
**INIT Innovations in Transportation, Inc.
COVID-19 Response Campaign:**



Online Media

Online Advertisements / Published on MassTransitMag.com, APTA website, Passenger Transport digital edition, CUTA website, Transit Intelligence e-newsletter



COVID-19
IT Solutions



init
together



COVID-19
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COVID-19
IT Solutions

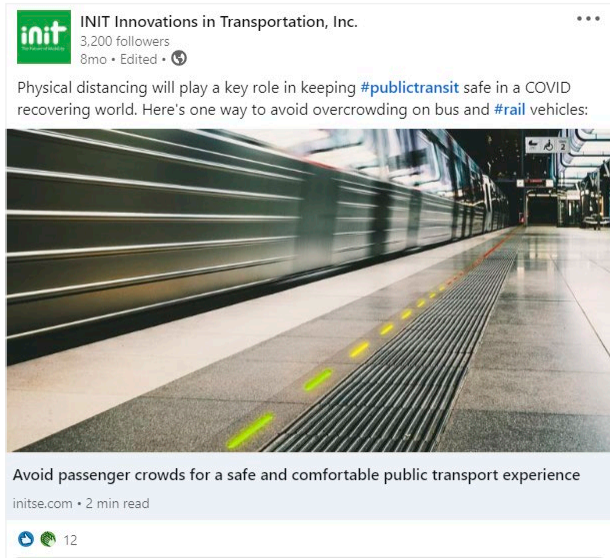


init
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#INITtogether Social Media Campaign

Published weekly on LinkedIn, Facebook, & Twitter from March-December, 2020

More than 14,000 engagements & 670 new followers

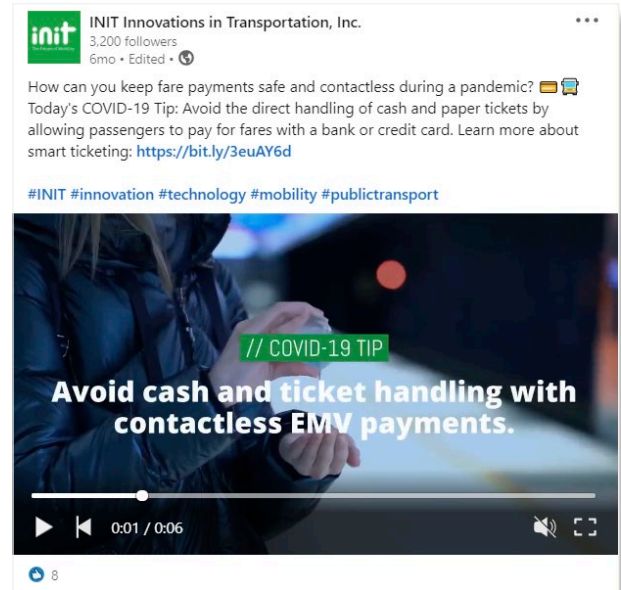


init INIT Innovations in Transportation, Inc. 3,200 followers 8mo • Edited •

Physical distancing will play a key role in keeping #publictransit safe in a COVID recovering world. Here's one way to avoid overcrowding on bus and #rail vehicles:

Avoid passenger crowds for a safe and comfortable public transport experience
initse.com • 2 min read

