Women Tech Women Yes

Street Teams

Benson4 Inc.

Goals

1. Build awareness

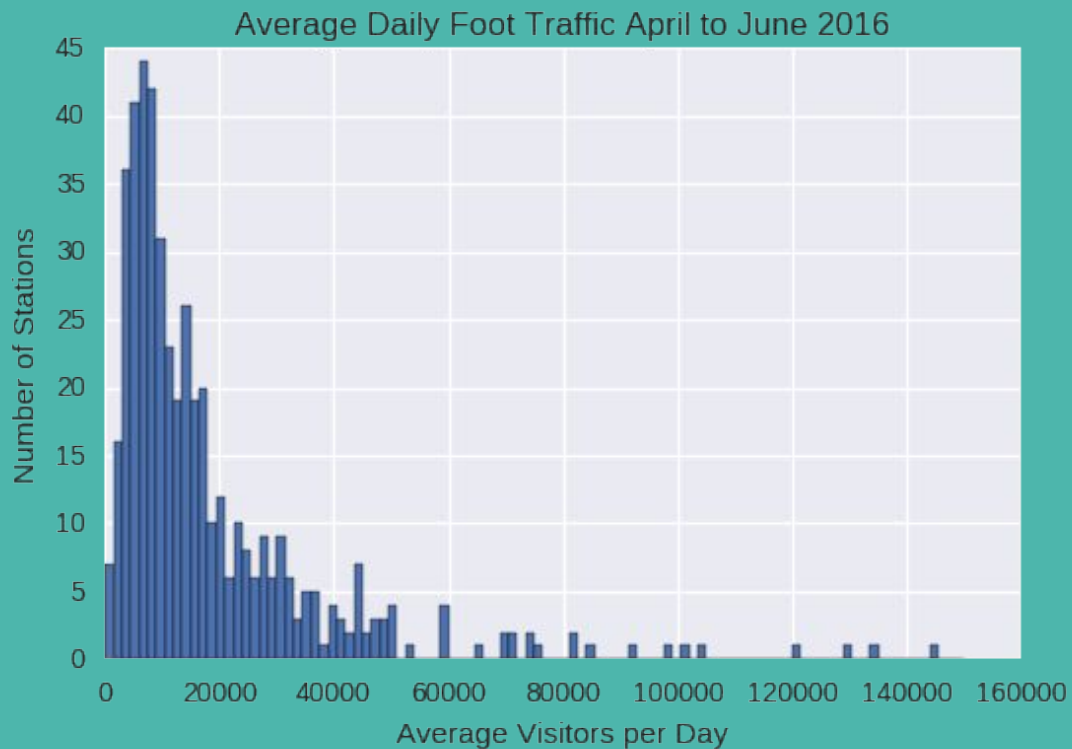2. Boost gala attendance

3. Increase donations

Assumptions

- June gala

- Limited canvassing resources

Data

- MTA Subway station turnstile data from April to June 2016

- Income data from *The New Yorker's* "Inequality and New York's Subway" project

Exploration

# Findings and Considerations

- Avoid highest trafficked areas (PANDAmonium!)

- Select stations between the 70th to 90th percentiles

- Ranked stations giving priority to higher income areas

Final List of Subway Stations

Optimized for high traffic areas without overcrowding, taking into account income to target people more likely to donate

