



2020 Fall WTWY Annual Gala

Proposal to Drive Reach &
Awareness

PROJECT TEAM



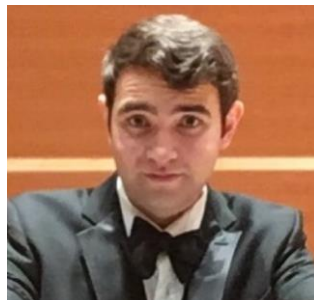
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◦ AGENDA

Executive Summary

New York City MTA Overview

Scope, Data & Assumptions

Analysis & Proof Points

Conclusion & Future Steps

◦ EXECUTIVE SUMMARY

7 Subway locations recommended to drive awareness & increase signups



INSIGHT

- **Low volatility in the top rankings** in terms of MTA commuter traffic, despite the Pandemic
- **Manhattan stations below Central Park** index highly, both in traffic and qualified opportunity
- **Focused deployment strategy** will optimize composition of street teams & maximize reach



RECOMMENDATION

1. Focus on 7 stations - *34th St.-Penn, 34th St.-Herald Square, Grand Central-42nd St., 14th St-Union Square, 42nd St.-Port Authority, 23rd St., Fulton St*
2. Optimal to engage target audience during evening commute hours
3. Additional options exist based on staffing capacity

○ New York City MTA : Key Stats

2.3M+

Avg Riders / Day

*Includes daily commuters and
visitors to NYC*

379

Stations

*Oldest and largest public
transportation system*

4

Serving 4 boroughs

*Manhattan, Queens, Brooklyn, and
the Bronx*



SCOPE, DATA & ASSUMPTIONS

SCOPE

- Gather insights on average daily commuter traffic on the MTA network
- Identify a small group of stations that drive a significant share of traffic
- Recommend approach to maximize outreach in the lead-up to the Fall 2020 Gala
- Discuss and document learnings that can be leveraged for future efforts

DATA SOURCES

- MTA Turnstile Data
- MTA Subway Stations Geo Location Data

ASSUMPTIONS

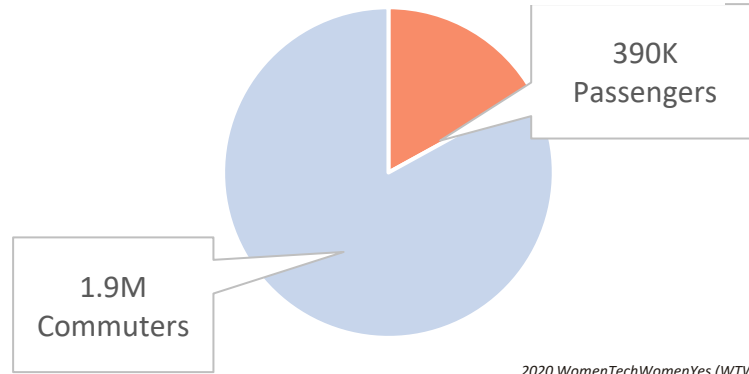
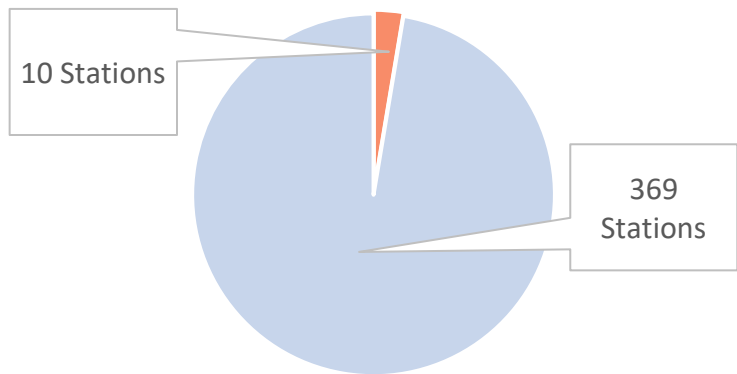
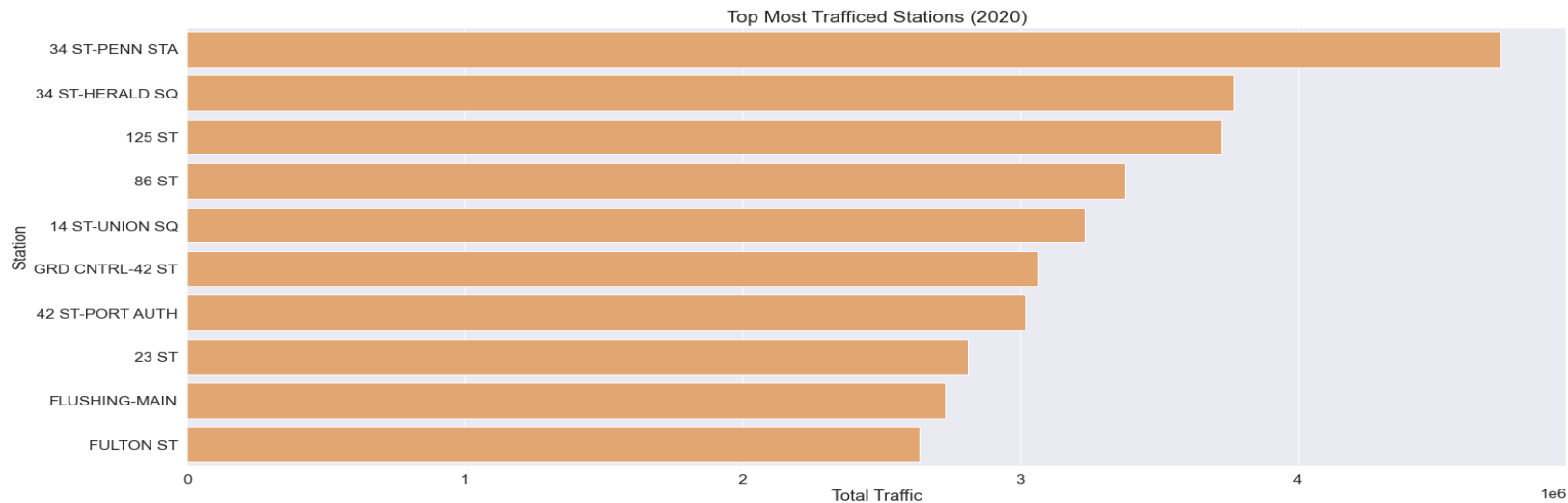
- The Fall 2020 Gala is assumed to be an online event
- Analysis to focus on key work-related commute hours.

