

Project Move It OKRs

O1 Make it easy to get around the greater Wonder City area via public transportation.

KR1 Establish all five of the new bus lines within the project's two-year timeframe.

KR2 Ensure new bus lines serve at least 50% of Wonder City's most densely populated areas.

KR3 Link all bus lines to important public resources and downtown.

O2 Actively and meaningfully engage the public to generate buy-in and project support.

KR1 Conduct at least 10 community consultations to gather enough feedback on bus line locations.

KR2 Prior to completing routes, obtain 70% positive input from community surveys.

KR3 At least 60% of community complaints should be addressed and included in the final bus line plans.

O3 Provide a reliable and consistent public transportation service.

KR1 Ensure that buses fulfill at least 90% of the on-time performance goals following launch.

KR2 Reduce average passenger wait times by 20% within six months of operation.

KR3 Adhere to all government safety and transportation rules.

O4 Promote public transportation as a convenient alternative to driving.

KR1 Launch a city-wide marketing campaign within the first three months of the bus line opening.

KR2 Boost bus usage by 25% during the first year of operation.

KR3

Use print, digital, and outdoor advertising to reach at least 80% of Wonder City's population.