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NCP 4104 / 4015 - 3CPE-2B

Activity 3.2

Professor: Engr. Aglibar

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.