



# **Optimizing WomenTechWomenYes Street Team Placement**

A data driven community outreach plan created by:  
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# Motivation

Develop optimal organization of WomenTechWomenYes (WTWY) street team placement to reach out to individuals passionate about the participation of women in technology with the aims of aiding fundraising efforts, building awareness and reach.

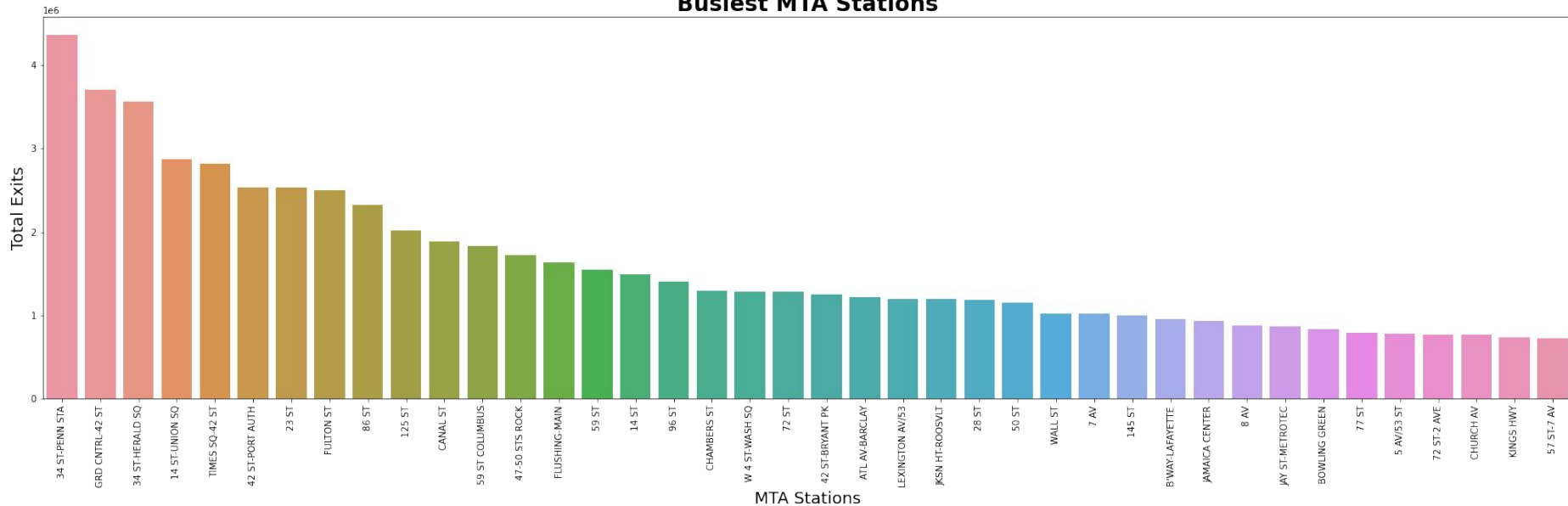
# Methodology

Use MTA subway data to identify highest trafficked stations to target two distinct groups of interest to WomenTechWomenYes (WTWY)

