# Project Move It OKRs

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|  | **O1** |  | **Actively and meaningfully engage the public to generate buy-in and project support** |  |
|  | KR1 |  | 70% of residents are contacted/surveyed |  |
|  | KR2 |  | 4 public meetings/conferences are held, with at least 700 attendees at each, discussing transit |  |
|  | KR3 |  | 75% of community leaders/local politicians endorsing the project |  |

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|  | **O2** |  | **Make it easy to get around the greater Wonder City area via public transportation** |  |
|  | KR1 |  | Busses on new lines run every 5 minutes |  |
|  | KR2 |  | 75% household participation on a survey detailing potential stops |  |
|  | KR3 |  | Public Transport use increases by 20% within 2 years |  |

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|  | **O3** |  | **Promote public transportation as a convenient alternative to driving** |  |
|  | KR1 |  | 15 busses containing pro-public transport advertising |  |
|  | KR2 |  | 10 articles in community newspapers/newsletters detailing benefits |  |
|  | KR3 |  | Transport website receiving 15,000 visits each month |  |

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|  | **O4** |  | **Provide a reliable and consistent public transportation service** |  |
|  | KR1 |  | First KR, don’t duplicate this row. |  |
|  | KR2 |  | Right-click this row and click “Insert row above” or “Insert row below” to add more KRs. |  |
|  | KR3 |  | Last KR, don’t duplicate this row. |  |