KEY CONSIDERATIONS

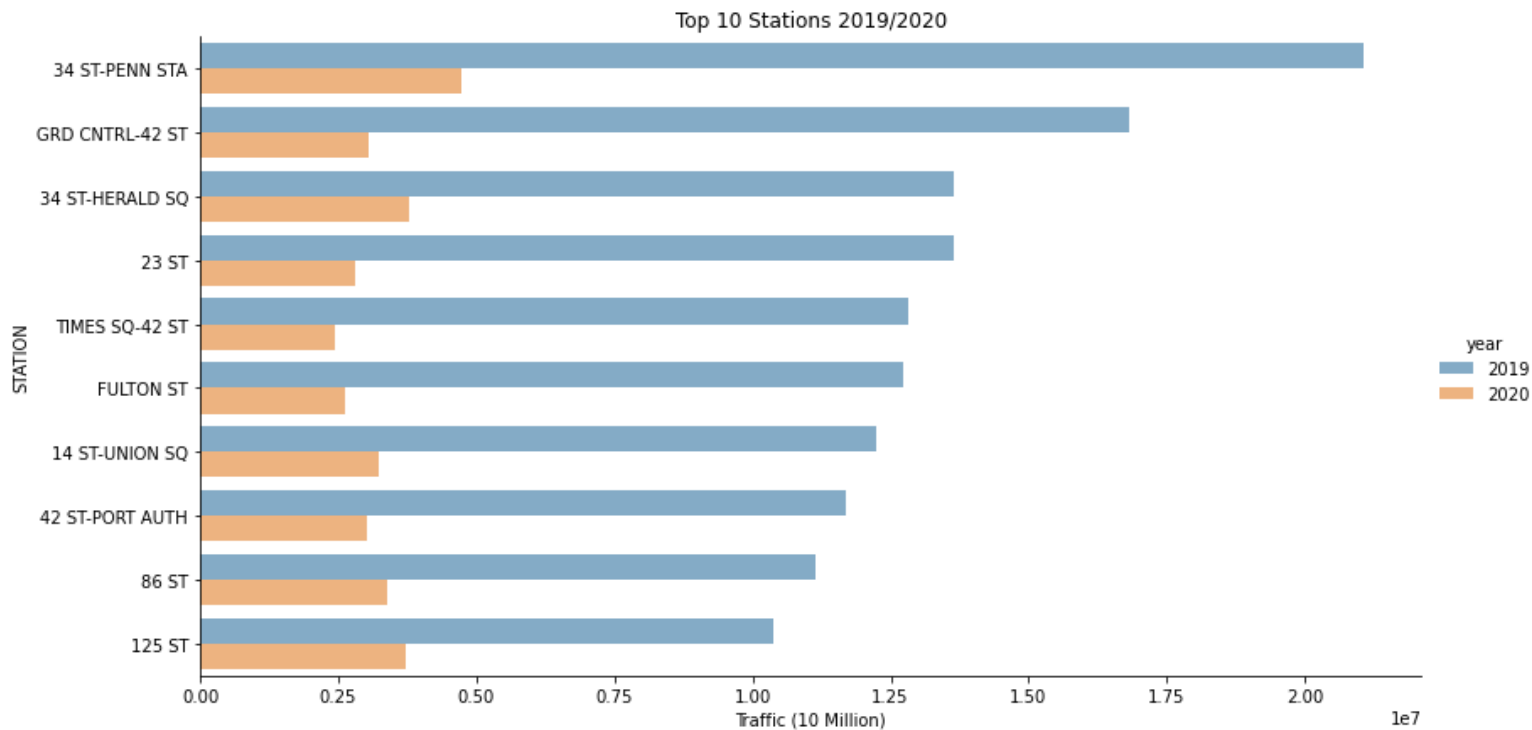
¹ Source: <http://web.mta.info/developers/turnstile.html> (MTA Turnstile Data)

