

# MTA Subway Ridership Analysis

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# PROBLEM STATEMENT

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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

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Analyze Pedestrian Traffic in Subway Stations for Ideal Placement of Teams

Account for likely interest in group and its goals



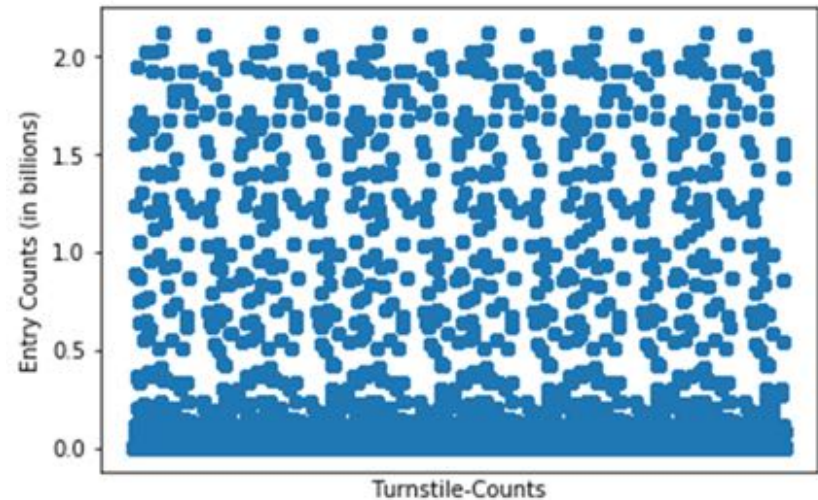
# Data Description

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Individual turnstile data tracking cumulative entries and exits

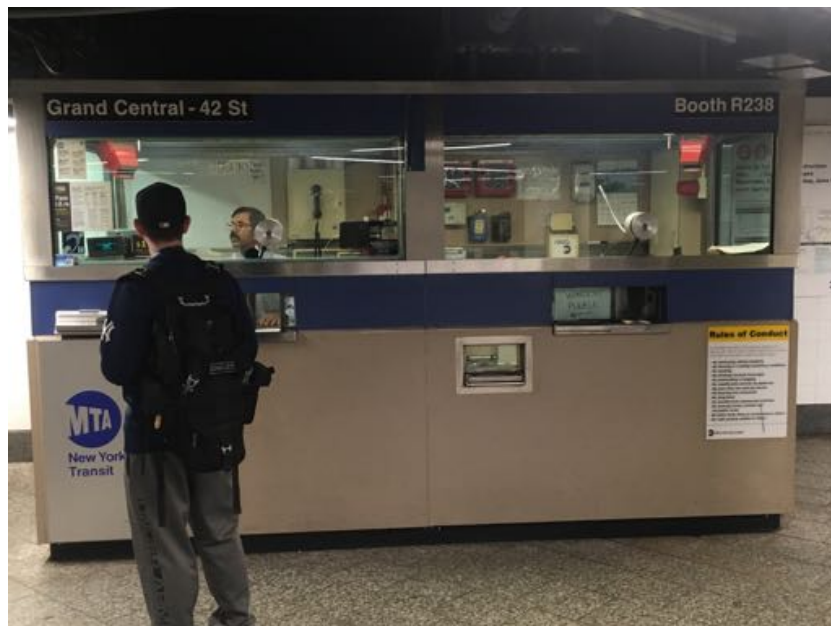
Turnstile identified by Control Area and individual number

