WomenTechWomenYes

NYC Street Team Deployment Optimization Analysis

Ake Paramadilok
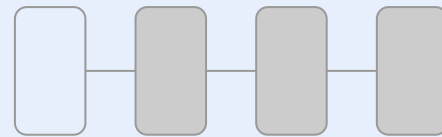Andrew Way
Anthony Ghabour

January 10, 2020
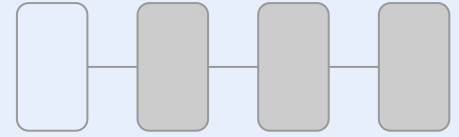
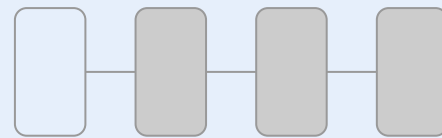# Objective

"<u>Optimize effectiveness of street teams</u>"

Objective

"<u>Optimize effectiveness of street teams</u>"

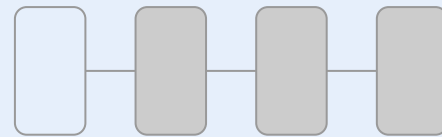at **"entrances to subway stations"**

Objective

"Optimize effectiveness of street teams"

at **"entrances to subway stations"**

in pursuit of individuals **"passionate about...technology"**

Objective

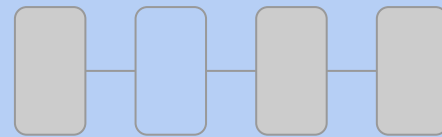**"Optimize effectiveness of street teams"**

at **"entrances to subway stations"**

in pursuit of individuals **"passionate about...technology"**

to attend the gala **"at the beginning of the summer."**

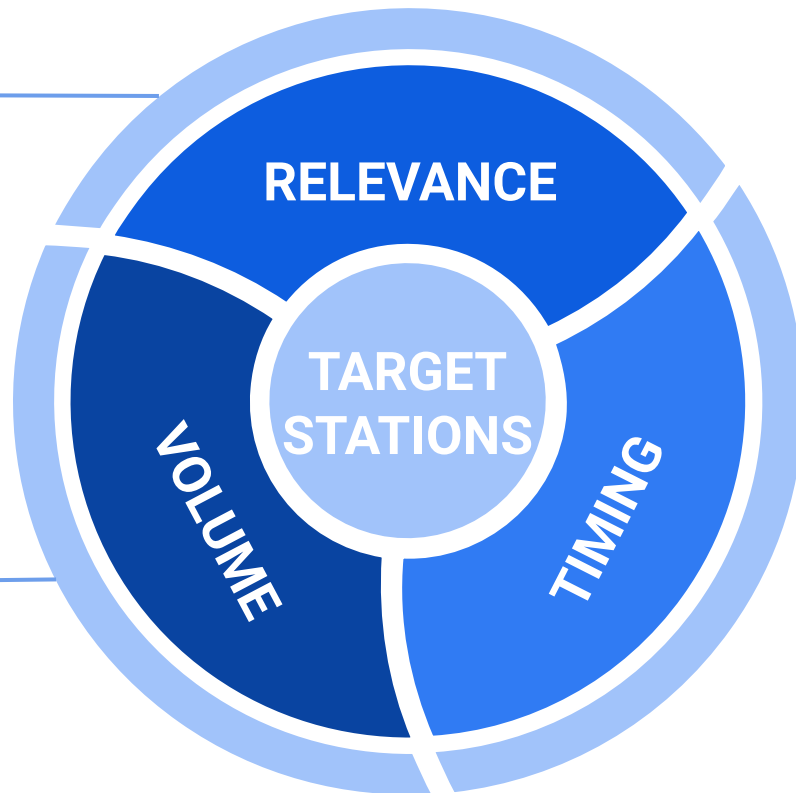- Karrine and Dahlia, *WTWY International*

Methodology

Be Effective

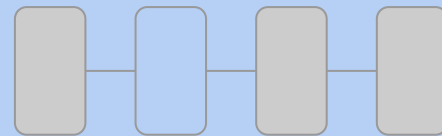Maximize exposure to <u>high-value targets</u>

