



# WTWY-METIS Benson Project

*Street Team Placement Strategy for the WTWY Annual Gala*

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# Objective

- Attract attendees and potential donors for annual summer gala
- Develop strategy for street team placement at MTA subway stations

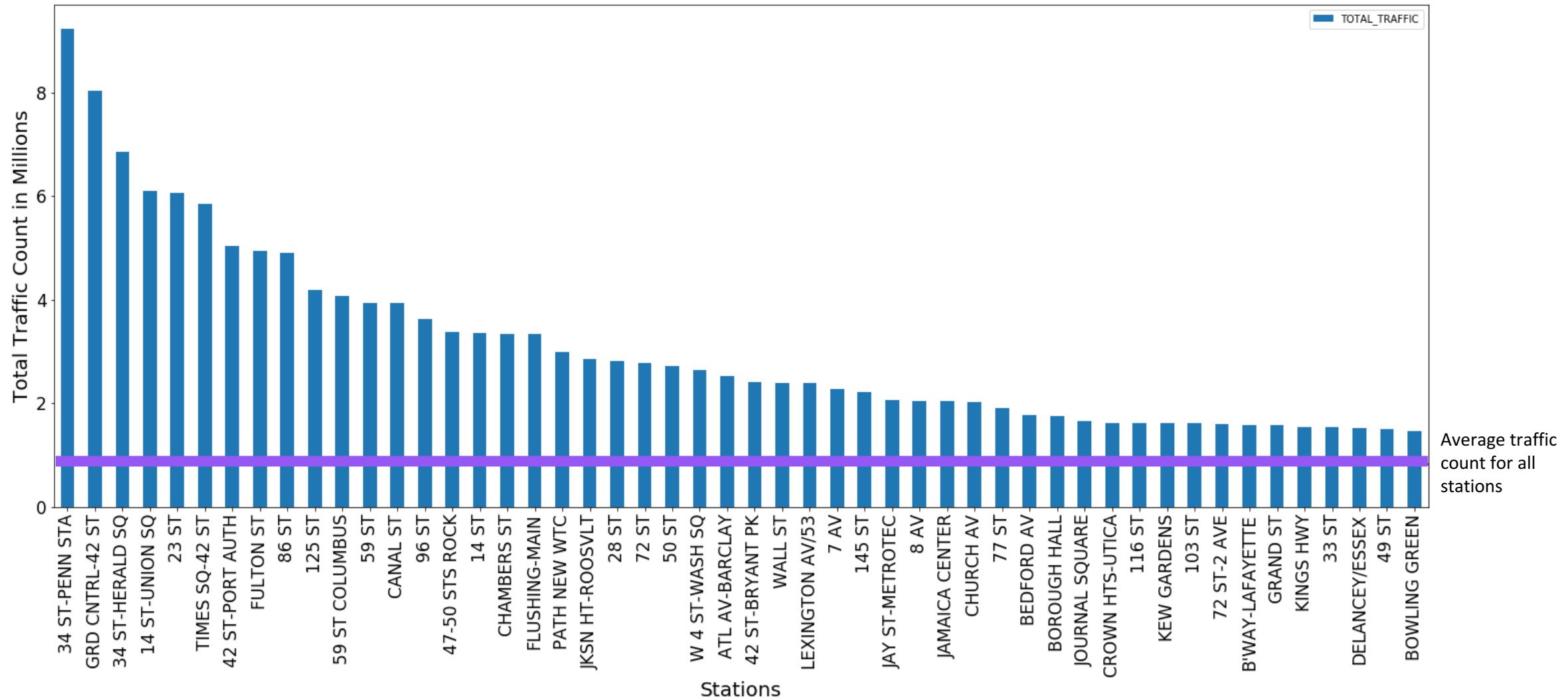


# Approach

- Use MTA Turnstile data to identify high traffic subway stations
- Supplement with analysis of:
  - Income demographics
  - Locations of technology companies near the subway stations
  - Concentration of K-12 schools and higher education institutions



