# Project Move It OKRs

|  | **O1** |  | * **Actively and meaningfully engage the public to generate buy-in and project support.** |  |
| --- | --- | --- | --- | --- |
|  | KR1 |  | 400 attendees to 12 public meetings focused on transit talks |  |
|  | KR2 |  | 75% of Wonder City residents surveyed before launch |  |
|  | KR3 |  | 70% of community leaders participate in community outreach program |  |

|  | **O2** |  | * **Make it easy to get around the greater Wonder City area via public transportation.** |  |
| --- | --- | --- | --- | --- |
|  | KR1 |  | Buses on new lines run every ten minutes during peak hours. |  |
|  | KR2 |  | The most densely-populated sections of Wonder City (1,500–2,000 people per sq. mile) have  three bus stops per ten city blocks. |  |
|  | KR3 |  | New ridership increases by 25% within three months |  |

|  | **O3** |  | * **Promote public transportation as a convenient alternative to driving.** |  |
| --- | --- | --- | --- | --- |
|  | KR1 |  | 6,000 unique visitors to the WCTA online portal per month |  |
|  | KR2 |  | 80% click-through rate from banner ads on social media. |  |
|  | KR3 |  | 15 press pieces published in relevant print and online publications |  |

|  | **O4** |  | **Provide a reliable and consistent public transportation service.** |  |
| --- | --- | --- | --- | --- |
|  | KR1 |  | 100% of new busses meet government safety standards at monthly inspections |  |
|  | KR2 |  | 95% of new bus fleet operational at all times |  |
|  | KR3 |  | Wait times decrease by 20% within two months of launch |  |