12



init INIT Innovations in Transportation, Inc. 3,200 followers 6mo • Edited •

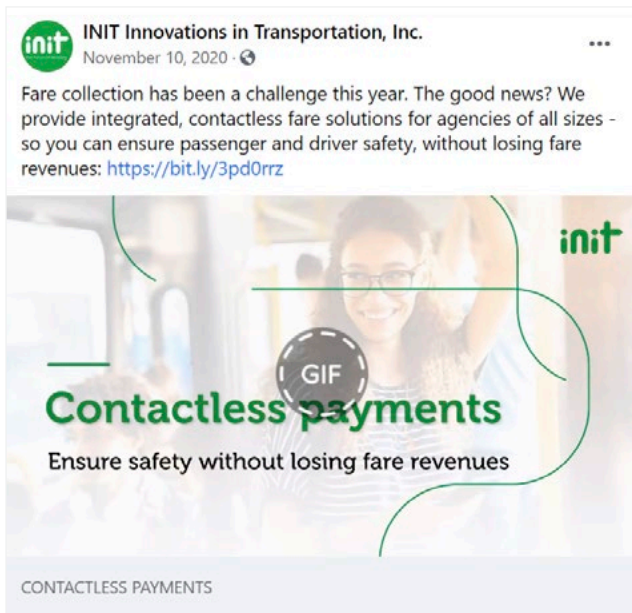
How can you keep fare payments safe and contactless during a pandemic? 📱💳
Today's COVID-19 Tip: Avoid the direct handling of cash and paper tickets by allowing passengers to pay for fares with a bank or credit card. Learn more about smart ticketing: <https://bit.ly/3euAY6d>

#INIT #innovation #technology #mobility #publictransport

// COVID-19 TIP
Avoid cash and ticket handling with contactless EMV payments.

0:01 / 0:06

8



init INIT Innovations in Transportation, Inc. November 10, 2020 •

Fare collection has been a challenge this year. The good news? We provide integrated, contactless fare solutions for agencies of all sizes - so you can ensure passenger and driver safety, without losing fare revenues: <https://bit.ly/3pd0rrz>

CONTACTLESS PAYMENTS

Contactless payments
Ensure safety without losing fare revenues

GIF



init INIT Innovations in Transportation, Inc. @init_usa • Jul 2, 2020

COVID-19 presents unforeseen challenges to public transit providers. Here's how we can help: bit.ly/2NEGvMI

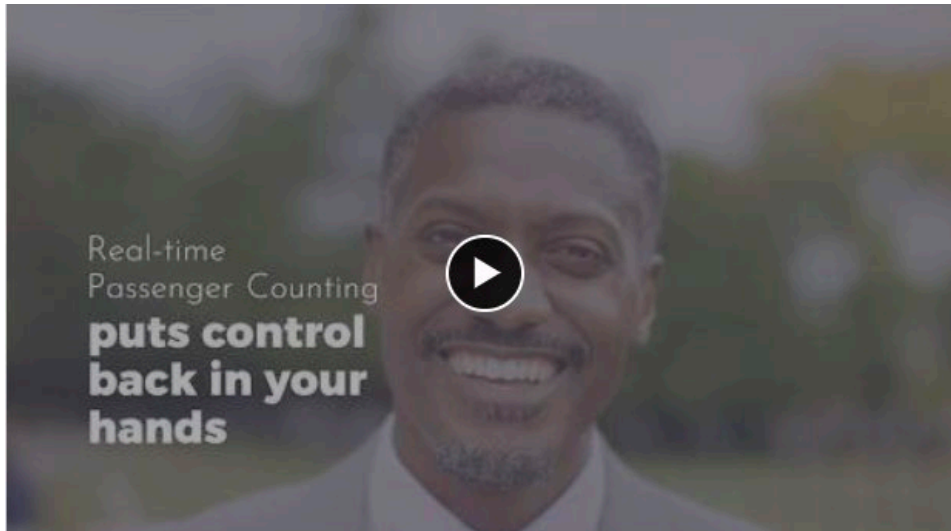
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Online Videos