² Source: <http://web.mta.info/developers/data/nycsubway/Stations.csv> (MTA Geo Data)

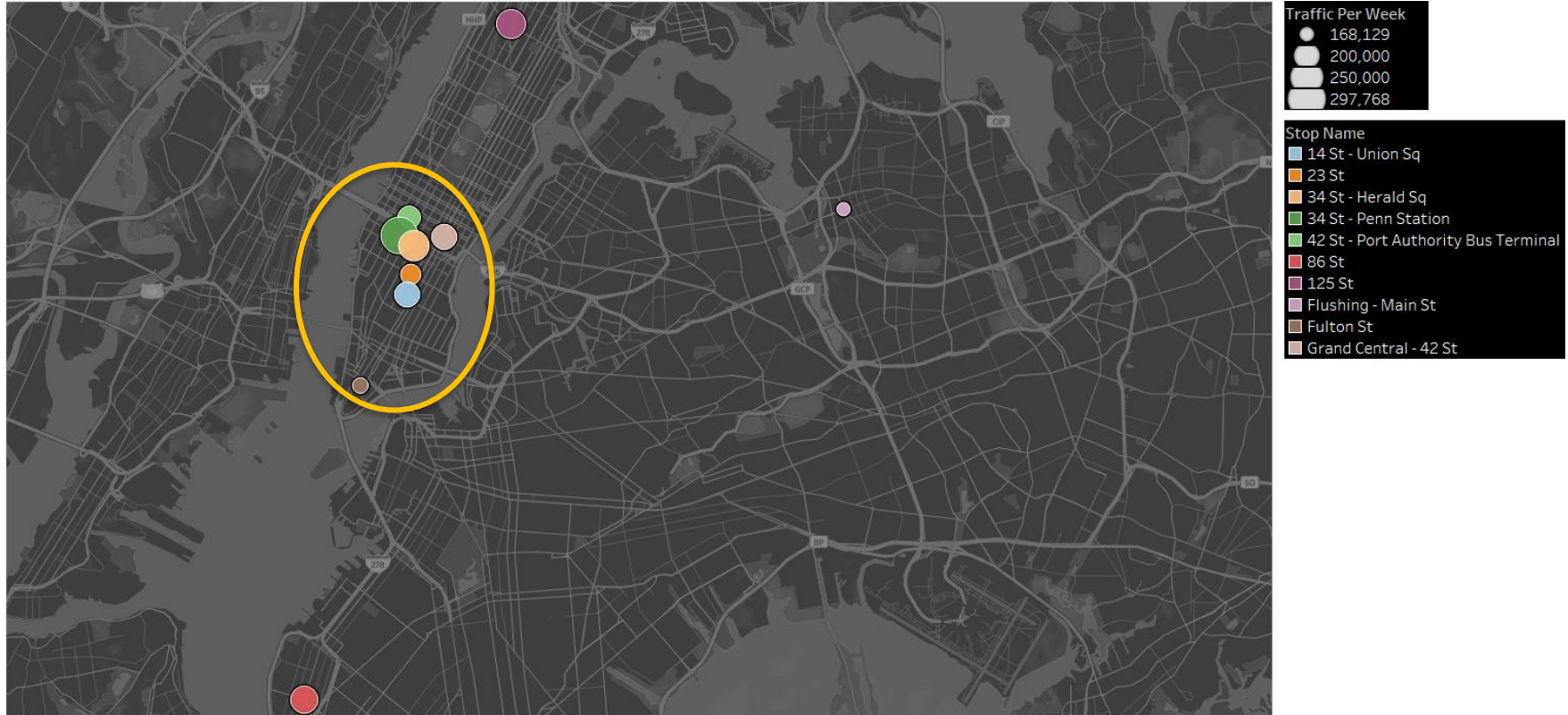
17% of commuter traffic is captured by Top 2% Stations



