# Project Move It OKRs

|  | **O1** |  | **Actively and meaningfully engage the public to generate buy-in and project support.** |  |
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|  | KR1 |  | Increase 10% of new public transport users in two years. |  |
|  | KR2 |  | Increase user engagement on social media by 20% in two years. |  |
|  | KR3 |  | Completed within two years. |  |

|  | **O2** |  | **Make it easy to get around the greater Wonder City area via public transportation.** |  |
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|  | KR1 |  | Bus lines must service at least 50% of the most densely-populated areas of Wonder City. |  |
|  | KR2 |  | Increase 10% of new public transport users in two years. |  |
|  | KR3 |  | Completed within two years. |  |

|  | **O3** |  | **Promote public transportation as a convenient alternative to driving.** |  |
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|  | KR1 |  | Reduce car use in the city by 5%, in exchange for public transport in two years. |  |
|  | KR2 |  | Reduce polluting gases in the city by 10% in two years. |  |
|  | KR3 |  | Completed within two years. |  |

|  | **O4** |  | **Provide a reliable and consistent public transportation service.** |  |
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|  | KR1 |  | Reduce the number of car accidents by up to 10% in two years. |  |
|  | KR2 |  | Reduce 90% of bus accident problems in two years. |  |
|  | KR3 |  | Completed within two years. |  |