

FINAL PUSH '16

Optimizing Voter Registration Team Deployment



THE CHALLENGE

- Help NY Democratic Party register new student voters
- Why?
 - Low voter registration rate
 - High probability of voting Democrat



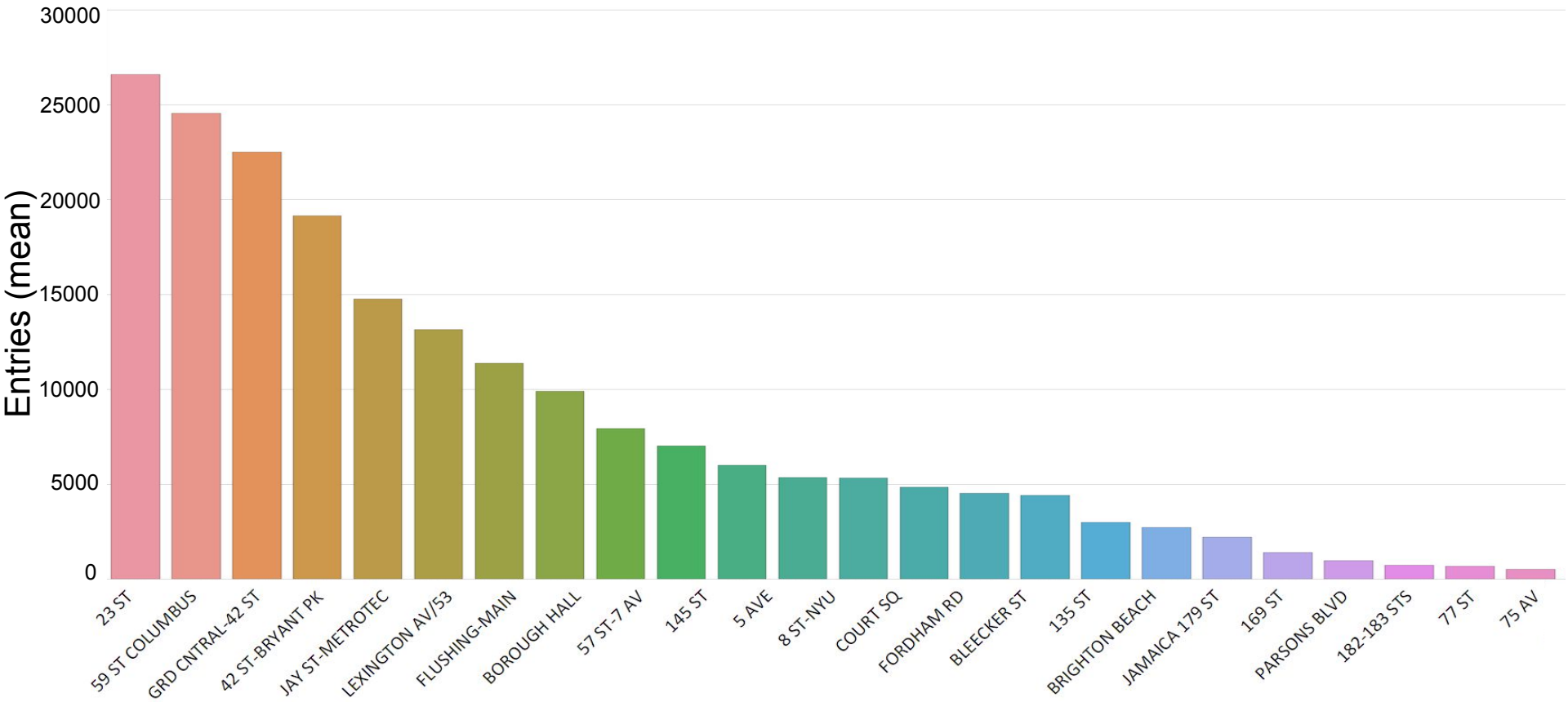
THE APPROACH

- Top 15 universities by enrollment
- Evaluated subway turnstile data
 - 3 nearest stations per school
 - Last 4 weeks
- Identify 10 busiest stations
 - M-F
 - Afternoon, Evening
- Schedule for voter registrations teams



