
Finding the Sweet Spot:

WTWY Street Team Deployment Strategy through Analysis
of MTA Turnstile Data

January 15, 2016

Diana Lam, Jordan Goodspeed, Michael Lai, Natalie Retamar

Attract highest **number of gala attendees** with greatest potential for **future involvement** in WTWY.

1

Maximize attendance by acquiring greatest number of email addresses.



2

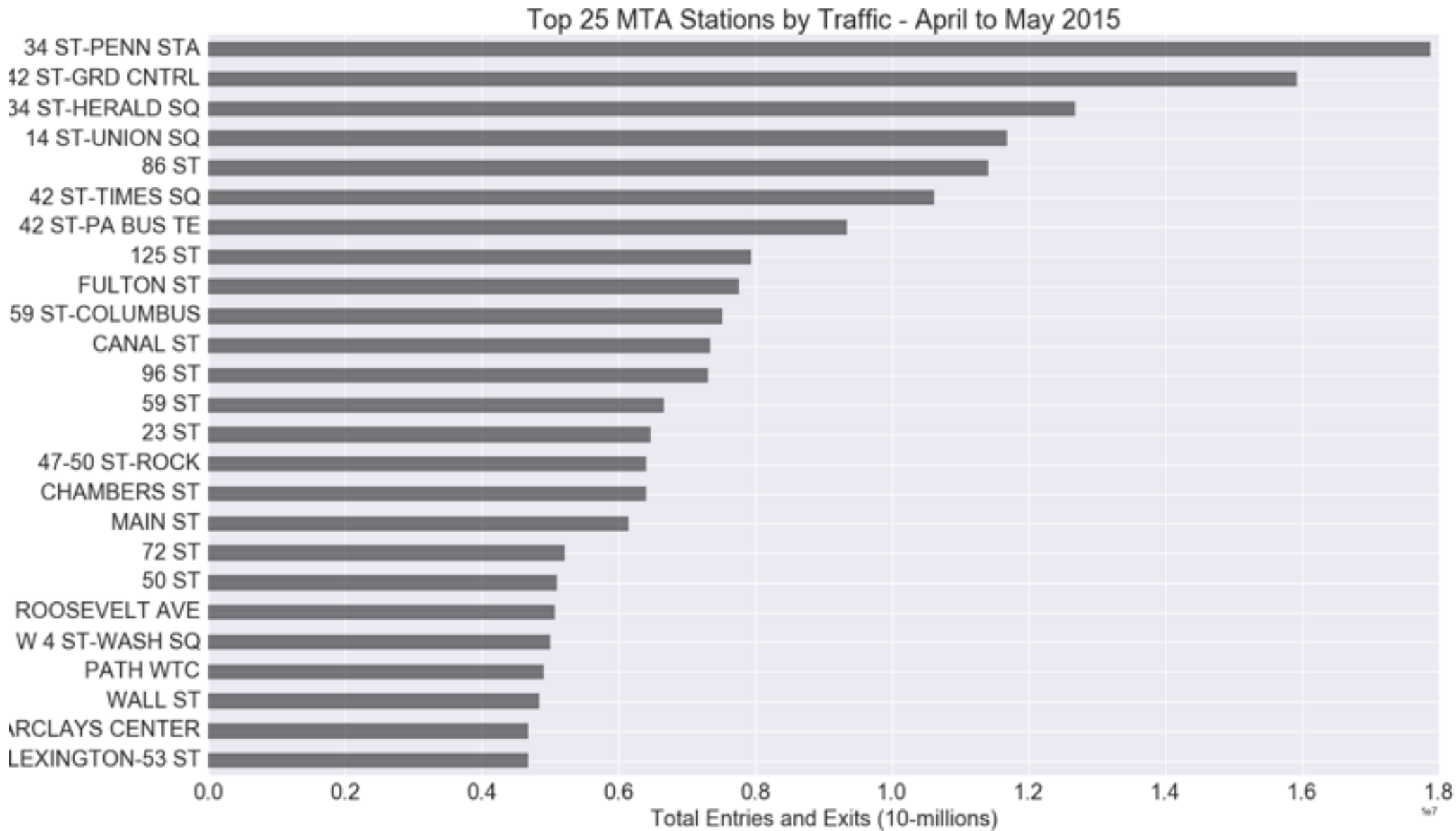
Maximize quality of attendees by targeting areas where people are most likely to be philanthropically involved.