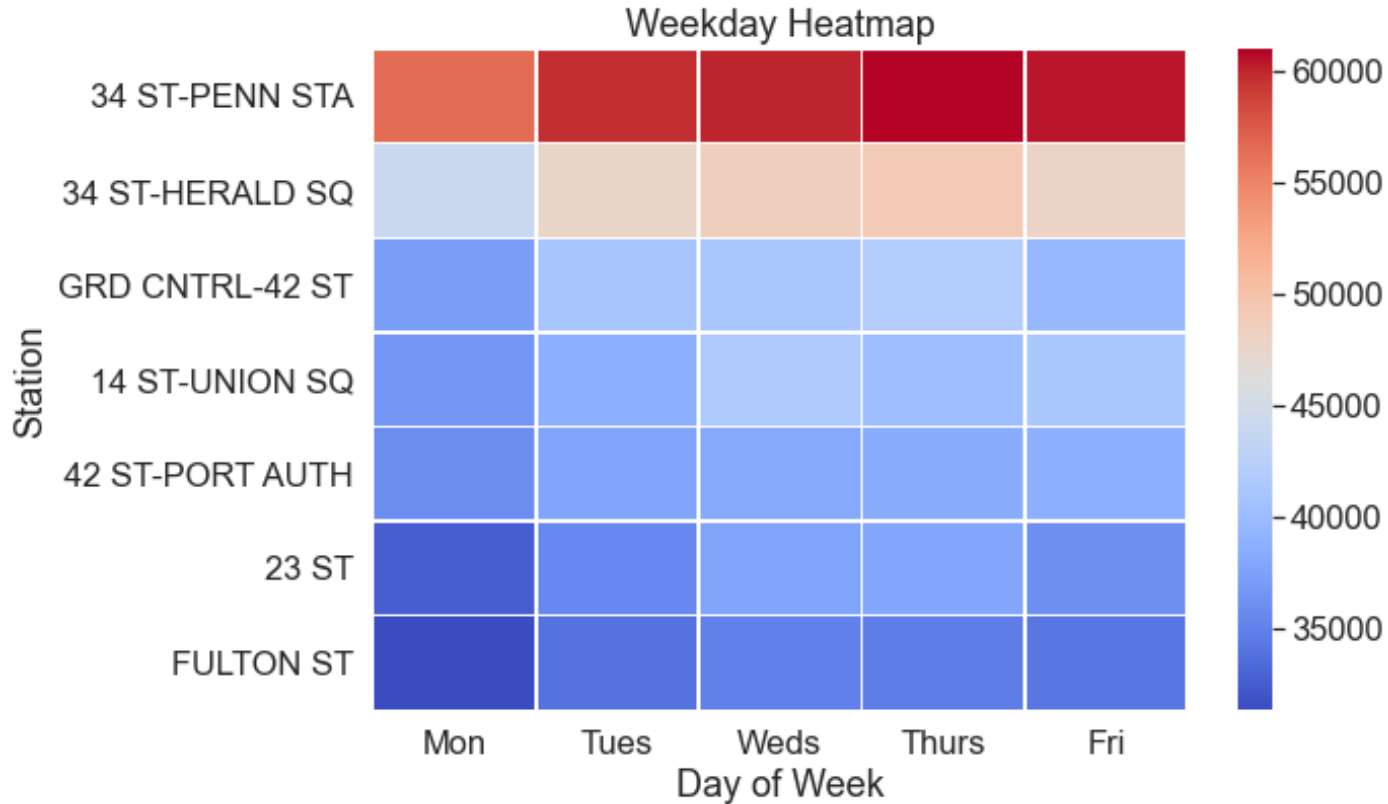
- No significant change to rankings based on commuter traffic between 2019 and 2020



