

Project Benson

NYC MTA MARKETING CAMPAIGN

— WomenTechWomenYes (WTWY) Annual Gala —

Project Scope

➡ Motivation

- Build awareness around WTWY Summer Gala
- Maximize fundraising potential and attendees for Gala

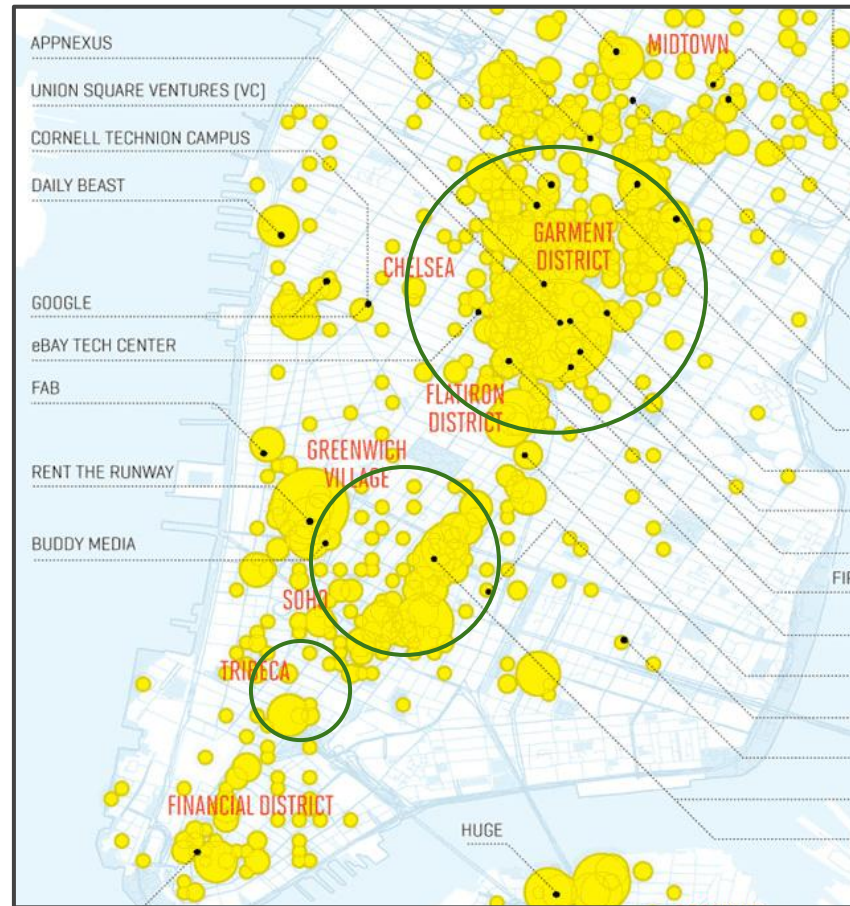
➡ Objectives

- Optimize street team's effectiveness in promoting event
- Target the right demographic
- Increase engagement
 - Email Addresses
 - Contributions
 - Gala attendees

Our Approach

- ➡ Targeted Strategy
- WTWY has limited resources
 - Conversion rate vs. Volume
 - Focus on stations in NYC's Tech districts
 - Targeted focus = greater % engagement

- ➡ Neighborhoods in Focus
- Garment District
 - Midtown Manhattan
 - Lower Manhattan
 - Flatiron District