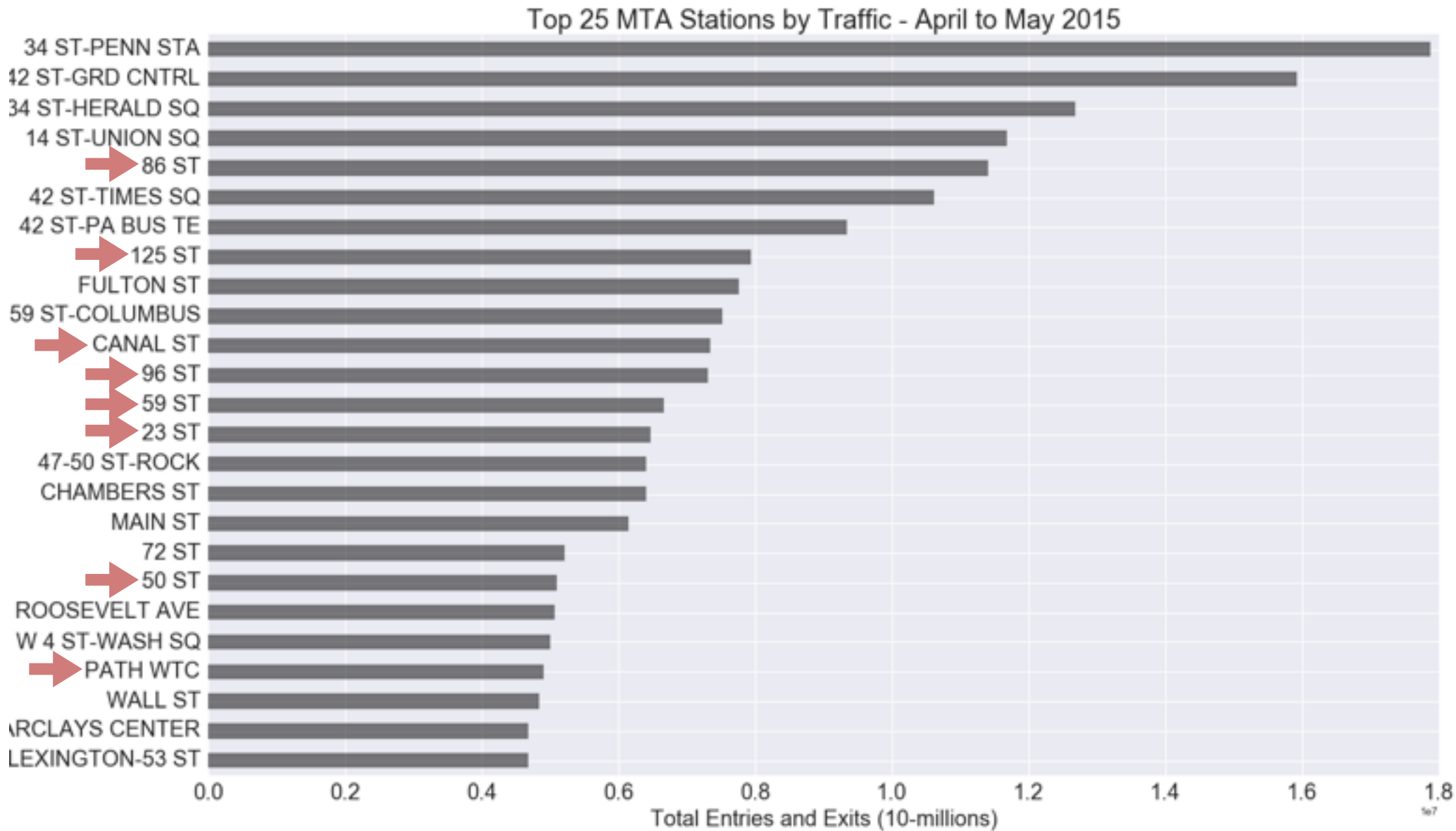
3

Optimize street team activity by identifying best days of the week and times of day to canvass.