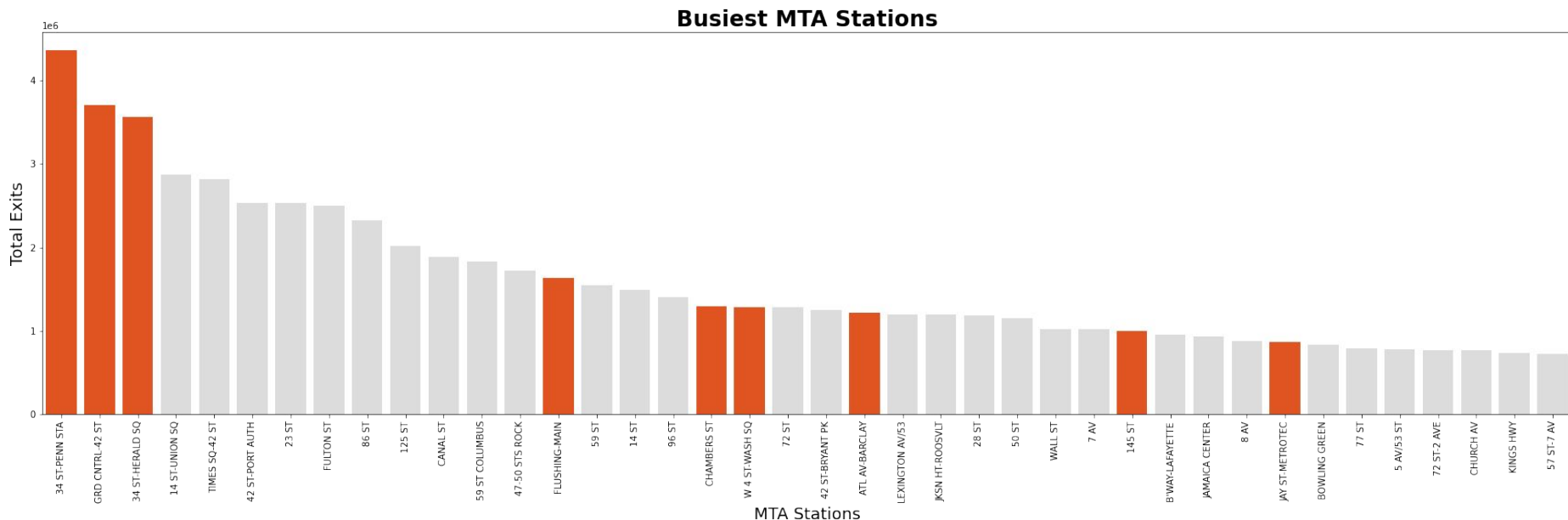
- Potential donors: Professionals
- Potential program participants: Students & areas outside of Manhattan
- Time Period: August 17, 2019 - September 21, 2019