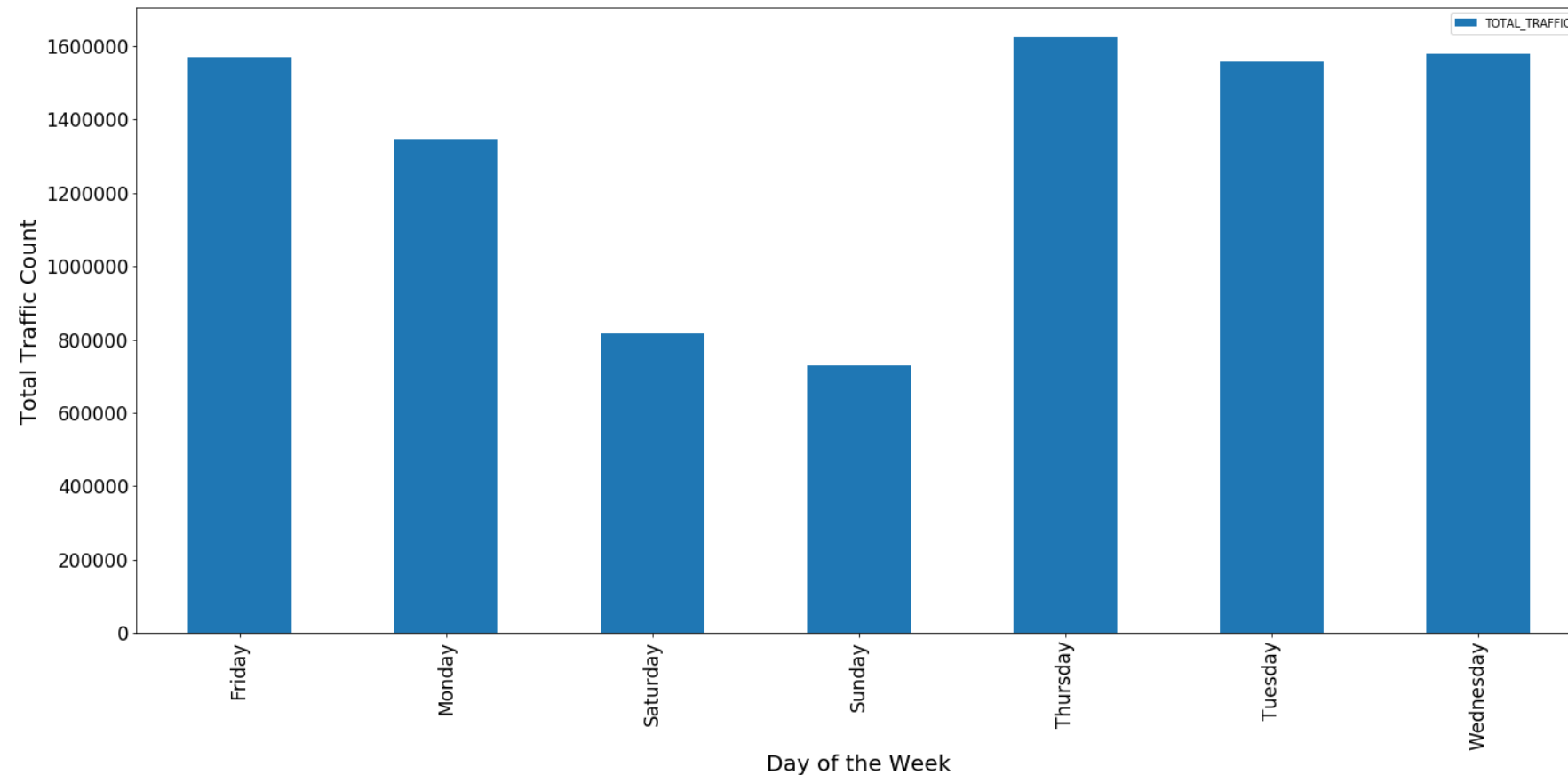
# Top 50 Stations by Total Traffic





# Traffic Count by Day of Week

- Traffic count distribution over days of the week is similar across stations of interest
- On average, Thursday has the highest traffic count
- See the Data for 34 ST – PENN STATION:





# Recommended Subway Stations

1. LEXINGTON/53 ST
2. 14 ST
3. 34 ST – PENN STATION
4. 14 ST – UNION SQ
5. CHAMBERS ST

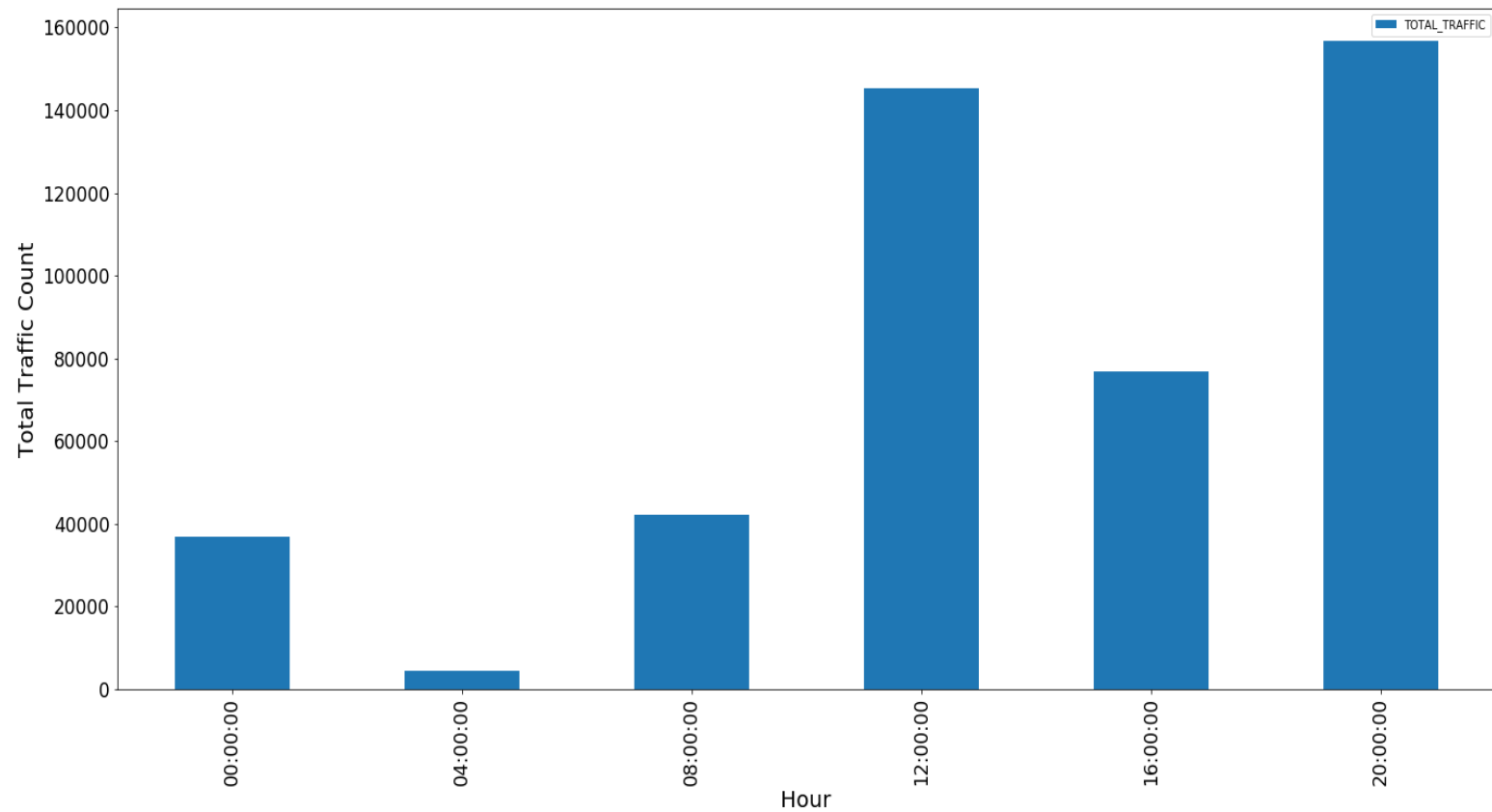


# #1. LEXINGTON/53 ST

- Close proximity to Bloomberg and IBM
- In high income area