COVID-19 Solutions: Real-Time Passenger Counting & OMIS Maintenance Software

Real-time Passenger Counting

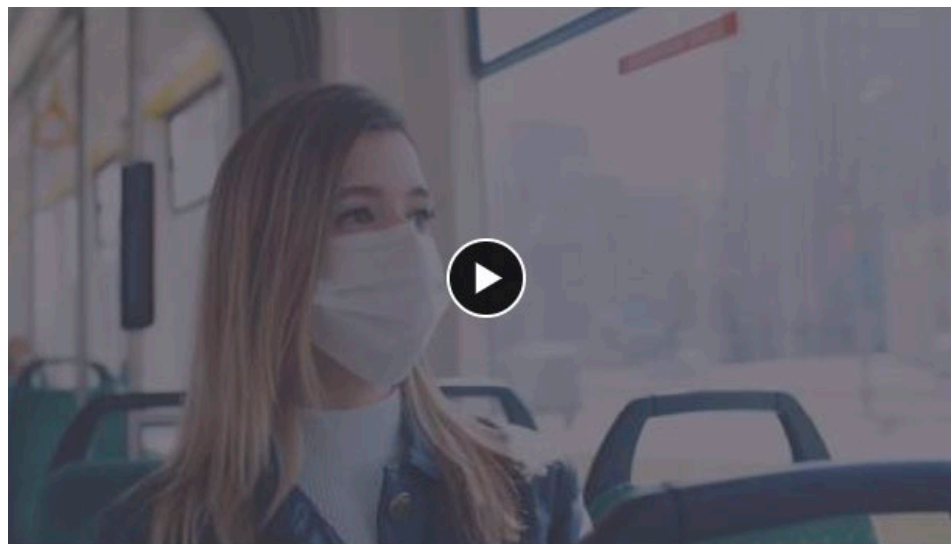
[View video](#)



More than 630 views across social media and YouTube

Mitigating COVID-19 Safety Concerns with a Cloud-Based System

[View video](#)



More than 320 views across social media and YouTube

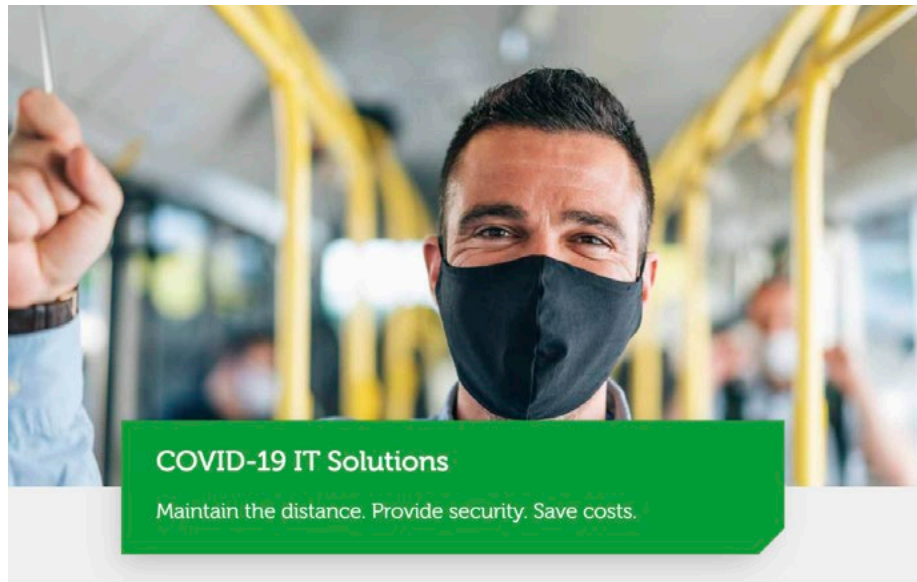
Online Webinar
Managing Operations During a Pandemic



Service cuts, reduced staffing and hyper-increased safety measures are all results of the mandates of social distancing, closed businesses and stay at home orders. Join us for this open forum to hear how agencies across the continent are organizing their services under the “new normal” of operations.

