



From Vision to Execution: Implementing National Space Policy

October 29, 2010

Charles Baker
Acting Director
Office of Space Commercialization, NOAA
U.S. Department of Commerce



2010 National Space Policy

Principles section:

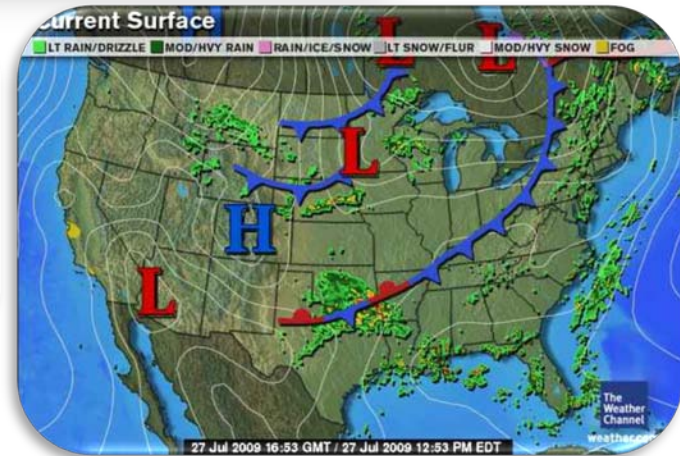
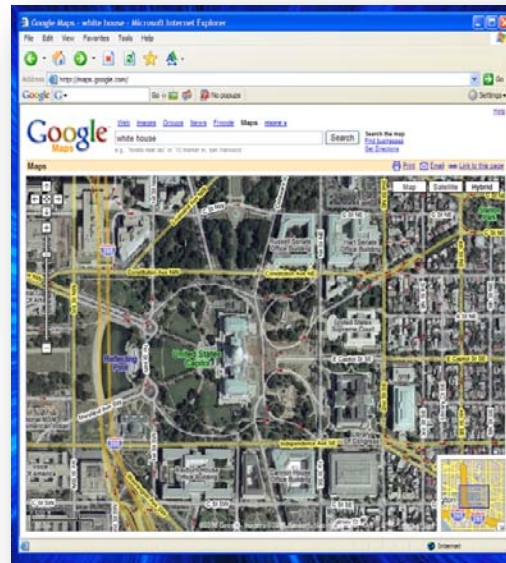
- The United States is committed to encouraging and facilitating the growth of a U.S. commercial space sector that supports U.S. needs, is globally competitive, and advances U.S. leadership in the generation of new markets and innovation-driven entrepreneurship.

Policy goals:

- Energize competitive domestic industries to participate in global markets and advance the development of: satellite manufacturing; satellite-based services; space launch; terrestrial applications; and increased entrepreneurship.



What is Space Commerce?





Definition of “Commercial” in the 2010 Space Policy

- Space goods, services, or activities provided by private sector enterprises
- that bear a reasonable portion of the investment risk and responsibility for the activity,
- operate in accordance with typical market-based incentives for controlling cost and optimizing return on investment,
- and have the legal capacity to offer these goods or services to existing or potential nongovernmental customers.



Commercial Space Guidelines

- Purchase and use commercial space capabilities and services to the maximum practical extent when such capabilities and services are available in the marketplace and meet United States Government requirements;
- Modify commercial space capabilities and services to meet government requirements when existing commercial capabilities and services do not fully meet these requirements and the potential modification represents a more cost-effective and timely acquisition approach for the government;
- Develop governmental space systems only when it is in the national interest and there is no suitable, cost-effective U.S. commercial or, as appropriate, foreign commercial service or system that is or will be available;



Commercial Space Guidelines

- Encourages the use of:
 - Innovative, non-traditional arrangements such as public-private partnerships, commercially hosted USG capabilities, and commercial data providers.
 - Incentives such as prizes and competitions to cultivate innovation and entrepreneurship.
- Encourages pursuing opportunities to transfer routine operational space functions to the commercial space sector.
- Encourages the use of commercial space services and capabilities within international cooperative arrangements.



Current Examples

The U.S. Government purchases:

- Commercial satellite communications
- Commercial electro-optical and radar satellite imagery
- Commercial space transportation for satellites/cargo
 - planning to add crew transportation

Emerging area:

- Commercial space services to collect environmental data through hosted payloads and data buys.



Hosted Payloads and Data Buys

Advantages include:

- **Save money:** development and operational expenses shift to the private sector which utilize fixed price contracts, economies of scale, and open market competition.
- **Plan in shorter cycles:** 2-3 years for commercial operations versus 7-15 years for some government programs.
- **Leverage existing/planned satellite bus, launch vehicle, and satellite operations.**



Potential Commercial Solutions to NOAA Requirements

- Total Solar Irradiance
- GPS Radio Occultation
- Coronal Mass Ejection
- Ocean Color
- Advanced Atmospheric Soundings (geostationary)

Key Issue: NOAA prefers to have unrestricted data redistribution rights



Office of Space Commercialization

Established in 1988

- Commercial Advocate within the Executive Branch

Space Commerce Portfolios:

- Entrepreneurial Space
- Commercial Remote Sensing
- Positioning, Navigation and Timing (PNT)
 - Host the PNT National Coordination Office
- Space Transportation (FAA Lead)
- Satellite Telecommunications (FCC Lead)
- Space Industrial Base (BIS Lead)
- Export Control Regime (BIS Lead)



Contact Information

Phone:
(202) 482-6125

Website:
space.commerce.gov

Email:
space.commerce@noaa.gov

SPACE COMMERCE

U.S. Business Using the Unique Medium of Space to Benefit Our Economy



HOME

OFFICE OF SPACE
COMMERCIALIZATION

POLICY ISSUES

SPEECHES, REPORTS,
WORKSHOPS

[- FIND IT FAST! -](#)



SATELLITE
NAVIGATION



COMMERCIAL
REMOTE SENSING



SPACE
TRANSPORTATION



ENTREPRENEURIAL
NEW SPACE



GOVERNMENT AS
CUSTOMER



GENERAL
POLICY ISSUES

Latest News

Secretary Locke Statement on New National Space Policy

Posted 6/28/2010

New Presidential Space Policy

Posted 6/28/2010

Public Inputs Sought on Space Coast Workforce

Posted 6/25/2010

Task Force Budget Request Increased to \$100 Million

Posted 6/25/2010

Remarks of Secretary Locke on Space Coast Economy

Posted 6/7/2010

[View all news items...](#)



This website is intended to educate the public about the Department of Commerce's role in promoting U.S. leadership in space commerce through the Office of Space Commercialization and other Commerce organizations.