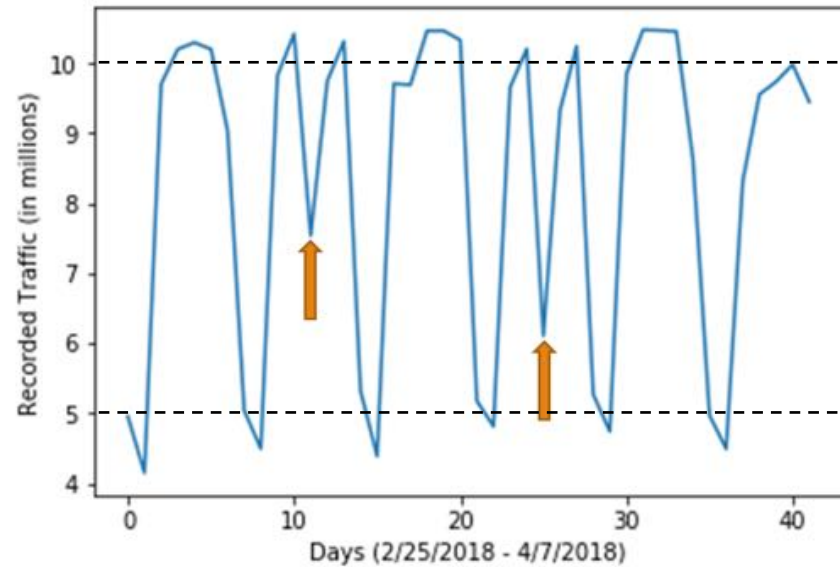
Group data by Station and C/A



# Data Description

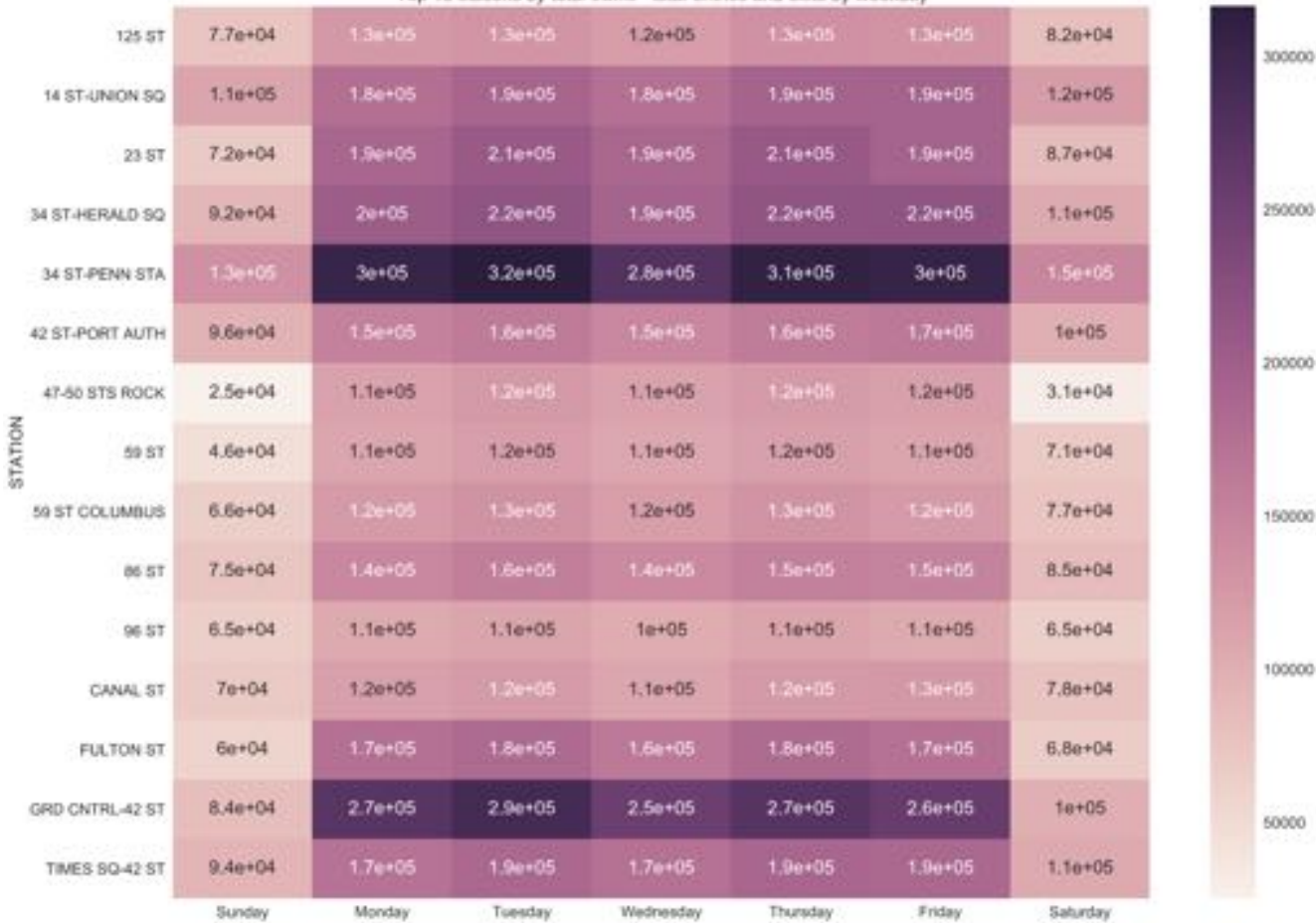
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# Daily Subway Ridership

