



Project Benson

Team Two

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Overview



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3. Initial Results
4. Modifications
5. Additional Data
6. Conclusions
7. Next Steps

1. Questions / Goals



Questions:

- How do we maximize reach of our street team to achieve desired:
 - Awareness for WTWY
 - Gala attendance
 - Fund raising
- Where & when to deploy canvassing teams for event in early summer

Goals:

- Ensure highest quantity and quality reach for the street teams
 - Leverage MTA Turnstile, NYC Income and Tech Company data

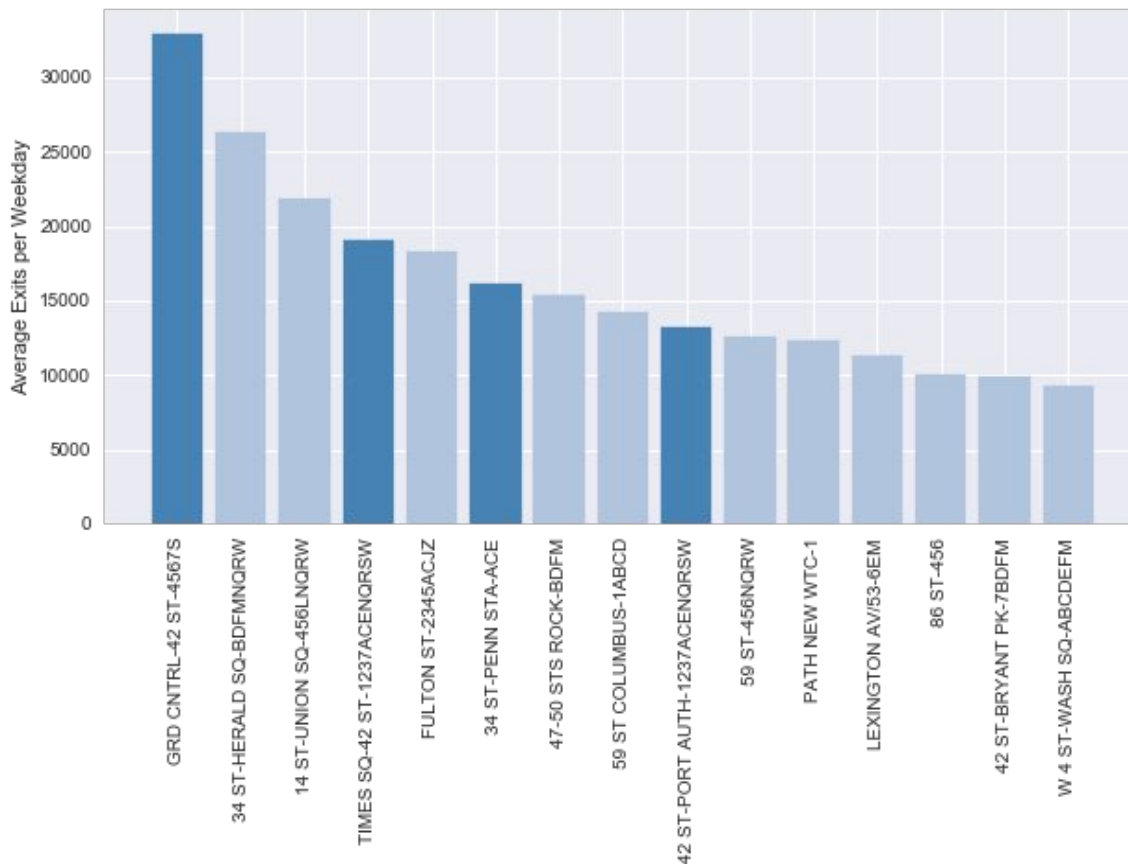
2. Assumptions / Parameters



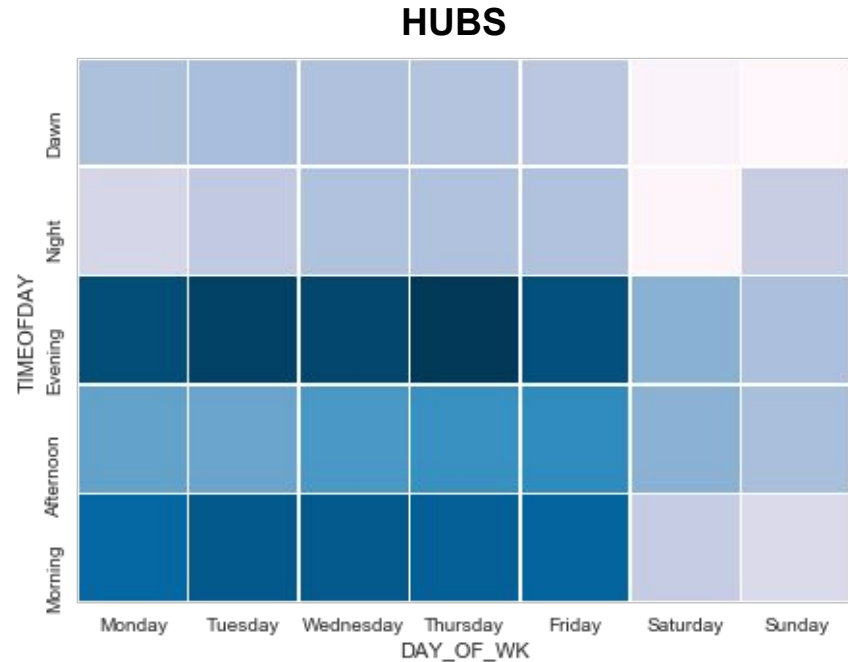
- WTWY has 5 teams to deploy at any given time
- Given early summer event date, focus canvassing to month of May
- MTA turnstile data is a good indicator for pedestrian traffic
- Focus on exit data rather than entry data
- Eliminate 'non-regular' readings

3. Initial Results

- Highest exit volumes include major commuter and tourist hubs such as Grand Central, Times Square / Port Authority, and Penn Station