Methodology

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➡ Data sources

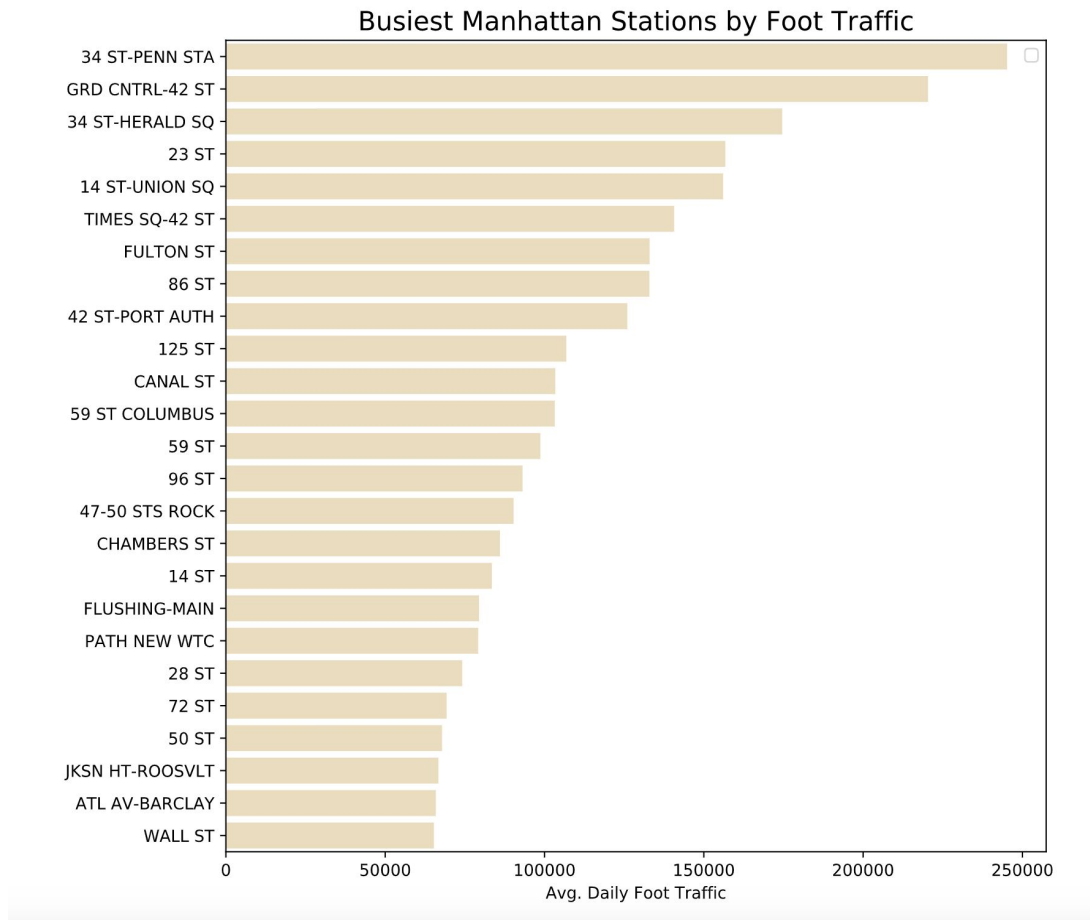
- MTA turnstile data
 - Required data cleansing
 - Replace outliers (15% of data) with appropriate averages
- Median income data by district (NYC)
- Population education demographics