Top 15 stations by total traffic - total entries and exits by weekday

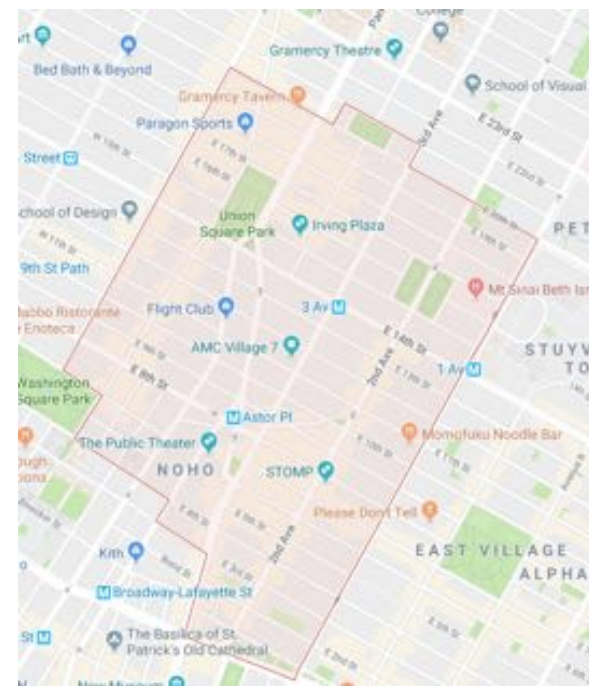
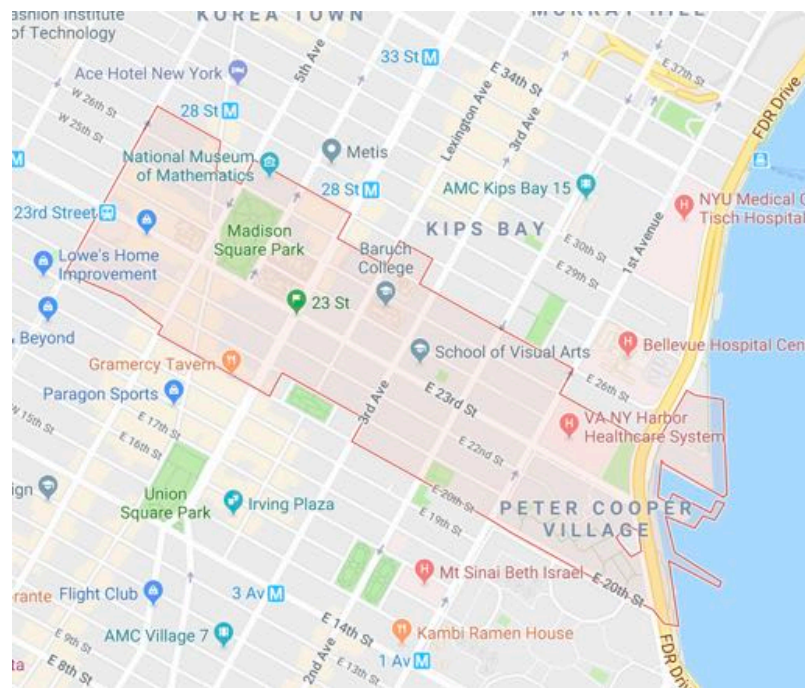


# Relevance

MAJOR TRANSPORTATION  
HUBS DOMINATE TRAFFIC

# Tech Start-up Neighborhoods

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# Tech-Subway Stations

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- 23<sup>rd</sup> Street
- 28<sup>th</sup> Street
- Broadway Lafayette
- Union Square





# Proximity to Established Businesses



## 23rd Street Heatmap (C/A R226)



# 28th Street Heatmap (C/A R229)



# Broadway- Lafayette Heatmap (C/A N519)

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# Union Square Heatmap (C/A R221)

# Recommendations

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## Canvas:

- 23<sup>rd</sup> (R226)
- 28<sup>th</sup> (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

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Weather Patterns

Neighborhood Incomes/Demographics

Year-Over-Year Data





# References

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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](https://nycfuture.org/pdf/New_Tech_City.pdf)