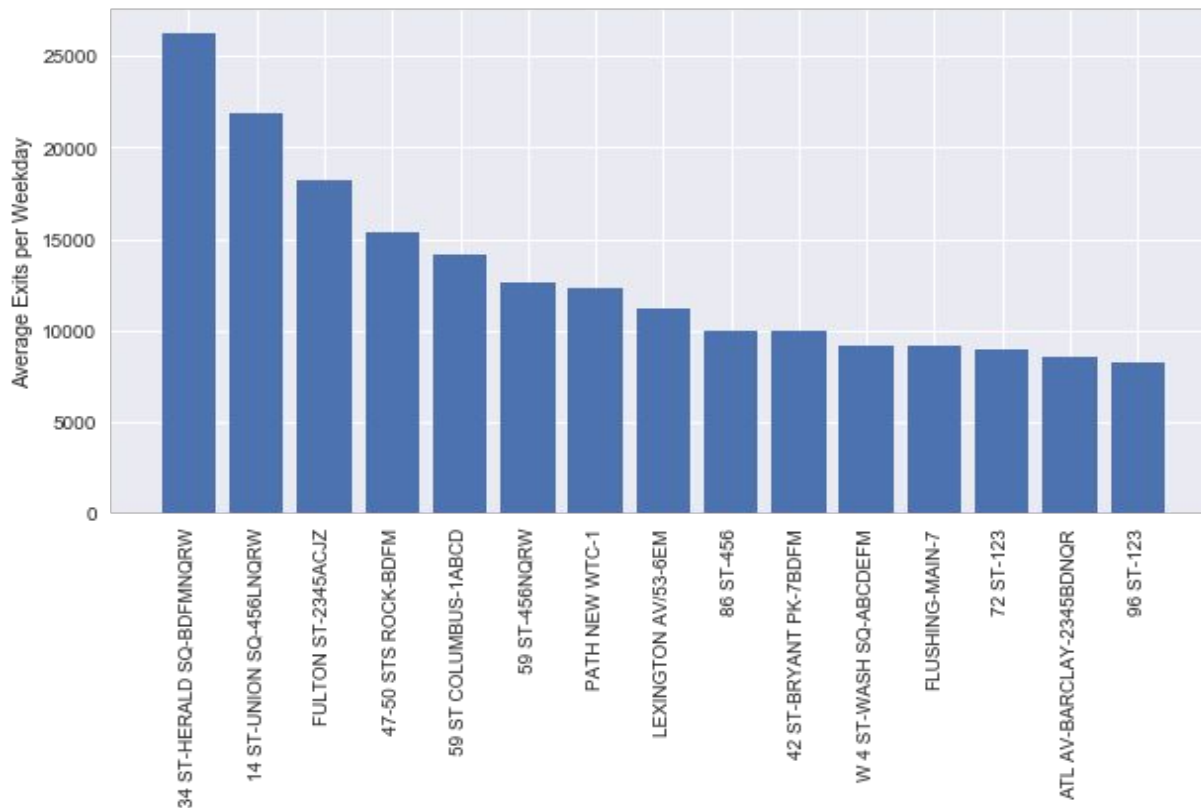


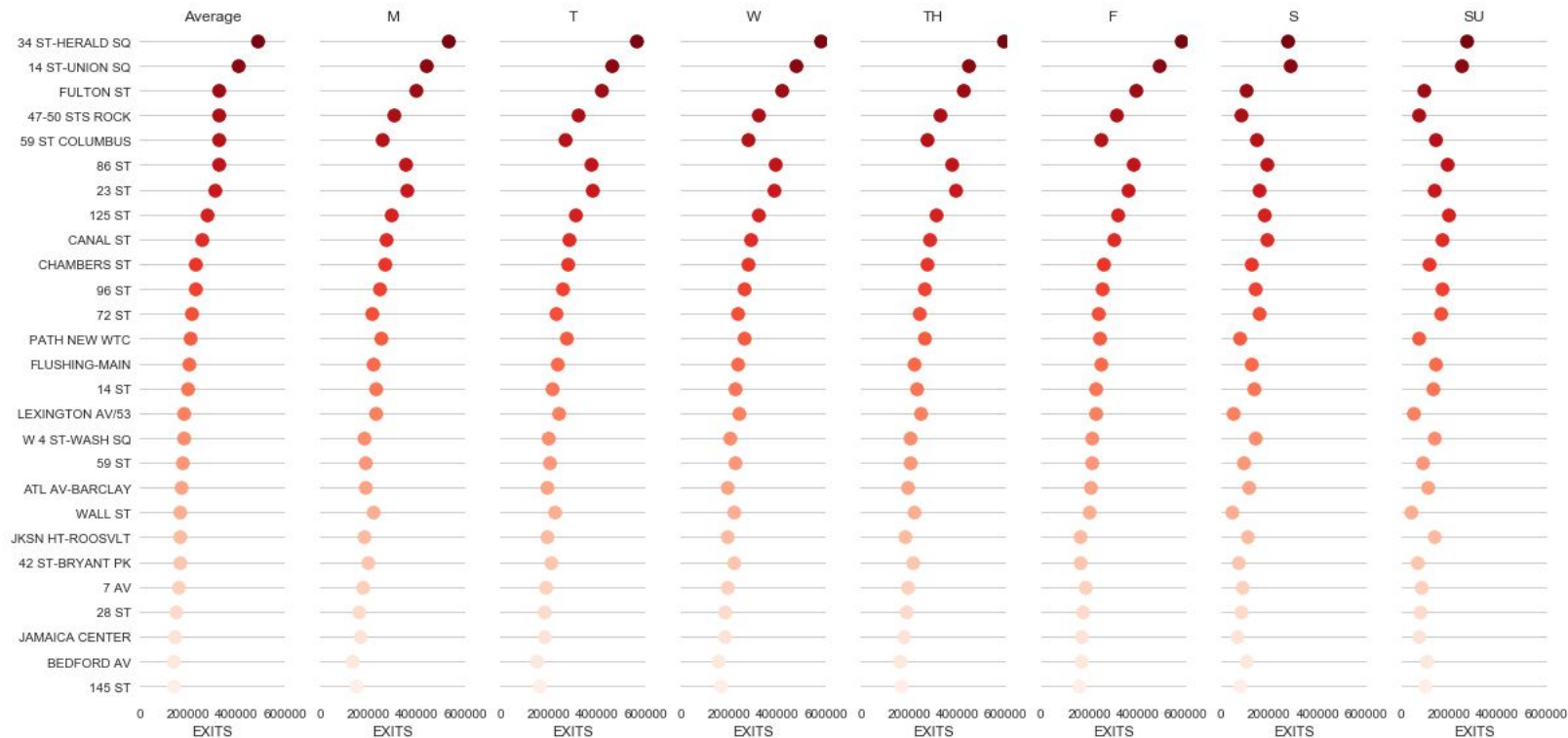
Travel Times Confirm Commuter Theory



4. Modifications

- Eliminate major tourist and commuter hubs
- Top stations for weekday mornings through evenings were:
 1. 34th Street Herald Square
 2. 14th Street Union Square
 3. Fulton Street
 4. Rockefeller Center
 5. 59th Street Columbus Circle