➡ Campaign Timeline

- 3 month period (March - May 2020)
- Weekdays (regular commuters)
- 7AM - 8PM

Results

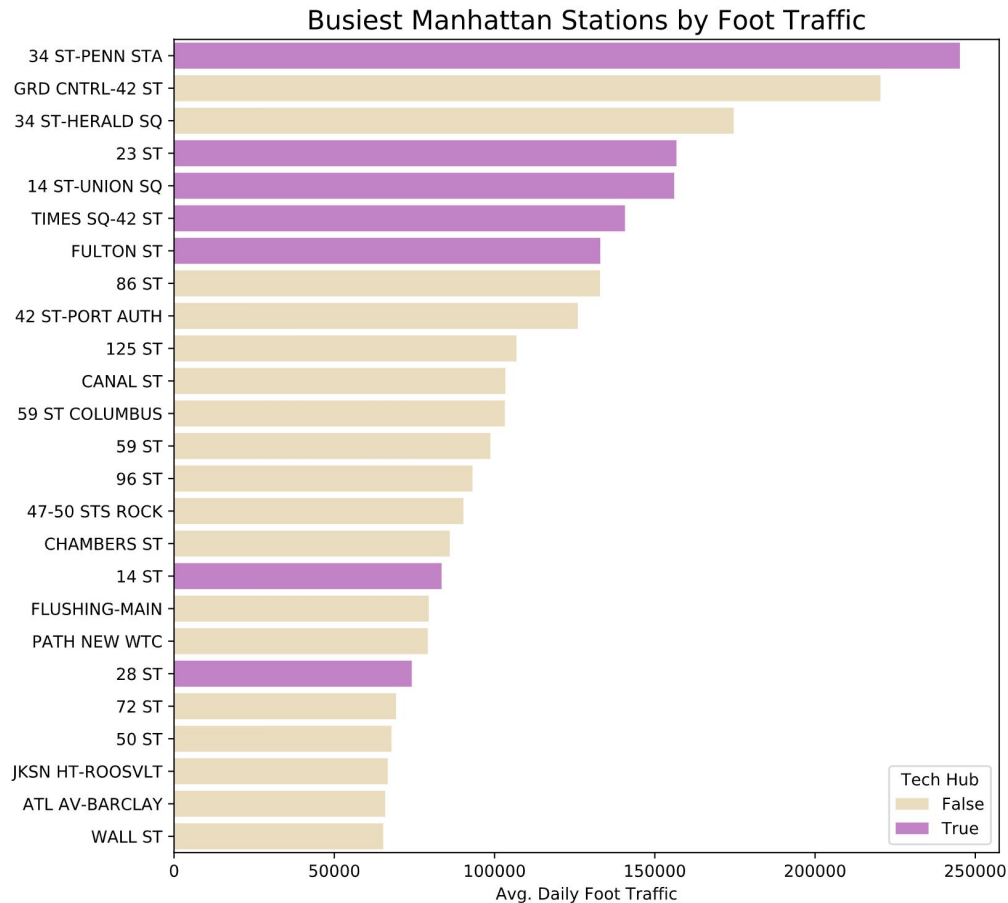
➡ Focus on stations in Tech districts



Results

➡ Focus on stations in Tech districts

- 34th St - Penn Station
- 23rd St
- 14th St
- 14th St - Union Square
- Fulton St
- Times Sq - 42nd St
- 28th St