A map of New York City and its surrounding areas, including parts of New Jersey, Connecticut, and Pennsylvania. The map shows major highways (Interstates 95, 78, 278, 495, 678, 295, 27, 204, 206, 208, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000). The map shows various locations marked with blue pins, including: 1. A pin in the northern part of the map, near the border with Pennsylvania. 2. A pin in the northern part of the map, near the border with

Subway Entries by Station (Monday 12pm-4pm)



RESULTS

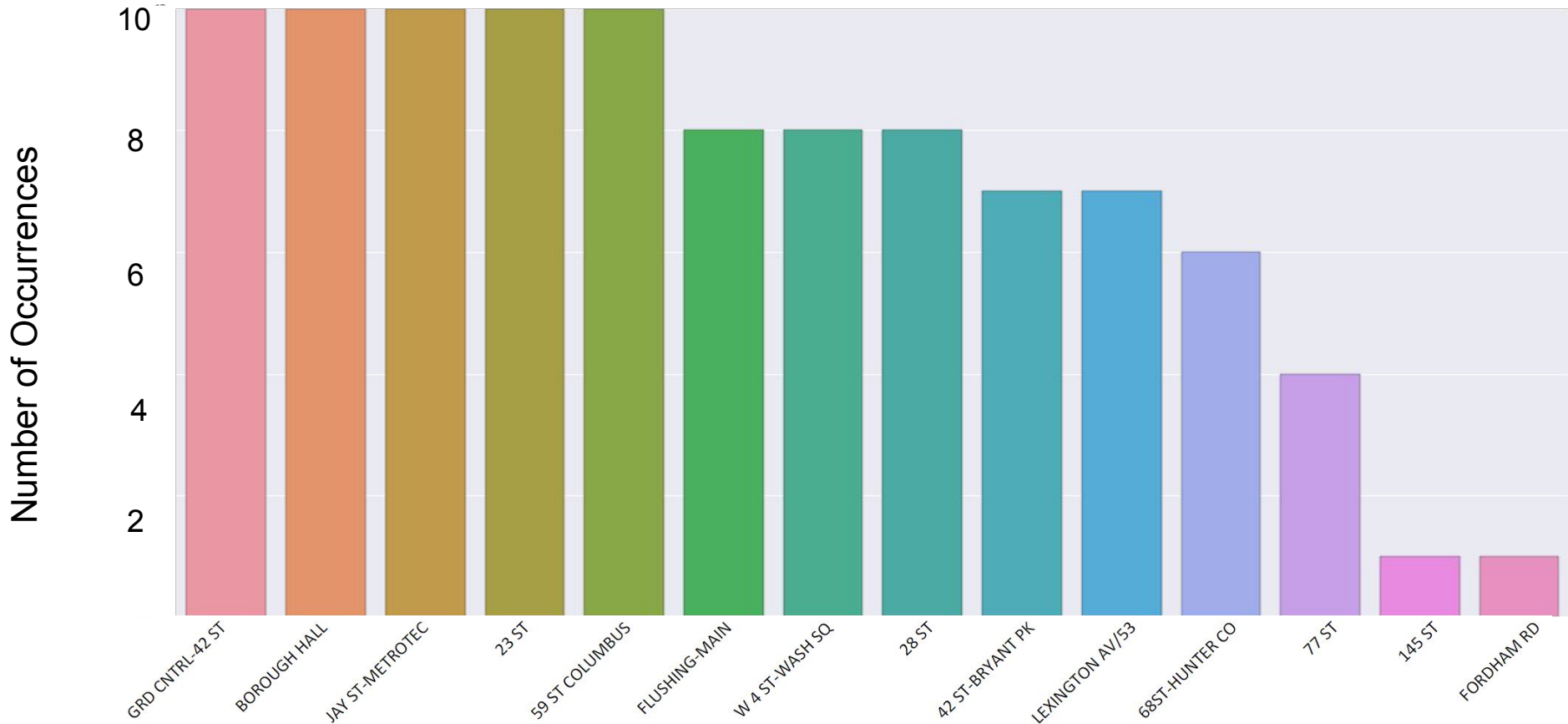
Voter Registration Teams -- Afternoon Schedule

