

Market Intelligence & Transit's Lifetime Opportunity

July 2020

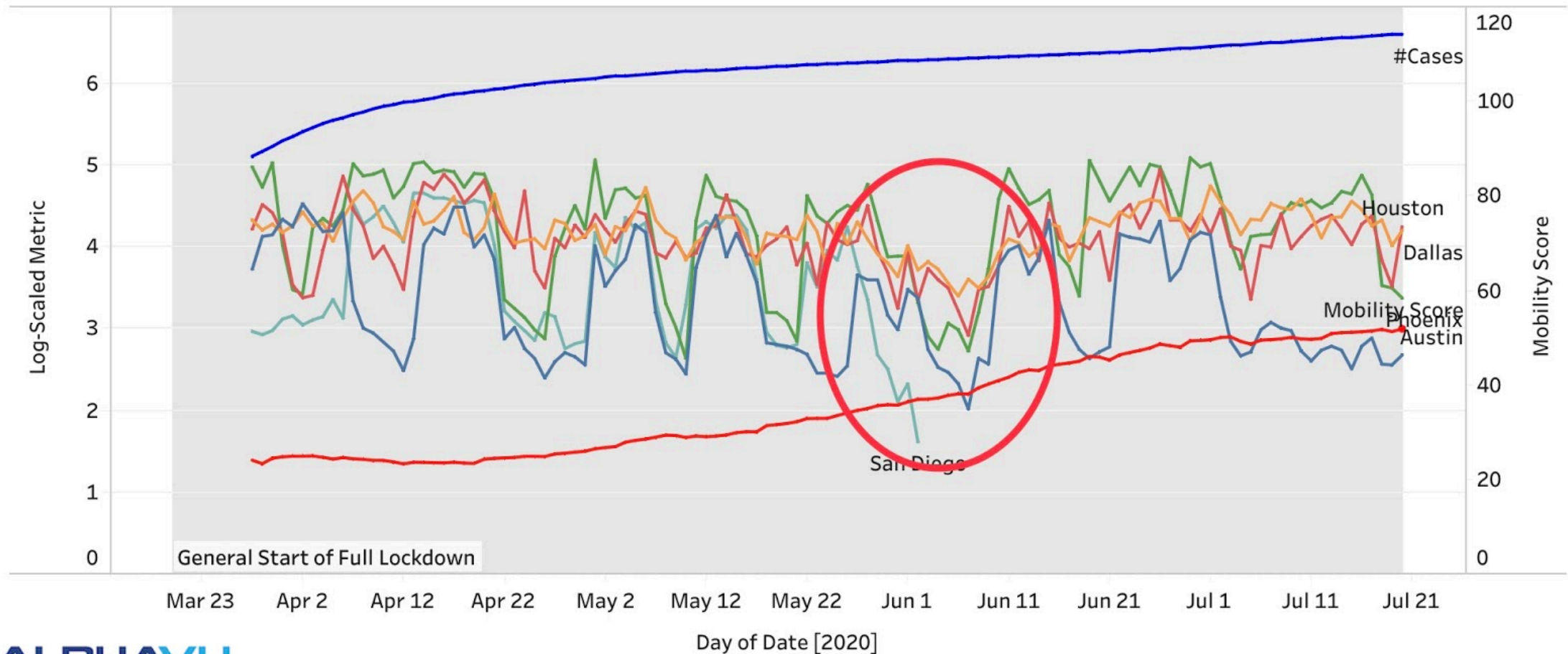


AlphaVu Overview

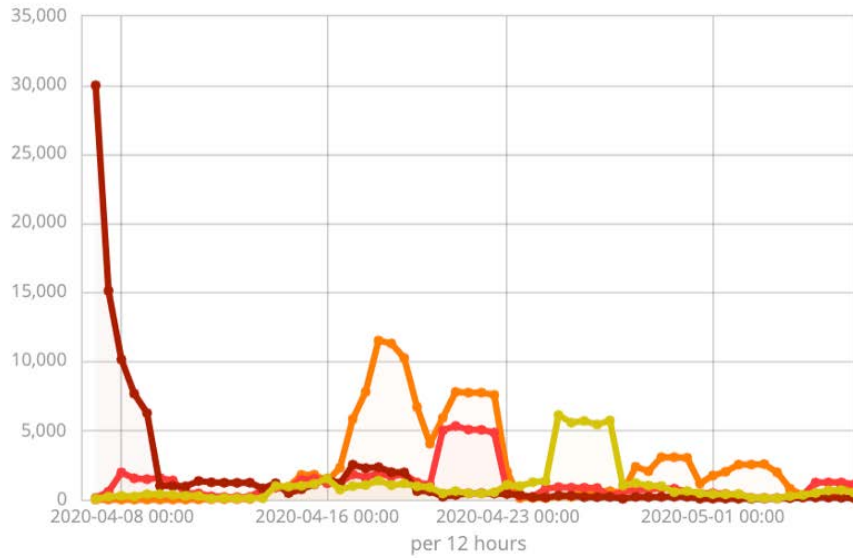
- We combine social media and voter data with artificial intelligence capabilities to help state and local public agencies:
 - Distribute fact-based information in ways that increase public trust.
 - Fight the negative impacts of misinformation and disinformation.
 - Increase the ROI of their public outreach dollars.
- We have developed customized analytics specifically for the public transit industry, including a patent pending AI-based sentiment scoring model.
- Since the beginning of the pandemic, we have been distributing special COVID-19 daily reports to our clients in the transit industry.

