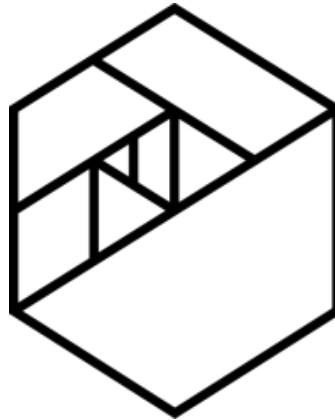
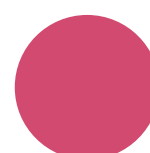
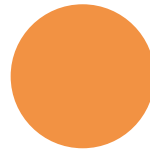
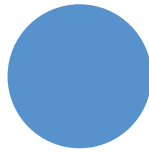


WomenTechWomenYes

Public Engagement Strategy

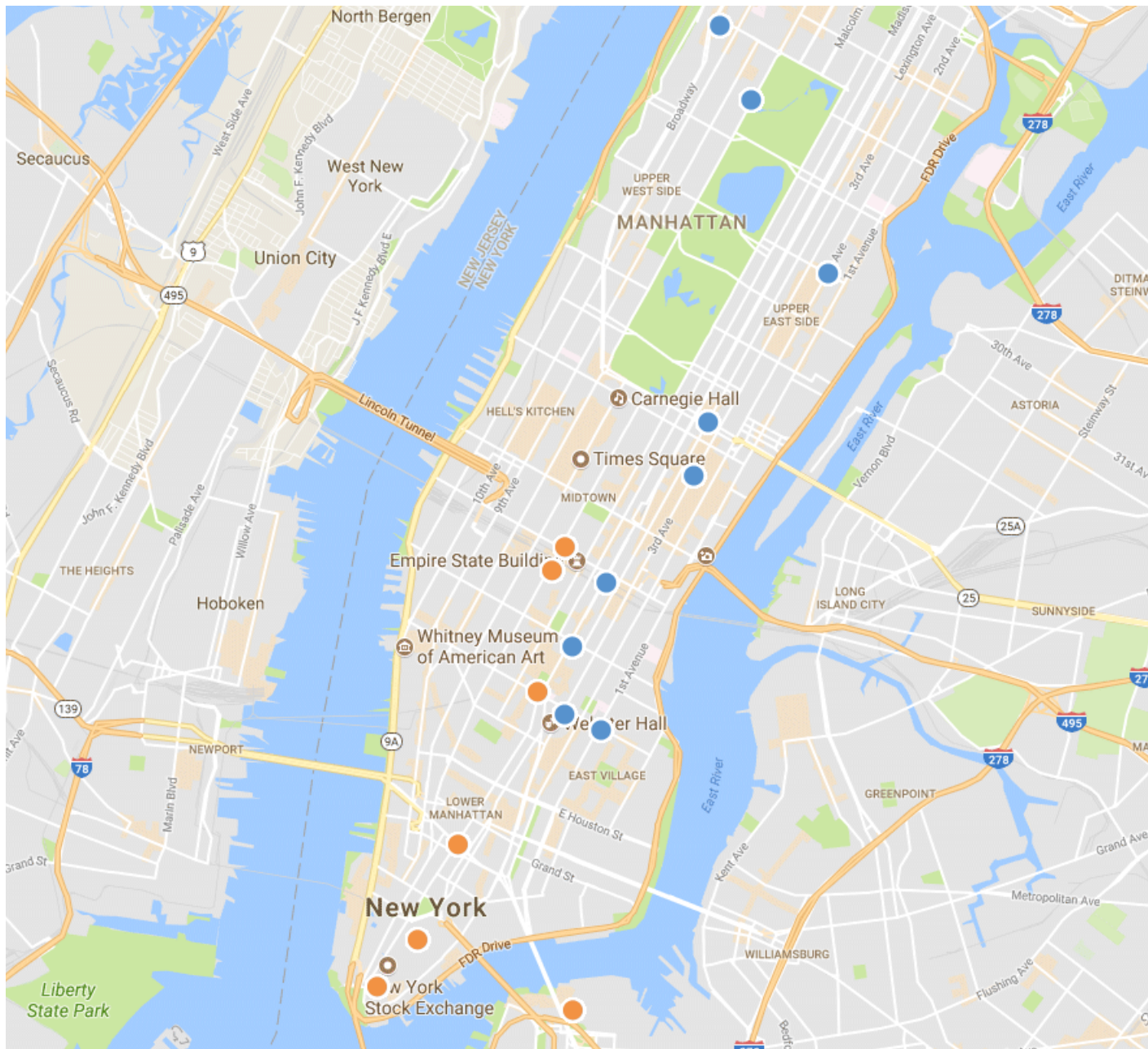


Presented by:

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

Chelsea

Flatiron District



SoHo



Financial District



wework

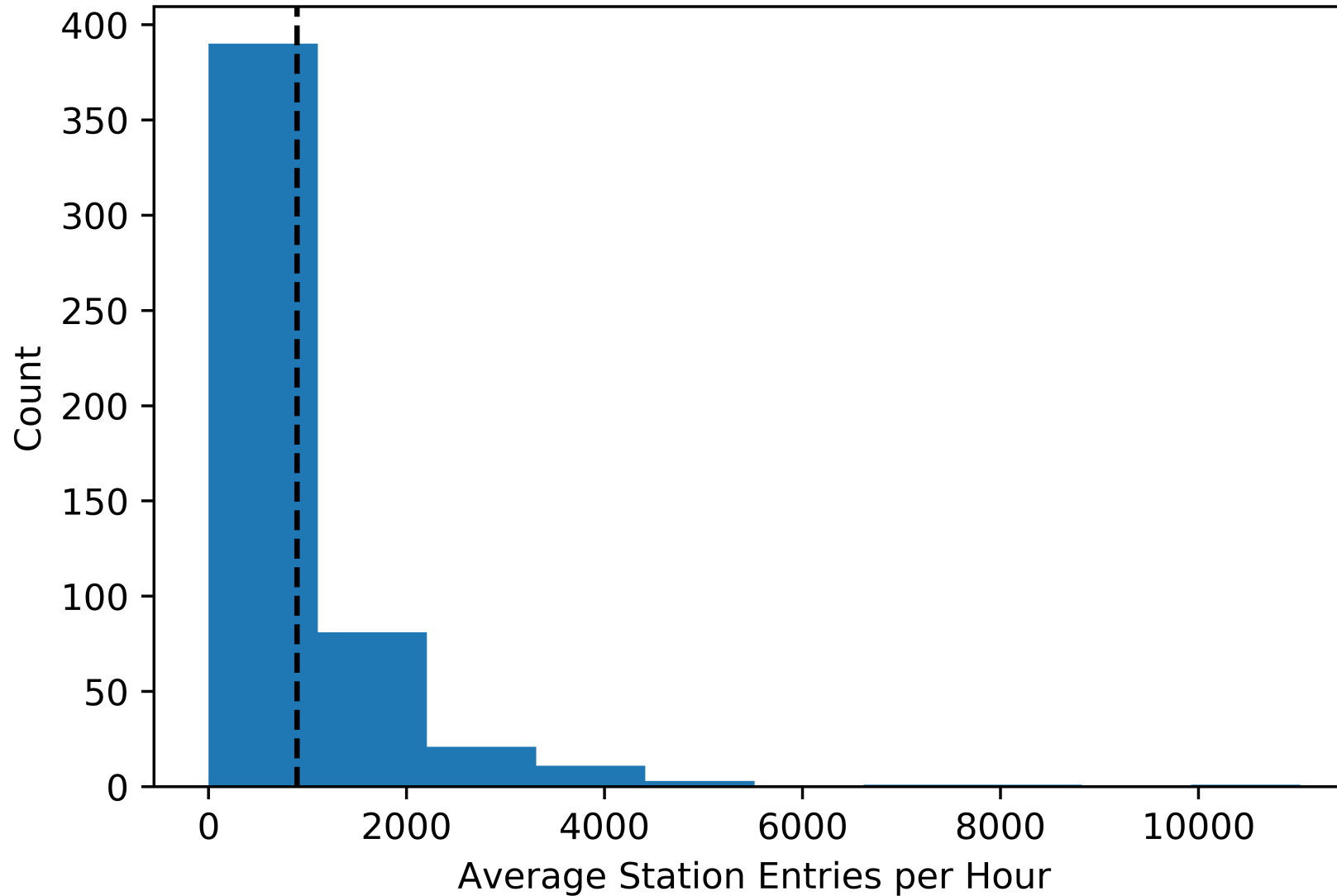