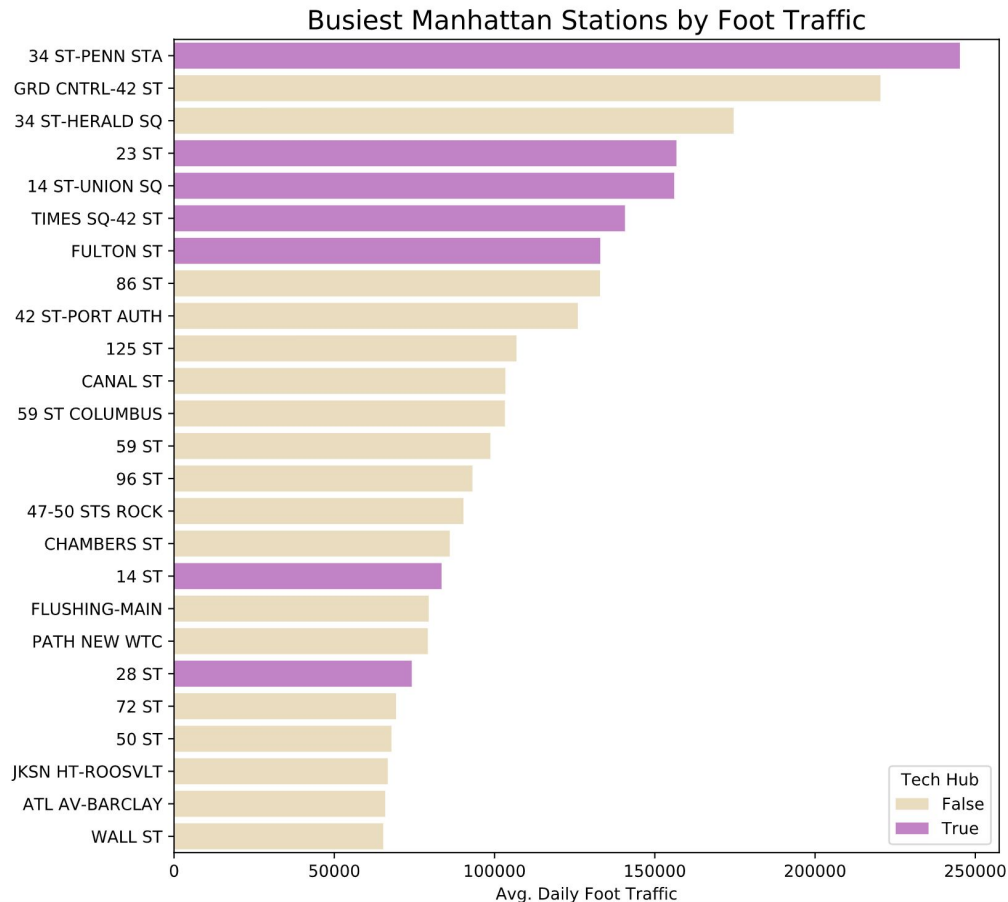


Results

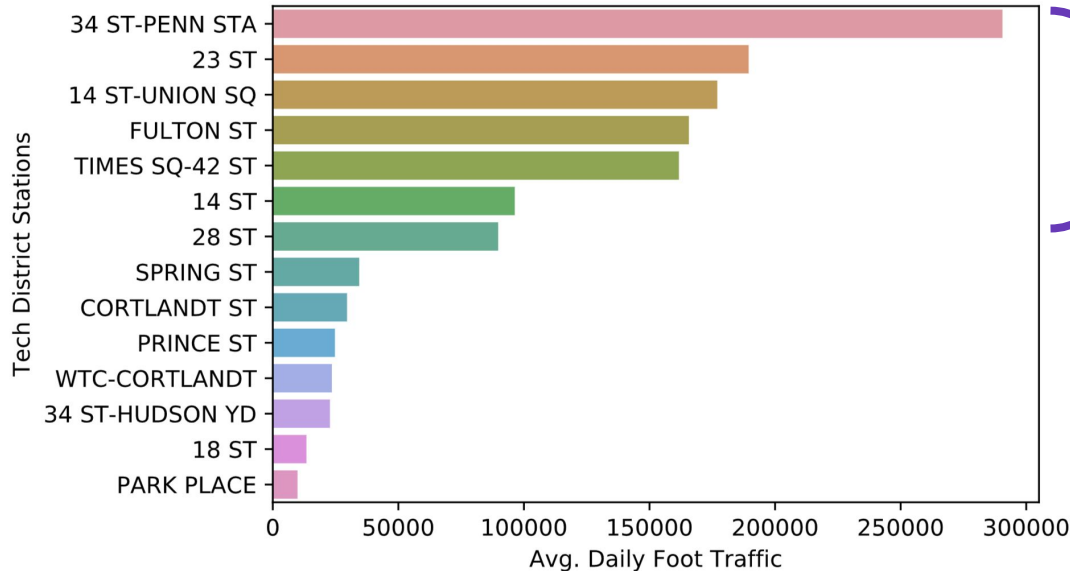
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- 34th St - Penn Station
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➡ Look at additional stations in Tech districts with less traffic