Be Efficient

Keep team in <u>constant contact</u> with prospects

Be Economical

Deploy limited resources at the <u>optimal times</u>

RELEVANCE

VOLUME

TIMING

TARGET STATIONS

Data

- http://web.mta.info/developers/turnstile.html
- Daily ridership for entire MTA system
- Entry and exit counts throughout each day
- Analyzed 4 weeks ending May 25, 2019
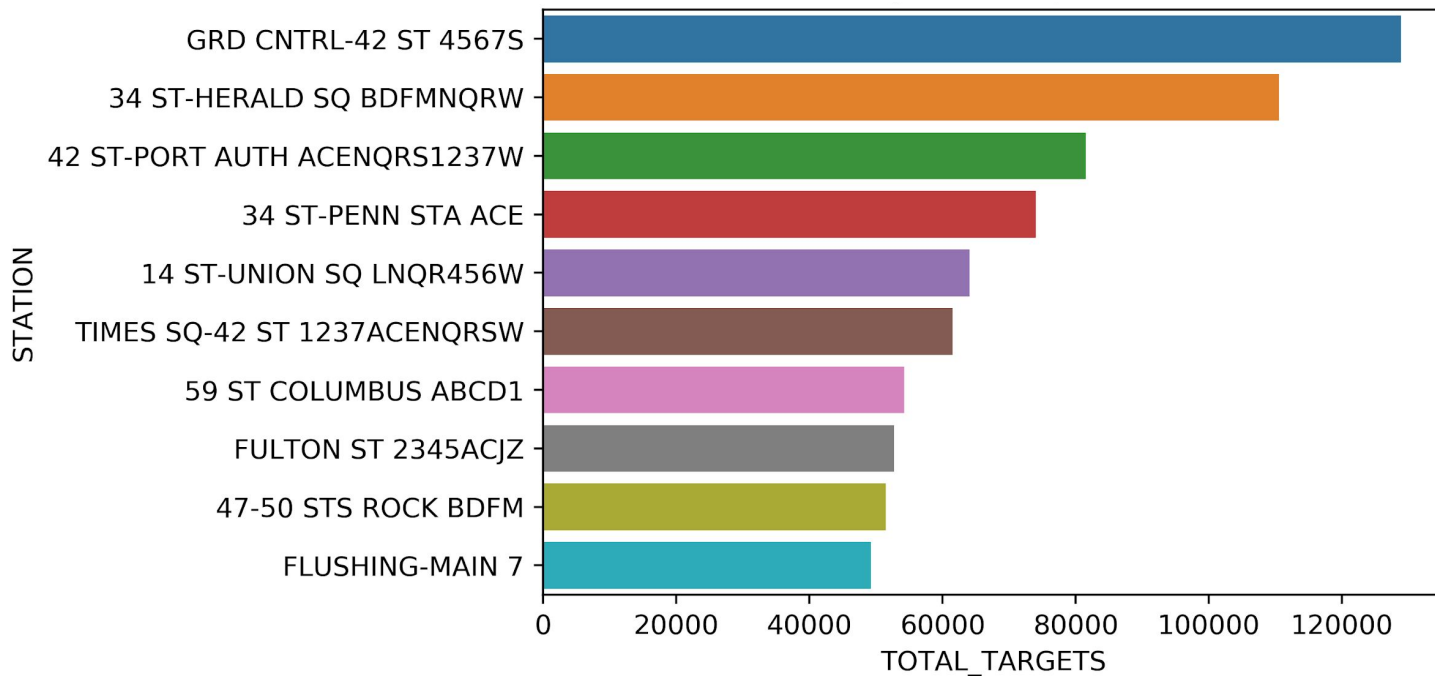