# Highest Trafficked Stations

Busiest MTA Stations

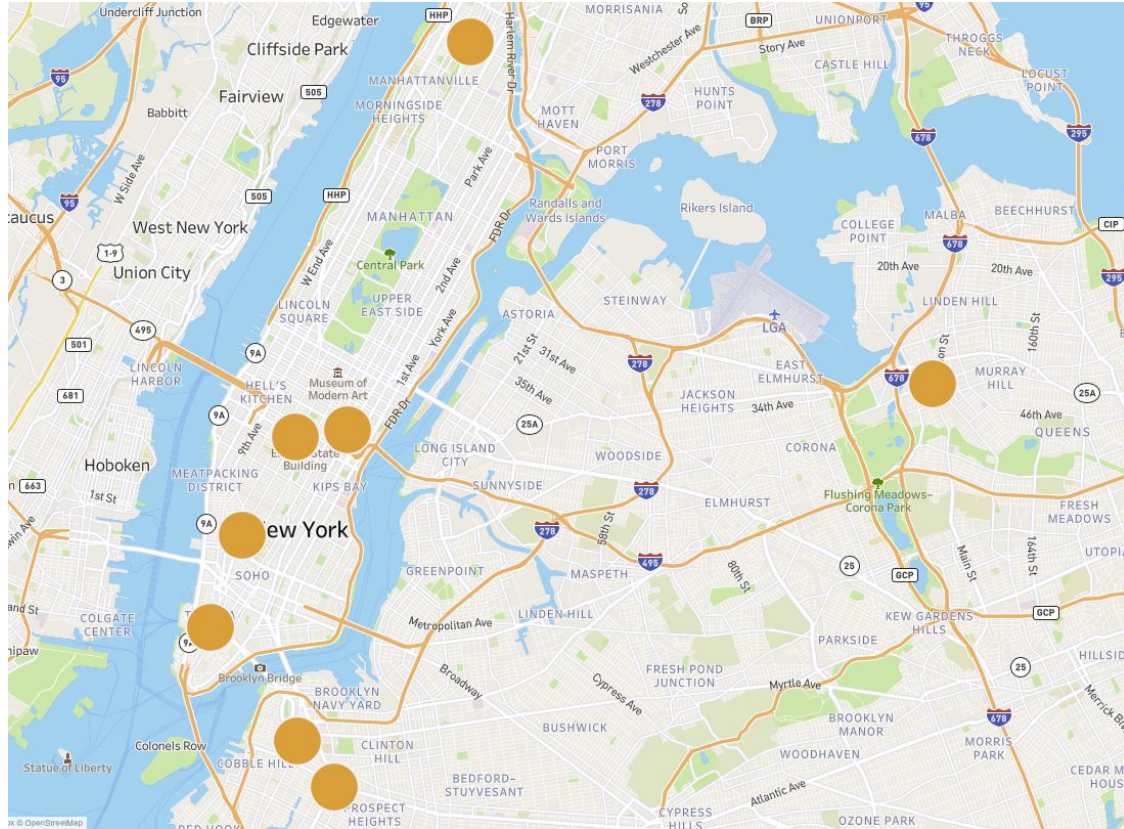


# Targeted Stations





# Targeted Station Map



# Highest Trafficked New York City Subway Stations

Station	Location	Total Daily Exits for 8/17/19 - 9/21/19
34 St-Penn Station	Midtown - Manhattan	4,359,604
Grand Central - 42 St	Midtown - Manhattan	3,707,181
34 St - Herald Square	Midtown - Manhattan	3,562,879

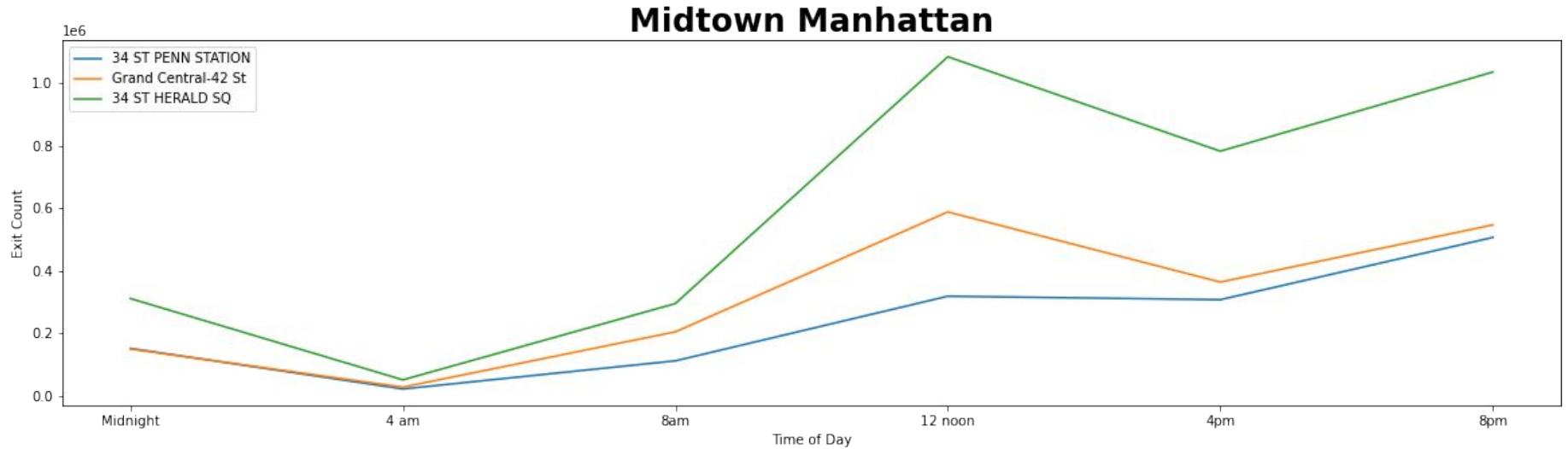
# Midtown - Manhattan Income Bracket

Income Bracket	Number	Percent
\$50,000 to \$74,999	1,001	6.4%
\$75,000 to \$99,999	1,284	8.2%
\$100,000 to \$149,999	2,162	13.7%
\$150,000 to \$199,999	1,793	11.4%
\$200,000 or more	5,209	33.1%
<i>Median household income</i>	\$130,487	
<i>Mean household income</i>	\$194,326	