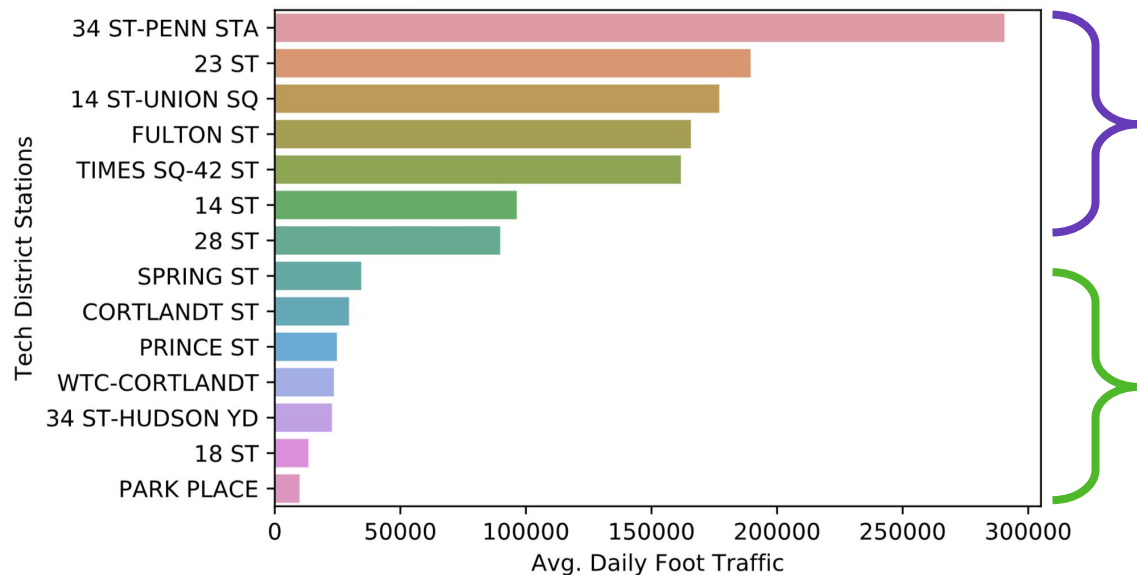
Average Daily Foot Traffic (Tech District Stations)



Key Focus:

- High traffic stations
- Penn Station, 23rd, 14 & Union, Times Sq, Fulton

Average Daily Foot Traffic (Tech District Stations)



Key Focus:

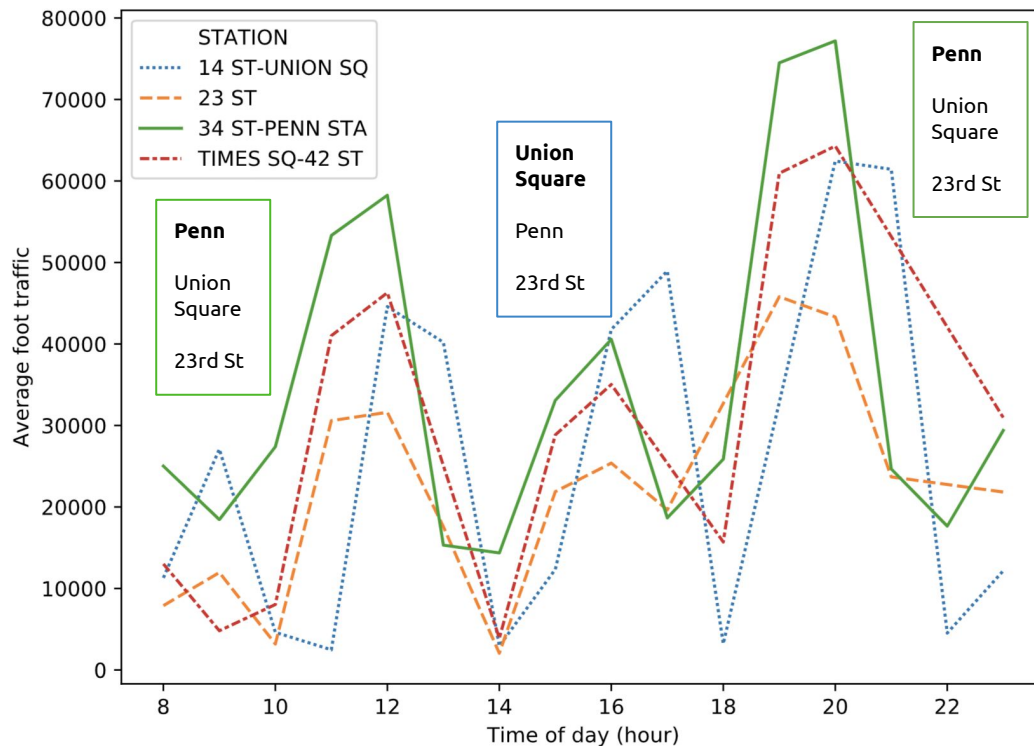
- High traffic stations
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Opportunities:

- Lower traffic stations
- Focused demographic
- More time for one-on-one

Recommended Campaign Schedule

- ➡ Key Time Slots:
 - 8-12pm
 - 12pm-4pm (low priority)
 - 4-8pm (high priority)
- ➡ Beware of tourist traps @ Times Square
- ➡ Shift personnel distribution throughout day

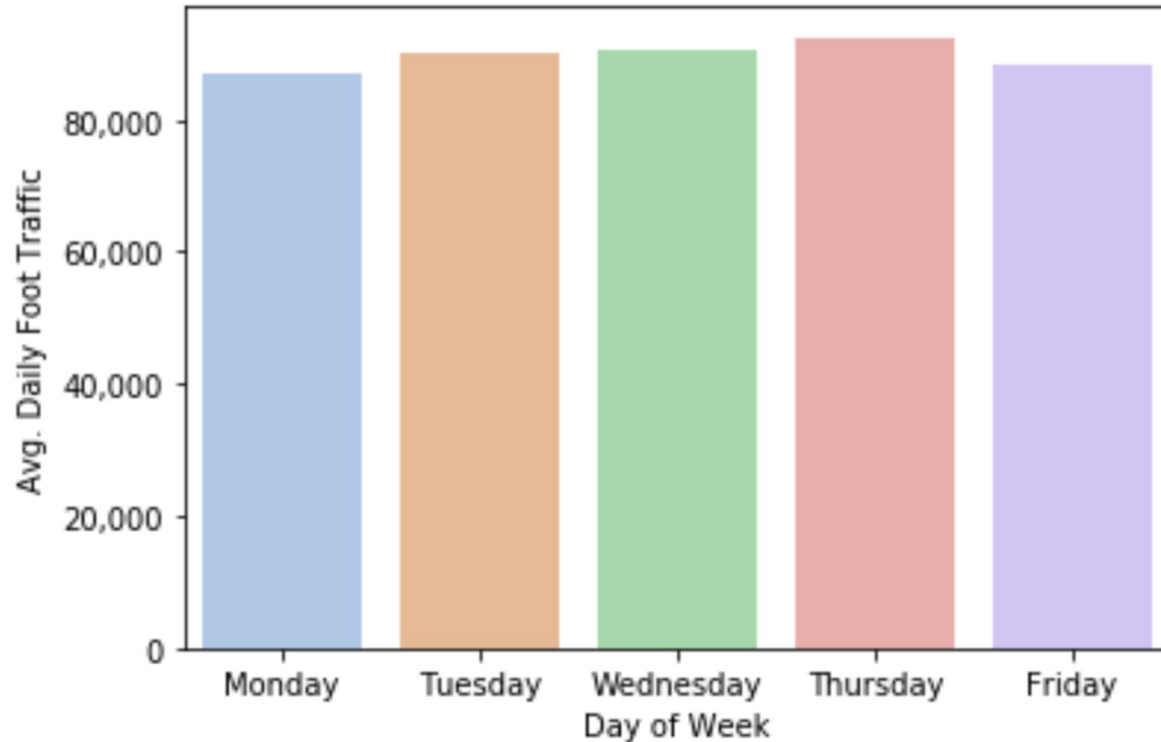


Further Considerations

- ➡ Collect data on this year's campaign (high volume vs. targeted efficacy)
- ➡ Collect census data related to gender and political leanings of boroughs
- ➡ Other marketing methods
 - Online outreach
 - Street campaigning outside major business centers
 - Speaking events at tech companies

