



For immediate release
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JCPB completing Energy Authority transition; initiates rebranding effort

JOHNSON CITY – As the Johnson City Power Board completes its transition to an Energy Authority business model, JCPB’s Board of Directors have initiated a process to rebrand the electric utility.

In the interim, the Authority will continue to be known as the Johnson City Power Board until the rebranding process is complete.

As JCPB evolves, customers can expect a transparent transition, with the same high standards for customer care and reliable service JCPB has provided for more than 70 years. The company remains a public, non-profit entity.

An Authority business model was developed and adopted to provide more operational freedom amid an evolving energy marketplace. This flexibility includes the ability to engage in public/private ventures as new technologies emerge, including renewable energy, distributed generation, and battery storage.

While these technologies represent innovation to the consumer, they also represent disruption to the traditional retail electricity market. With the autonomy to consider new ventures, the utility will look for opportunities to generate new revenue outside of electric rates alone, holding down costs for consumers over the long term.

With a 99.9% reliability rate, JCPB delivers service to 78,000 customers in Washington, Sullivan, Greene, and Carter counties.

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Media contact: Tim Whaley, Public & Government Affairs Director
(423) 952-5081 or by email at: twhaley@jcpb.com