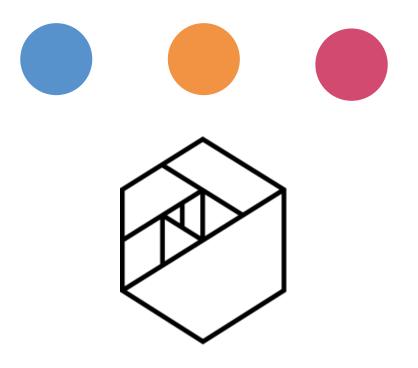
WomenTechWomenYes

Public Engagement Strategy

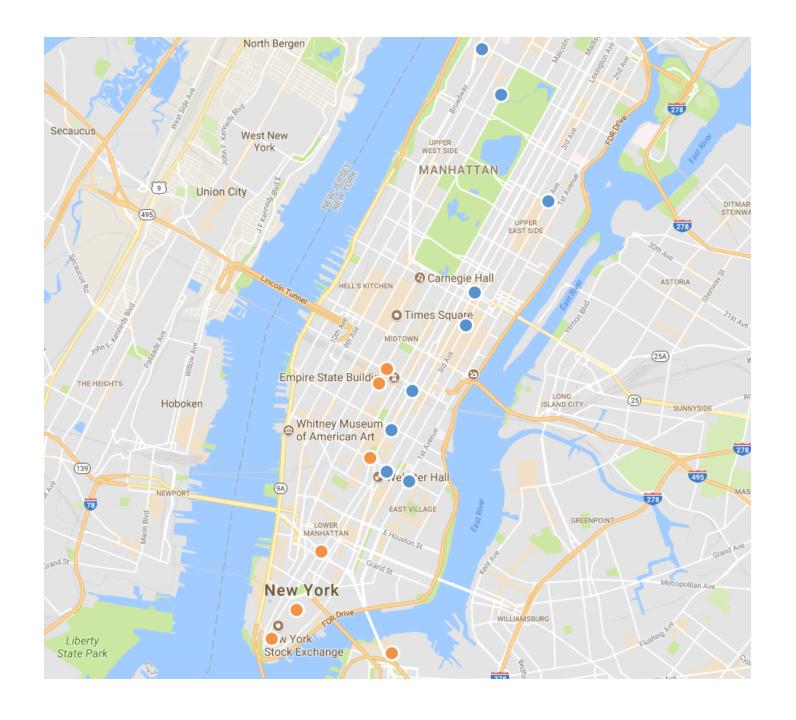


Presented by:

Aileen Chau & Alex Douglas

Engagement Strategy

- Target people who identify with mission:
 - Women
 - People working in the tech industry
- Two-pronged approach:
 - NYC Tech Hubs
 - Demographic Hot Spots
- Place WTWY volunteers outside MTA stations

