# Project Move It OKRs

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|  | **O1** |  | **Actively and meaningfully engage the public to generate buy-in and project support** |  |
|  | KR1 |  | Conduct 10 community town hall meetings within the first six months to gather public feedback and address concerns |  |
|  | KR2 |  | Achieve a 70% satisfaction rate from community members on the proposed bus line locations through surveys conducted post-meetings |  |
|  | KR3 |  | Secure 1,000 signatures on a petition on supporting the new bus lines within the first year |  |

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|  | **O2** |  | **Make it easy to get around the greater Wonder City area via public transportation** |  |
|  | KR1 |  | Ensure that 80% of the new bus stops are within a 10-minute walk for at least 50% of the city’s population within the first 18 months |  |
|  | KR2 |  | Decrease average wait times for buses to 10 minutes or less during peak hours by the end of the project |  |
|  | KR3 |  | Connect at least 15 key public resource facilities and neighboring suburbs to downtown via the new bus lines |  |

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|  | **O3** |  | **Promote public transportation as a convenient alternative to driving** |  |
|  | KR1 |  | Launch a marketing campaign that reaches 50,000 residents via social media, local newspapers, and community events within the first year |  |
|  | KR2 |  | Increase public transportation ridership by 20% within the first year after the launch of the new bus lines |  |
|  | KR3 |  | Achieve 30% increase in monthly pass sales within six months of the new bus lines being operational |  |

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|  | **O4** |  | **Provide a reliable and consistent public transportation service** |  |
|  | KR1 |  | Maintain a 95% on-time arrival rate for all buses over a six-month period post-launch |  |
|  | KR2 |  | Reduce the number of bus service complaints by 50% within the first year of operation |  |
|  | KR3 |  | Implement real-time bus tracking and mobile alerts for 100% of the new bus lines within the first year |  |