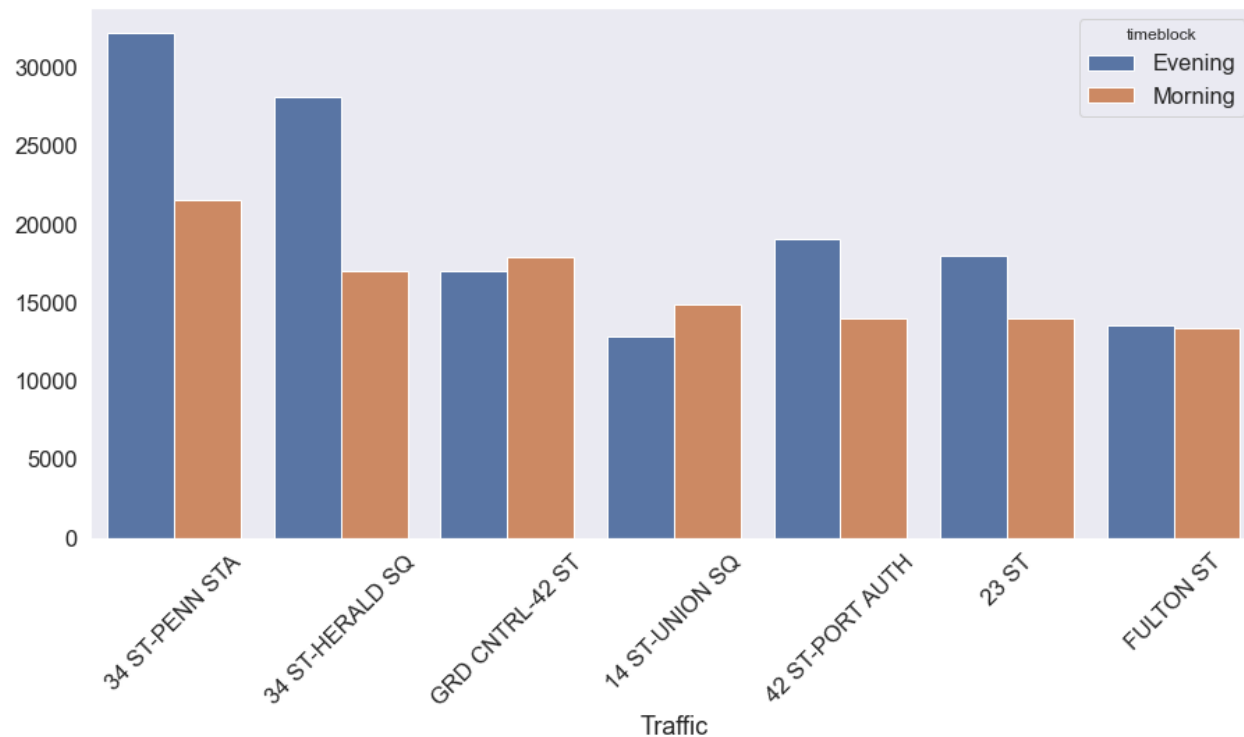
- Majority of these stations are clustered around Manhattan, below Central Park



