

# 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** Busses 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