Conversation Rate – Infection Rate – Mobility Rate

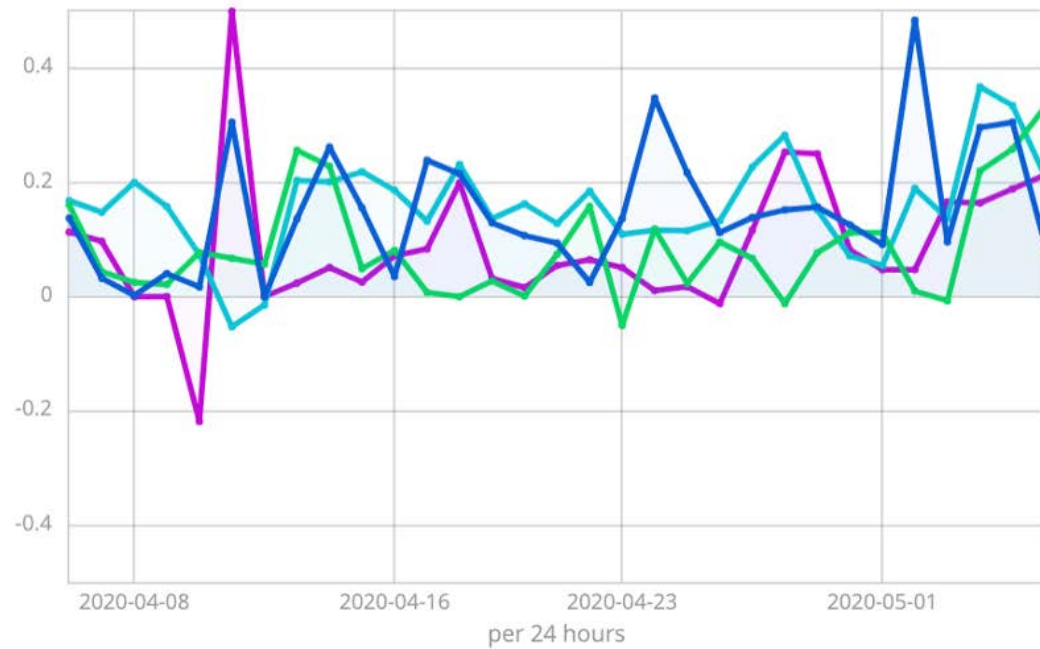
Mentions



Topics: Intersection of Pandemic & Transit