- https://www.builtinnyc.com/companies
- Identifies largest tech companies in NYC based on employment & footprint
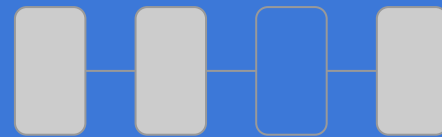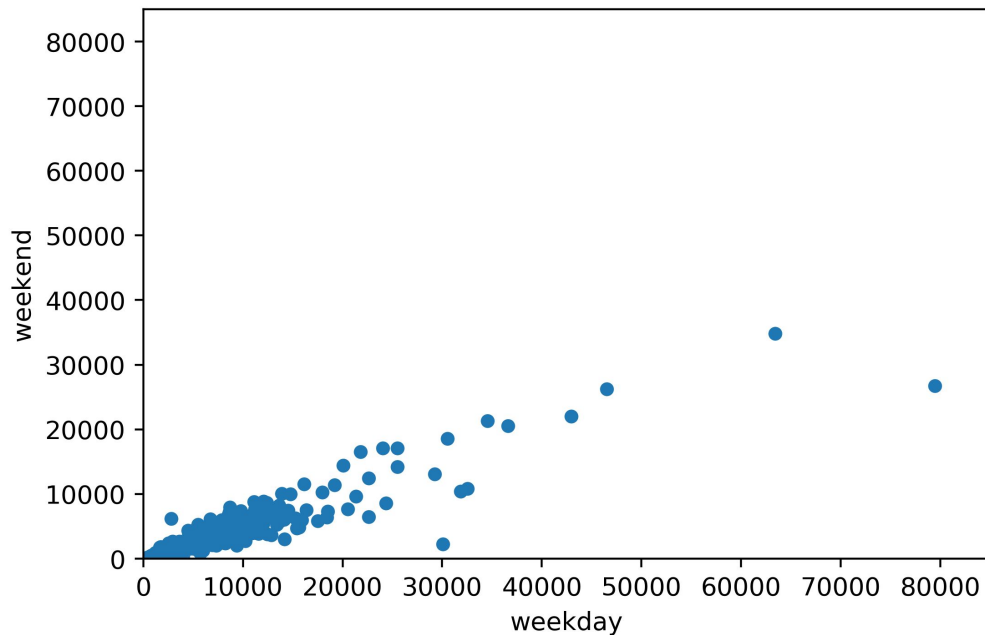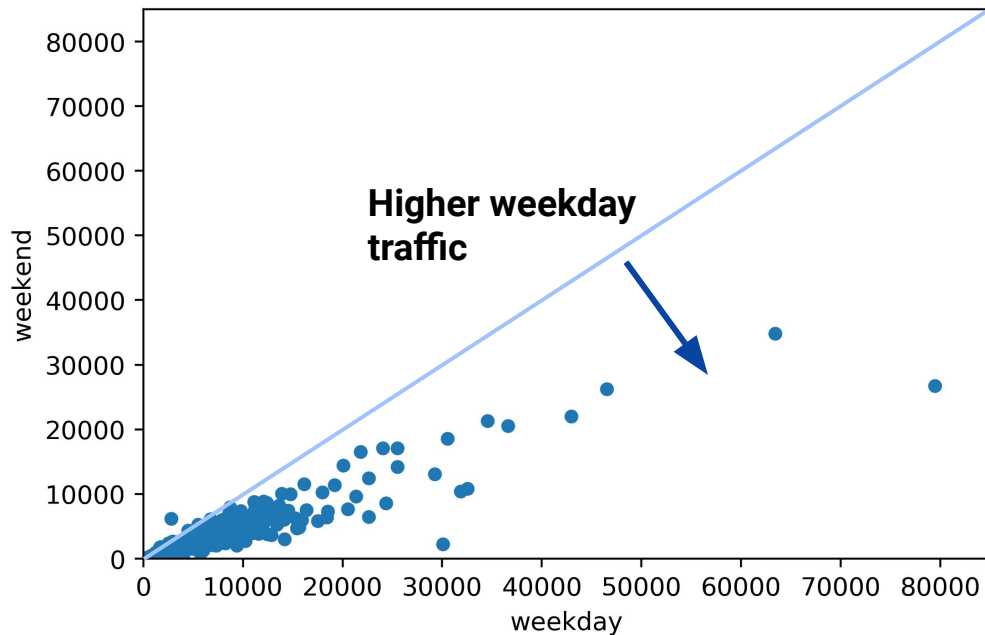
Average <u>Daily</u> Ridership per Station
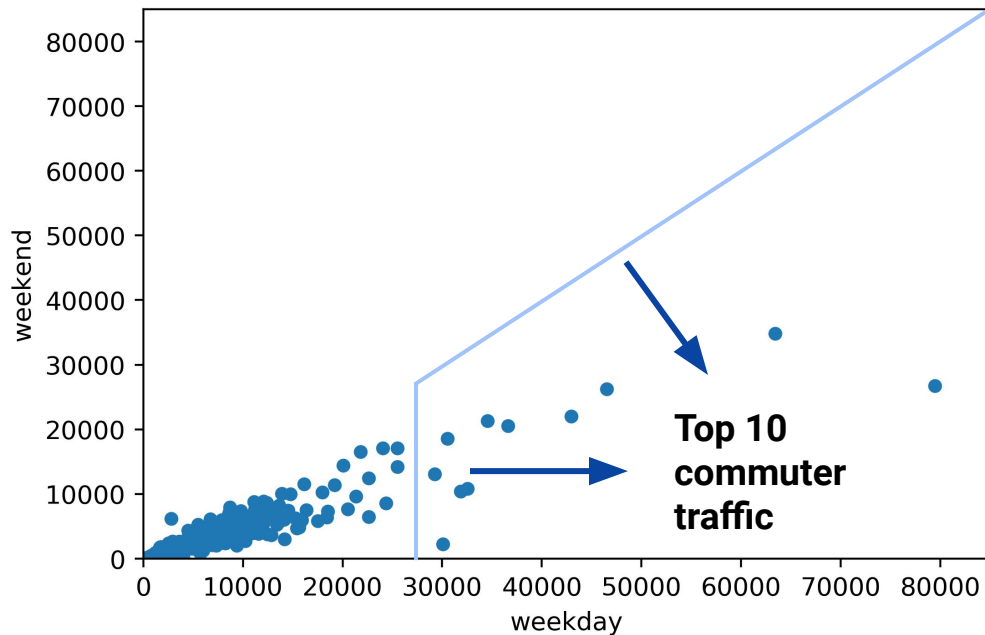
Weekend vs. Weekday Ridership by Station