# Visualization

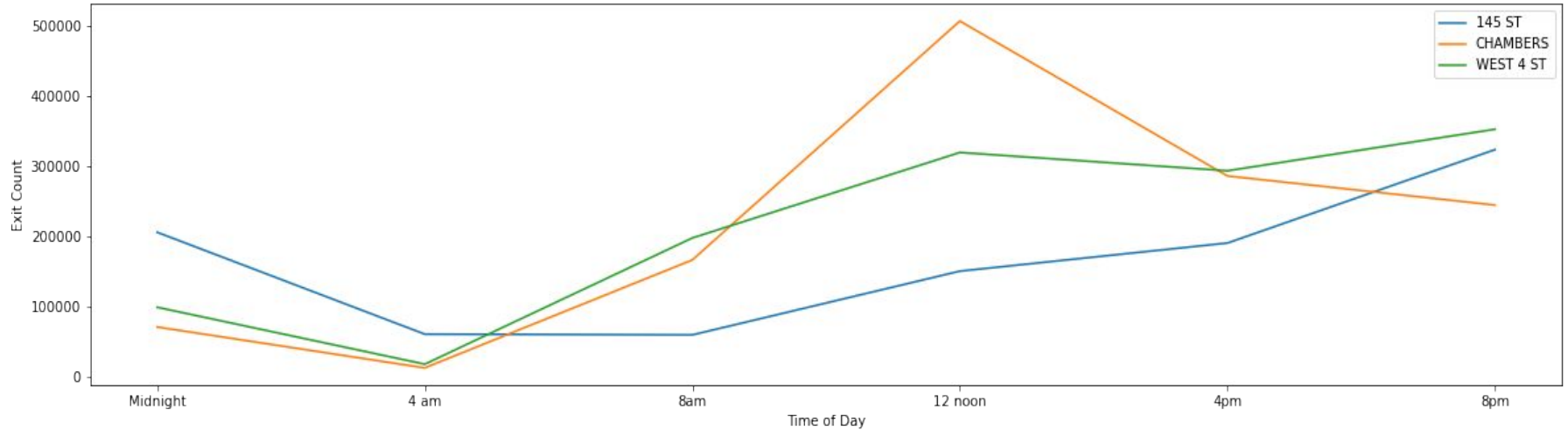


# Highly Trafficked Manhattan School Subway Stations

Station	School	Female Enrollment	Total Daily Exits for 8/17/19 - 9/21/19
West 4th St	New York University	30,673	1,282,253
Chambers Street	CUNY Borough of Manhattan Community College	15,373	1,289,349
	Stuyvesant High School	1,433	
145th St	City College of New York	8,603	992,087
	High School for Math, Science and Engineering at City College	170	

# Visualization

## Manhattan Schools

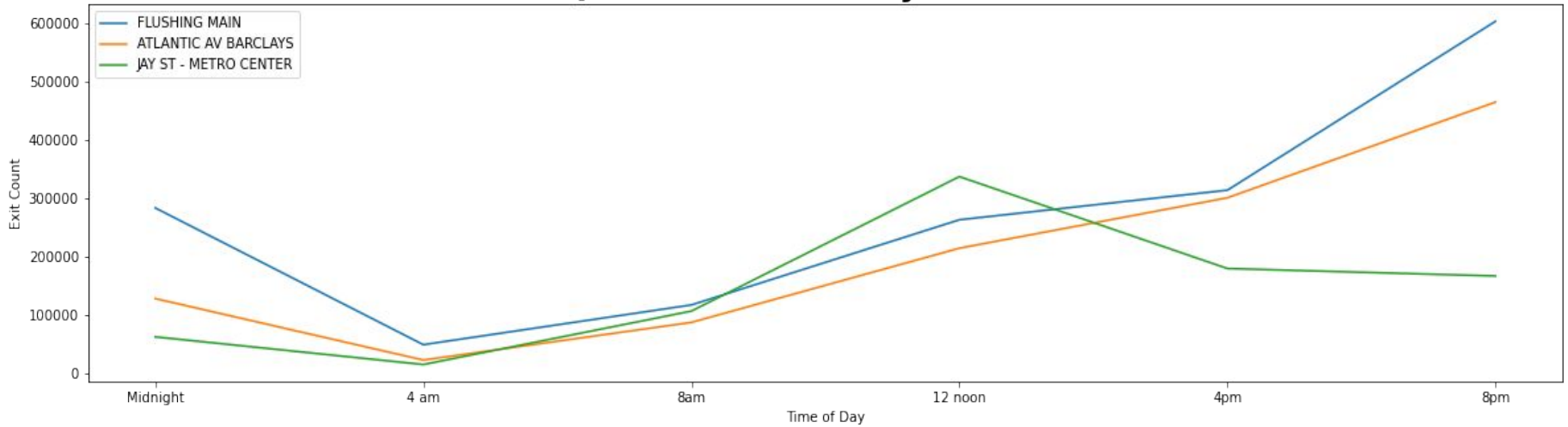


# Highly Trafficked Queens and Brooklyn School Subway Stations

Station	Focus	Female Enrollment	Total Daily Exits for 8/17/19 - 9/21/19
Flushing - Main Street Station	Queens College	10,758	1,628,517
	Townsend Harris High School	800	
Atlantic Ave - Barclay Center	Brooklyn Technical High School	2,335	1,216,369
Jay St - Metro Center	New York City College of Technology	7,666	865,736
	NYU School of Engineering	1,526	