Other Top Targets by Volume

- Other top stations:
 - Flushing Main Street
 - Atlantic Avenue - Barclays Center
 - 86th Street (456 line)
 - West 4th Street
 - 72nd Street and 96th Street (123 line)
- Given our knowledge of the city, not sure if all of these would be the best targets
 - See if any additional data would support our existing perceptions



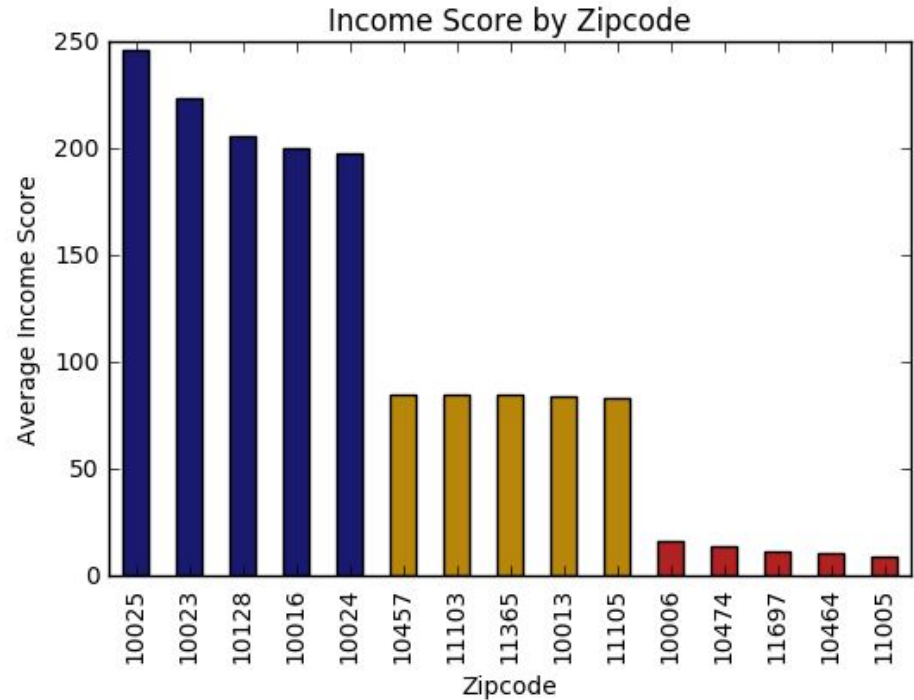
5. Additional Data



- Assumptions:
 - Target wealthier neighborhoods
 - Source: The Internal Revenue Service
 - And locations with a large concentration of tech companies
 - Source: NYC Open Data -NYC Tech Company Addresses

Additional Data- IRS

- We looked for neighborhoods with the highest percentage of people in the highest income bracket
- The areas with the wealthiest populations were:
 - Upper West Side
 - Gramercy/Murray Hill
 - Chelsea



Additional Data- Tech Companies



- We looked at Streets and Avenues with highest frequencies of Tech Company addresses
- On each St. and Ave. we found frequency of companies in sets of 200 nearest addresses (addresses lie within a mile).

NYC Tech Companies Hubs

Company Count			
AddMerge		Distance (in Miles)	Stations Nearby
401-601 Broadway	43	0.6	Canal St. , Fulton St.,Broadway-Lafayette St BDFM,
100-200 Varick Street	40	0.3	Houston St. 125, Canal St.
801-1001 Broadway	31	0.7	14th Street Union Square, 23rd St. NQRW
201-401 Broadway	27	0.7	Canal St., Fulton St. , Path WTC.
601-801 Broadway	21	0.6	14th Street Union Square, Broadway-Lafayette St., Bleecker St
201-401 5th Avenue	20	0.6	34th St Herald Square
1-201 Madison Avenue	20	0.6	E 28th St., 33rd St, 34th St Herald Square
1-201 5th Avenue	16	0.6	Grand Central Terminal, 42 St. Bryant Park
201-401 Madison Avenue	15	0.8	Grand Central Terminal, 42 St. Bryant Park
1001-1201 Broadway	14	0.2	34th St Herald Square, E 28th St NQRW, E 23rd St.