More than 50 attendees from 14 transit agencies





Maintaining the distance – with smart ticketing

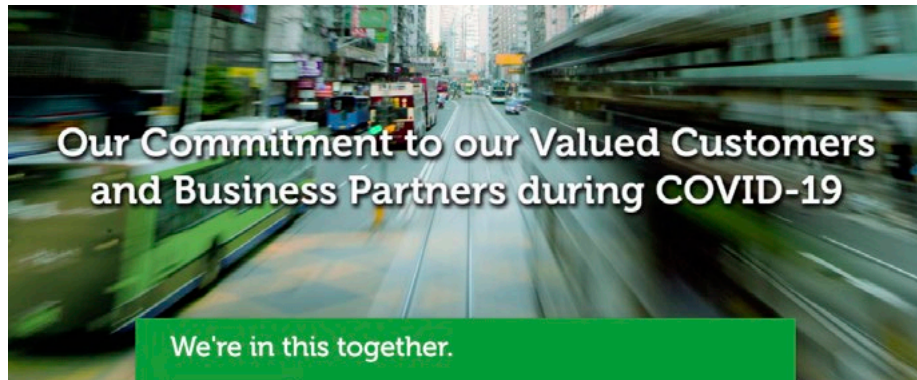
Bus drivers should be freed from the requirement to sell tickets or handle cash while passengers still need opportunities to purchase tickets. There are various ways to support social distancing and keep up sales with smart, ID-based Ticketing. One is to avoid the handling of cash with EMV payments which allow passengers to purchase tickets with regular bank and credit cards. Deploying smart ticketing allows you to keep your drivers safe and to provide a safer experience for your passengers. This might contribute to an increasing number of passengers. [Learn More.](#)



Maintaining the distance – make use of your APC

Avoiding overcrowded public transport vehicles will play a major role in winning back passengers. Customers with an Automatic Passenger Counting System as well as an ITCS System based on cellular radio from INIT, can now reap the benefits of an integrated solution. With a simple system extension, the occupancy rate of a bus or train can be displayed for the dispatchers. Being in the know will allow

them to react quickly if vehicles are getting close to the occupancy rate the company wants to accept. In addition, this information can be fed into passenger information systems and displayed in real-time e.g. in our app DEPARTURESlive. This will allow passengers an educated decision on which bus or train they want to take. For customers with differently equipped fleets, we are currently working on an initial solution that allows for the display of occupancy rates based on historical data. [Download the Brochure.](#)



Our Commitment to our Valued Customers and Business Partners during COVID-19

We're in this together.

[Knowledge resources](#)

Our free offer to our customers:

As the situation changes day to day, you and your colleagues are probably working tirelessly to keep up with service changes, communicate with your customers and provide special reports to senior management. We also anticipate that there may be a time when you need to ask staff to help out that aren't well versed on your INIT systems.

We would like to help if we can. During this crisis, we are offering the following services (COVID-19 related) to our customers at no charge:

- Remote training on existing features
- Assistance with System Administration
- Help creating reports

If you require any such assistance, please forward your request to your customer support member, account manager or sales rep and we'll arrange for it to get done for you. We are standing by to help.

Best regards and stay safe,

The INIT Team

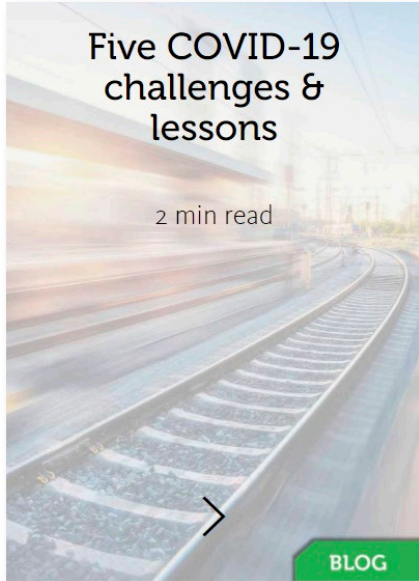
A letter from our CEO:

Dear Customers and Business Partners:

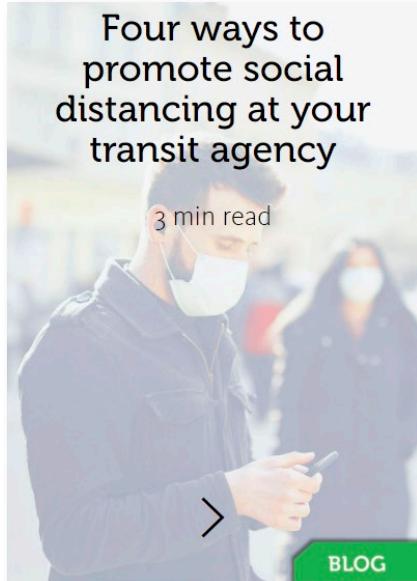
INIT is committed to continue serving our customers despite the uncertainty of this unfolding situation related to COVID-19 containment efforts. We understand the importance of the products and services we provide and the responsibility that entails.

In response to the current pandemic we have implemented a business continuity plan in alignment with the recommendations from the CDC and various local health departments which includes, but is not limited to:

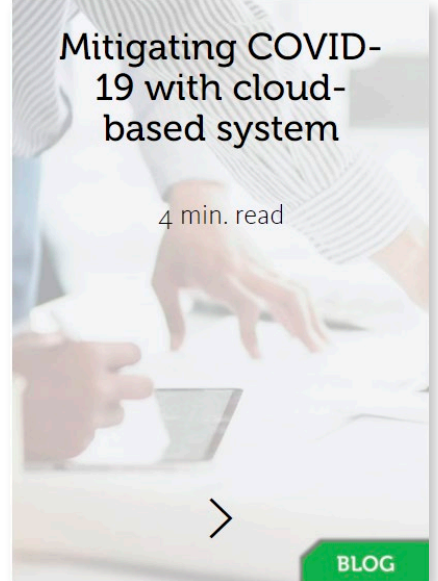
- First and foremost, to ensure the health and safety of our employees, so we can continue to deliver and support the products you count on.
- We have made the decision to allow employees who can perform their jobs remotely, to work from home through May, 2020. At that time we will reevaluate the situation.
- We are transitioning our equipment manufacturing subsidiary to scheduled work in two shifts. Our goal is to create an environment with more physical distance between employees and also reduce the number of people in the facility on a daily basis—without significantly impacting manufacturing output.
- We are monitoring our logistics supply chains closely. While some delays are already reported, at this time we are still expecting materials to come in and devices to be shipped out.
- We have suspended all non-essential business travel.



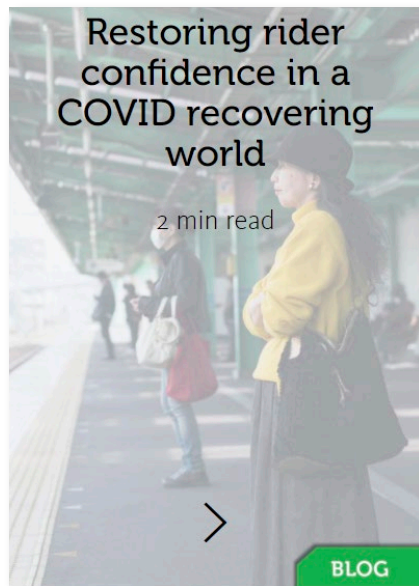
[View webpage](#)