Grace Hopper
FULLSTACK ACADEMY

Dumbo



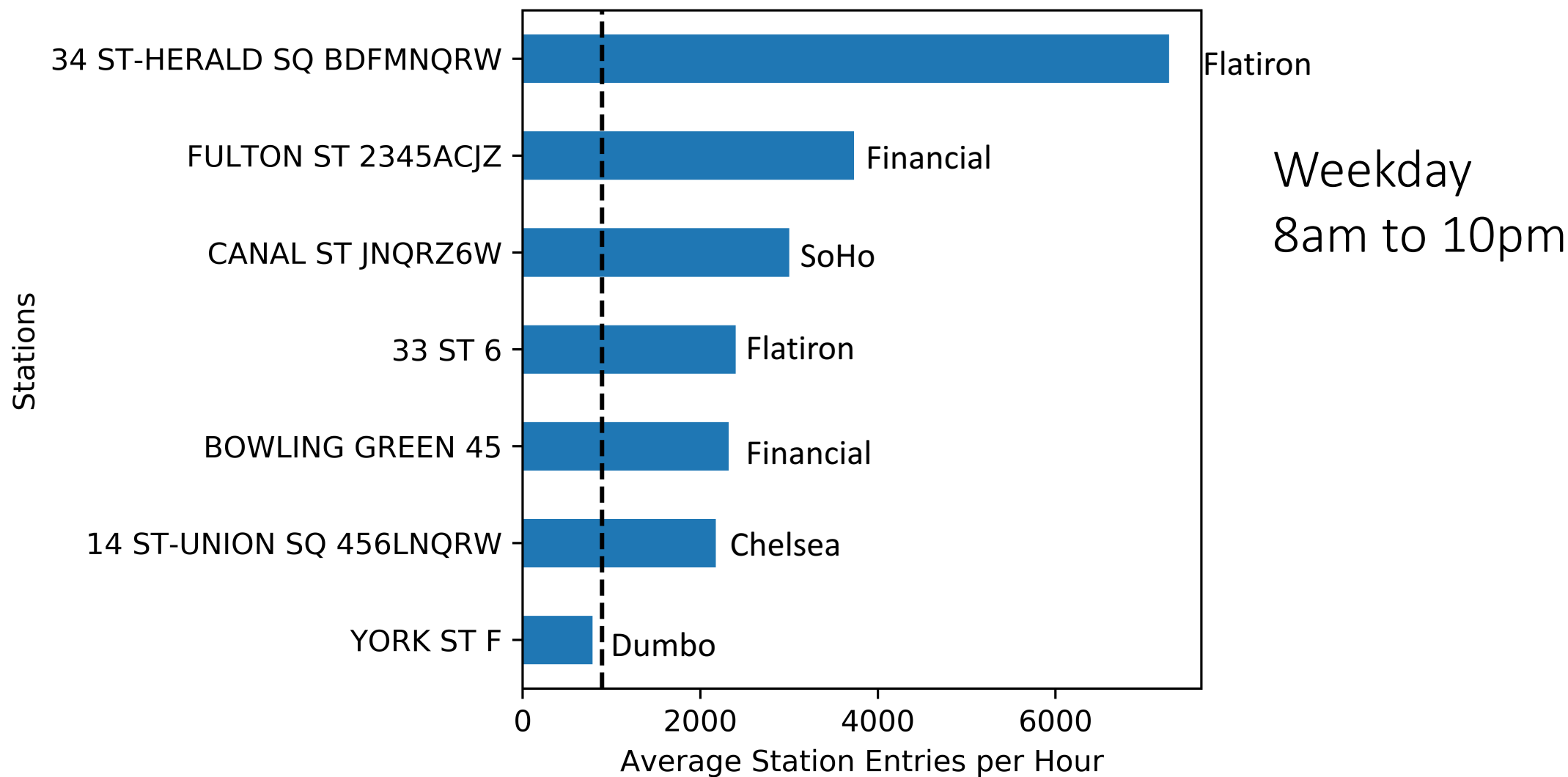
All MTA Stations



Weekday
8am to 10pm

MTA average: 891
entries per hour