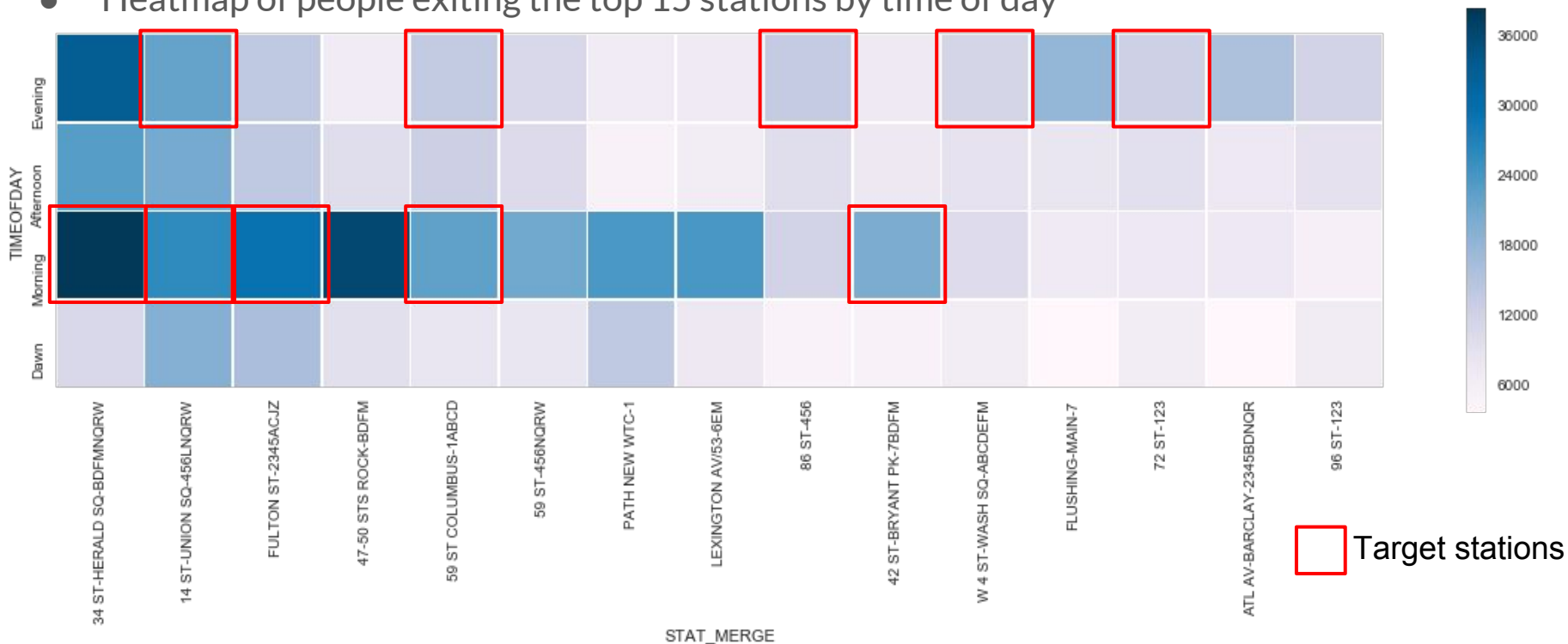
6. Conclusions



- Maximize number of people encountered as well as optimize type of people who would be most interested in WTWY
- In the morning, people exiting the subway are going to work
 - Focus on areas with higher concentration of tech companies
- In the evening, people exiting the subway are going home
 - Focus on areas with higher concentration of people in top income bracket

6. Conclusions (cont'd)

- Heatmap of people exiting the top 15 stations by time of day



Final Recommendation



- **Morning**

1. Herald Square
2. Union Square
3. Fulton Street
4. Columbus Circle
5. Bryant Park

- **Evening**

1. Union Square
2. Columbus Circle
3. 86th Street (456)
4. West 4th Street
5. 72nd Street (123)

7. Next Steps



- Additional Areas to Explore:
 - Get Crunchbase Pro to access tech event data and more in-depth industry info
 - Overlay map of subway stations with map of NYC demographic data and tech industry saturation points
 - Find number of tech companies in a square mile area