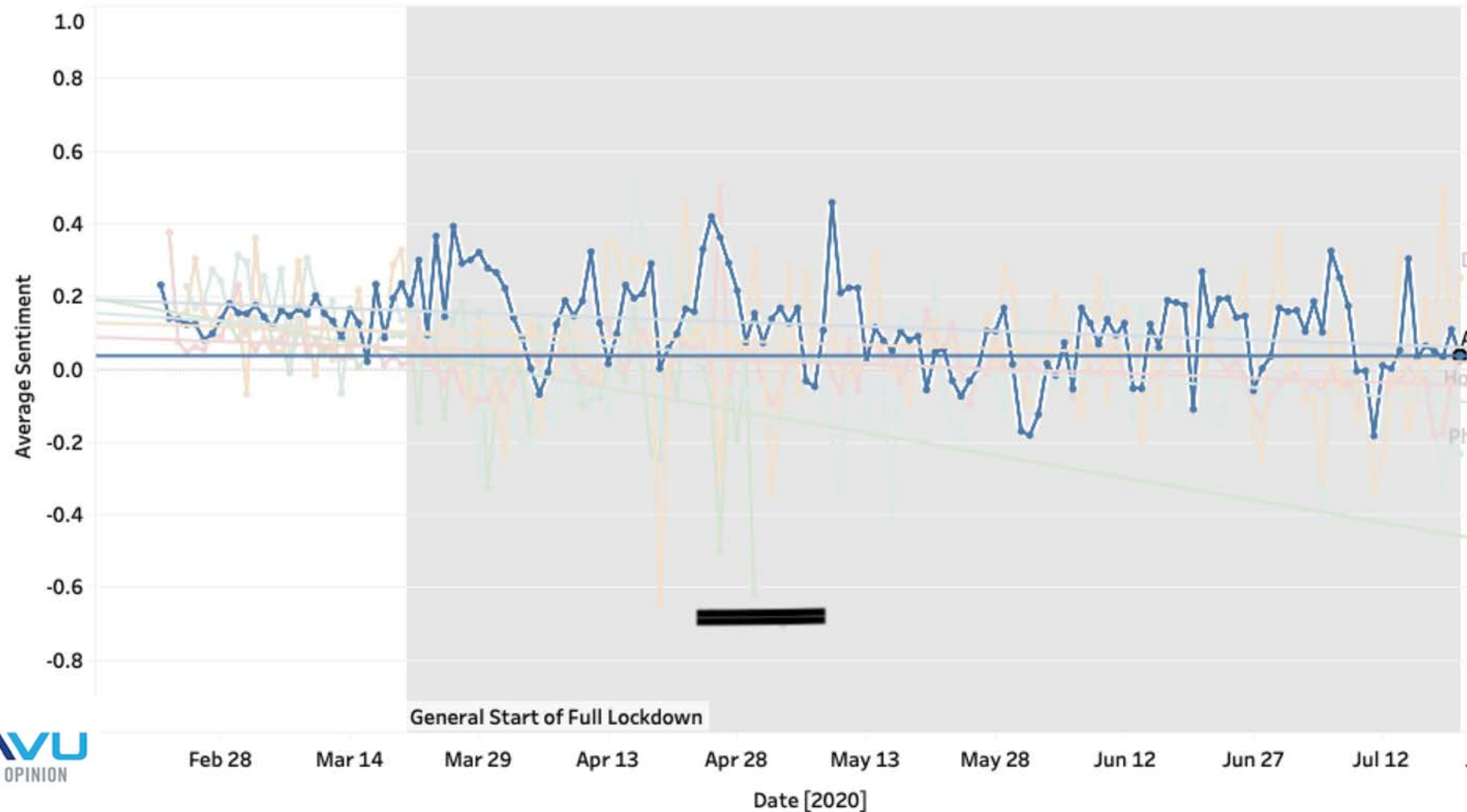
>	● PPE	515
	● Distancing	107.6
	● Testing	1,103.2
	● Re-Opening	846.6