MAXIMIZE ATTENDANCE



MAXIMIZE ATTENDANCE



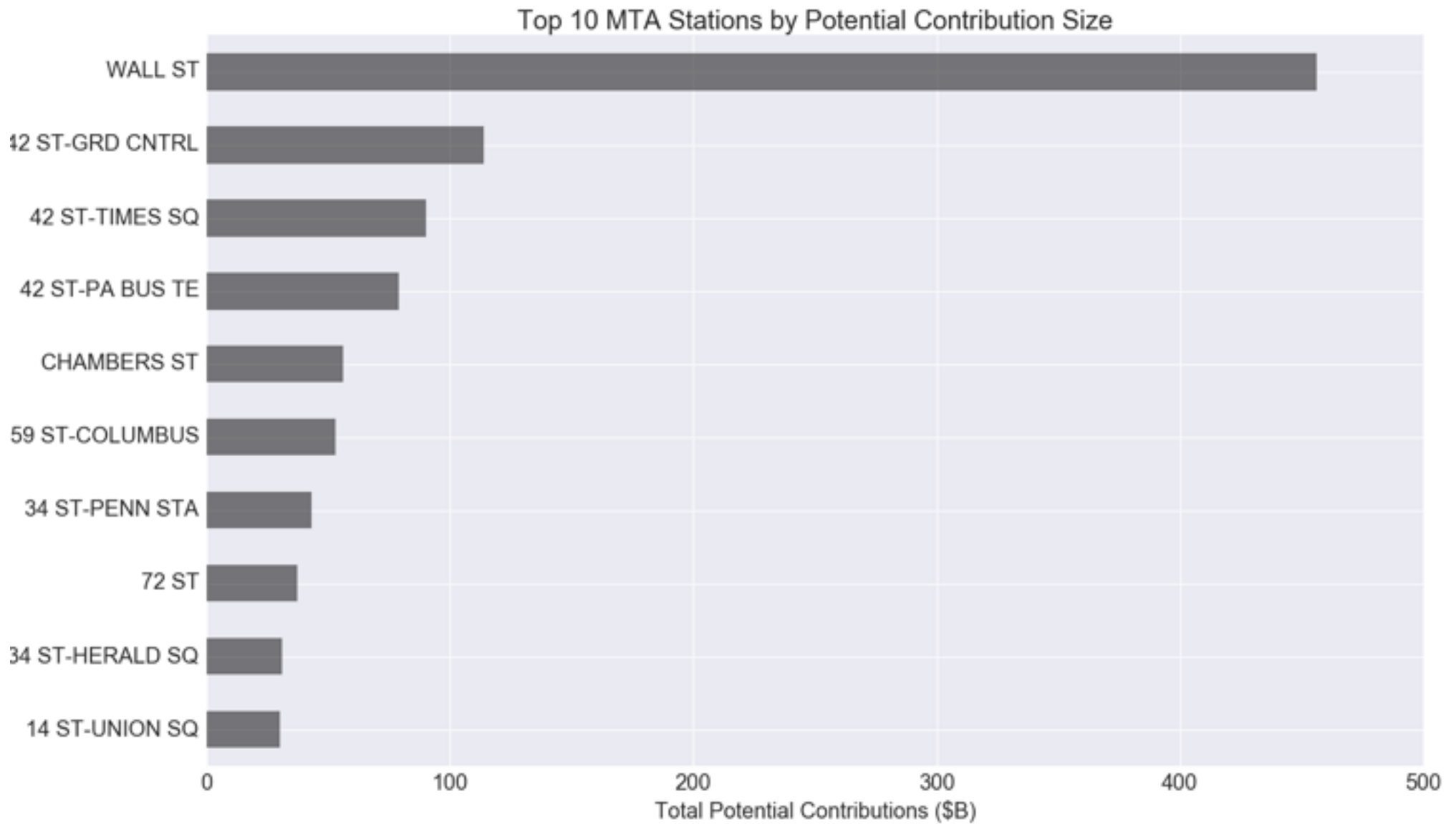
MAXIMIZE QUALITY

Station	Total Traffic (mil)	Zip Code	Median Contr PP - 2012
34 ST-PENN STA	17.9	10001	2432
42 ST-GRD CNTRL	15.9	10017	7147
34 ST-HERALD SQ	12.7	10001	2432
14 ST-UNION SQ	11.7	10003	2608
42 ST-TIMES SQ	10.6	10018	8460
42 ST-PA BUS TE	9.3	10018	8460
FULTON ST	7.8	10038	2323
59 ST-COLUMBUS	7.5	10023	7067
47-50 ST-ROCK	6.4	10036	2572
CHAMBERS ST	6.4	10007	8770
MAIN ST	6.2	11354	2385
72 ST	5.2	10023	7067
ROOSEVELT AVE	5.1	11377	2078
W 4 ST-WASH SQ	5.0	10012	2321
WALL ST	4.8	10005	94132
BARCLAYS CENTER	4.7	11217	2231
LEXINGTON-53 ST	4.7	10035	2478