# Visualization

## Queens and Brooklyn Schools



# Future Iterations

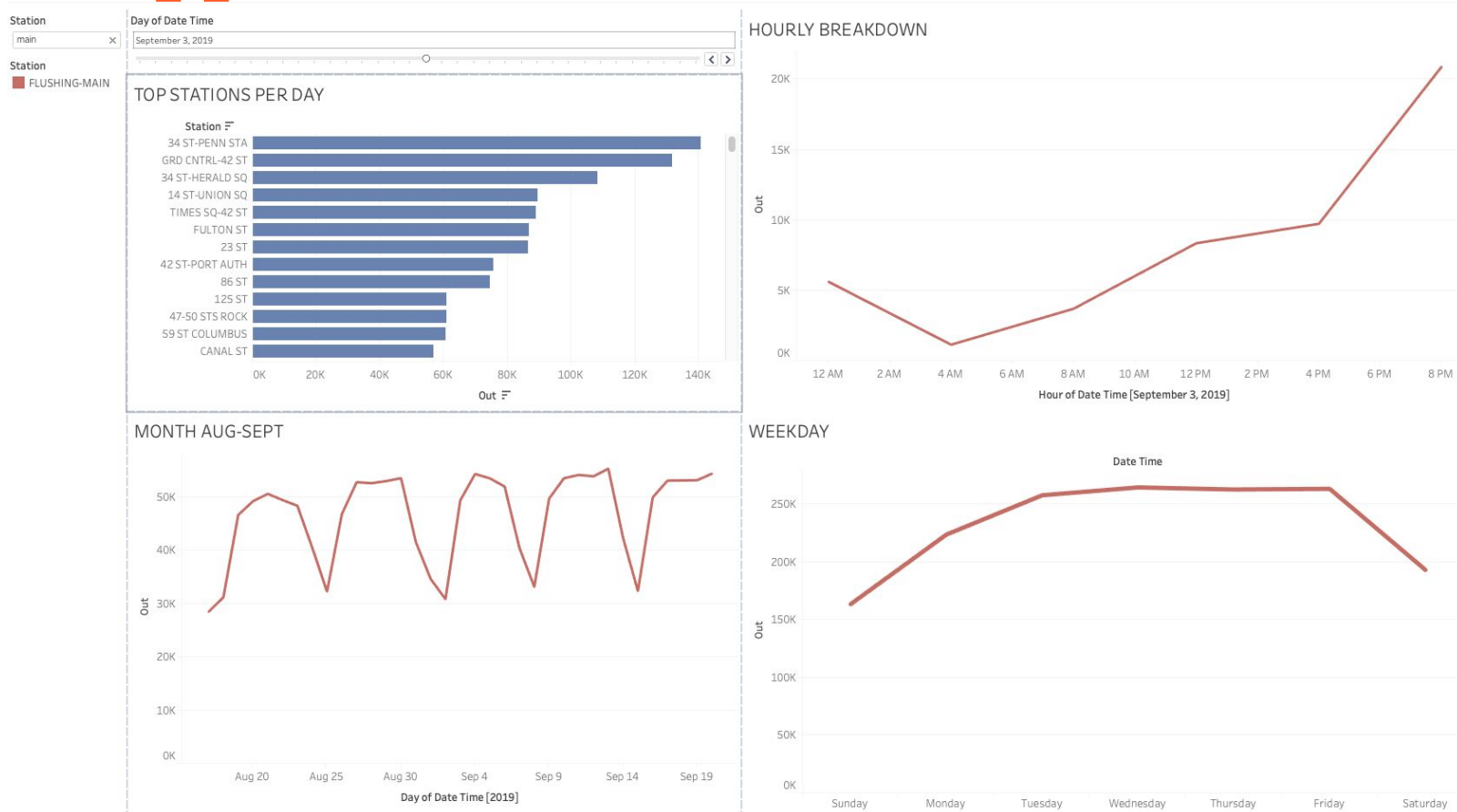
- Period of time to target community outreach
- Other specific geographic areas: Bronx & Staten Island
- Balance of focus on donors vs. participants
- Day of the week recommendations vs. time of day



