MTA Subway Ridership Analysis

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PROBLEM STATEMENT

WomenTechWomanYes wish to increase awareness, membership, and attendance at annual Gala

Place street teams at subway stations

Look to increase successful relationships with individuals

SOLUTION

Analyze Pedestrian Traffic in Subway Stations for Ideal Placement of Teams

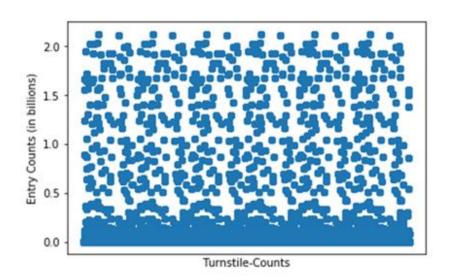
Account for likely interest in group and its goals

Data Description

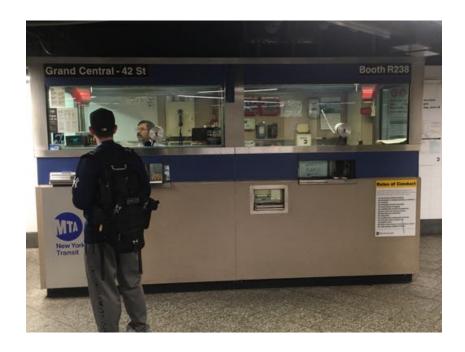
Individual turnstile data tracking cumulative entries and exits