>	● PPE	0.092
	● Distancing	0.332
	● Testing	0.211
	● Re-Opening	0.213

Sentiment: Goodwill Amidst the Worst

Average Sentiment

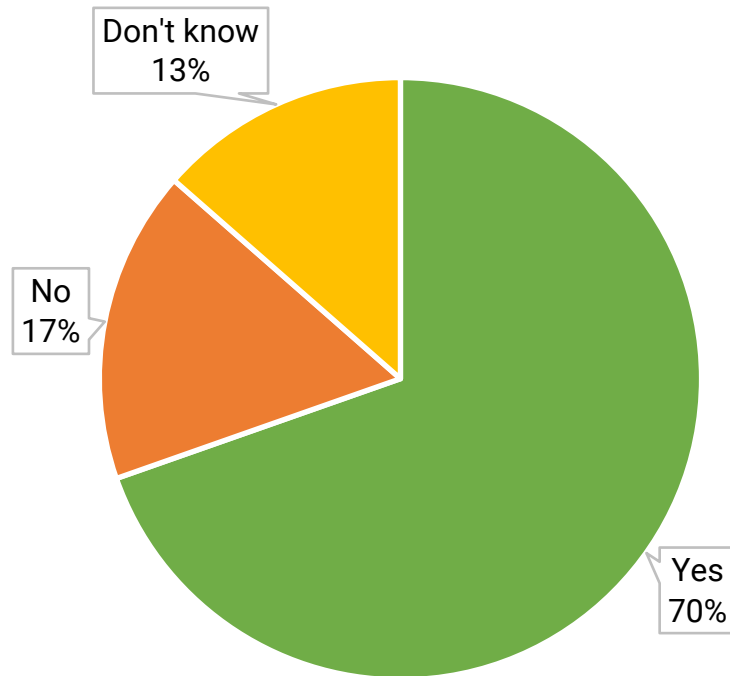


First Nationwide Transit Perceptions Poll/June 2020

- All results (both top lines and cross tabs) are available to anyone/ info@alphavu.com
- 2.9% margin of error at the 90% confidence interval.
- 800+ residents of the US 18+ years of age.

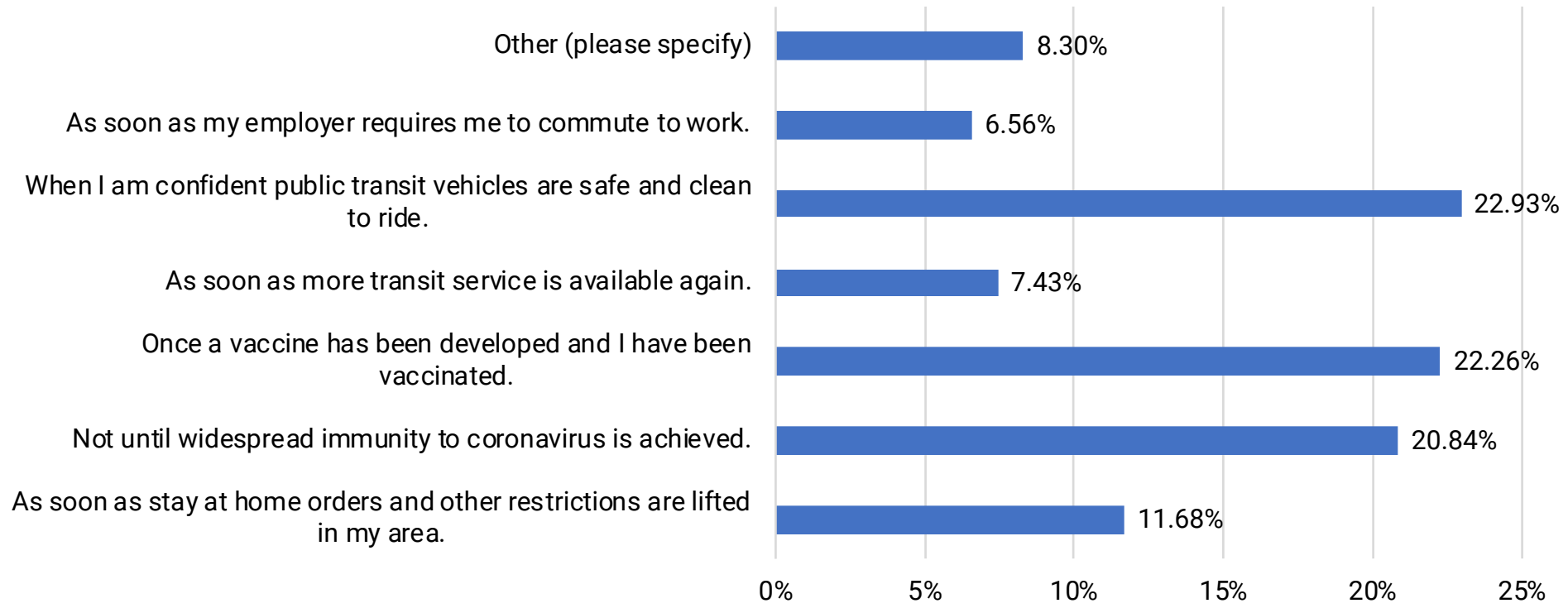
Transit as an Essential Service

Do you believe public transportation is an essential service in your community?



