

Placement of WTWY Street Teams

To increase participation of women in technology

Jeremy Betz
Susmita Datta

Objective

Approach people on the street to

Raise awareness about women in technology

Get more people to sign up for WTWY's events

Using MTA Subway Data

We assume that

We are likely to find more interested people, and therefore collect more signatures at populated places in New York City.

We use the MTA data to determine which zones or blocks in New York City are more populated than others.

The New York City Subway System

400 Subway Stations

How do we place the street teams?



About the MTA Data

The turnstiles in the stations record how many people enter and exit the stations on different days of the week and hours of the day.

About the MTA Data

If we can count how many people enter and exit the stations, we can get an idea of the flow of the riders in the station neighborhoods.

About the MTA Data

This way we know where and when to place the street teams to approach people and collect as many signatures as possible.

MTA Data Analysis

Since the gala is in early summer, we focus on MTA data collected in spring and early summer.

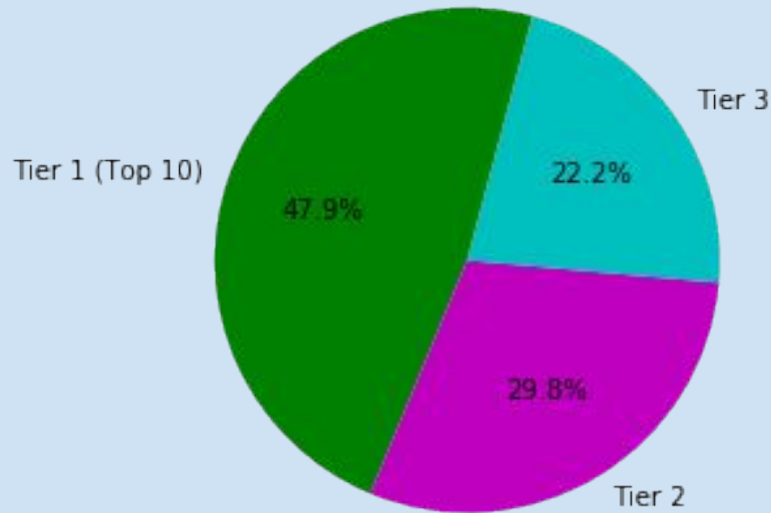
We would like to get a sense of ridership over a period that is reasonably close to the event date.

That way, street teams are likely to find more people who may be interested in the WTWY gala.

Key Findings from the MTA Data

Small number of stations contribute most to the city's ridership.

