# Exhibit\_F\_H

**(h) Capital Metro and transit industry-specific forecasting establishing best practices and event-driven variations that maximize community engagement.**

## **Our interpretation:**

* Track public sentiment
* Forecast the changes that are going to happen during events/change of schedules
* Event – driven variations (that uses the forecasting from previous events/spikes to see what the public was unhappy with so as to incorporate those changes)

Community Engagement

* How many reactions/retweets towards posts related to and from the CMTA page.
* Track improvements/problems that still exist after making those changes
* Also keep track of the blog and people’s reactions to it’s post. Where is the blog traffic coming from ? What % of people follow CMTA on different platforms ?
* Suggestions to boost posts/ads etc to increase following and improve public perception

## **Example**

Event in downtown 🡪 Problems with bus service 🡪 Tracked by us 🡪 Changes implemented 🡪 Track improvement in sentiment else report no change (no point in investing)

## How will we achieve this?

Using all the tools mentioned in previous points

## Resources/Tools/References?

<http://ares.lids.mit.edu/fm/documents/websourced.pdf> (interesting but not sure if useful)

<https://ieeexplore.ieee.org/document/7583675/>

<http://webarchiv.ethz.ch/ivt/vpl/publications/reports/ab1111.pdf>

<https://www.sciencedirect.com/science/article/pii/S2046043016300326>

<https://www.tandfonline.com/doi/pdf/10.1080/1331677X.2011.11517446>

<https://www.buffalo.edu/content/www/transinfo/Research/transportation-operations/social-media-mining-for-events/_jcr_content/par/download/file.res/MiningSocialMediaEvents_FinalReport.pdf>