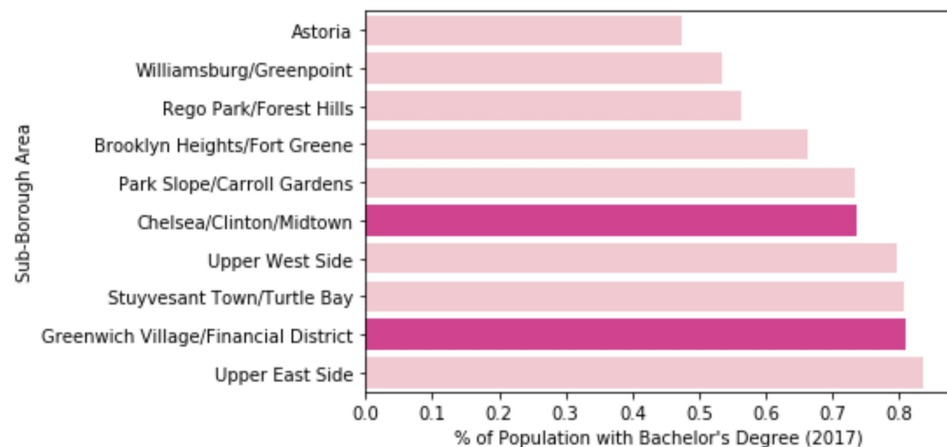
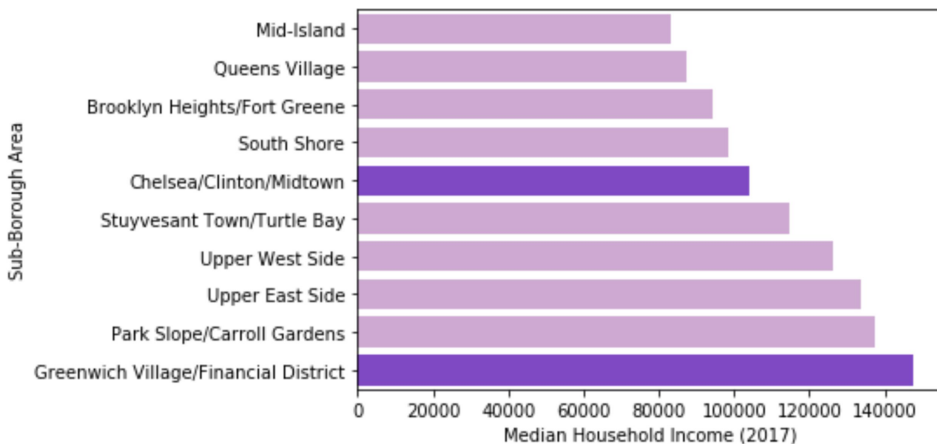
QUESTIONS ?

Appendix: Average Daily Foot Traffic by Day of the Week



Appendix: Median Income & Education Level by Neighborhood

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Appendix: Sources

➡ Turnstile Data:

- <http://web.mta.info/developers/turnstile.html>

➡ Subway Station Location (Latitude & Longitude) Data:

- <http://web.mta.info/developers/developer-data-terms.html#data>

➡ Tech Hub Map:

- <https://nicolasrapp.com/studio/portfolio/new-tech-city/>

➡ Median Household Income Data

- http://app.coredata.nyc/?mlb=false&ntii=hh_inc_med_adj&ntr=Sub-Borough%20Area&mz=11&vtl=https%3A%2F%2Fthefurmancenter.carto.com%2Fu%2Fnyufc%2Fapi%2Fv2%2Fviz%2F98d1f16e-95fd-4e52-a2b1-b7abaf634828%2Fviz.json&mln=true&mlp=false&mlat=40.728593&ptsb=&nty=2017&mb=roadmap&pf=%7B%22subsidies%22%3Atrue%7D&md=table&mlv=false&mlng=-73.921657&btl=Borough&atp=neighborhoods

➡ % of People Aged >25 with Bachelor's Degree

- http://app.coredata.nyc/?mlb=false&ntii=pop_edu_collp_pct&ntr=Sub-Borough%20Area&mz=11&vtl=https%3A%2F%2Fthefurmancenter.carto.com%2Fu%2Fnyufc%2Fapi%2Fv2%2Fviz%2F98d1f16e-95fd-4e52-a2b1-b7abaf634828%2Fviz.json&mln=true&mlp=false&mlat=40.728593&ptsb=&nty=2017&mb=roadmap&pf=%7B%22subsidies%22%3Atrue%7D&md=table&mlv=false&mlng=-73.921657&btl=Borough&atp=neighborhoods