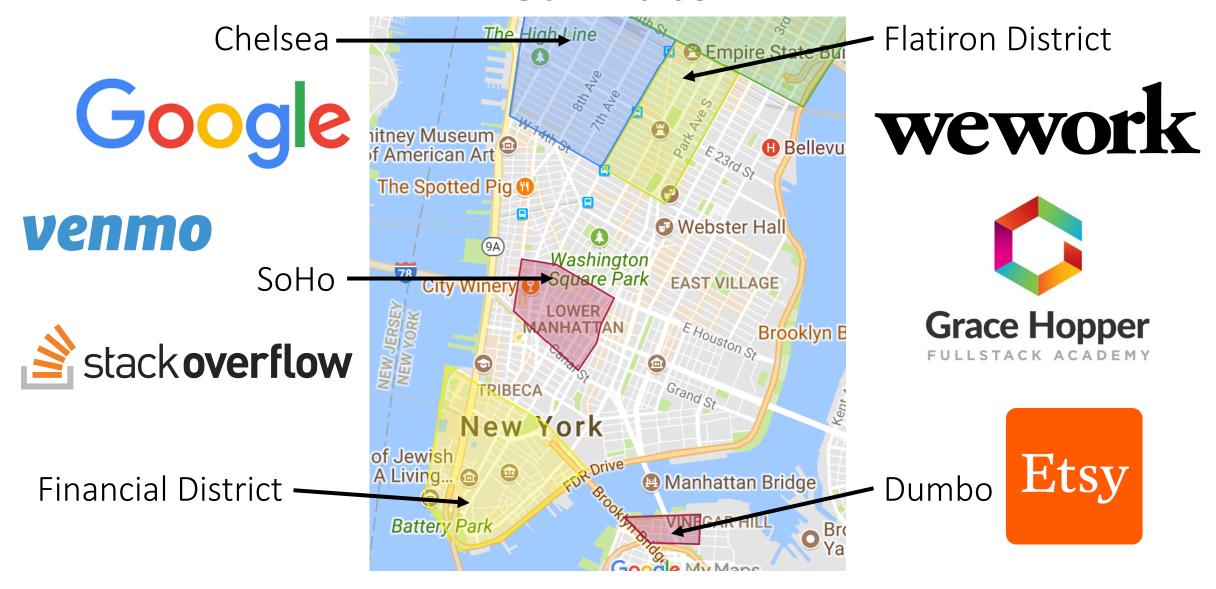


Target Stations

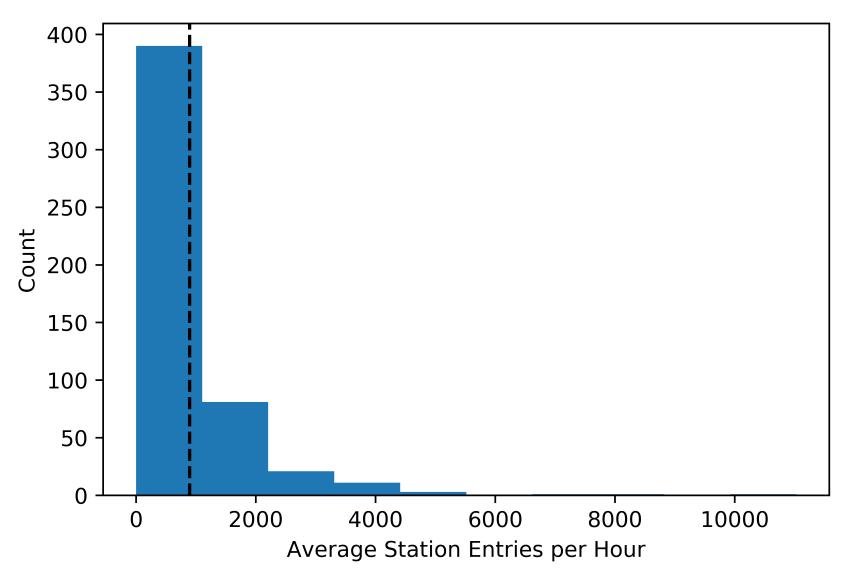
Demographic Hot Spots
9 Stations

NYC Tech Hubs
7 Stations

Tech Hubs



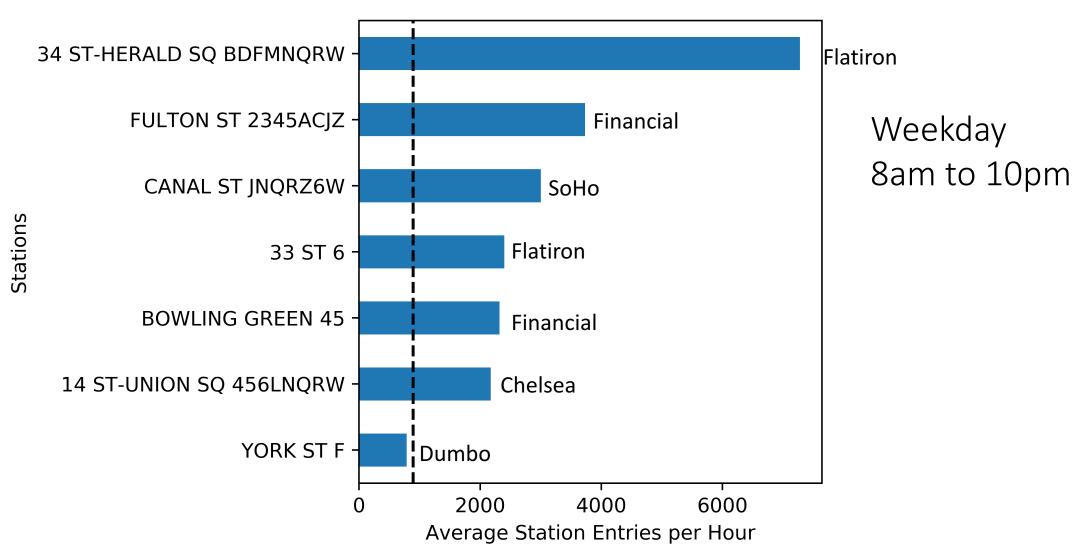
All MTA Stations



Weekday 8am to 10pm

MTA average: 891 entries per hour

MTA Stations in Tech Hubs



MTA average: 891

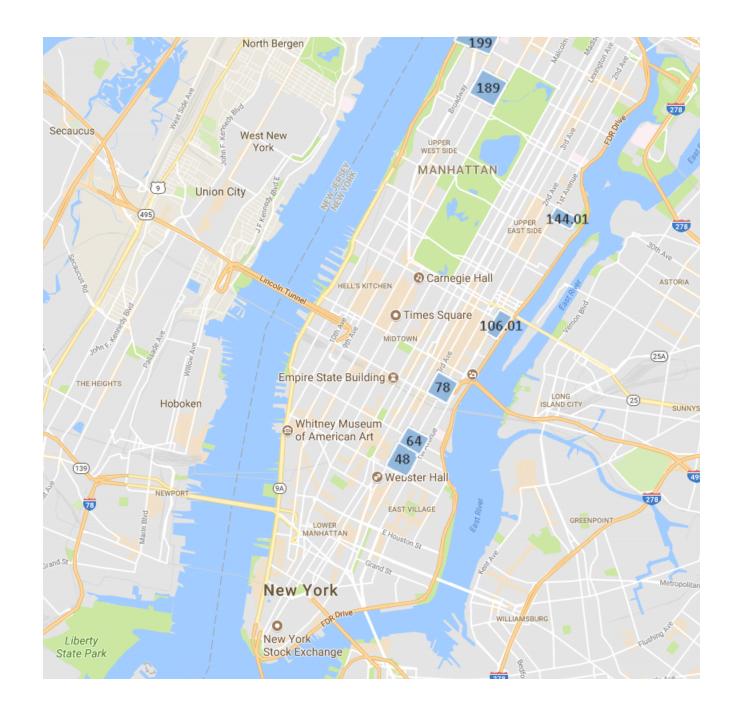
BabyGap Barbounia Craft (1) ABC Carpet & Home odo Media 😩 Zara Starbucks ABA Gallery Journelle Union Squa Vork-Bench Lillie's Victorian J.Crew Establishment The Dr. Martens Store Petco Animal Supplies New York Art World Barnes & Noble City