

WomenTechWomenYes
Flyer Distribution at
Subway Stations

Question

- WomenTechWomenYes (WTWY) want to spread awareness of the organization and its upcoming gala
- It has chosen to use subway stations as hubs for distribution of flyers

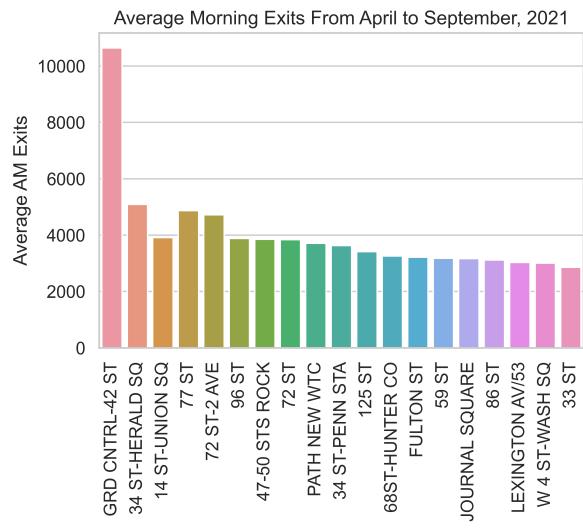
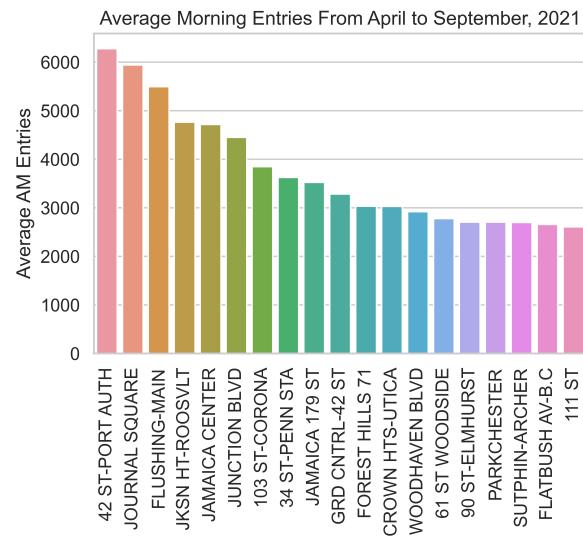
Solution

- In order to increase ROI, go to stations with high volume
 - Look at last 5 months for a good average (April to September)
 - Use MTA data entries and exits
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- WTWY will do better if can reach locals rather than tourists
 - Try to find subway stops common to commuters
 - Look at busiest stations during rush hours

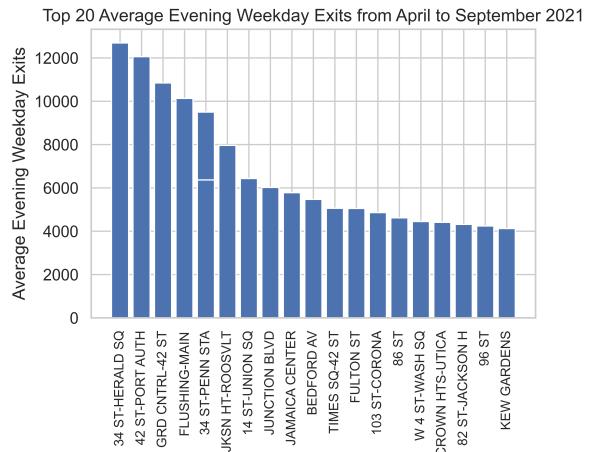
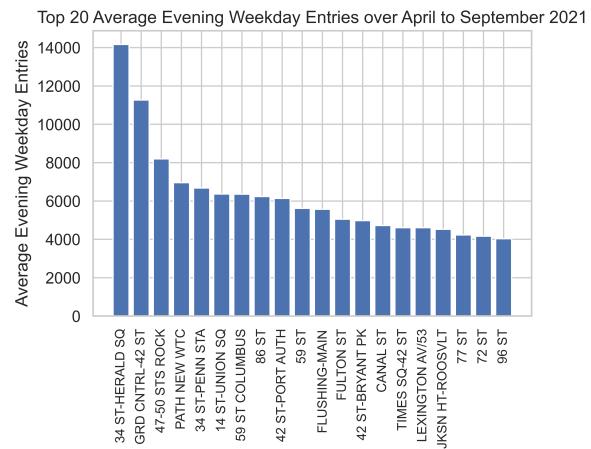
Commuters – Rush Hours