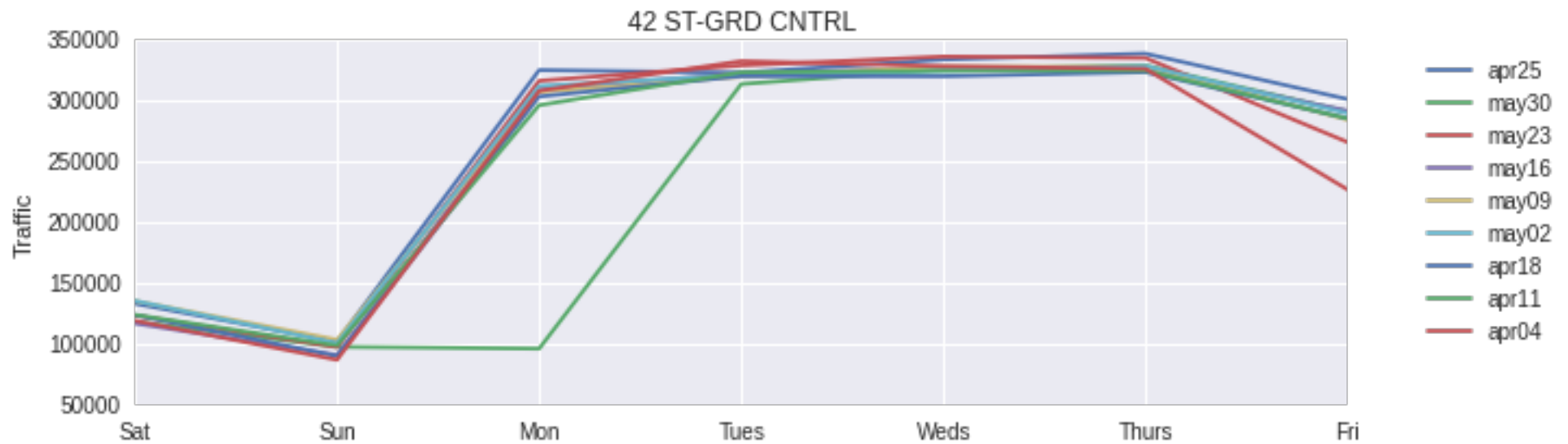
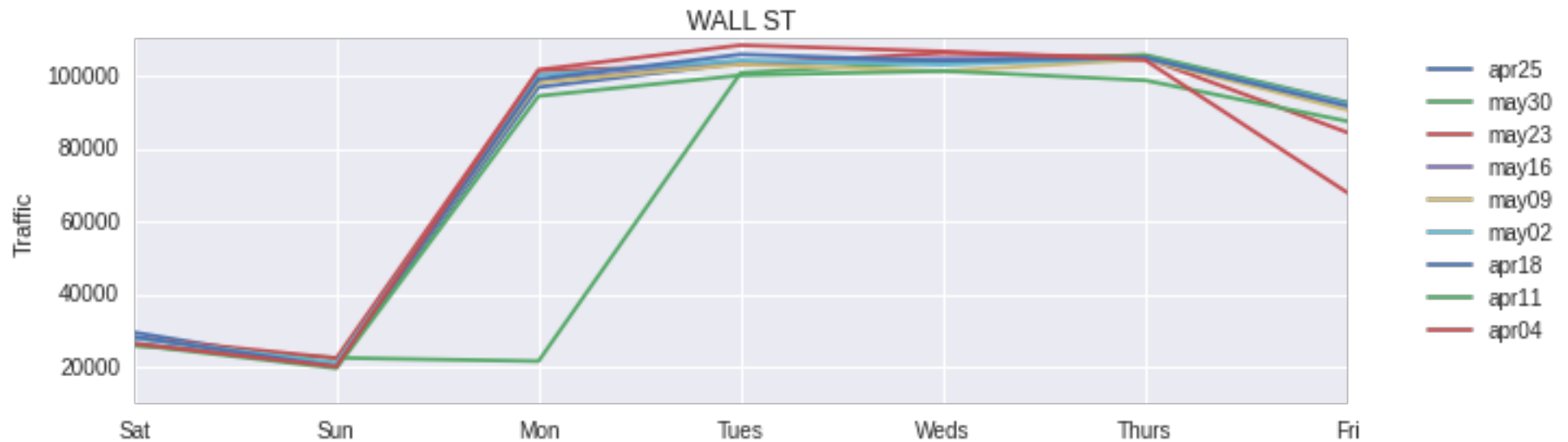
MAXIMIZE QUALITY