MTA Stations in Tech Hubs



MTA average: 891

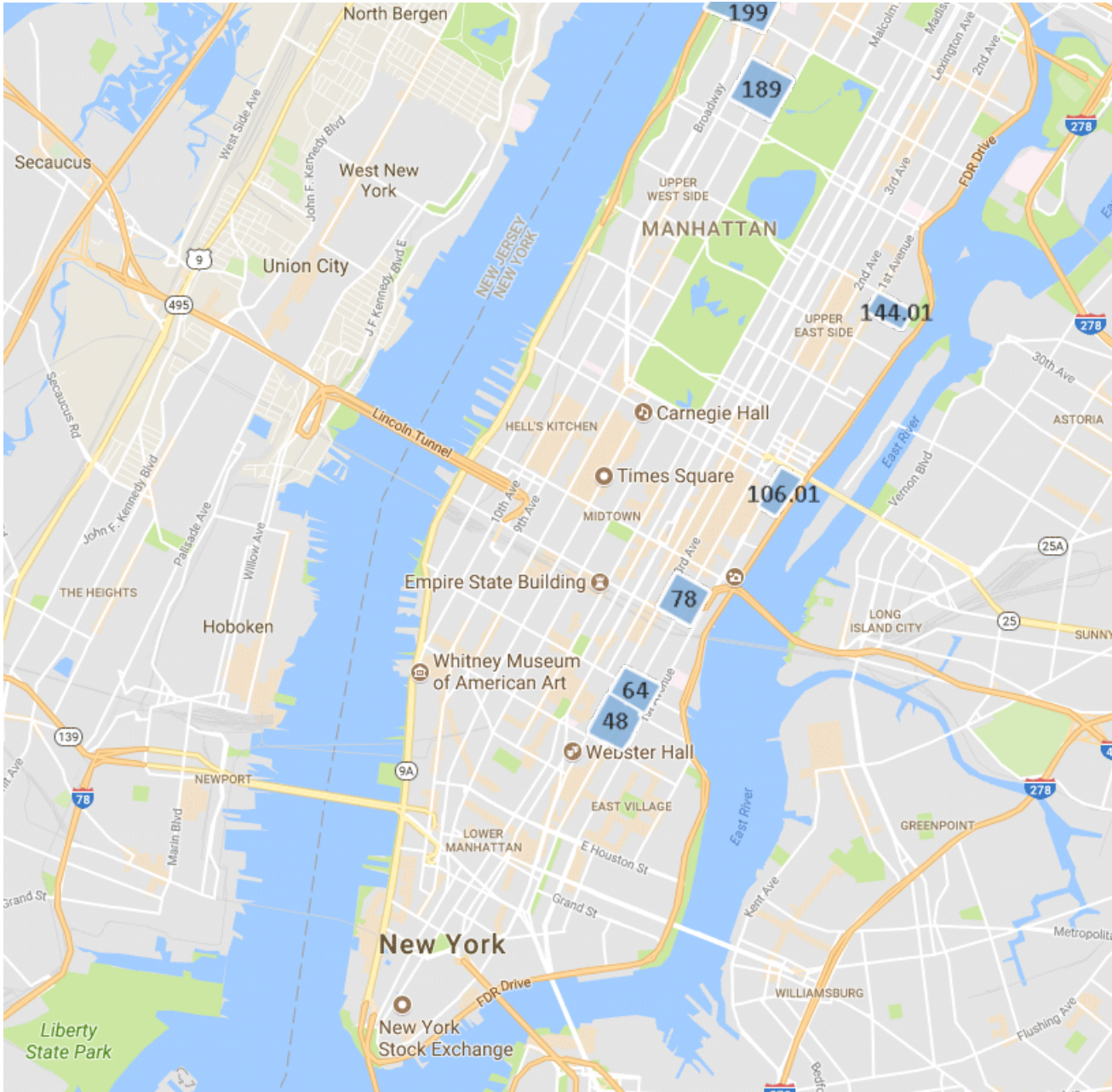


14th St – Union Square Station

Average:
2,175 entries per hour

MTA average: 891 entries
