

As we are about to ponder around way to improve engagement in our governance, I would like to restart the conversation on solving voter's apathy.

I brought this topic on many occasion in the past [1, 2], this([Solving voter apathy](#)) complete thread by Polynya is dedicated to this topic(highly recommend reading that thread if you havent already). But so far we didn't see any progress to include more community member is Optimism Governance.

Apart from Delegates, we have seen few protocol sharing the same thought and working towards overcoming this challenge.

Continuing the discussion from [Introducing Otterspace, a Soulbound Badge solution for DAOs](#):

[Introducing Otterspace, a Soulbound Badge solution for DAOs](#)

DAOs struggle to effectively incentivize participation and engagement from community members with ERC-20 token

Continuing the discussion from [\[READY\]\[GF: Phase 1 Proposal\] Mean Finance](#):

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Growth strategies and community engagement

But this is not a new problem, [forbesfinancecouncil](#) defines lack of user engagement as one of the three major challenge within DAO. In a paper published by [World Economics Forum on DAO](#) defines engagement as challenge within DAOs along with privacy, scalability to name a few.

Where We Stand

1. Voter turn out

:- Total percentage of users who vote could be metric to show overall community engagement¹. We see downfall in both, total OP delegated and actual vote count. In phase 0, total \$OP delegated was around 35M and in Cycle 7 its only 22M.

[

image

1900×702 52.8 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/3/3e3aa85224719ad51e79b96161e15de446150bbe.png>)

1. Grants with millions in \$OP is being approved by mere 12% of voter turn out, to give you a reference total vote turn out for Brexit was 72%([Brexit referendum: Voting analysis](#)) and US presidential election is 62%([Voter turnout in United States presidential elections - Wikipedia](#)) . Total governance vote turn out change of more than 50%(from 25M to 12M), in less than 6 months is alarming and we need to take some action before its too late.

Suggestion

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Show me the incentive and I'll show you the outcome". Charlie Munger, Other DAO are also doing their brainstorming on this topic. [Promote DAO by incentivising voting - Vaults - yearn](#)

1. Give incentives to user delegating their token to active delegates

(definition of "active delegate" could be defined later)

Rational

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- Its more beneficial when a group of participant take an informed decision based on their research and due diligence compare to a larger group of users casting their vote just to gain the system and to collect the reward.
- Could motivate more token delegation, either self or delegated to someone

Execution

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Option 1

1. Public announcement by OP team suggesting multiplier in next airdrop for active participation in governance. Similar

comment share by other delegate [OPUser - Delegate Communication Thread - #17 by polynya Solving voter apathy - #8 by lefterisjp](#) (I am unsure on legal requirement)

2. Retroactive multiplier could be another option.

Option 2

1. Token house is responsible to distributing governance fund to grow Optimism governance and I believe increasing user engagement is a part of it. So, a proposal could be submitted requesting token house to allocate an arbitrary amount of \$OP to reward participation. (complicated than first one)

Expected Benefit

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1. Sustainable participation, out of seven pillar discussed in SOK research paper on DAOs, it was suggested that giving incentives to participant could lead to sustainable governance. [SoK: Blockchain Governance - IOHK Research](#)
2. Could counter laziness of rational ignorance. [Rational ignorance - Wikipedia](#)
3. In more general term, governance grant are more important than management proposal so we need to motivate more engagement from community. [What Determines Participation in Corporate Voting?](#)
4. By giving incentives we are justifying cost of engagement which could lead to higher engagement. This could be anything, from monetary to reputation based incentives

Looking forward to your feedback and suggestion.

Note

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1. My goal from this thread is to reach on a consensus to motivate user engagement.
2. In long term, we do need compensation for delegates but this thread is not the right place to discuss that.