- Rush hours:
 - Approximately 8 to 9 am
 - Approximately 5 to 7 pm
 - Weekdays
- Stations with high exits will be different from stations with high entries
 - Entries in the morning will be where people live, exits will be where they work

High-Traffic Stations Morning



High-Traffic Stations Evening



33 Recommended Stations in Volume Order

34 ST-HERALD SQ	JAMAICA CENTER	W 4 ST-WASH SQ
42 ST-PORT AUTH	59 ST	CROWN HTS-UTICA
GRAND CENTRAL-42 ST	BEDFORD AV	82 ST-JACKSON HEIGHTS
FLUSHING-MAIN	TIMES SQ-42 ST	96 ST
34 ST-PENN STA	FULTON ST	72 ST
47-50 STS ROCKEFELLER	42 ST-BRYANT PK	KEW GARDENS
JACKSON HTS-ROOSEVELT	77 ST	JAMAICA 179 ST
PATH NEW WTC	103 ST-CORONA	125 ST
14 ST-UNION SQ	CANAL ST	68ST-HUNTER COLLEGE
59 ST COLUMBUS	72 ST-2 AVE	FOREST HILLS 71
86 ST	LEXINGTON AV/53	
JUNCTION BLVD		

Summary

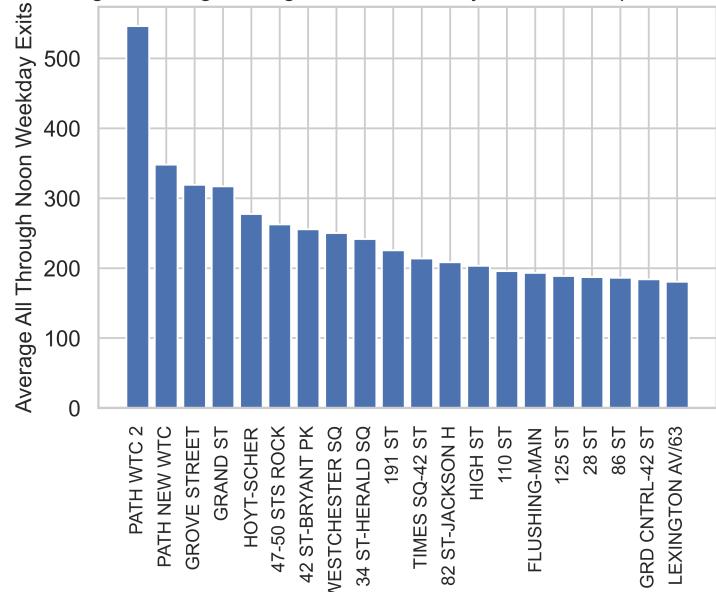
- Using MTA data, found the highest-volume stations during rush hours.
- 33 stations recommended for flyer distribution

Appendix

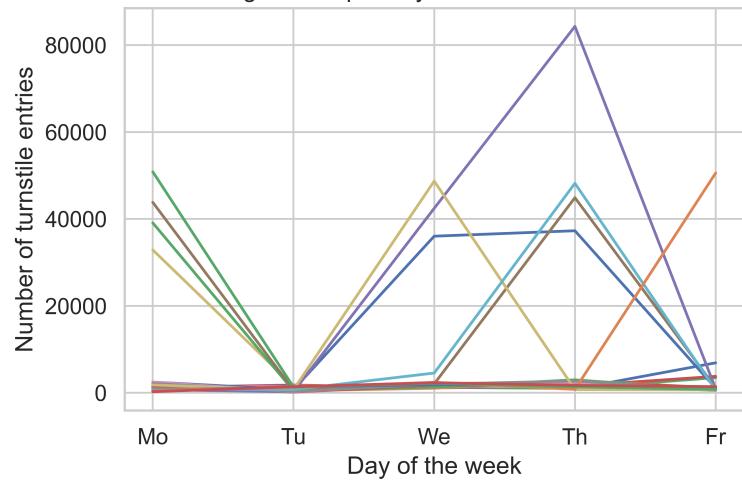
Problems

- Data collected every four hours
- Data collection does not line up with typical rush hours
 - Data collection tends to occur at 8 am, noon, 4 pm, and 8 pm
- Less problematic
 - Does not track all entries and exits
 - Entries: jumping turnstiles
 - Exits: leaving through exit door instead of through turnstiles

Top 20 Average Morning Through Noon Weekday Exits from April to September 2021



Morning Entries per day for Journal Street station



Evening Exits per day for 34th/Herald St Evening station