## RECOMMENDATION

Deploy street teams from 12 to 8pm during weekdays



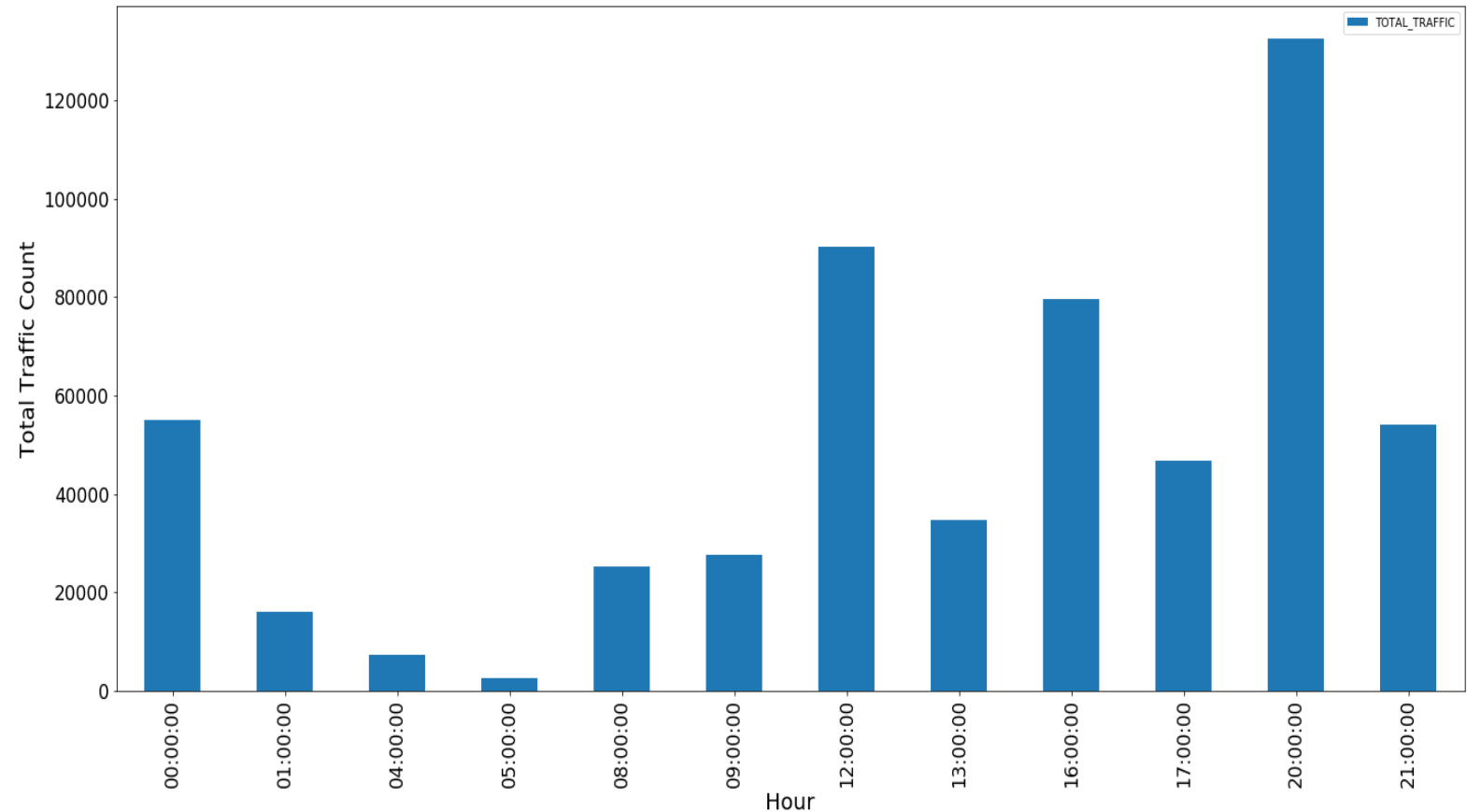


## #2. 14 ST

- Close proximity to Google, Squarespace, Infor, The Business Insider etc.
- In high income area