Subway Stations

Station	Lines	Station	Lines
WORLD TRADE CTR	ACE23	28 ST	1
CHAMBERS ST	123	CHRISTOPHER ST	1
5 AV/59 ST	NQR	59 ST	NQR456
CANAL ST	ACE	51 ST	6
LEXINGTON AV/63	F	28 ST	6
14 ST	123FLM	FOREST HILLS 71	EFMR
57 ST	F	EAST BROADWAY	F
66 ST-LINCOLN	1	DEKALB AV	BDNQR
ASTOR PL	6	96 ST	6
8 ST-NYU	NR	HOUSTON ST	1
28 ST	NR	SPRING ST	6
CHAMBERS ST	JZ456	PRINCE ST	NR
BROOKLYN BRIDGE	456JZ	125 ST	23
86 ST	1	VERNON-JACKSON	7
5 AVE	7BDFM	2 AV	F
81 ST-MUSEUM	BC	GRAND-NEWTOWN	MR
23 ST	NR	ASTORIA DITMARS	NQ
8 AV	ACEL	WOODHAVEN BLVD	MR
BLEECKER ST	6DF	63 DR-REGO PARK	MR
23 ST	1	BROADWAY	NQ
23 ST	CE	SUTPHIN-ARCHER	EJZ
WALL ST	45	JAMAICA 179 ST	F
7 AV	BDE	103 ST-CORONA	7
50 ST	CE	KINGS HWY	BQ
79 ST	1	82 ST-JACKSON H	7
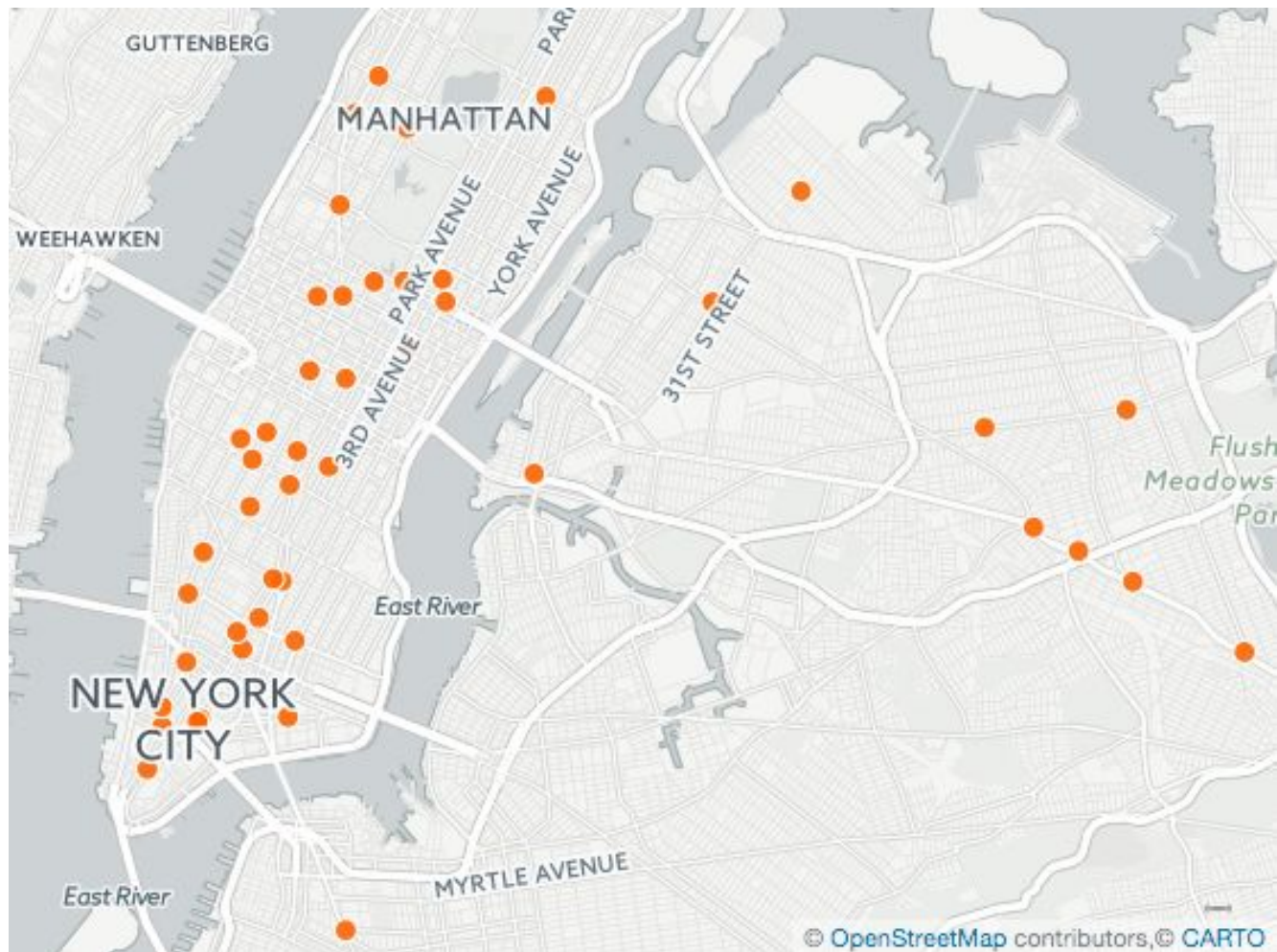
Recommendations

- Prioritize 50 stations

- Engage 20 canvassers (10 teams of two)

- Teams are assigned to a station for one week

- Team rotates to a new station every week

Questions?