Innovating with Public Data

Making the Case for Public Data
In a “Big Data” World

F. Scott Orr, P.E.
Georgia Power Company
Obstacles

• Cost/funding
• Privacy concerns
• Data security
• Guilt by association
• Your value is relatively unknown
Advantages

- Efficiency
- Reliable
- Trusted
- Common platform for business
How Do We Spread the Word?
How Do We Spread the Word?

1. Know your audience
Know your audience

• Elected officials – the Great Partisan Divide
• Business Community
• General Public
2. Know the issues

• Budget
• Privacy
• Protect personal information
• Value of Public Data
3. Develop and Deliver the Message

• Acknowledge Concerns
• Address Concerns
• Communicate Value
• Provide Examples
• Keep it Simple
4. Listen

• Be open to feedback
• Be open to changes
5. Reach out BEFORE there is a Crisis

• Educate BEFORE You ADVOCATE
• Develop Strategic Partners to Deliver the Message
Value

• Trusted Source/Accurate
• Available to All
• Widely Used by Business
• Efficient
Concerns

• Privacy
• Protection of Data/Cyber
• Public vs Private
Messaging

• Conservatives
  • Efficient
  • Success Stories for Business
  • Best Value
  • Privacy Issues
• Progressive
  • Privacy Issues
  • Success Stories for People
• Always tell the truth
Caterpillar Athens – 1,400+ jobs
Baxter Covington – 1,200 Jobs
Georgia Power
GA Resource Center
Questions?

Scott Orr
fsorr@southernco.com