### RECOMMENDATION

Deploy street teams from 12 to 8pm during weekdays





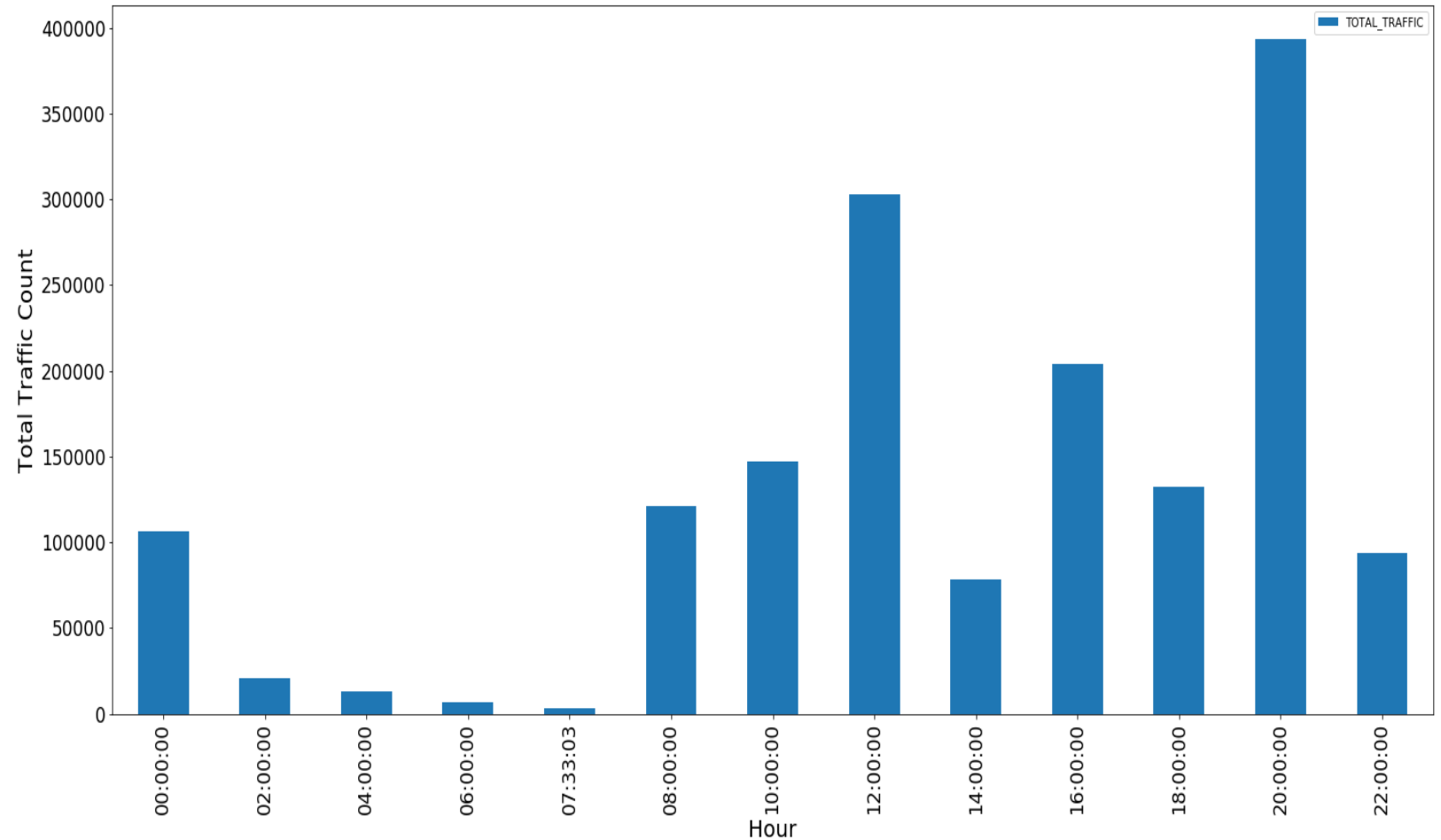


## #3. 34 ST – PENN STATION

- Close to proximity to FinTech: Bank of America, JPMC, Morgan Stanley, UBS
- Close to SUNY, DeVry College