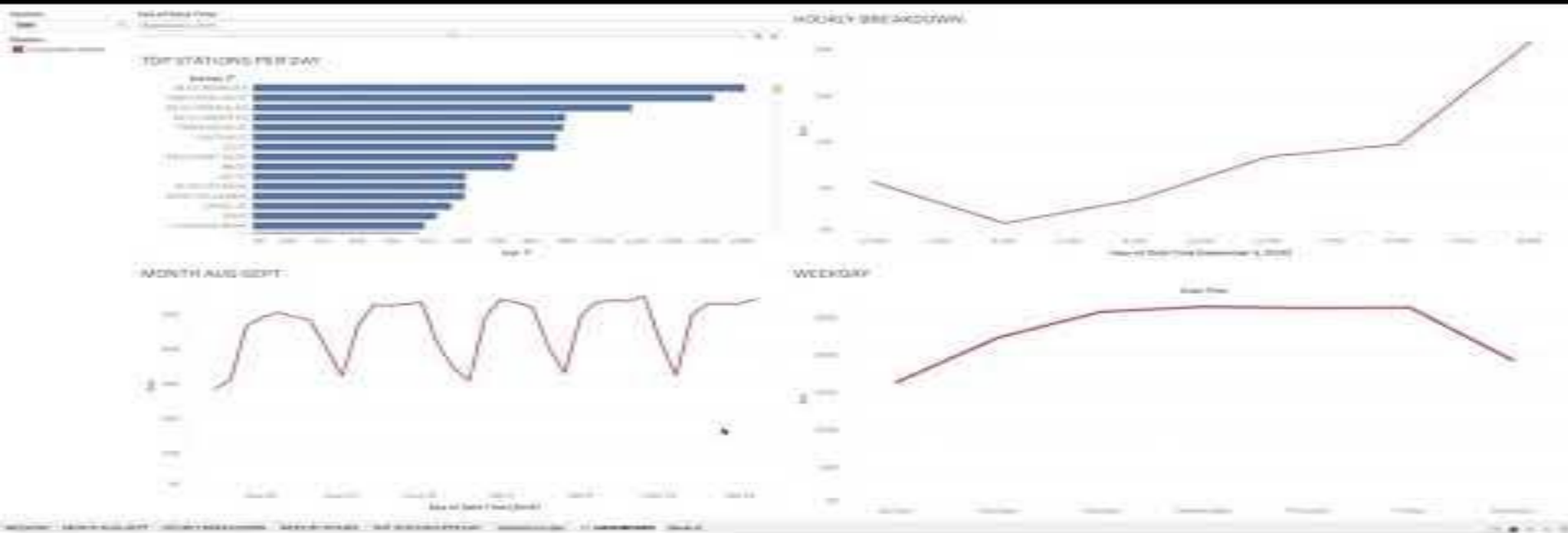
A background image featuring a dense crowd of stylized, faceless human figures. The figures are rendered in various colors (white, grey, yellow, green, pink, blue) and some wear black-rimmed glasses. They are arranged in a way that suggests a large group of people, possibly an audience or a community.

