



PO Box 401044
San Francisco, CA 94140-1044
Email: contact@localwiki.org
Phone: +1 (650) 741-4692

Projects to Support LocalWiki Growth

Technical Components

We will enable anyone, anywhere to discover and contribute knowledge about their community without technical or logistical barriers. We will build technical mechanisms to exponentially increase the amount of local knowledge that is open, freely available and shared. In support of this, we're pursuing the following projects.

Open, universal platform for local knowledge

We are building the open, universally-accessible platform for local knowledge. Our new LocalWiki platform will provide a simple and engaging way for neighbors to learn, share and collaborate with their community without technical or logistical challenges; act as a repository for both structured and unstructured local information; and will supply a global, universal platform for developers and civic hackers to build upon.

The new LocalWiki platform will provide an open, participatory platform for local, geographic knowledge upon which countless civic and locally-relevant applications will be built, and provide a more citizen-driven complement to local open data efforts. In the same way that OpenStreetMap and Wikipedia have transformed the way we think about maps and encyclopedias, we aim to change the way we relate to and engage with local knowledge.

Estimated budget: \$500,000

Funding status: Prototype funding from the Knight Foundation (\$200,000). Additional funding is needed to hire developers, engage in civic tech outreach and contract design and technical operations work.

Proposal drafts:

- Successful Knight proposal – see http://localwiki.org/static_old/omidyar/full_proposal_localwiki_net.pdf
- Shuttleworth Foundation Fellowship application – see http://localwiki.org/static_old/omidyar/fellowship_neustrom_2013_4_22.pdf made final round & will re-apply.

Mobile initiatives

Mobile integration is a key part of our global scaling effort. Given our current funding levels, we're approaching this problem by first building the new LocalWiki platform and then working on mobile

development with our volunteer open source developer community. A number of rough, experimental mobile applications have been developed by our volunteer community thus far.

Additional funding will allow us to make mobile a first-class citizen of our development and expansion process. Making it easy for people to use and contribute to LocalWiki no matter where they are and what device they use will allow us to ensure that people with limited access to personal computers – including people in lower income brackets and many people in developing countries – can fully participate in collaborative knowledge-building in their community.

Estimated budget: \$175,000

Funding status: Funding not yet secured.

Proposal drafts: First-round Knight proposal can be found at <http://newschallenge.tumblr.com/post/31273837498/localwiki-mobile>.

Community Components

Our project connects the efforts of people working in open data, open GIS, civic tech, open knowledge, open government, public libraries, museums, and historical societies. Our aim is to build an inclusive and collaborative global contributor community that's welcoming to newcomers. We are specifically interested in creating a community of stakeholders that is able to maintain and replenish itself with minimal financial support and coordination by LocalWiki staff. In support of this, we're pursuing the following projects.

Community and civic engagement program

Our current community engagement efforts have been fairly limited due to limited organizational resources. A community engagement program would include marketing and outreach, support for volunteer groups in specific communities, the creation of a peer to peer learning and support network to allow LocalWikians to support each other and share best practices, and other activities in support of the larger goal of fostering an inclusive community.

Estimated budget: \$400,000

Funding status: Funding not yet secured.

Proposal drafts:

- Knight Engaged Communities rough proposal (Jan. 2012) – see http://localwiki.org/static_old/omidyar/engaged_communities_program.pdf

Partnership Program

LocalWiki leverages and increases the impact of existing open data and open knowledge efforts. Since our work lies at the intersection of a number of different areas, collaboration with others working on similar challenges will be key to our success. We're already collaborating with organizations like Code for America and are engaging in informal collaborations with Wikimedia Foundation, Digital Public Library of

America, OpenStreetMap, and Open Knowledge Foundation.

Potential elements of a partnership program could include “LocalWikians-in-residence” at museums, libraries and/or historical societies; development to improve reuse of open data; and coordinated campaigns and outreach efforts (such as Wikipedia/LocalWiki editathons and OpenStreetMap/LocalWiki parties).

Estimated budget: \$200,000

Funding status: Funding not yet secured.

Proposal drafts:

- Local Knowledge Fellowships (2014), a public library residency program that reimagines the library as a nexus point for the creation and exchange of open knowledge about the local community itself. <https://www.newschallenge.org/challenge/libraries/feedback/local-knowledge-fellowships-a-residency-program-that-puts-the-library-at-the-heart-of-open-local-community-knowledge>
- A sample of a specific possible partnership with Creative Commons (2010): http://wiki.creativecommons.org/Grants/Local_Wiki_Creative_Commons_Education

Staffing & Budget Targets

Current

Executive Director / Software Engineer
Managing Director / Outreach Coordinator
Contract design
Contract development, system administration

Needed expansion

2-3 developers
1 contracted mobile developer
1 community manager
1 partnership/collaboration manager
Contract design/UI/UX work

24-month Budget Target

Platform: \$500,000
Mobile: \$175,000
Community & civic engagement: \$400,000
Partnership program: \$200,000

Estimated overall target: \$1,275,000 over 24 months.

Metrics for Success

- Monthly unique visitors globally. **Target:** 4mn monthly unique.
- Contributors per LocalWiki region. **Target:** 1% of visitors contribute to the project.
- Number of robust LocalWiki regions. Robustness can be measured as a combination of rich content, active growth, in-person meetups, and coverage within the region. **Target:** 30.
- Rate and amount of LocalWiki region spread (e.g. US midwest, bay area, Japan)
- Content growth over time (pages, photos, maps). **Target:** 700,000 pages.
- Ecosystem of development around the global LocalWiki platform (# of apps, contributors to core codebase, # of LocalWiki hackathons).
- Infrastructure that allows the global LocalWiki volunteer community to support and grow the community. **Target:** 20 local chapters; active peer support network.
- Deeper civic engagement metrics (e.g. # of people who've learned about an important issue in their community they otherwise wouldn't have) – an increase in civic engagement in a given community.

Financial Sustainability

Our Plan

Our goal is to attain the majority (70%) of our revenue via community donations (small individual donors), with the remainder coming from grants and potentially fee-for-service work.

Our near-term goal is to attain enough funding and runway, via grant and large gift subsidy, to be well-positioned to transition to this majority community donation model.

Why we believe it will work

In 2010 we were able to raise \$30,000 from a modest fundraiser in the city of Davis with almost no effort or investment. Davis is the oldest and largest LocalWiki and receives ~60,000 uniques/month within the city (roughly the entire population) and ~100,000 uniques/month overall, giving a fundraising conversion rate of ~\$.50/monthly unique within the city.

Comparatively, Wikipedia receives 500,000,000 monthly uniques and the Wikimedia Foundation raises ~\$40,000,000 per year, for a fundraising conversion rate of ~\$0.11/monthly unique visitor.¹

We don't expect that we will be able to replicate the \$0.50/visitor conversion rate across all of LocalWiki within 24 months, but based on the Wikimedia Foundation example, if we target \$0.11/monthly unique visitor, we would need 10x our current traffic level² to support our budget goals at the 70% community donation level.

¹ Estimates from <http://suegardner.org/2013/10/20/whats-really-wrong-with-nonprofits-and-how-we-can-fix-it/>

² We currently see around 400,000 unique visitors spread across the (currently distributed) network of LocalWiki projects.