### RECOMMENDATION

Deploy street teams from 12- 2pm and 4 - 8pm during Weekdays





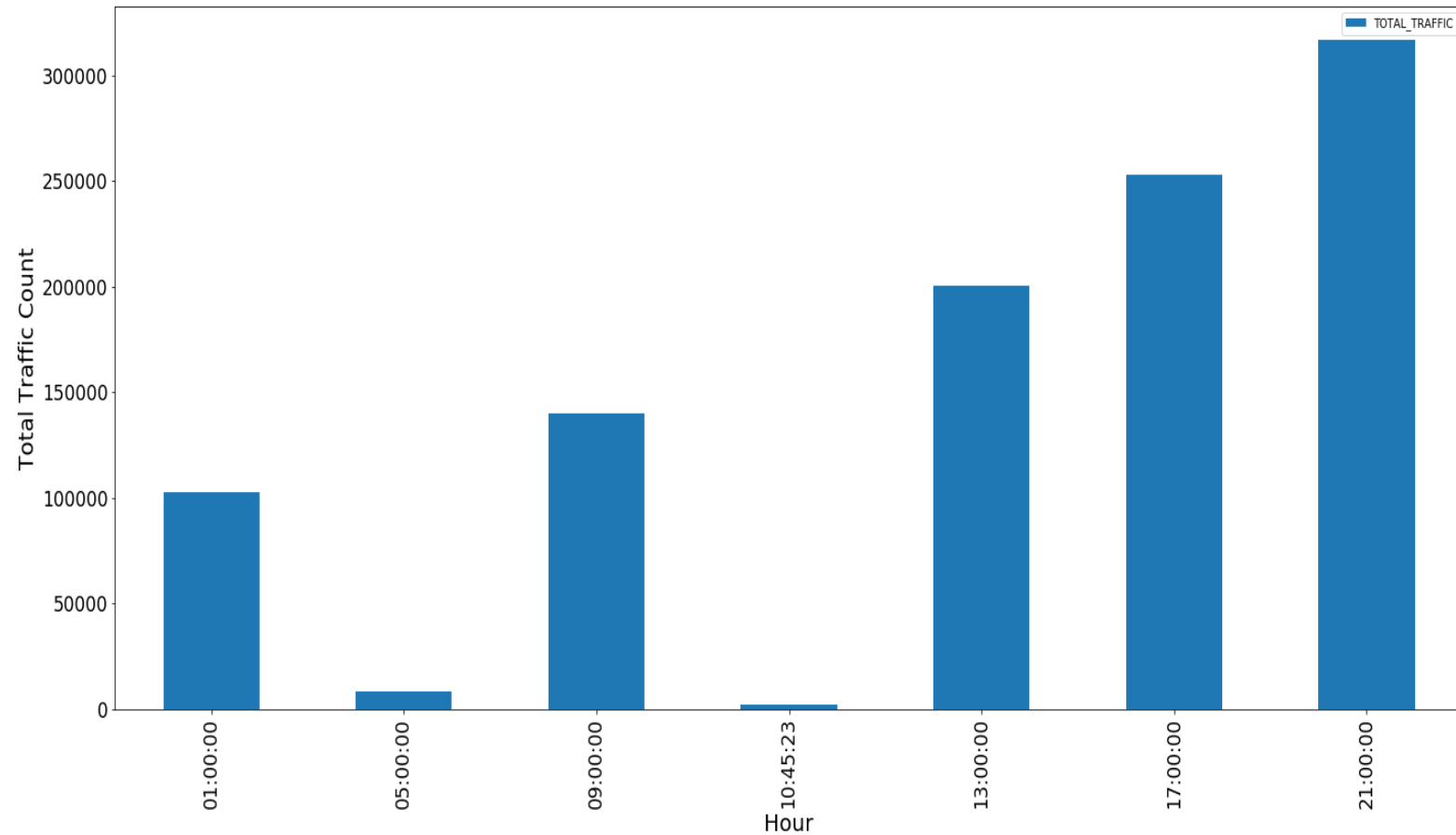
## #4. 14 ST – UNION SQUARE

- Close proximity to Oath/Verizon, BuzzFeed
- Close proximity to higher education institutions such as NYU

### RECOMMENDATION

Deploy street teams from 1-9pm

Potential to go on weekends as well (Higher traffic than other stations on weekends)