Weekend vs. Weekday Ridership by Station

Results

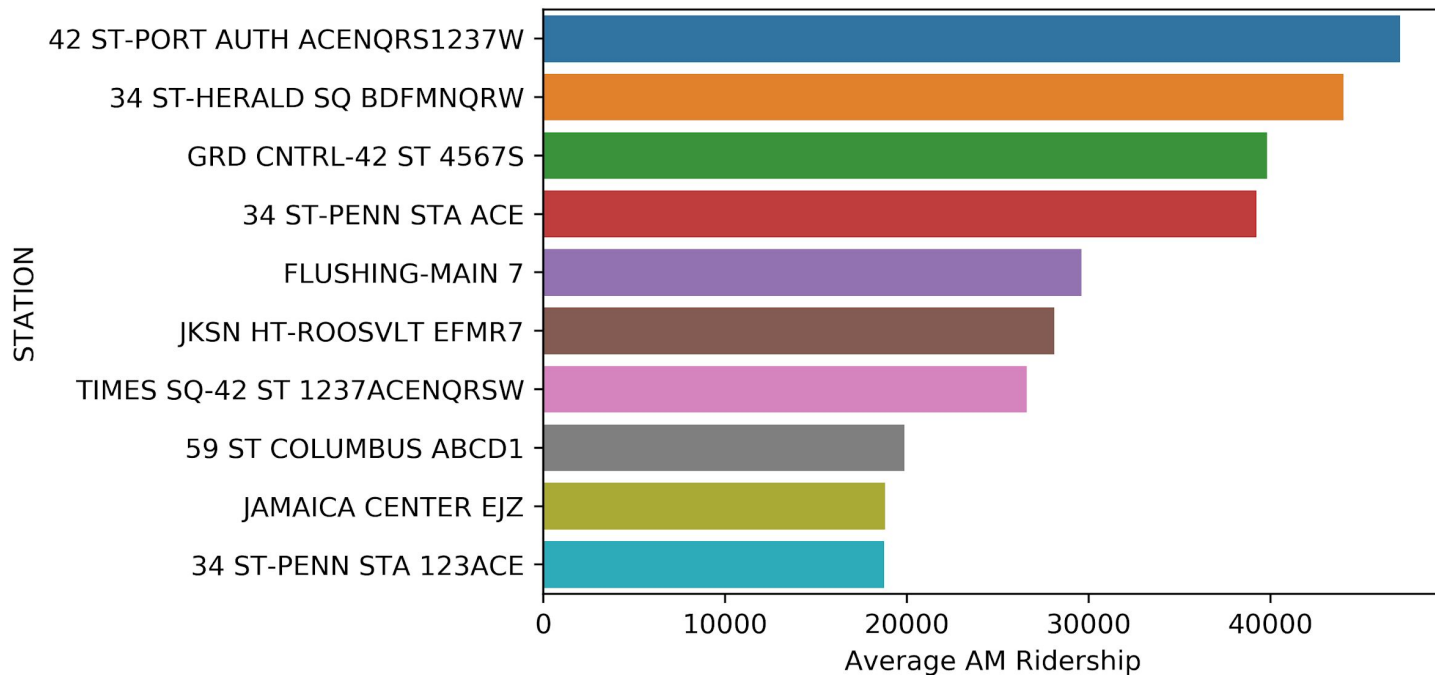## Weekend vs. Weekday Ridership by Station

