MAP RAIDS PT. #1

A global or local Champ can initiate a Map Raid in a certain area of their country. If another member of the community wishes to get a Map Raid started, they need to let one of their community's Champs know about it. The Champ helps find a few mappers to participate, decide on a period of time for the raid, and inform their Community Manager about it by filling out the Map Raid Request Form. The mapmaking community considers these the benefits of executing a Map Raid:

- Improve the map quickly and significantly
- Increase in connectivity score
- Respond and solve User Reports (URs)
- Fix auto-generated Map Problems (MPs)
- Faster updates of pending "Places"
- Establish a mentoring culture within the community
- Opportunity to learn from new areas and experienced editors
- Strengthen relationships inside the community

- Getting more people together and making the community stronger
- Recognition from the mapmaking community via HOF (Hall Of Fame)

Map Raid is a time-limited event during which map editors join together to resolve a map's problems, fix connectivity issues, add missing roads, and add/edit speed limit data in a predetermined area of the map. Map Raids provide improvements to the editor itself—resulting in better search, routing, and navigation. Other benefits include increased communication between a community and its manager at the headquarters office of the mapping software and a focused mentoring platform. Together, the Raiders quickly (and vastly) improve the overall condition of their area's map. One of the most valuable aspects of a Map Raid is its ability to strengthen the map-editing community through a shared goal. At the end of a Map Raid, the leading participants are presented in a Map Raid Hall of Fame.

For example, here are the instructions from the South Africa Raid of 2016: South Africa has nine provinces—each of these provinces will be a Raid area. As some provinces are less developed than others you will have more or less access to some of the others. Please keep to your province until you are satisfied there is nothing more to do there. Lesotho and Swaziland are not part of South Africa. Please do not edit there.

1. Western Cape
2. Eastern Cape
3. Northern Cape
4. Free State
5. Kwa-Zulu Natal
6. North West
7. Gauteng
8. Mpumalanga
9. Limpopo

South Africa has 11 official languages. Within the mapmaking community, they use English. However, often users may get a response to a UR in another language. If this happens users
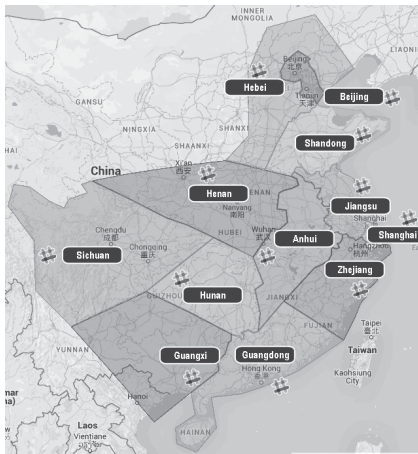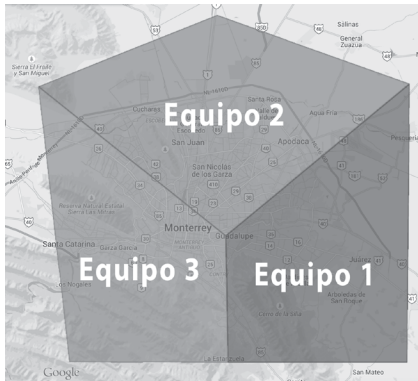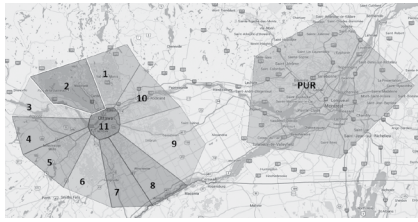
Figure 6:   Ottawa, Ontario, Canada
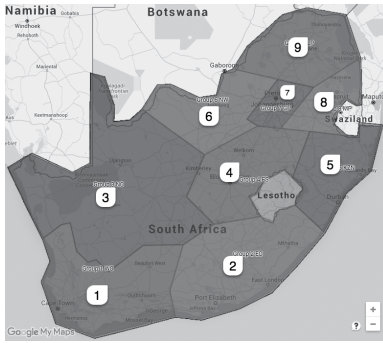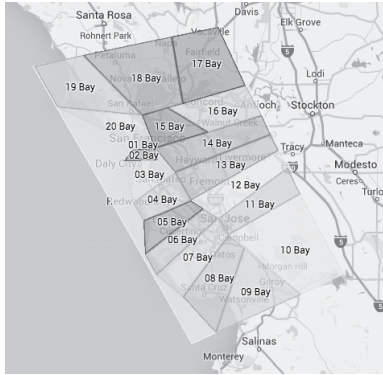Figure 7:   Monterrey, Mexico
Figure 8:   China