Turnstile identified by Control Area and individual number

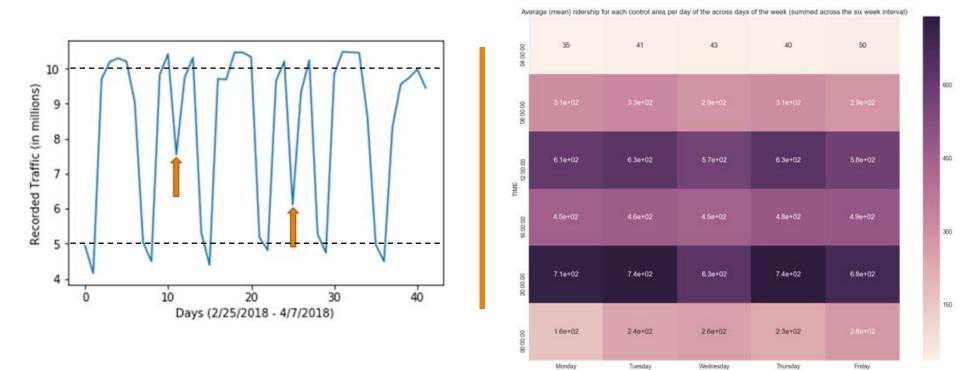
Group data by Station and C/A



Data Description

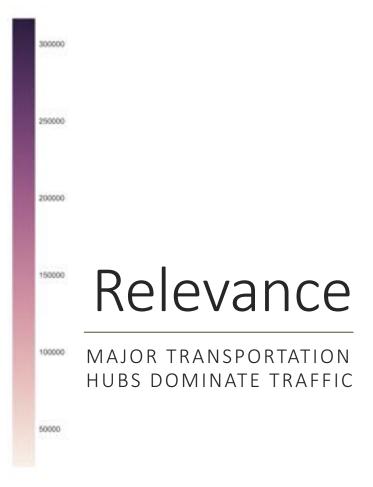




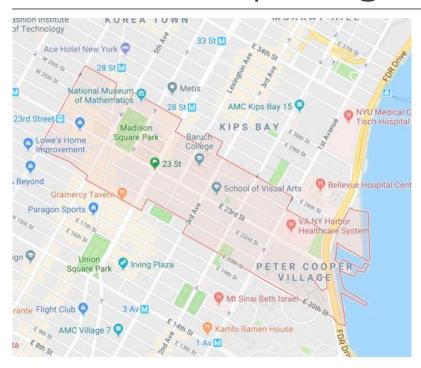


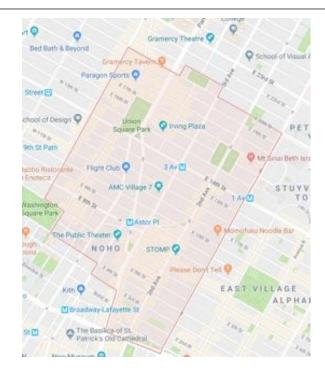
Daily Subway Ridership

		Top 15	stations by total	traffic - total entric	es and exits by w	eekday	
125 57	7.7e+04			1.2e+05			8.2e+04
14 ST-UNION SQ	1.1e+05	1.8e+05	1.9e+05	1.8e+05	1,9e+05	1.9e+05	1.2e+05
23 ST	7.2e+04	1.9e+05	2.1e+05	1.9e+05	2.1e+05	1.9e+05	8.7e+04
34 ST-HERALD SQ	9.2e+04	2e+05	2.2e+05	1.9e+05	2.2e+05	2.2e+05	1.1e+05
34 ST-PENN STA	1.3e+05	3e+05	3.2e+05	2.8e+05	3.1e+05	3e+05	1.5e+05
42 ST-PORT AUTH	9.6e+04	1.5e+05	1.6e+05	1.5e+05	1.6e+05	1.7e+05	1e+05
47-50 STS ROCK	2.5e+04	1.1e+05		1.1e+05		1.2e+05	3.1e+04
59 ST	4.6e+04	1.1e+05	1.2e+05	1.1e+05	1.2e+05	1.1e+05	7.1e+04
59 ST COLUMBUS	6.6e+04			1.2e+05			7.7e+04
06 ST	7.5e+04	1.4e+05	1.6e+05			1.5e+05	8.5e+04
96 57	6.5e+04	1.1e+05	1.1e+05	1e+05	1.1e+05	1.1e+05	6.5e+04
CANAL ST	7e+04	1.2e+05		1,1e+05			7.8e+04
FULTON ST	6e+04	1.7e+05	1.8e+05	1.5e+05	1.8e+05	1.7e+05	6,8e+04
GRD CNTRL-42 ST	8.4e+04	2.7e+05	2.9e+05	2.5e+05	2.7e+05	2.6e+05	1e+05
TIMES SQ-42 ST	9.4e+04	1.7e+05	1.9e+05	1.7e+05	1,9e+05	1.9e+05	1.1e+05
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



Tech Start-up Neighborhoods





Tech-Subway Stations

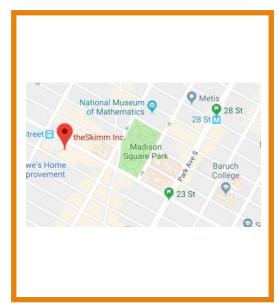
•23rd Street

•28th Street

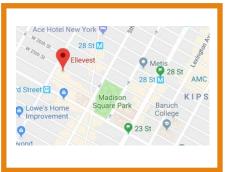
Broadway Lafayette

Union Square











Proximity to Established Businesses



23rd Street Heatmap (C/A R226)

6000



28th Street Heatmap (C/A R229)

6000

4500

3000



Broadway-Lafayette Heatmap (C/A N519)

4000



Union Square Heatmap (C/A R221)

Recommendations

Canvas:

- °23rd (R226)
- °28th (R229)
- Broadway Lafayette (N519)
- Union Square Subway (R221)

Ridership totals significantly higher on Weekdays

Monday – Thursday have highest ridership

Target morning and afternoon rush hours

Next Steps

Weather Patterns

Neighborhood Incomes/Demographics

Year-Over-Year Data

References

MTA Turnstile data from: http://web.mta.info/developers/turnstile.html

Tech start-up neighborhoods identified from Center for Urban Future's "New Tech City" PDF: https://nycfuture.org/pdf/New_Tech_City.pdf