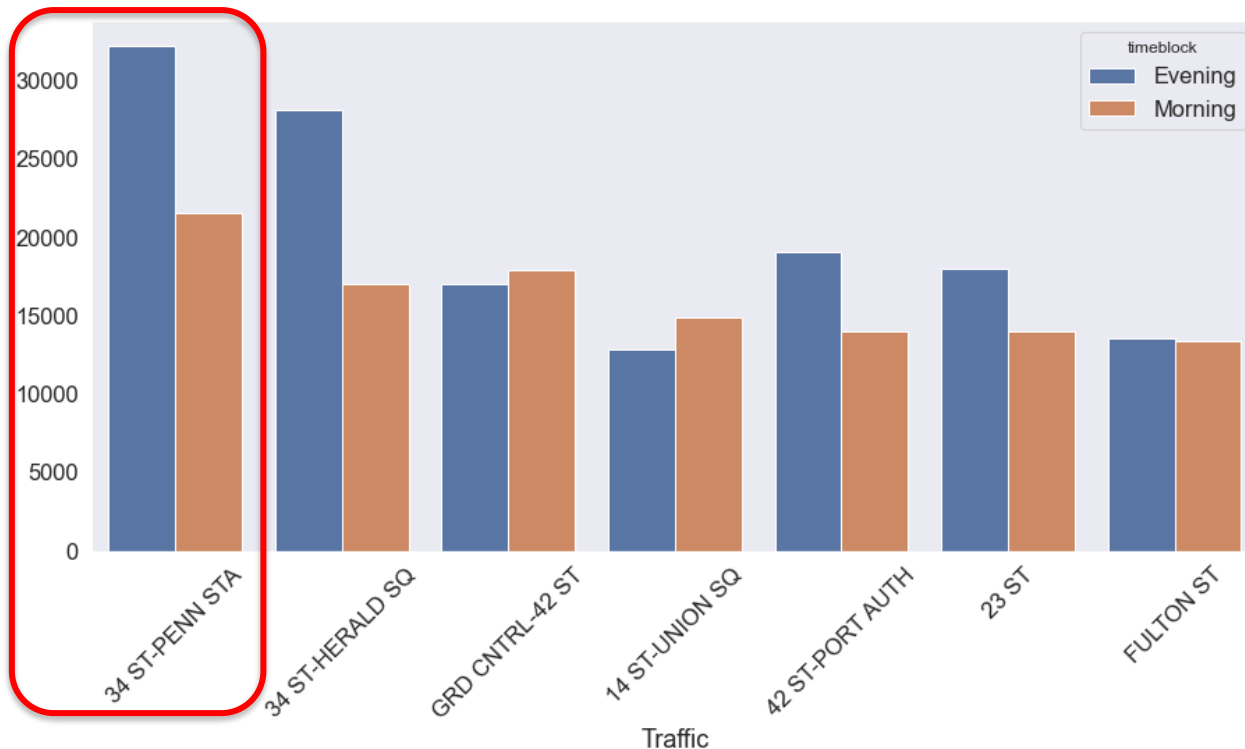
- Daily traffic patterns at Key MTA stations



- Focusing on evening commuter traffic hours will yield the best results



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**Thursday
Evening!**

Recommendation & Opportunities for the future



Where

- 7 Stations
- Clustered in Manhattan



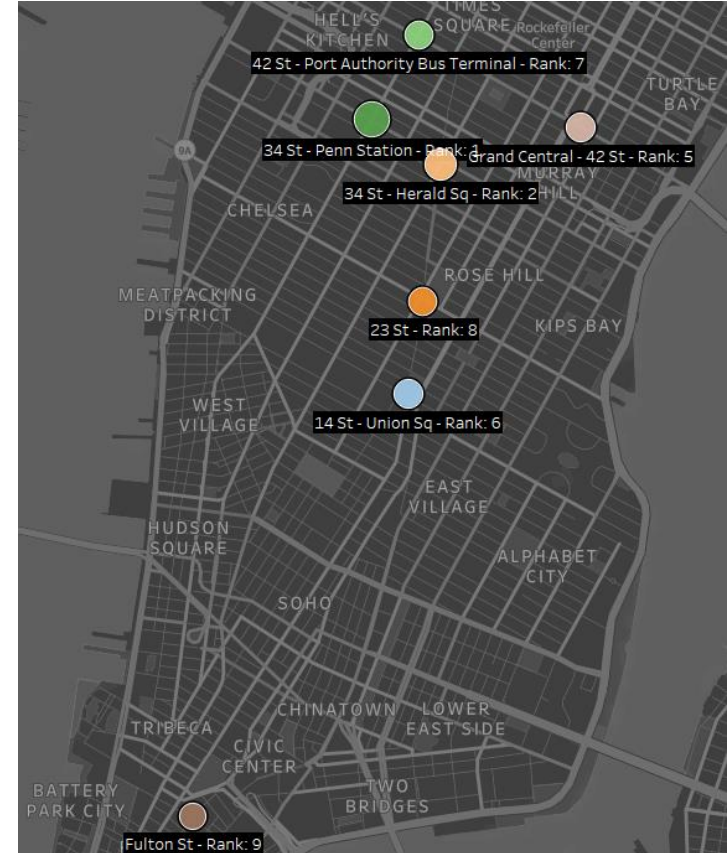
When

- Weekdays
- Evenings



Future Considerations

- Online Community
- Partner Strategy



Questions?



Thank You!

Appendix