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Figure 9: San Jose, California, USA
Figure 10: South Africa
Figure 11: Boston, Massachusetts, USA

Figures 12-15: Various Map Raid memes

try to steer the conversation to English. If that fails, they ask a more advanced Raider to step in.

In South Africa, the Map Raid's primary focus was verifying and updating Speed Limits (SL). However, if a user found other issues while working on SLs that needed attention, they also adjusted the map.

In an effort to standardize road names in South Africa, the goal was to change hyphens, commas, and other nomenclature to parentheses. Gas stations were only added to a map by an L4 user or higher. Even though many highway exits are missing their exit numbers, users are directed to add them. Users are not allowed to edit coastlines. Even though traffic lights in South Africa are called "robots," users referred to them in the Map Raid in standard nomenclature.

Every Raid has its own personality, but there are traditions that run throughout the Raid which invite a sense of community and humor. An example of these are the memes associated with any particular Raid. These files serve both as advertisement for
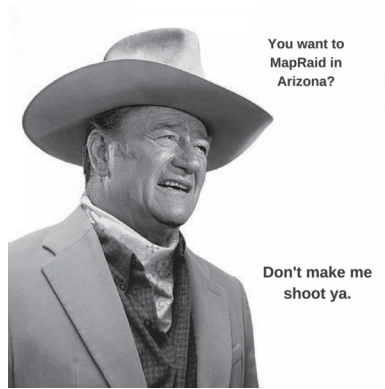
Figure 16:   Meme associated with the Map Raid of Arizona in 2015

a forthcoming Raid as well as being a light-hearted joke for community members to share. Any given Raid can have up to a dozen individual memes. These are generally shared in the comment forums of the mapmaking community.

The mapmaking community also initiates pre-Raid events to the larger community of an area whose Raid is forthcoming. This is called a Map & Seek. This is an opportunity for users to mark UR's and MP's and add places for approval.

Map Raids have a primary focus to improve overall map quality and routing. However, the activity can be applied to organize efforts around different areas, including:

- Mentoring of new editors
- Addition of places to specific areas
  (e.g. Place Raid)
- Map Cleanse
- Refresh outdated maps
- Fix house numbers