per hour

*Many tech companies
within the vicinity*



Demographic Hot Spots

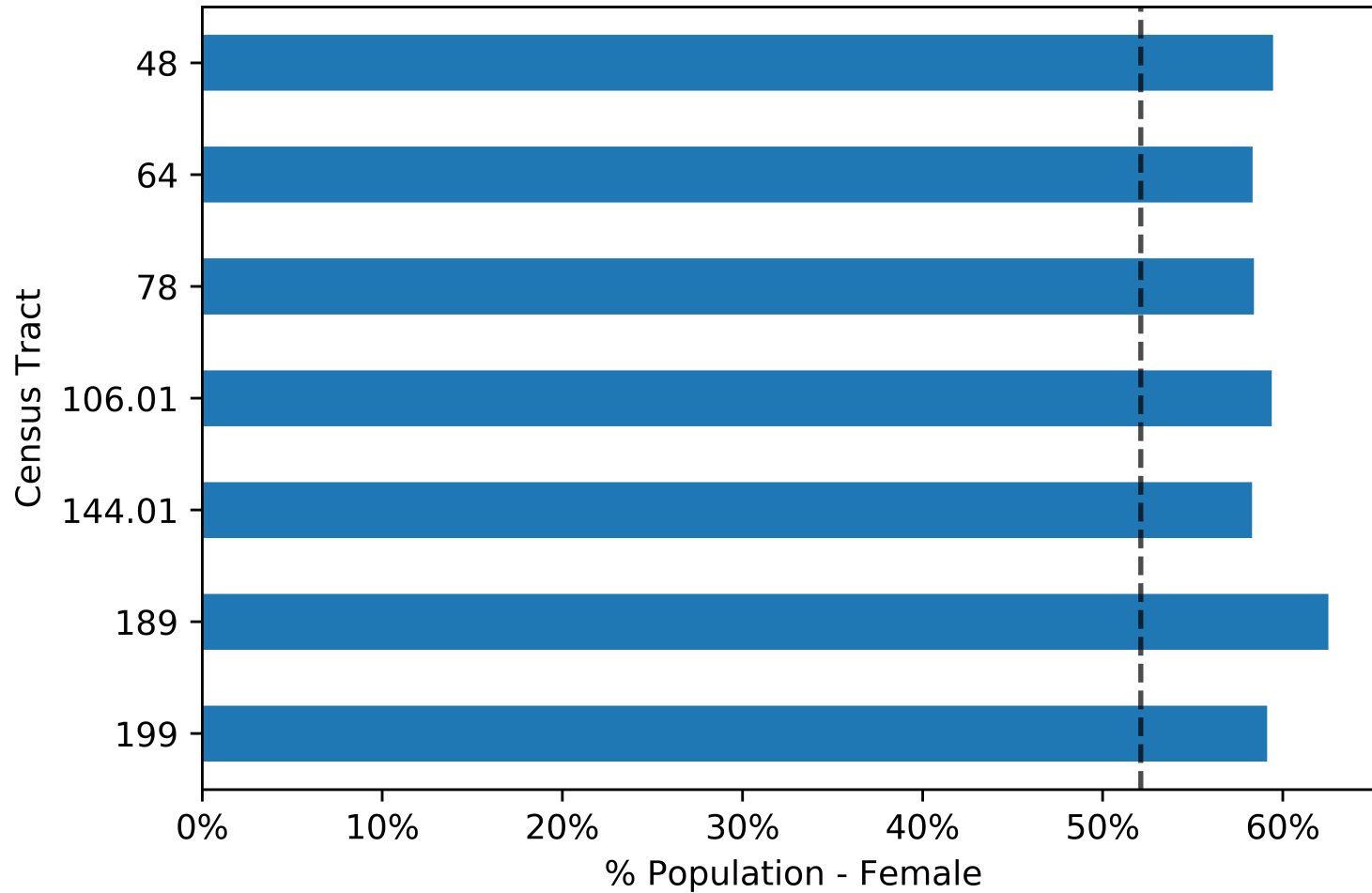
American Community Survey

Variables:

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

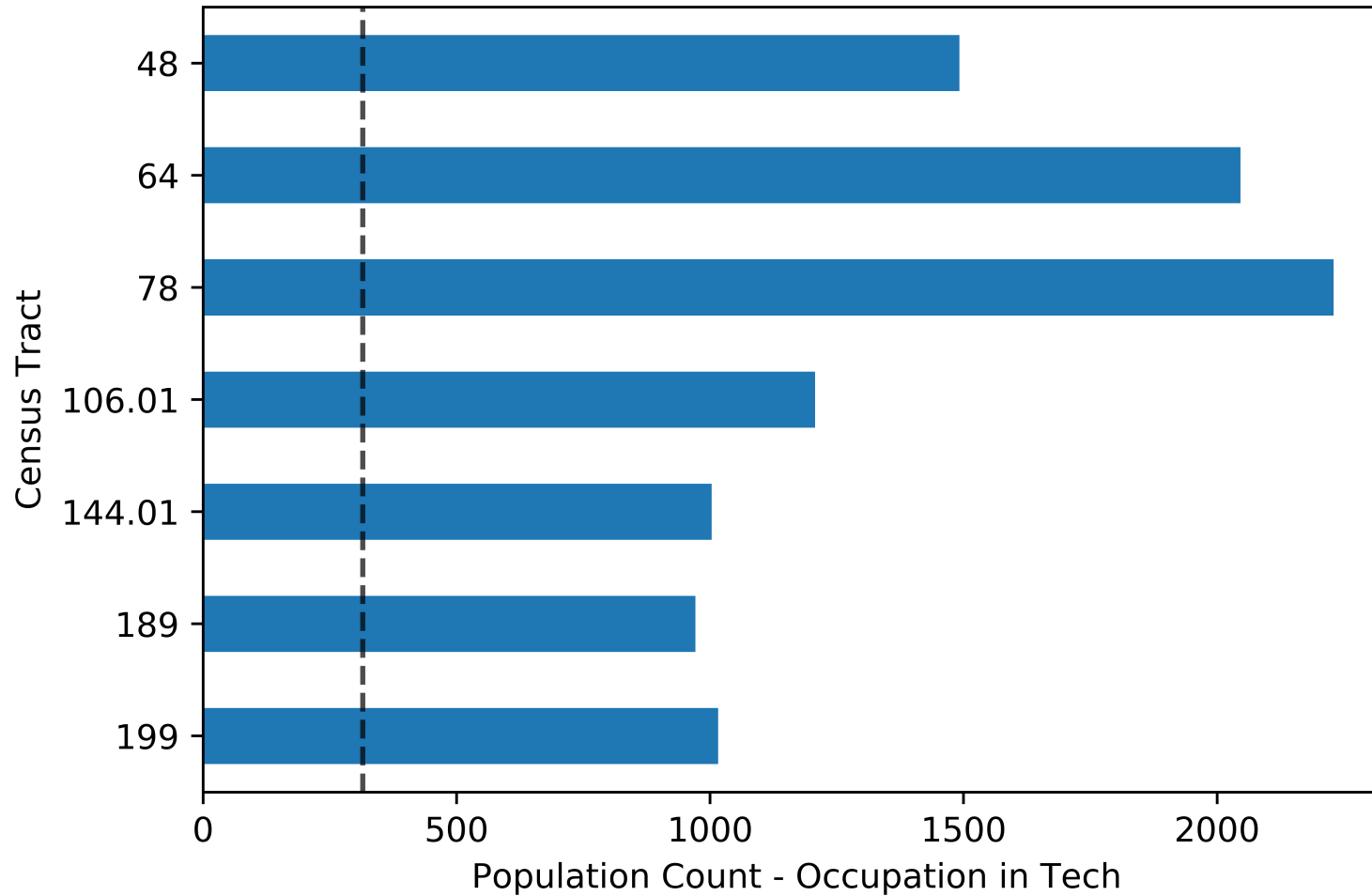
7 census tracts in top 90% for both variables