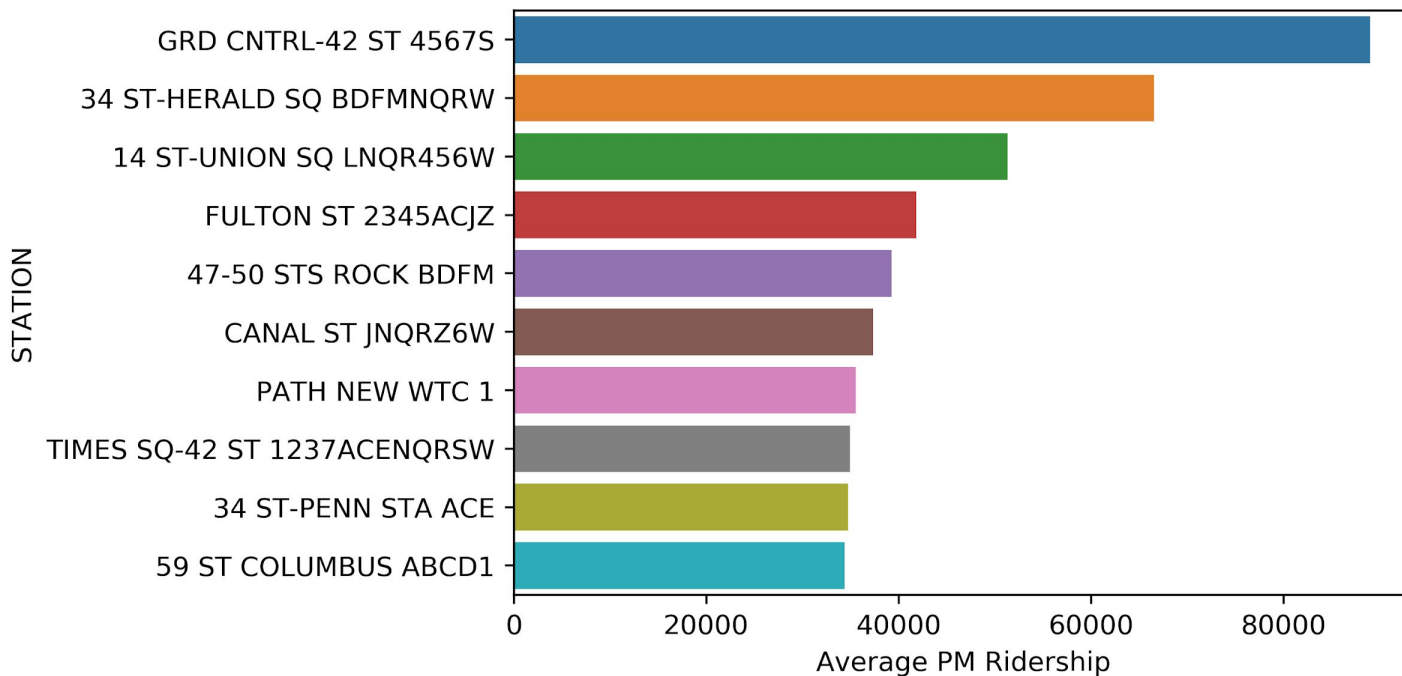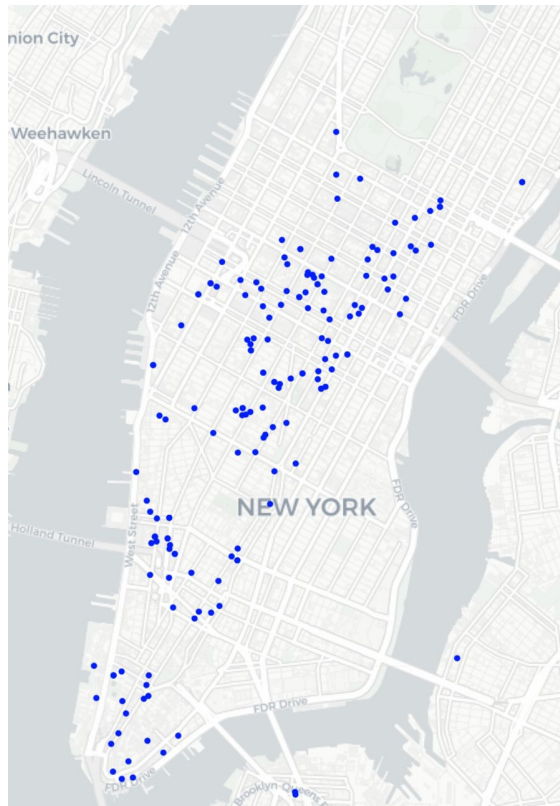**Average <u>Morning</u> Ridership per Station**

