matching funds to continue the expansion of our Fiber Broadband network to an additional 1,400 homes in the rural unserved areas of our community.



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**BrightRidge**  
2600 Boones Creek Road  
Johnson City, TN 37615