At the end of every Raid, a Hall of Fame is created by the mapmaking headquarters office. This HOF displays the stats about the that raid, and the connectivity scores between users then increase.
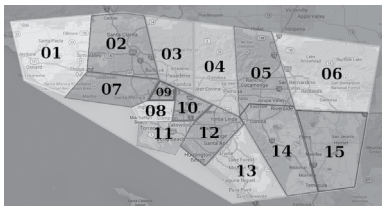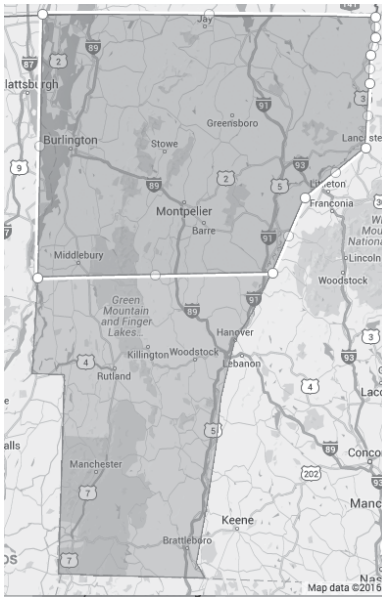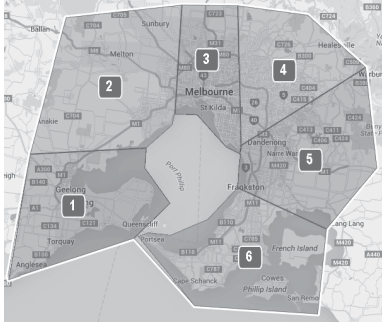
Figure 17:   Melbourne, Australia
Figure 18:   Vermont, USA
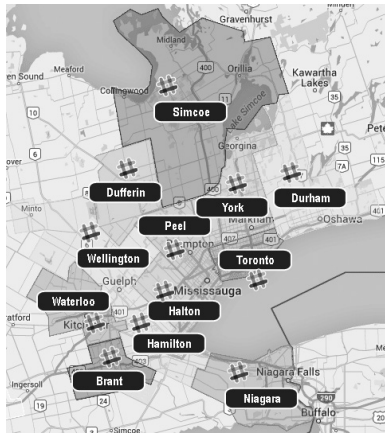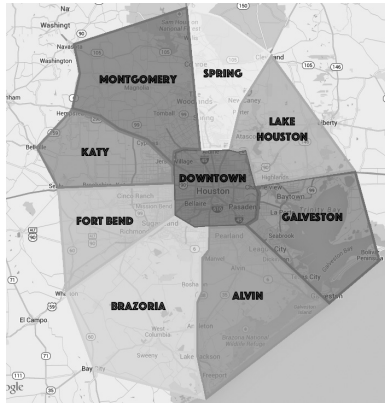*Figure 19:   Los Angeles, California, USA*
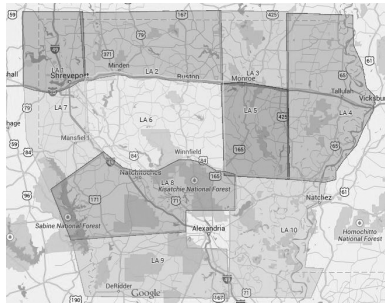
Figure 20:   Louisiana, USA
Figure 21:   Houston, Texas, USA
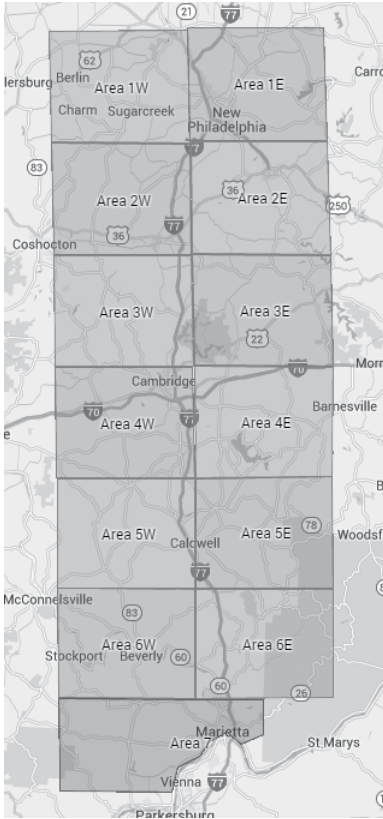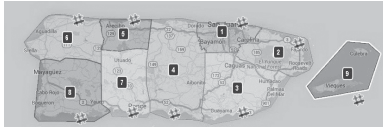*Figure 22:   Toronto, Ontario, Canada*

Figure 23:   *Puerto Rico*
Figure 24:   *Philadelphia, Pennsylvania, USA*
Figure 25:   *Pennsylvania, USA*