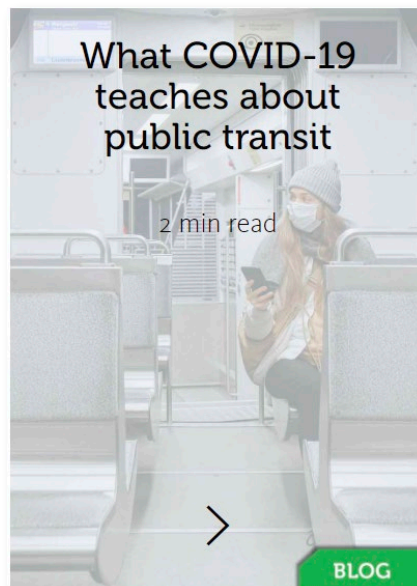
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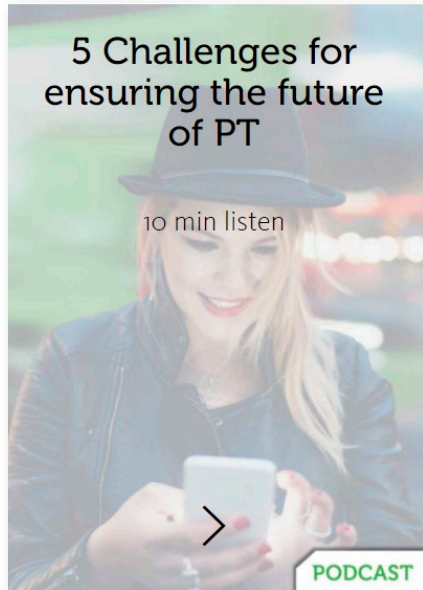
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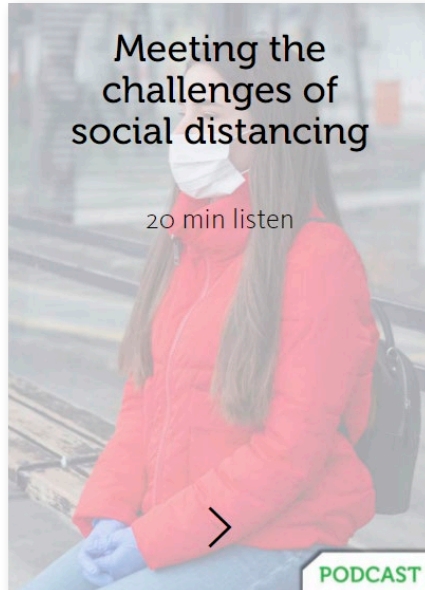
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Podcast Episodes

Published on INIT Website, SoundCloud, Spotify, & Google Podcasts



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[Listen](#)

More than 380 streams



Whitepaper

COVID-19 Impacts & Best Practices Guide



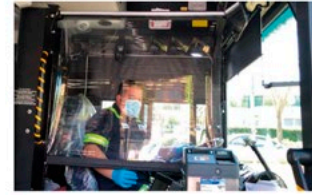
The United States has become the global epicenter of the COVID-19 pandemic, with over 5.5 million¹ confirmed cases. In Canada, the curve has tapered², but the impacts of the virus are still widely felt among transit systems. Agencies face the critical challenge of managing operations during the pandemic and dealing with its many implications.

Best Practices For:

- Cleaning & Personal Safety
- Distancing & Crowd Management
- Employee Protection
- Fare Payments

More than 80 downloads

...onded to the COVID-19 risk forces and response are frequent cleanings, management. Implementing scheduling communications have set up web pages, and forums to clearly communicate plans to the public. March³, it was found that taken significant action in



Employees at VTA in Santa Clara, CA make barriers out of decommissioned bus parts. Source: [vta.org](#)⁴

...ve shared videos online⁵ and showing the process marketing campaign, the

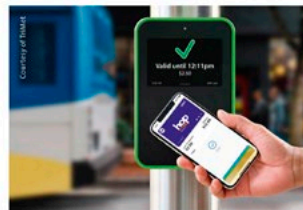


TransLink's Wearing Is Caring Campaign bus. Source: [TransLink on Twitter](#)⁶

...pend routes and operate on the decline in ridership and have experienced challenges ng and a loss in additional and frequency.