Results

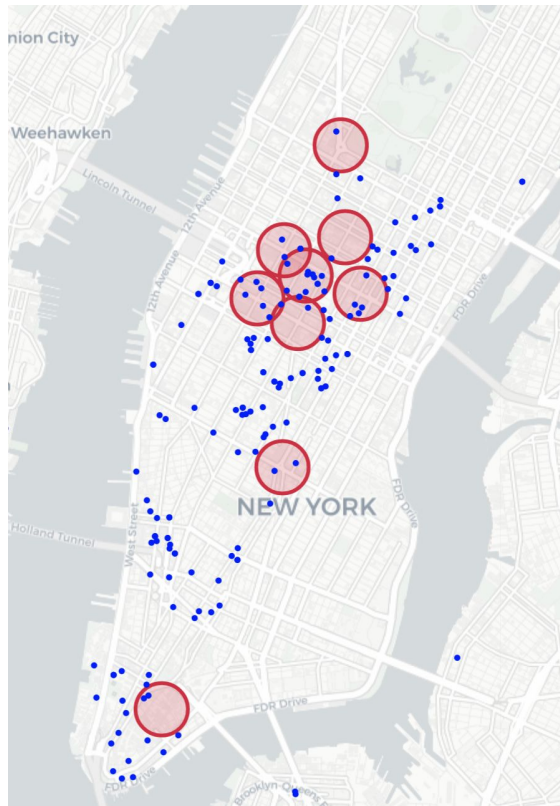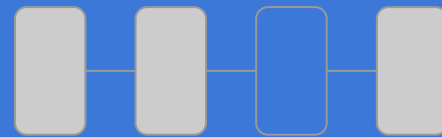**Average <u>Evening</u> Ridership per Station**

Results
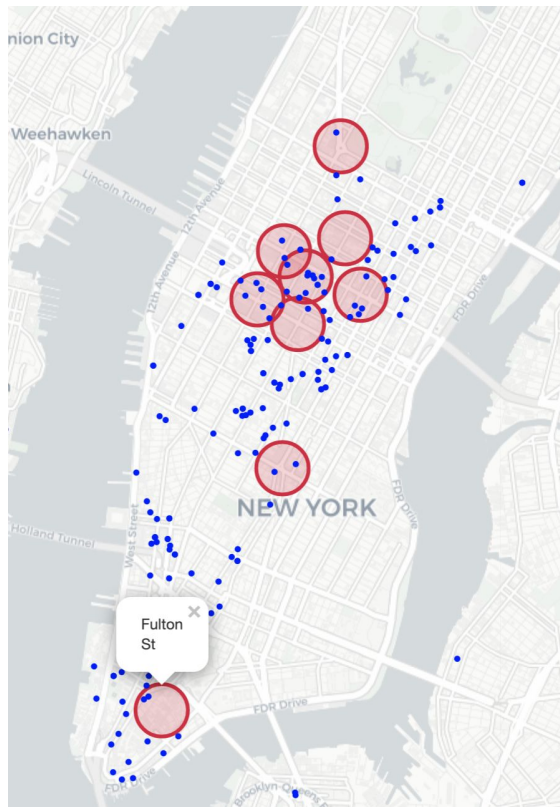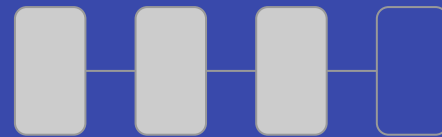

- **Top Tech Companies and Startups in NYC**

Results

- Top Tech Companies and Startups in NYC

+

- High Volume MTA Stations

Conclusion

Fulton St.

