

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Wonder City is a mid-sized city where increasing growth and traffic are impacting quality of life. According to a recent market assessment, the region's population is expected to double in the next five years. Job growth is also expected to increase by 48%. This growth will impact street networks, parking and mobility.

Wonder City has several city-wide objectives related to reducing traffic congestion and improving the city's infrastructure. In order to support these city-wide objectives, the Wonder City Transportation Authority (WCTA) will be launching five new bus lines. This initiative has been nicknamed Project Move It.

You have been hired as the project manager for this initiative. As the project manager, you will set OKRs to help clarify the project goals and define what needs to be done in order to deliver a successful project.

Here is some additional information about the project:

- The project needs to be completed within two years.
- Community member buy-in and support for the locations of the new bus lines will be required.
- The project must adhere to all government regulations.
- Stops along the new bus lines must connect neighboring suburbs to downtown and public resource facilities.
- Bus lines must service at least 50% of the most densely-populated areas of Wonder City.
- The project is intended to help improve wait times and increase ridership.
- The plan includes a marketing campaign to promote the new lines.

Project Move It OKRs

O1 Actively and meaningfully engage the public to generate buy-in and project support.

- KR1 Achieve a 40% response rate of public surveys regarding the new bus lines by the end of Q2.
- KR2 Gain a minimum of 10,000 unique engagements on social media platforms regarding public consultations by Q3.
- KR3 Obtain at least 500 written public submissions on the proposed bus line routes by the end of Q4.

O2 Make it easy to get around the greater Wonder City area via public transportation

- KR1 Increase passengers by 25% within the first year of the new bus line operations.
- KR2 Ensure that 95% of bus lines arrive within a 5-minute window of the scheduled time.
- KR3 Expand bus service coverage to include 80% of the targeted areas by the end of the first year.

O3 Promote public transportation as a convenient alternative to driving.

- KR1 Achieve a 30% reduction of single-occupant vehicle drivers in targeted areas during peak hours by the end of the year.
- KR2 Increase monthly bus pass sales by 50% by the end of the year.
- KR3 Collaborate with 15 local businesses to offer promotional discounts to bus riders by Q2.

O4 Provide a reliable and consistent public transportation service.

- KR1 100% been met with government safety standards at monthly inspections.
- KR2 Implement a tracking system with a 95% accuracy rate for real-time bus location updates by the end of Q3 with an app.
- KR3 Reduce average wait time at bus stops by 20% by the end of the project timeline.