...many agencies have opted safety precaution. Others are options, which will become a future, according to transit experts.⁷ In San Francisco, CA, BART has accelerated its transition⁸ to a contactless payment system in response to the pandemic. Other agencies like the Regional Transit Authority (RTA) in New Orleans, LA and VIA Metropolitan Transit in San Antonio, TX are utilizing mobile apps to facilitate contactless payments.⁹

In Portland, where TriMet operates an account-based fare system from INIT, passengers can take advantage of Open Payments by purchasing tickets with contactless bank and credit cards. In fact, they can pay for fares using a variety of contactless media options, including virtual fare cards through Google, Samsung and Apple Pay, mobile wallets, and smart watches.



In Portland, where TriMet operates an account-based fare system from INIT, passengers can pay using a variety of contactless media options.

BY THE NUMBERS



Whitepaper: Mitigating COVID-19 safety concerns using a cloud-based system

[View Whitepaper](#)



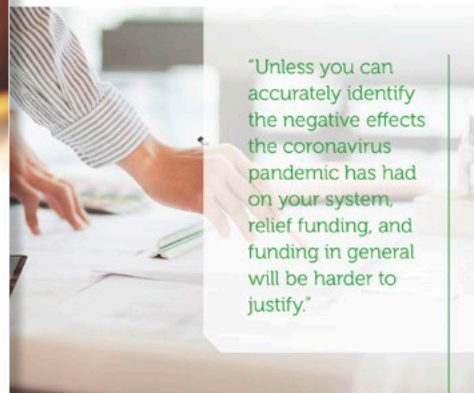
Whitepaper

Mitigating COVID-19 safety concerns using a cloud-based system

init

The Future of Mobility

Many agencies are experiencing huge reductions in ridership during the COVID-19 pandemic. Others are seeing bus services slashed, causing overcrowding on subways and trains at a time when social distancing is most critical. Making sure "essential workers" stay safe while taking public transit is especially important during the pandemic, as these folks don't have the option to work from home.



"Unless you can accurately identify the negative effects the coronavirus pandemic has had on your system, relief funding, and funding in general will be harder to justify."

Key Decisions

Agency stakeholders can use this data to tailor in-vehicle services to tailor in a Maintenance Information System (MIS) to provide valuable information that can be used in various situations.

- Data on defective components. For instance, vehicles which are reporting out of specification as it pertains to APC quality, and vehicles which do not report APC data at all, are flagged for both the data analytics team and maintenance personnel to see.
- Work order notifications for issue resolution.

Available data with:

Web-based test reports can be shared with agency stakeholders and used for the maintenance or

While the FTA does not certify specific products, the implementation of OMIS is clearly beneficial as it can be used in the maintenance plan required for NTD reporting. Remember? Ridership data and funding are tied hand in hand. Unless you can accurately identify the negative effects the COVID-19 pandemic has had on your system, relief funding, and funding in general will be harder to justify.

By adding a feedback loop from a systemic perspective, you can promote negentropy, or the systemic promotion of order within the system, which is critical during times like we are experiencing now.

Maintenance information system (MIS) with the following purpose: 1. The tool is used to monitor and maintain Automatic Passenger Counting (APC) equipment to ensure it is working correctly. 2. The tool is used to track and maintain the cleaning efforts of the vehicles to reduce and prevent the spread of the COVID-19 virus.

- Data for vehicle cleanings with assurance that all components are covered.
- Information on GTFS stop identifications.

With such a system, agencies get daily critical notifications about cleaning procedures (Figure 1) and are alerted to defects on certain equipment on a train or bus. This information is also directly shared with stakeholders so