Average Ridership in Top 30 Stations

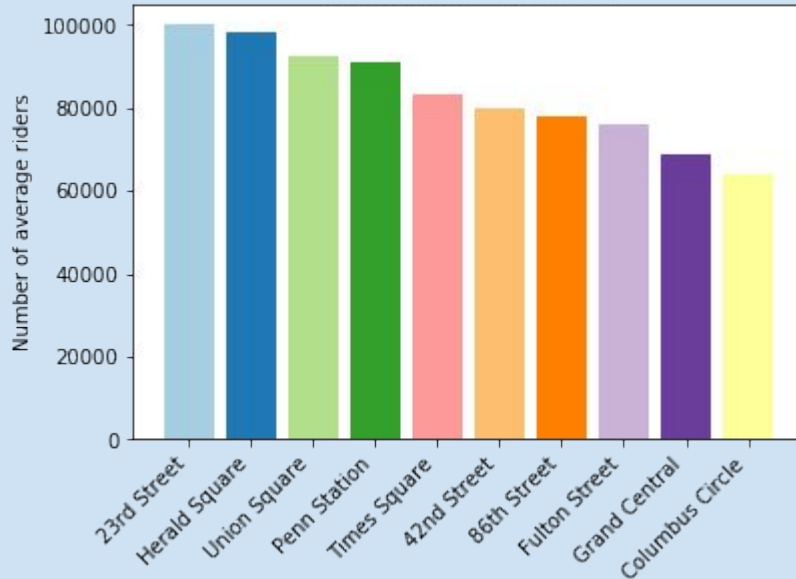


Top 30 Stations Ranked by Ridership

Tier 1	First 10 of 30
Tier 2	Middle 10 of 30
Tier 3	Last 10 of 30

Key Findings from the MTA Data

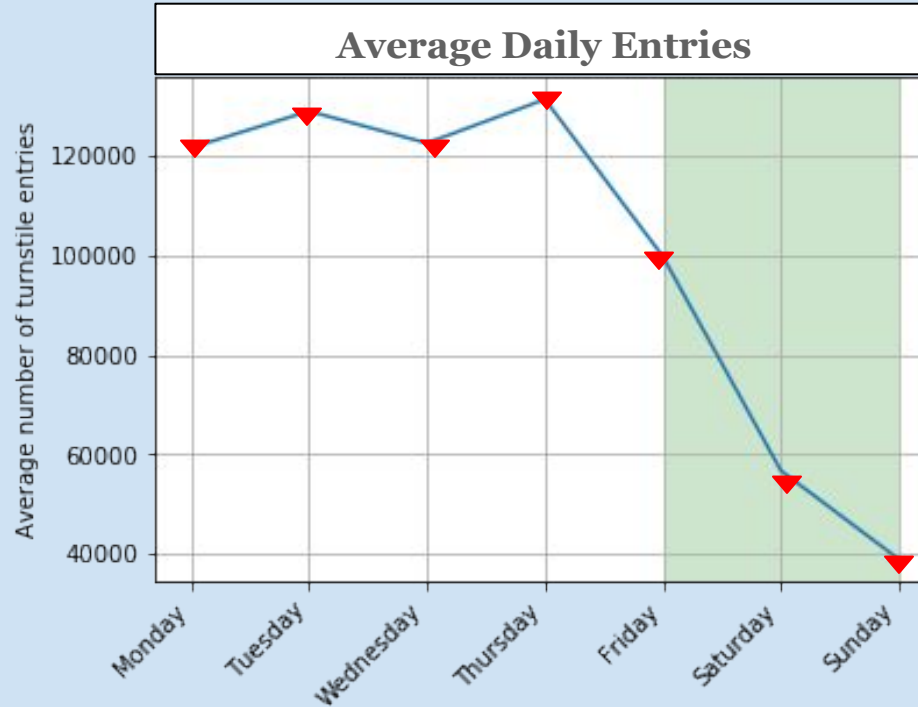
Top 10 ridership stations



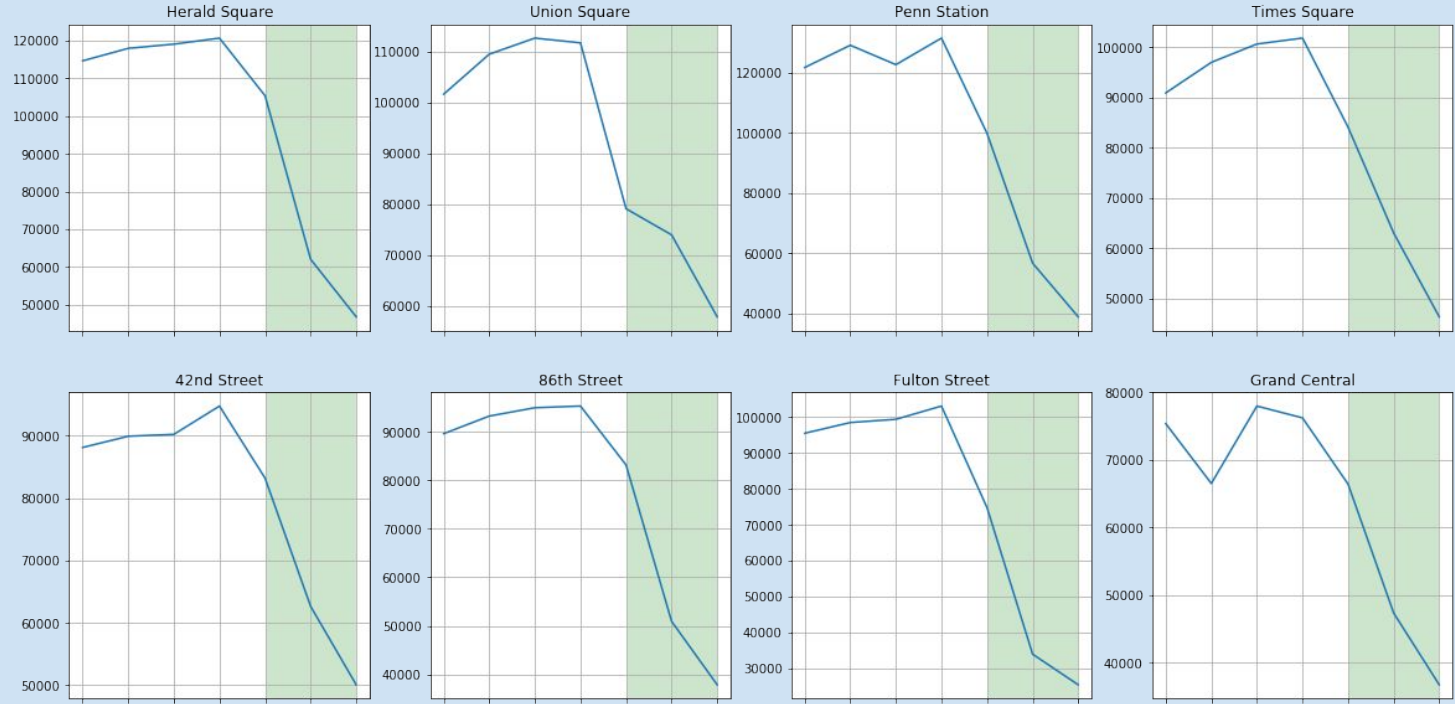
STATIONS	RIDERSHIP
23rd Street	100,000
Herald Square	98,000
Union Square	92,000
Penn Station	91,000
Times Square	83,000
42nd Street	80,000
86th Street	78,000
Fulton Street	76,000
Grand Central	69,000
Columbus Circle	64,000

Ridership in a Particular Station

23rd Station



Ridership in Stations



Remarks

Overall, stations in NYC have a higher ridership on weekdays than weekends.

Understanding the subway ridership volume gives us a good sense of which NYC blocks are more populated.

Placing street teams in the populated parts of the city allows us to reach out to more people.

This does not necessarily mean that we are going to collect more signatures. People may not stop to fill out information, but it is an effective way to get noticed.

Placement of Street Teams in NYC

Jeremy Betz & Susmita Datta

Project Benson

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