**Thank You!**

# Appendix - Tableau Visualization

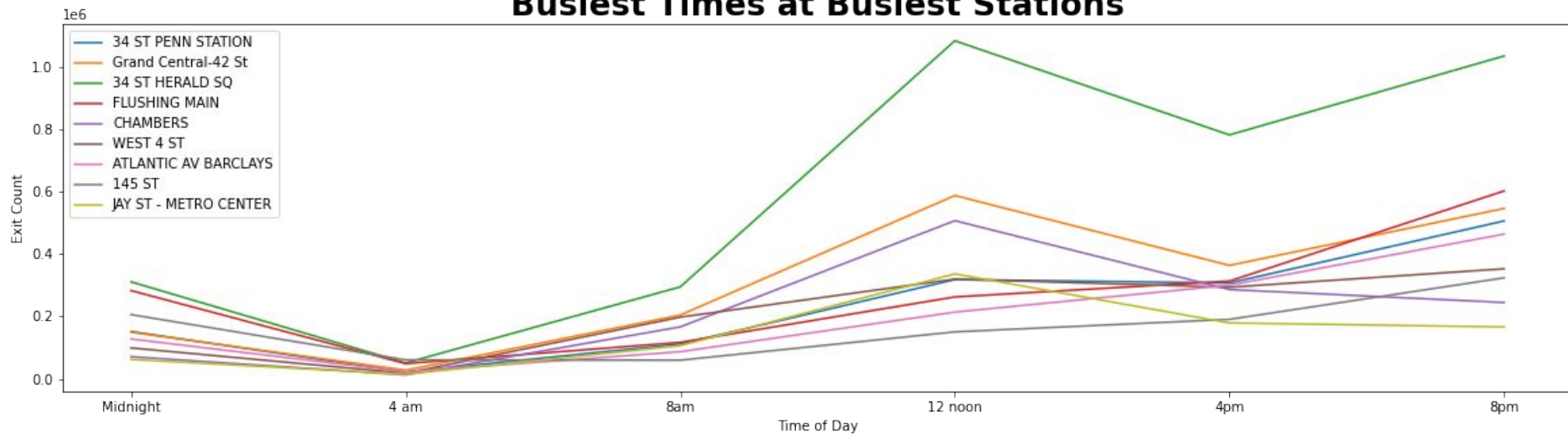


# Appendix - Tableau Visualization

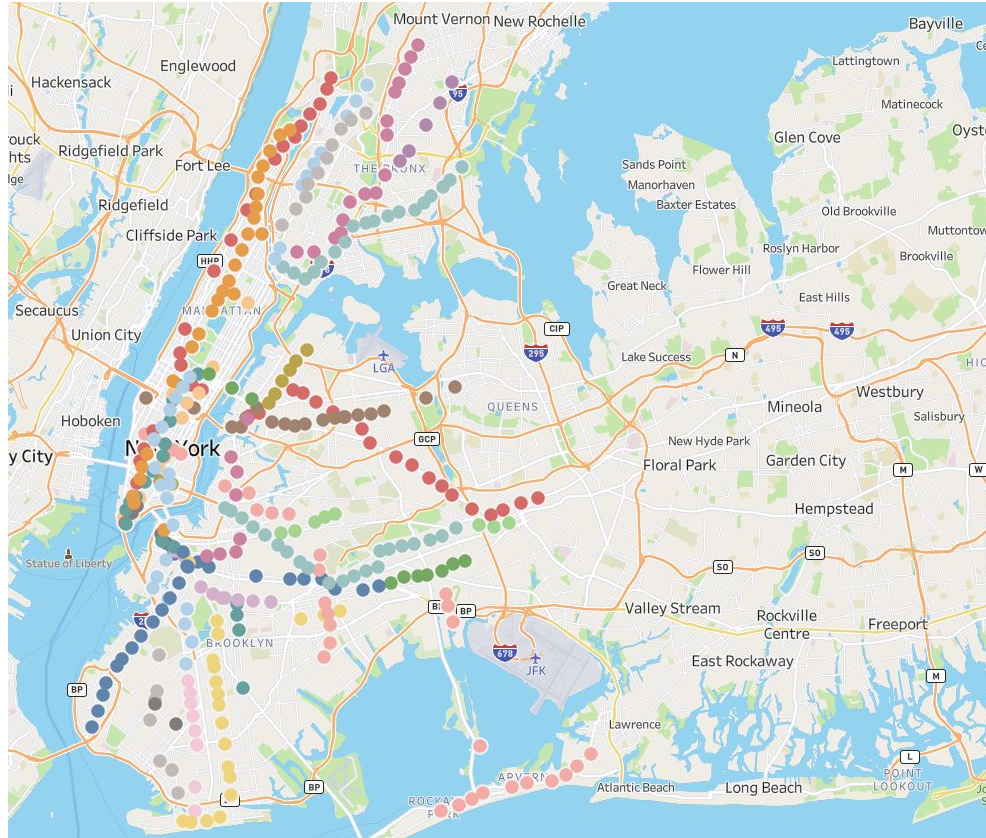


# Appendix - Busiest Station Visualizations

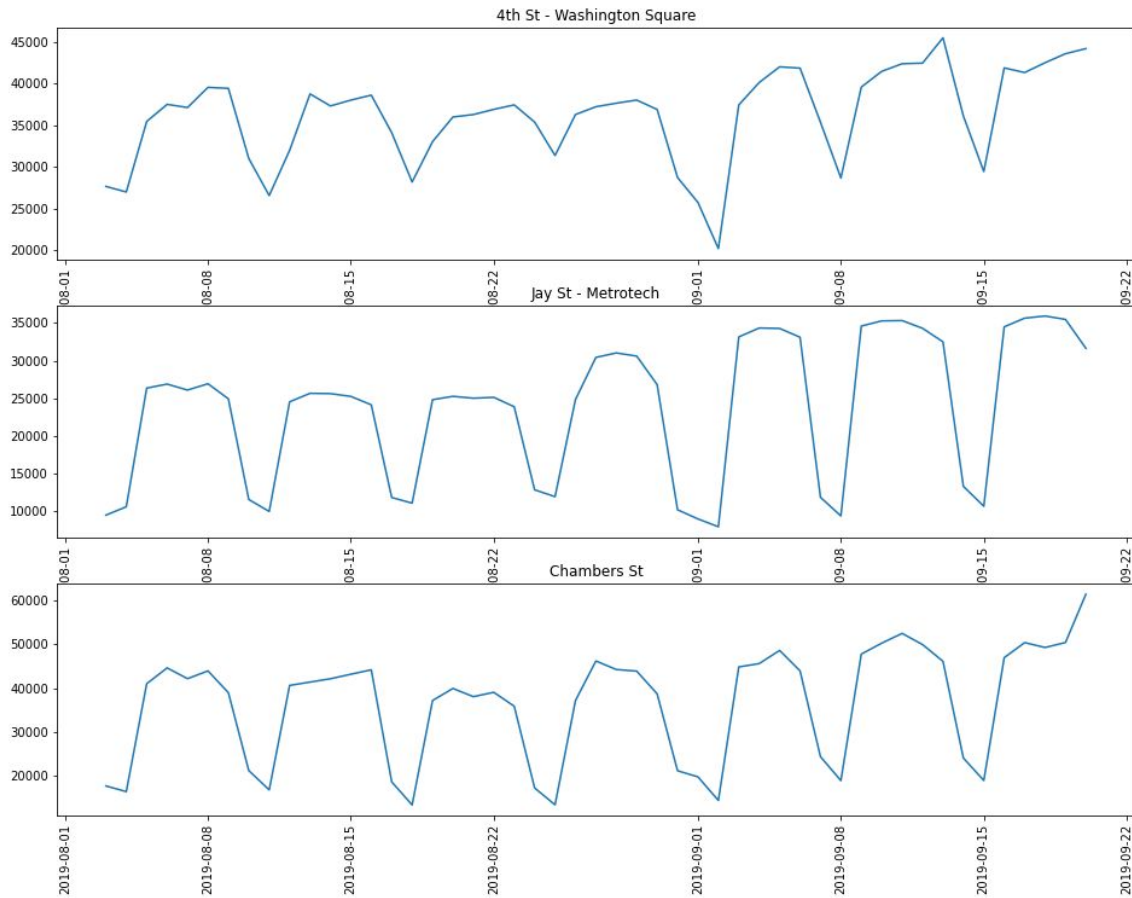
## Busiest Times at Busiest Stations



# Appendix - Station Map



# Appendix - Boost In Traffic After Labor Day





# Appendix - Top Target Stations

Station	Location	Total Daily Exits for Range (8/17/19 - 9/21/19)
34 St-Penn Station	Midtown - Manhattan	4,359,604
Grand Central - 42 St	Midtown - Manhattan	3,707,181
34 St - Herald Square	Midtown - Manhattan	3,562,879
West 4th St	Manhattan	1,282,253
Chambers Street	Manhattan	1,289,349
145th St	Manhattan	992,087
Flushing - Main Street Station	Queens	1,628,517
Atlantic Ave - Barclay Center	Brooklyn	1,216,369
Jay St - Metro Center	Brooklyn	865,736

# Appendix - Midtown Economic Breakdown

Occupation	Number	Percent
Management, business, science, and arts	13,321	74.4%
Service	1,051	5.9%
Sales and office	3,018	16.9%

