# Project Move It OKRs

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|  | **O1** |  | Actively and meaningfully engage the public to generate buy-in and project support. |  |
|  | KR1 |  | Deploy 100k leaflets to local households in the three month before launching the bus lines |  |
|  | KR2 |  | Launch a website detailing the bus routes (map) before the opening |  |
|  | KR3 |  | Collect feedback by surveying passengers leaving the bus in the first half year after start |  |

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|  | **O2** |  | Make it easy to get around the greater Wonder City area via public transportation. |  |
|  | KR1 |  | Calculate where the most densely-populated areas of the city are. |  |
|  | KR2 |  | Select potential bus stop-locations to cover more than 50% of those areas. |  |
|  | KR3 |  | Plan new bus line(s) accordingly to the stops. Make it at least 1 at maximum 5 new bus lines. |  |

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|  | **O3** |  | Promote public transportation as a convenient alternative to driving. |  |
|  | KR1 |  | Introduce a car-free day during the week in the first two month of the opening of the new line. |  |
|  | KR2 |  | Set the ticket-price to zero for the first month. |  |
|  | KR3 |  | Collect user-feedback by surveying passengers in the two month. |  |

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|  | **O4** |  | Provide a reliable and consistent public transportation service. |  |
|  | KR1 |  | Create a maintenance plan for the busses and the bus-stop-houses. |  |
|  | KR2 |  | Hire enough personnel to maintain the busses and the stops. |  |
|  | KR3 |  | Buy and prepare some back-up-vehicles in case of breakdown. |  |
|  | KR4 |  | Assign high-prio-driving rights to the busses to make sure they have no delays due to traffic jam. |  |