Vehicle number:	RTD_114	ObjectID:	5285	Date:	06/04/2020
Address:	8010 S East St	City:	Denver	State:	CO
Zip:	80231	Country:	USA	Latitude:	39.7392
Longitude:	-104.9850	Altitude:	5280	Speed:	0
Inspection type: COVID-19					
Inspection date: 06/04/2020 10:39:05					
Light Rail Maintenance					
Cleaning Procedures COVID-19					
Map Room	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Blow walls	Using a proper concentration mix of disinfectant	Done	X	Not Done	
ADA ramps	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Staircases	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Hand Railings	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Hand straps	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Doors and handles	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Walls of doors	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Walls, side walls, bulkhead walls	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Ceiling	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Lights and fixtures	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Articulating section	Using a proper concentration mix of disinfectant	Done	X	Not Done	
Overhead panels	Using a proper concentration mix of disinfectant	Done	X	Not Done	

Figure 1: Cleaning checklist



New Solutions

Manage Crowds with Real-Time Passenger Counting

Physical distancing on public transit will be essential moving forward. Agencies with an INIT APC system and ITCS based on cellular radio can now view the occupancy rates of a bus or train, **control their passenger loads in real-time**, and display the information to passengers...

[Learn more](#)



APC Quality Managed Services

Accurate passenger counting is more important now than ever - transit funding depends on it. INIT's APC system can provide an accuracy of 95% or higher if installed and maintained properly. We offer three different levels of **Managed Services** to help you improve and maintain a > 95% APC accuracy level...

[Learn more](#)

Maintaining distance with smart ticketing

There are various ways to support social distancing and keep up sales with smart ticketing. Agencies can avoid the handling of cash with EMV payments, which allow passengers to purchase tickets with regular bank and credit cards. Smart ticketing allows you to **keep your drivers safe and**





INITiative Customer Magazine

August 2020 | Issue 3

Check out the stories from our recent issue of the INITiative by following the links below.



COVID-19 IT Solutions

Maintain the distance, provide security and save costs with our IT solutions for COVID-19. Learn how to address today's challenges with smart ticketing, real-time passenger counting, efficient planning and in-field dispatching...

[Read the article](#)

Tuesdays in August: 10@10 Webinars

During the month of August we will be hosting our Tuesdays 10@10 webinars covering a range of topics from managing data to implementing MaaS systems. The learning sessions will be available online after each event.

To register, [click here](#).



Maintaining APC Quality with Managed Services

Accurate passenger counting starts with maintaining your automated passenger counting technology. Your funding depends on it...

[Read the article](#)

Mitigating COVID-19 Safety Concerns for Vehicle Cleanings

**INIT Innovations in Transportation, Inc.
COVID-19 Response Campaign:**



Print Media

INITiative
 Customer Magazine | INIT Innovations in Transportation Inc.
 Issue 3 | 2020

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 The Future of Mobility

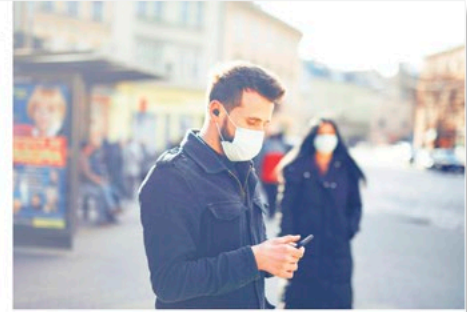
COVID-19 IT Solutions: Maintain the distance. Provide security. Save costs. p.3

Maintaining APC Data
 Maintaining APC quality with managed services p. 6

Distancing
 Enabling social distancing using real-time passenger counting p. 8

MOBILE-ITCS nextGen
 Seven benefits of MOBILE-ITCS nextGen p. 10

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business Development for APC,
 INIT Inc.

MOBIL
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Maintaining the distance While planning efficiently

To manage public transit during the COVID-19 pandemic, passengers require a sufficient amount of free space enabling them to keep a safe distance. Step by step, schools, shops, restaurants, and many other facilities are cautiously re-opening - increasing the need for public transport. On the other hand, new restrictions might be imposed soon. What a

challenge for th
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 that INIT is abl
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 result? Blocks ti
 safe as possible.

Maintaining the distance With smart ticketing

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COVID-19 IT Solutions

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