We (the community) have had several conversations about KPIs for Regional Communities. Given the concern, this document seeks to explain to the entire community the KPIs that add value to the ecosystem. The numbering does not necessarily mean priority or relevance but just an order of arrangement.

Given that different regions or communities have their strengths and weaknesses regarding what kind of community members they can have, the RC-DAO isn't putting any community under pressure to go above their way and get frustrated while they build.

We seek a resolve where all we set to do MUST bring on-chain activities.

What are on-chain activities?
Simply put, on-chain activities are engagements by individuals within the ecosystem that add value to on-chain growth. Be it transactions, number of wallets, or developer activities.

The following activities are the KPIs for Regional Communities.

1. Transactions increase via interactions with products on NEAR. For clarity and simplicity, the RC-DAO shall focus on activities generated through the community's wallet(s). Examples are engagements through keypom, near.social, NEARDROP, AstroDAO, or bOS etc. This makes it easier for the district to be sure of activities that are specific to each community.
2. Developer activities on bOS: This involves all onboarded developers either web3 or web2 that play over widgets on bOS. RC leaders should be sure to have a record of developers onboarded on-chain. This makes it easy for checks too.
3. Community rewards to members who are active on near.social. This means activities wherever held, should transit to the use of near.social to announce winners. ONLY community members using near.social should be rewarded. **Also near.social can be used for activities such as quizzes, meme contests, etc**
4. Interaction with Github or other developer tools associated with the NEAR ecosystem.
5. Testing of products before launch on the ecosystem
6. Increase in community size organically. We ought to remember that a community of 100 that brings great on-chain traction is far better than a community of 1000 without on-chain activities.
7. Business Partnerships: Regional Communities can/should work on building partnerships with local businesses and organizations to promote the use of the NEAR Protocol. This can help increase the number of transactions on the network as more businesses start accepting NEAR tokens as payment.
8. Developer Outreach: Regional Communities can/should hold events that will attract developer onboarding into the ecosystem. This will lead to building local products that will attract more users from local regions into the ecosystem.
9. Hosting workshops to educate the community on how to use various products built on NEAR