Afternoon(12 PM - 4 PM)	Voter Registration Teams	Monday	Tuesday	Wednesday	Thursday	Friday
	Team 1	59 ST COLUMBUS	GRD CNTRL-42 ST	GRD CNTRL-42 ST	GRD CNTRL-42 ST	42 ST-BRYANT PK
	Team 2	23 ST	59 ST COLUMBUS	59 ST COLUMBUS	59 ST COLUMBUS	GRD CNTRL-42 ST
	Team 3	GRD CNTRL-42 ST	23 ST	23 ST	23 ST	23 ST
	Team 4	FLUSHING-MAIN	BOROUGH HALL	W 4 ST-WASH SQ	BOROUGH HALL	59 ST COLUMBUS
	Team 5	JAY ST-METROTEC	68ST-HUNTER CO	JAY ST-METROTEC	68ST-HUNTER CO	LEXINGTON AV/53
	Team 6	BOROUGH HALL	JAY ST-METROTEC	BOROUGH HALL	JAY ST-METROTEC	JAY ST-METROTEC
	Team 7	145 ST	FLUSHING-MAIN	68ST-HUNTER CO	W 4 ST-WASH SQ	68ST-HUNTER CO
	Team 8	42 ST-BRYANT PK	W 4 ST-WASH SQ	FLUSHING-MAIN	FLUSHING-MAIN	77 ST
	Team 9	LEXINGTON AV/53	28 ST	28 ST	28 ST	FLUSHING-MAIN
	Team 10	FORDHAM RD	77 ST	77 ST	77 ST	BOROUGH HALL

Voter Registration Teams -- Evening Schedule

Early Evening(4 PM-8 PM)	Voter Registration Teams	Monday	Tuesday	Wednesday	Thursday	Friday
	Team 1	GRD CNTRL-42 ST	GRD CNTRL-42 ST	GRD CNTRL-42 ST	GRD CNTRL-42 ST	23 ST
	Team 2	23 ST	23 ST	23 ST	23 ST	GRD CNTRL-42 ST
	Team 3	59 ST COLUMBUS	59 ST COLUMBUS	59 ST COLUMBUS	59 ST COLUMBUS	59 ST COLUMBUS
	Team 4	28 ST	BOROUGH HALL	BOROUGH HALL	BOROUGH HALL	28 ST
	Team 5	42 ST-BRYANT PK	42 ST-BRYANT PK	42 ST-BRYANT PK	42 ST-BRYANT PK	42 ST-BRYANT PK
	Team 6	LEXINGTON AV/53	LEXINGTON AV/53	LEXINGTON AV/53	LEXINGTON AV/53	LEXINGTON AV/53
	Team 7	JAY ST-METROTEC	JAY ST-METROTEC	JAY ST-METROTEC	JAY ST-METROTEC	JAY ST-METROTEC
	Team 8	W 4 ST-WASH SQ	68ST-HUNTER CO	FLUSHING-MAIN	68ST-HUNTER CO	W 4 ST-WASH SQ
	Team 9	BOROUGH HALL	W 4 ST-WASH SQ	28 ST	W 4 ST-WASH SQ	FLUSHING-MAIN
	Team 10	FLUSHING-MAIN	28 ST	W 4 ST-WASH SQ	28 ST	BOROUGH HALL

Station Frequency within Team Schedule



POTENTIAL NEXT STEPS

- Add exit data to target arriving students in the a.m.
- Weight stations by enrollment at nearby universities
 - Account for percentage of commuter students.
- Target stations near where college students live
- Where to deploy teams on weekend days?

EXTRA SLIDES

Monday Entries for 42nd ST Grand Central

