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
Topics: Intersection of Pandemic & Transit
Sentiment: Goodwill Amidst the Worst
• 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.
Do you believe public transportation is an essential service in your community?

- Yes: 70%
- No: 17%
- Don't know: 13%
 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?

- As soon as my employer requires me to commute to work: 6.56%
- When I am confident public transit vehicles are safe and clean to ride: 22.39%
- As soon as more transit service is available again: 7.43%
- Once a vaccine has been developed and I have been vaccinated: 22.26%
- Not until widespread immunity to coronavirus is achieved: 20.84%
- As soon as stay at home orders and other restrictions are lifted in my area: 11.68%
- Other (please specify): 8.30%
Among All Respondents—Safety and Hygiene Measures

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

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Seeing workers regularly disinfecting high-touch surfaces on vehicles and transfer points/stations while I am riding.</td>
<td>76%</td>
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<tr>
<td>Knowing operators and other public-facing employees are tested regularly and/or are monitored with daily temperature checks prior to working.</td>
<td>72%</td>
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<td>Seeing customers and operators use masks/face-coverings while riding.</td>
<td>72%</td>
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<td>Physical changes such as operator compartment shields, new seat configurations, or queueing lanes at major transfer points/stations.</td>
<td>66%</td>
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<td>More rigorous enforcement of social distancing while waiting at major transfer points/stations and on-board buses and trains.</td>
<td>66%</td>
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<tr>
<td>Seeing videos of new cleaning/sanitizing techniques such as fogging and UV lights in use by the system.</td>
<td>53%</td>
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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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