



UBBA
Utility Broadband Alliance



**UTILITY
MEMBERSHIP
OPPORTUNITIES**

powering utility connectivity

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Join Us

UBBA MISSION: To empower utilities and eco-system partners in the development of utility broadband networks as a key enabler of the utility of the future. Through education, collaboration, and advocacy, UBBA seeks to accelerate the development of innovative solutions to meet the communications needs of utilities and Critical Infrastructure Industries.

UBBA MEMBERS: UBBA welcomes utilities, technology and communications leaders who wish to increase the security, reliability and resilience of utility service delivery through broadband networks.



Electric, gas & water utilities



Technology providers



Systems integrators



Policymakers
Regulators



Federal & state agencies



Thought leaders



Academia



Industry Associations

UBBA OBJECTIVES: UBBA will focus its efforts on formulating key points of view concerning business drivers, standard infrastructure and devices for broadband networks. To this end, UBBA Working Groups strive to produce papers, tools and events to educate stakeholders. Additionally, new UBBA Forums will support private LTE efforts through advocacy, regulatory outreach and executive interaction. The three key objectives are:

- ✓ **Share Insights:** UBBA educates members, utility executives and key stakeholders like regulators, by sharing knowledge, trial results, lessons learned, use cases, benchmarking, business cases, and economic justification.
- ✓ **Collaborate:** UBBA creates testbeds and working groups for collaboration across the ecosystem of utilities, vendors, regulators, and federal agencies to showcase the value of private LTE as a key enabler for grid transformation.
- ✓ **Speak Collectively:** UBBA members advocate and influence business decision-makers and policymakers on the strategic relevance of private LTE, and participate in advocacy efforts in regard to infrastructure funding legislation.



Benefits of Membership

UBBA Utility Members are the drivers and benefactors of the UBBA goal to speak in a singular voice to educate and empower utility executives, lobbyists and regulators to achieve our desired positions around the allocations and uses of spectrum. Utility members will lead UBBA through their voting rights and will have Board of Directors eligibility. Utility members are encouraged to participate in UBBA advocacy and to select multiple individuals from across their utility departments to participate in the UBBA Working Groups. Utility members will help design new testbeds, participate in research and help write papers, additionally, they may be asked to chair the Working Groups and if available. Utilities will be regularly asked to speak at events, webinars and interviews with the media as comfortable. Utility Members may also be elected to the Executive Advisory Council if not serving on the Board of Directors.

| Benefits At a Glance | Tier 2 | Tier 1 |
|---|--------|--------|
| Corporate logo on UBBA website and marketing materials | ✓ | ✓ |
| Eligible for participation in all Working Groups | ✓ | ✓ |
| Complimentary registration to annual UBBA events | 3 | 5 |
| Opportunities to serve as Chair or Vice Chair of Working Groups | ✓ | ✓ |
| Featured Speaker on an UBBA Webinar | ✓ | ✓ |
| Featured Speaker at an UBBA event | ✓ | ✓ |
| Seat on the Board of Directors | | ✓ |
| Leadership Role on the Executive Forum | | ✓ |
| Guide Advocacy and Policy Decisions of UBBA | | ✓ |

UBBA Positions of Influence

Board of Directors:

The UBBA Board of Directors will be made of thirteen (13) members and will be the decision-making body of the Alliance. The thirteen (13) members will be seven (7) tier one utility members, as well as the three (3) Diamond members, and three (3) additional top-level members as determined by the Board. The BoD will serve a two-year term and will vote internally on the Chairman, Vice-Chairman, Secretary & Treasurer. Membership will require annual dues at an appropriate level to be maintained.

Executive Advisory Council:

The establishment of an Executive Advisory Council (EAC) will provide advice, technical insight and strategic recommendations to utilities from the industry leaders in private broadband technology, spectrum and device interoperability. The EAC is made up of Diamond members, Platinum members, Gold members by election and two (2) utilities by appointment. EAC membership is reconsidered each year as long as the membership level is maintained.

The Forums:

The Executive Forum will allow top-level discussion, reflection and collaboration to identify the catalysts impacting utility infrastructure. It may include executives from utilities and vendor members and will extend invitations to federal agency leaders to address the Forum on key topics.

The Utilities Forum will be kept separate from other groups to give the utility members a private, safe, secure place to share confidential and proprietary information. It will allow utility staff from all levels to talk freely and then provide a liaison back to the UBBA Working Groups.

The Working Groups:

UBBA Working Groups meet on an alternating, bi-weekly basis and collaborate on specific deliverables and educational channels.

BUSINESS DRIVERS & CHALLENGES

Focused on the business case for private broadband networks and specific cases to further utility broadband capabilities on private broadband solutions. Deliverables include CapEx/OpEx framework, RFP Template, workforce skills planning, etc.

POLICY, ADVOCACY & REGULATORY AFFAIRS

Focused on advocating before congress in regard to any infrastructure funding legislation; educating federal, state and local regulators on the benefits of private broadband; plus becoming a trusted advisor as relates to regulatory and policy changes regarding grid communications.

RURAL BROADBAND

Focused on the opportunities and challenges utilities face when closing the digital divide and supporting rural customers. The scope includes fiber as well as wireless solutions and comparisons at the state level. This group will work closely with the Policy & Advocacy WG.

TECHNOLOGY & CYBERSECURITY

Focused on educating the industry on LTE broadband technology, private network architectures, and cyber-security. Deliverables include network architecture diagrams, public vs. private network security, embedded and COTS device security and interoperability as well as distinctions for spectrum alternatives.

USE CASES & TESTBEDS

Focused on use cases driving technical and operational requirements for private broadband networks. Will create testbeds, allowing members to validate equipment against other products in the marketplace and witness operational use cases. Testbeds will seek to reduce time to deployment and foster an environment for smart grid innovation.

What Our Members Say

UBBA offers a "myriad of opportunities to engage in working groups and our contributions to those groups will make sustainable differences to our industry."



*Griselda Aldrete,
Alliant Energy*



*Ron Brady,
Excel Energy*

UBBA "allows us to "partner and better serve the community by working with some of the smartest in the industry."



*Michael Rosenthal,
Southern Linc*

"Membership in the Utility Broadband Alliance offers utilities of all sizes a specialized viewpoint on broadband infrastructure challenges and opportunities and gives them a place to ask strategic questions no matter where they are in their telecommunications journey."



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