

PERFORMANCE MEASUREMENT - OpenStreetMap

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	EXPECTED OUTPUT / OUTCOME 2016
ORGANIZATION	Recognition as an official OSMF local branch	Draft documents in order to be recognized as an official local OSM Foundation authority	1. Document drafting 2. Official recognition by the OSM Foundation	1. By the month of May 2015 2. By the month of September 2015	
STRATEGIC RELATIONS / MAP DATA SHARING	Encourage the sharing of regional map data on OSM	a) analysis of existing relation: identify regions with which we have agreements; regions that have already shown interest towards or already use OSM	Drafting a report	By May 2015	
		b) one-to-one meetings with Regions in order to activate new conventions	Number of new agreements with Regions	2 new Regions by the end of 2015	2 new Regions by 2016
		c) encourage Regions to promote the possibility for your local authority to do specific data extractions from OSM	Number of local authorities who apply for data extractions from OSM	1 local authority by the end of 2015	2 local authorities by 2016
MARKETING - STRATEGIC EVENTS	OSM promotion to specific targets: PA / Civil Defence; Universities / Professionals (Architects, Engineers, etc.)	OSM day with PA/architects associations representatives in the frame of the Italian Conference of OSM (organized by the community each year)	1. Number conference participants at OSM day (September 2015)	1. At least 30	1. At least 50
	Organization of an international event in Italy aiming to create cooperation opportunities, strengthen the community, promote OSM as a WMI project	"State of the map" in Trentino	1. Organization of an event in Trentino 2. Number of participants 3. Collaborations with participants		1. Event in the second half of 2016 2. At least 50 3. At least 5
NEW PROJECT AREAS DEVELOPMENT	Advise local authorities and other players possibly interested in OSM extractions or improvements of existing ones (data acquisition, conversion, development)	Regions / local authorities	Number of consulting contracts requested as a result of promotion events	At least one Region asking for a consulting contract within 1 month from the OSM day	At least two Regions asking for a consulting contract within 1 month from State of the Map in Trentino
		Civil protection (prevention of flooding)	Number of consulting contracts requested as a result of promotion events	At least one Civil Protection bodies asking for a consulting contract within 1 month from the OSM day	At least two Civil Protection bodies asking for a consulting contract within 1 month from State of the Map in Trentino
		Companies that use geographical data for special maps: e.g. transport companies; logistics companies; APT tourism boards; events organization	Number of consulting contracts requested as a result of promotion events	At least one company asking for a consulting contract within 1 month from the OSM day	At least two private companies asking for a consulting contract within 1 month from State of the Map in Trentino

		Universities: research projects (e.g. for the visually impaired, for the disabled, etc.).	Number of consulting contracts requested as a result of promotion events	At least one University asking for a consulting contract within 1 month from the OSM day	At least two Universities asking for a consulting contract within 1 month from State of the Map in Trentino
	Training on OSM	Pilot project (training course) for the Pavia Architects Association	1. Development of a pilot training course 2. Number Architects Associations requiring training courses as a result of promotion activities	1. At least 1 by the end of 2015	1. At least 3 by 2016 2. At least 2 by 2016
PROMOTION	Promoting OSM as an open project, integrated with other WMI projects	"Mapping parties" in places other than Milan	1. Number of events organized 2. Number of new participants 3. Number of new participants who remain active users	1. 2 events 2. 5 new participants per event 3. 1 per event remains an active user within 1 month after the event itself	1. 4 events 2. 7 new participants per event 3. 1 user for every event remains an active user within 1 month after the event itself
		Massive promotion on social networks	Number of new followers	At least 50 new followers by the end of 2015	At least another 50 new followers by the end of 2016
	Raising awareness among users/operators about the fact that OSM data can be used for diverse purposes, thanks to specific tools	Perugia journalism festival in April 2015	1. Number of WMI participants 2. Number of articles after the event	1. At least 3 2. At least 3 articles published within 1 month from our participation to the event	
		Advertising/articles on specialized press	1. Development of an editorial plan 2. Forecast of advertising on press 3. Request for spontaneous interviews from the specialized press	1. Drafting the editorial plan by April 2015 2. 2 ads published 3. At least two interview requests from specialized press	1. Drafting the editorial plan by January 2016 2. 2 ads published 3. At least three interview requests from specialized press