Average Daily Ridership: 52,698

Overall Rank: 8th
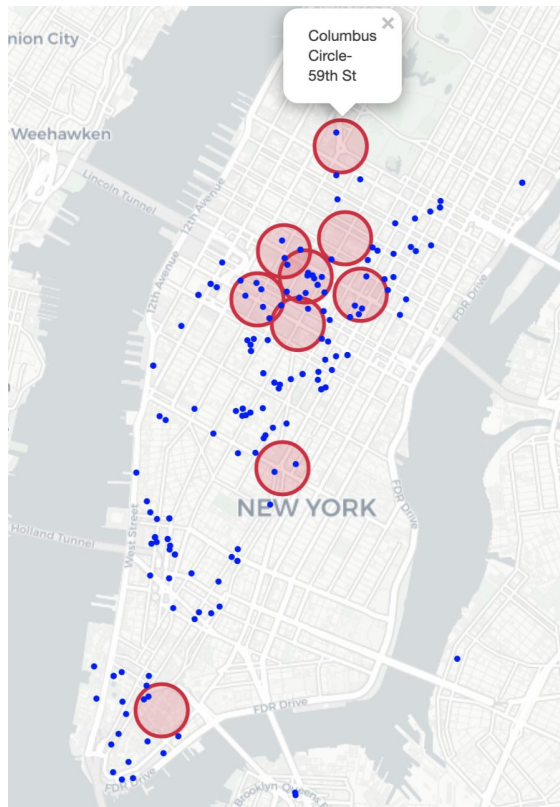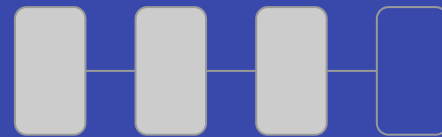**AM Rank:** > 10
PM Rank: 4th

Nearby: Spotify

Lines Serviced: A/C, J/Z, 2/3, 4/5

Also Notable: Oculus/WTC complex,
connections to PATH and Ferry

Conclusion

Columbus Circle - 59th St

Average Daily Ridership: 54,219
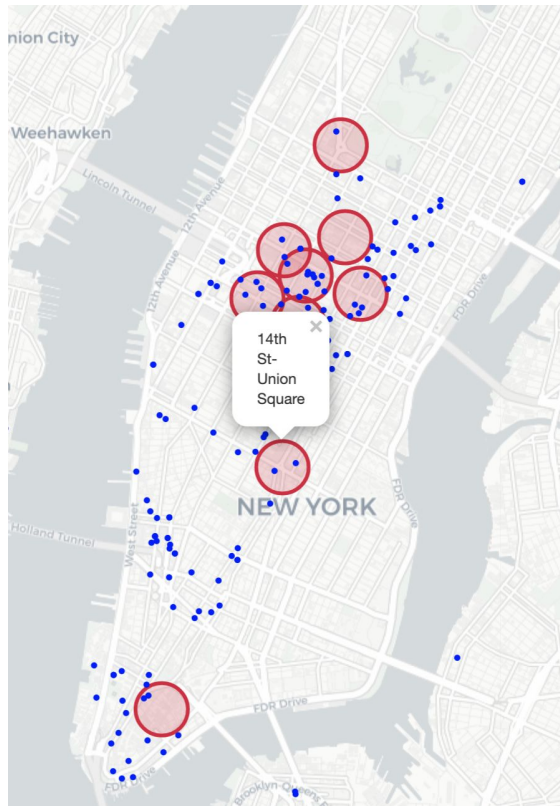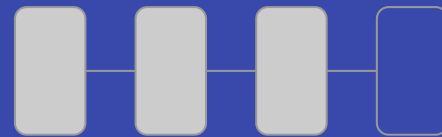
Overall Rank: 7th
AM Rank: 8th
PM Rank: 10th

