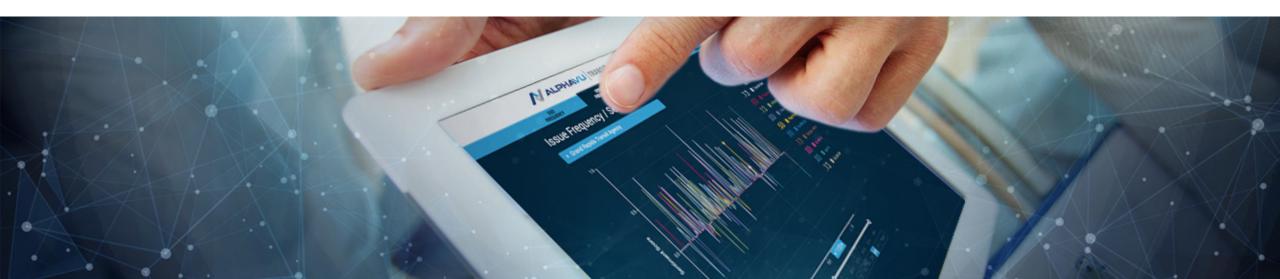


Market Intelligence & Transit's Lifetime Opportunity

July 2020

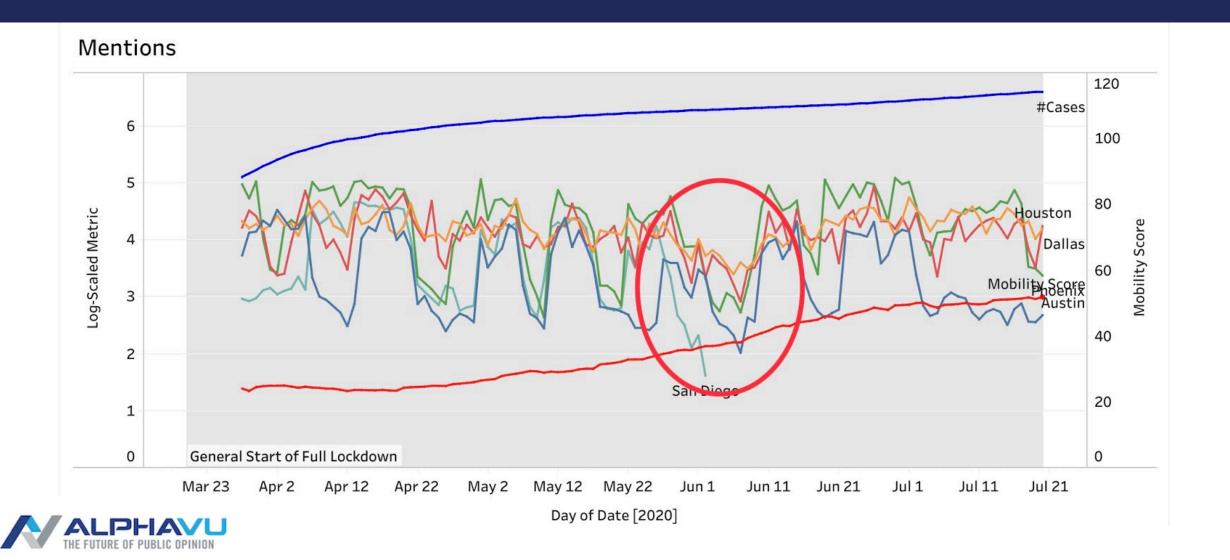


AlphaVu Overview

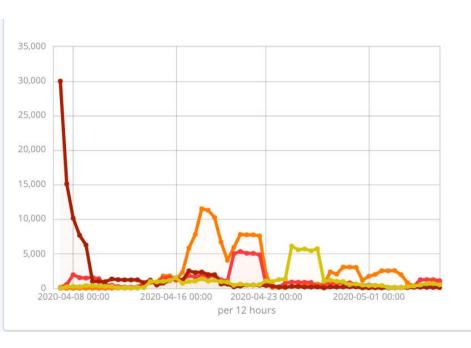
- We combine social media and voter data with artificial intelligence capabilities to help state and local public agencies:
 - Distribute fact-based information in ways that increase public trust.
 - Fight the negative impacts of misinformation and disinformation.
 - Increase the ROI of their public outreach dollars.
- We have developed customized analytics specifically for the public transit industry, including a patent pending Al-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.



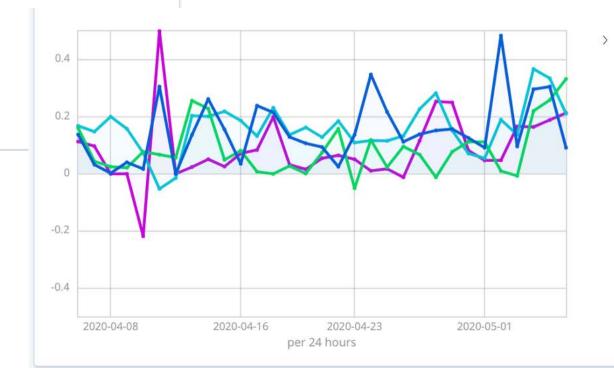
Conversation Rate - Infection Rate - Mobility Rate