Crab Shack W New York Union Square Breads Bakery (1) Greenmarket 15 East The Pavilion 🚻 ium Staffing Starbucks 🔁 AEO & Aerie Store The Children's Place Garden of Eden Marketplace Yama (11) SKECHERS Retail Nyc Human Resource 14th St TGI Fridays Babies"R"Us Sauare Park 0 Brother Jimmy's BBQ George George Washington Statue Starbucks Blick Art Materials Irving Plaza GNC

14th St – Union Square Station

Average: 2,175 entries per hour

MTA average: 891 entries per hour

Many tech companies within the vicinity



Demographic Hot Spots

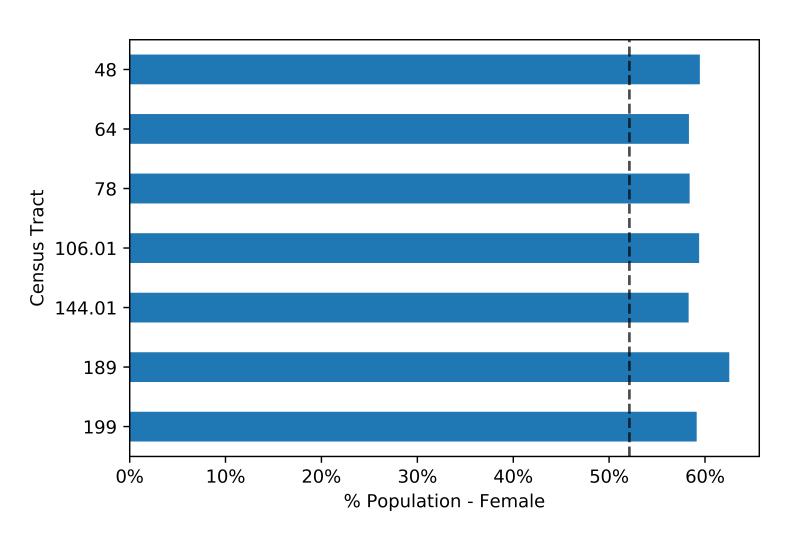
American Community Survey

Variables:

- Percent population Female
- 2. Industry Employment:
 - Information
 - Professional, Scientific, & Technical

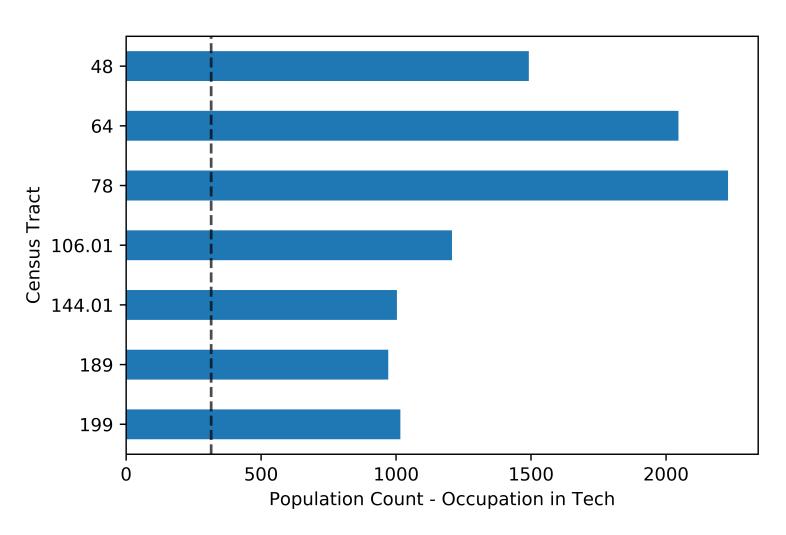
7 census tracts in top 90% for both variables

Percent Population - Female

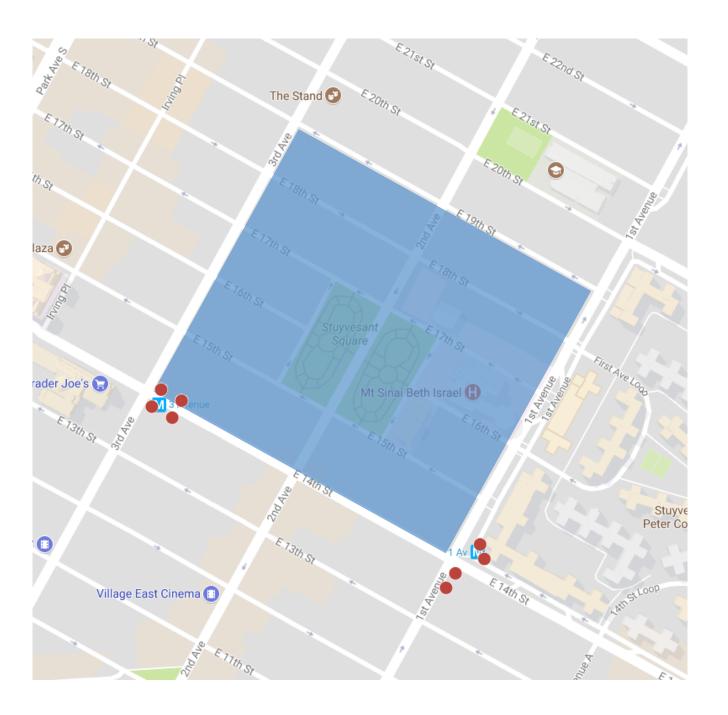


NYC Average: 52.1%

Industry Employment



NYC Average: 315 people



Census Tract 48

Percent Population – Female: **59.5%** NYC Average: 52.1%

Industry Employment: *1,492 people* NYC Average: 315

Two MTA stations:

1st Ave (4 entrances)

3rd Ave (4 entrances)

Conclusion

- NYC Tech Hubs
 - 3x the average MTA foot traffic

- Ideal demographic locations
 - More people employed in tech
 - Higher percentage of women

