

in general: make it public, show to stakeholders

- the worst thing you can do is to keep it in a drawer
- when you share it (locally/globally)
- you get ideas and directions
- become part of decision making
- find mistakes and misconceptions
 - eg i came to nj from tx and knew nothing about nj
 - and i'm presenting to like 100 new jerseyans, and p27:
- <https://rand.camden.rutgers.edu/2018/01/09/changes-across-the-region-people-economy-and-w>
 - saying that Cape May county is alcoholics
 - and someone gets up and says no, its few older folks there
 - and youngsters from elsewhere coming and drinking
 - so liquor store per capita is high but not because locals drink