Percent Population - Female



NYC Average: 52.1%

Industry Employment



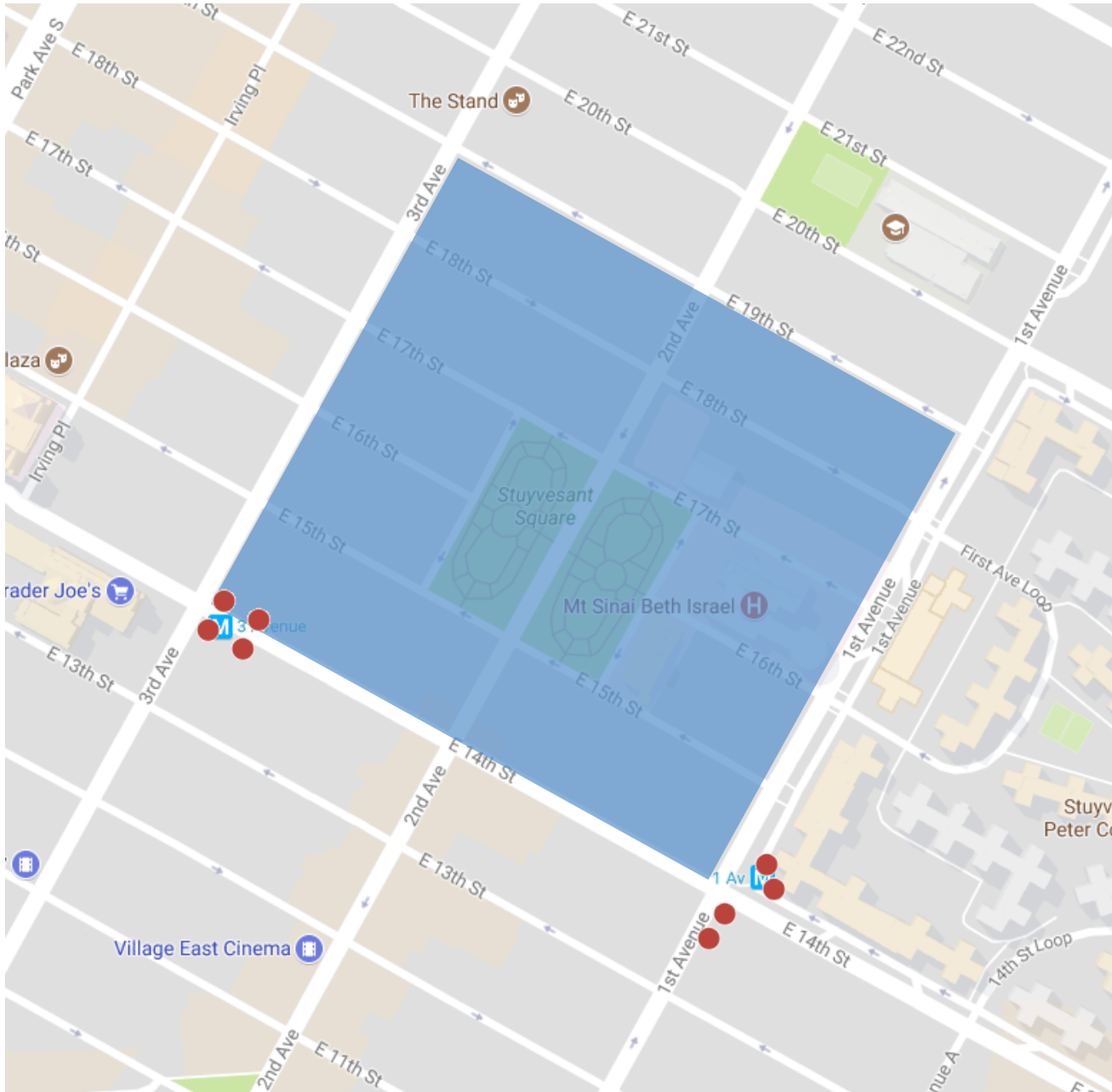
NYC Average: 315 people

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