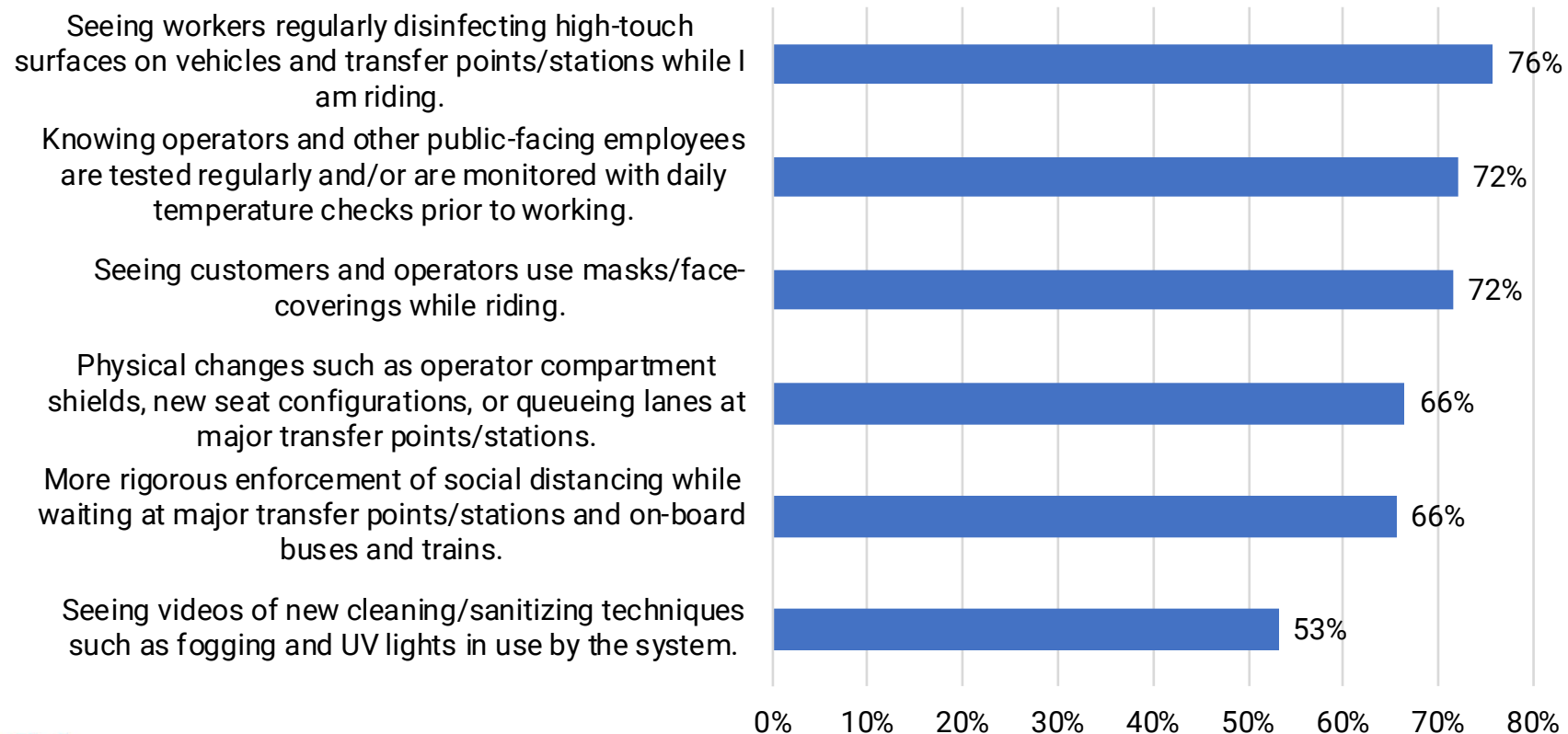
Among Riders... who have ridden less during the pandemic

When do you plan on riding public transit at the same rate you did before the pandemic?



Among All Respondents—Safety and Hygiene Measures

Most Important Measures Overall—Combined 4-Very Important and 5-Most Important



Conclusion

1. There is pent-up demand.
2. Agencies have benefitted from significant goodwill.
3. The public views transit in a significantly improved light, in principle.
4. The industry has an opportunity for a permanently changed narrative once there is a vaccine or widespread immunity, but most act aggressively and now.
5. The improved perception won't last if we don't make it last.

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