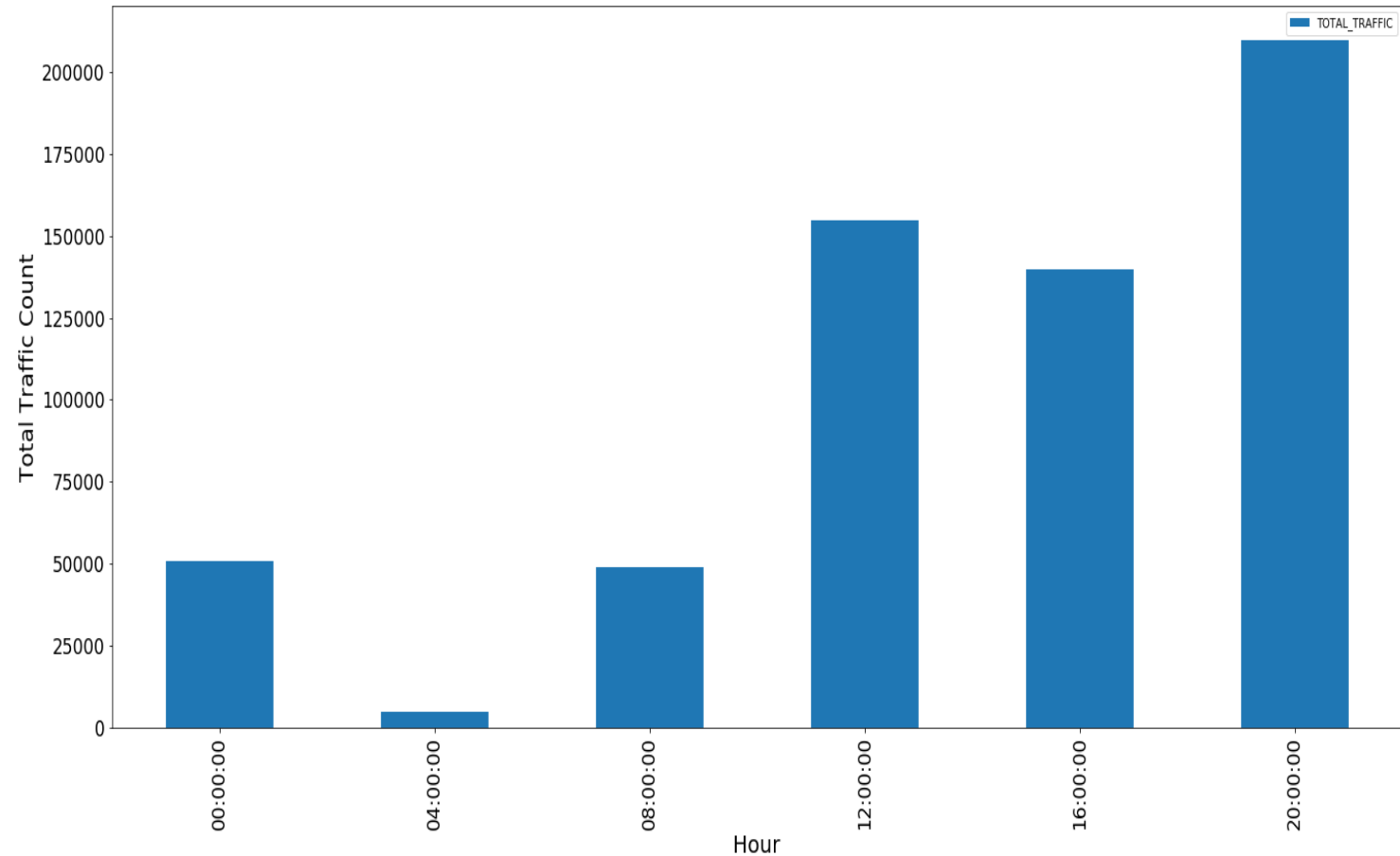


## #5. Chambers ST

- In highest income area
- Close proximity to higher education institutions

### RECOMMENDATION

Deploy street teams from 12 to 8pm during weekdays





# Future recommendations

- Collect subway station name data to quantify effectiveness of outreach
- Survey respondents regarding tech company employment



**Questions ?**



# Data Sources:

- MTA Turnstile Data for Commuter Traffic Info:
  - <http://web.mta.info/developers/turnstile.html>
- Income Demographic Data:
  - <http://zipatlas.com/us/ny/new-york/zip-code-comparison/median-household-income.htm>
- Data about Tech Companies in NYC & Employee Number:
  - <https://catalog.data.gov/dataset/mapped-in-ny-companies-46517>
  - <https://www.builtinnyc.com/2017/11/07/nyc-top-100-tech-companies-2017>
- K-12 School and Higher Education Institutions Information:
  - <http://www1.nyc.gov/site/planning/data-maps/open-data/dwn-selfac.page> NYC Subway
- Stations and Corresponding Zip codes information:
  - <https://data.cityofnewyork.us/Transportation/Subway-Stations/arq3-7z49>
- GitHub Url:
  - <https://github.com/riyersk/MTAProject1Best>