Nearby: NY Institute of Technology

Lines Serviced: A/C, B/D, 1

Also Notable: Northernmost top 10 station

Conclusion

14th St - Union Square

Average Daily Ridership: 64,035

Overall Rank: 5th
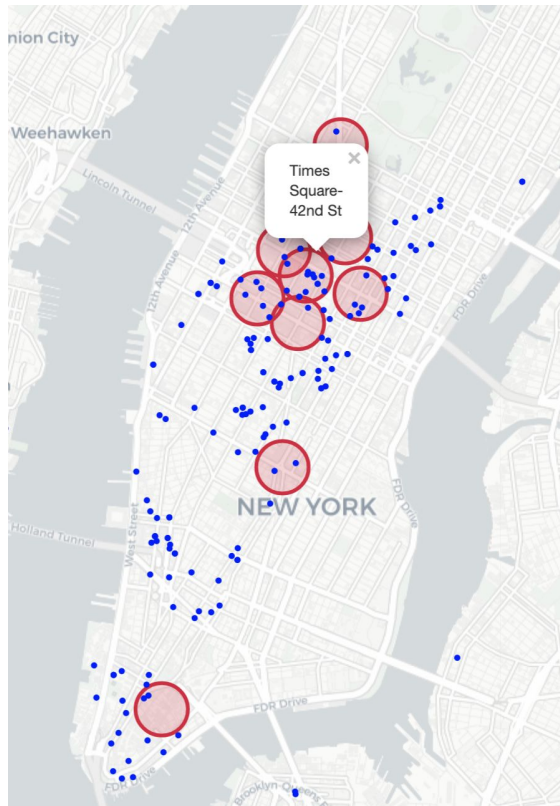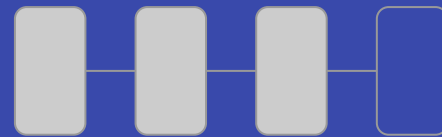**AM Rank:** > 10
PM Rank: 3rd

Nearby: Facebook, New York University

Lines Serviced: 4/5/6, L, N/Q/R/W

Also Notable: L train to Brooklyn

Conclusion

Times Square - 42nd St.

Average Daily Ridership: 61,531
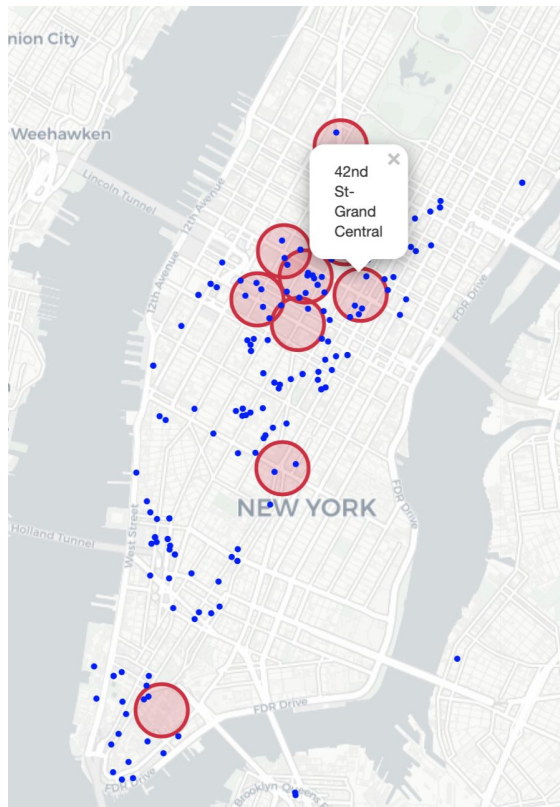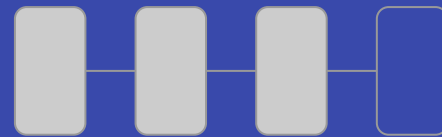
Overall Rank: 6th
AM Rank: 7th
PM Rank: 8th

Nearby: Salesforce, Grubhub

Lines Serviced: 1/2/3, 7, N/Q/R/W, Shuttle to GCT

Also Notable: New York City's largest station, connections to 9 separate lines

42nd St. - Grand Central

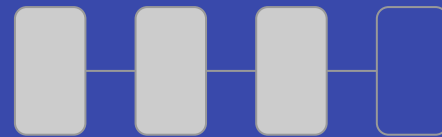**Average Daily Ridership:** 128,799

Overall Rank: 1st
AM Rank: 3rd
PM Rank: 1st

Nearby: Facebook (Marketing), WeWork

Lines Serviced: 4/5/6, 7, Shuttle to Times Sq, Connection to Metro-North Rail

NOT RECOMMENDED

Conclusion

High volume <u>alone</u> does not warrant team deployment

- **Morning Targets**
  - Time Square - 42nd St.
  - Columbus Circle - 59th St.

- **Evening Targets**
  - 14th St. - Union Square
  - Fulton Street

RELEVANCE

TARGET STATIONS

VOLUME

TIMING