

## August 14 | IOOS AC PWG - Private Sector

- IOOS and privatization
  - Provide pros/cons of different levels of privatization and make recommendations on right mix
  - If a company's primary goal is to make money, then there is no incentive to work in the ocean observing sector
- Data buys - look at risk (working with only 1 vendor and something happens to that vendor; level of risk isn't as high when working through federal government or university system)
  - Contractual mechanisms haven't caught up to account for providing assets on standby for when event occurs
  - Also balance between military and civilian
- Citizen science- misnomer that it's free and easy, but it does take money and effort to support infrastructure, training, etc.
  - Issues with data quality (and perceptions of quality- assume citizen science= bad quality) and certification of data
  - Starts with building relationships, but takes time and these are sometimes only 2 year grants for example
  - Ramp up of citizen science collection in NE (ex. eMOLT)
  - Could be blended with AI to increase impact
- Focus these recommendations more on data procurement, rather than analysis (given the other PWG on AI)
- Government sector very slow with R2O and place for help from private sector
  - Briefing on how private sector moves new technology successfully into operations and compare to government process
  - If building private sector into gov operations, does the burden of funding shift to private sector?
  - Need for co-funded, co-managed testbed for development of new technologies by private sector for use by public sector
  - Government should not be only customer for private sector
- New sensor development by private sector - should fit under one of three existing topics but unsure where
- Informational Briefings (these do not have to be NOAA employees only, PWG can bring in someone from outside NOAA)
  - Data Buys
    - Re-engage with Tony LaVoi ([NOAA Commercial Data Buy Guidance](#))
      - Clear definition on what data buy is (Saildrone is a platform for service, not a data buy. Whoever pays for mission owns the data.)
    - Accelerators and OTT - OTT has been going on for about 15 years, about \$2M/year; takes mature research product and bring to higher readiness

level for a Regional Association or NOAA; not as industry focused as SBIR

- Curtis Marshall - NWS data buys
- National mesonet
- Fugro, WHOI, or energy companies (Ruth Perry)
- SeaKeepers, Ship of Opportunity Program
- Rhys Parfitt - FL State faculty teaching course on Environmental Entrepreneurship with faculty from business school
- Citizen Science
  - Audubon
  - Chesapeake Water Watch
  - eMOLT (George Maynard)
  - Citizen Weather Observer Program
  - CoCoRaHS
  - Adopt a Drifter (partnership with public schools)
  - visitbeaches.org (formerly run by Barb)
- R2O
  - ORRAA (Karen Sack)
  - Schmidt Marine Technology Partners (Erika Montague/Mark Schrope)
  - Justin Manley
- Next Steps
  - Members agreed to 3 main topics for which to proceed with first
    - Data buys - 5 votes
    - Citizen science - 1 vote
    - R2O - 1 vote
  - Aim to get informational briefings complete by end of October
  - One 2 hr meeting in each Sept and Oct, for total of 4-6, 30-45 minute briefings
    - Reserve time at end of meetings for group to debrief
  - Maybe ask for written materials instead of a presentation, if needed due to time
  - Provide questions to speakers in advance and/or what 3-5 things the PWG is looking for from that speaker