Topics: Intersection of Pandemic & Transit







PPE

Distancing

Re-Opening

Testing

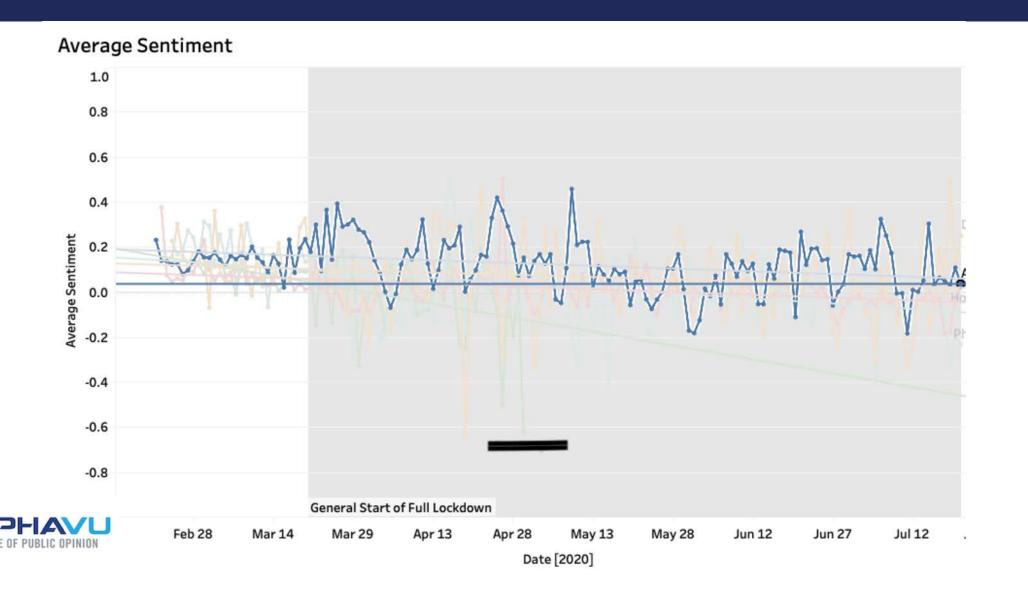
0.092

0.211

0.213



Sentiment: Goodwill Amidst the Worst



First Nationwide Transit Perceptions Poll/June 2020

 All results (both top lines and cross tabs) are available to anyone/ <u>info@alphavu.com</u>

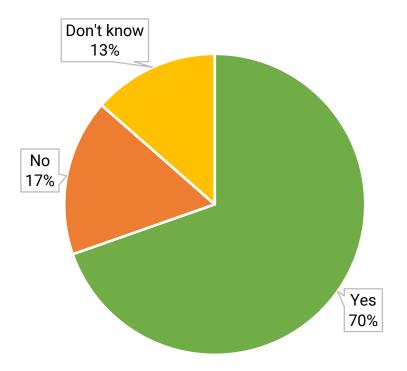
• 2.9% margin of error at the 90% confidence interval.

800+ residents of the US 18+ years of age.



Transit as an Essential Service

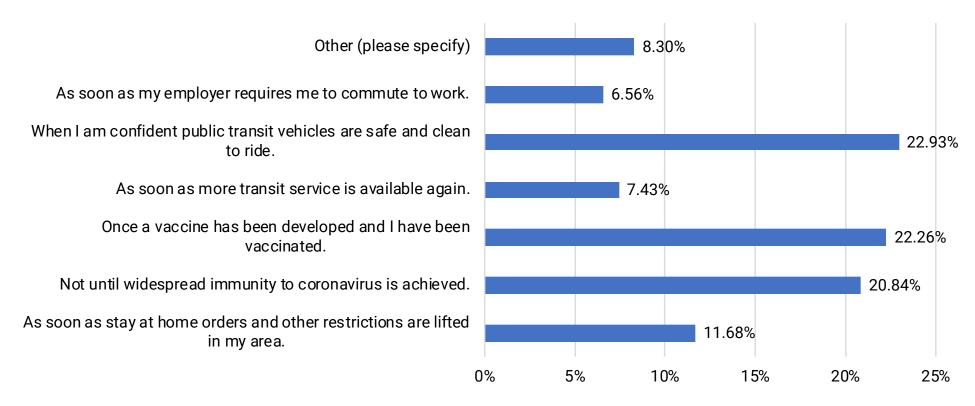
Do you believe public transportation is an essential service in your community?





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

Seeing workers regularly disinfecting high-touch surfaces on vehicles and transfer points/stations while I am riding.

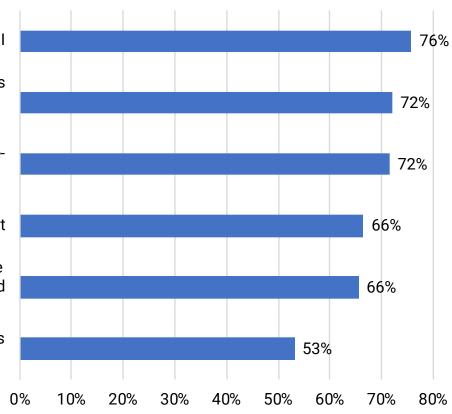
Knowing operators and other public-facing employees are tested regularly and/or are monitored with daily temperature checks prior to working.

Seeing customers and operators use masks/facecoverings while riding.

Physical changes such as operator compartment shields, new seat configurations, or queueing lanes at major transfer points/stations.

More rigorous enforcement of social distancing while waiting at major transfer points/stations and on-board buses and trains.

Seeing videos of new cleaning/sanitizing techniques such as fogging and UV lights in use by the system.





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 <u>aggressively</u> and <u>now</u>.
- 5. The improved perception won't last if we don't make it last.





Market Intelligence & Transit's Lifetime Opportunity

July 2020