Station	Total Traffic (mil)	Zip Code	Median Contr PP - 2012	Total Potential Contr (\$B)
34 ST-PENN STA	17.9	10001	2432	43
42 ST-GRD CNTRL	15.9	10017	7147	114
34 ST-HERALD SQ	12.7	10001	2432	31
14 ST-UNION SQ	11.7	10003	2608	30
42 ST-TIMES SQ	10.6	10018	8460	90
42 ST-PA BUS TE	9.3	10018	8460	79
FULTON ST	7.8	10038	2323	18
59 ST-COLUMBUS	7.5	10023	7067	53
47-50 ST-ROCK	6.4	10036	2572	16
CHAMBERS ST	6.4	10007	8770	56
MAIN ST	6.2	11354	2385	15
72 ST	5.2	10023	7067	37
ROOSEVELT AVE	5.1	11377	2078	11
W 4 ST-WASH SQ	5.0	10012	2321	12
WALL ST	4.8	10005	94132	456
BARCLAYS CENTER	4.7	11217	2231	10
LEXINGTON-53 ST	4.7	10035	2478	12

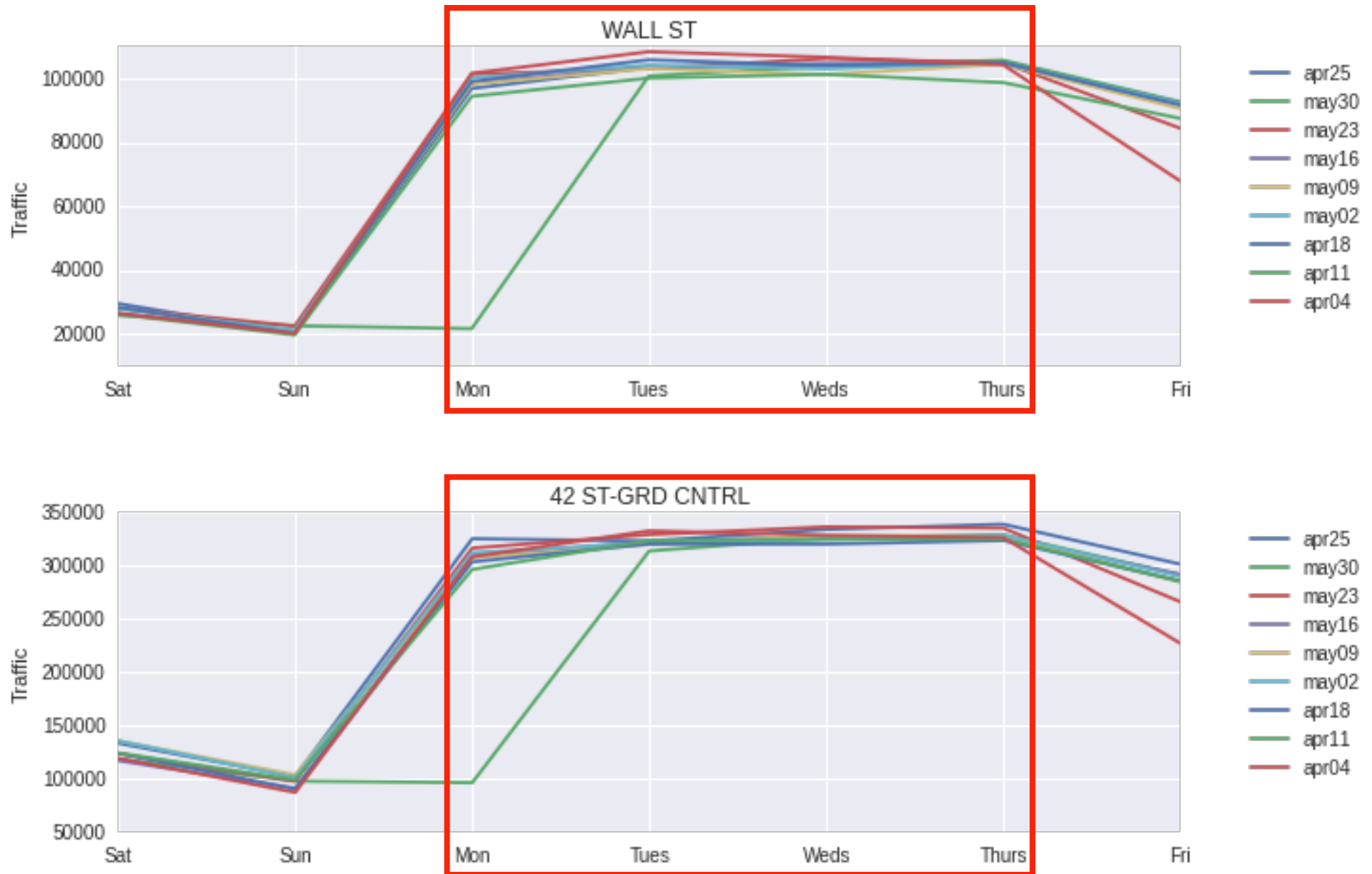
MAXIMIZE QUALITY



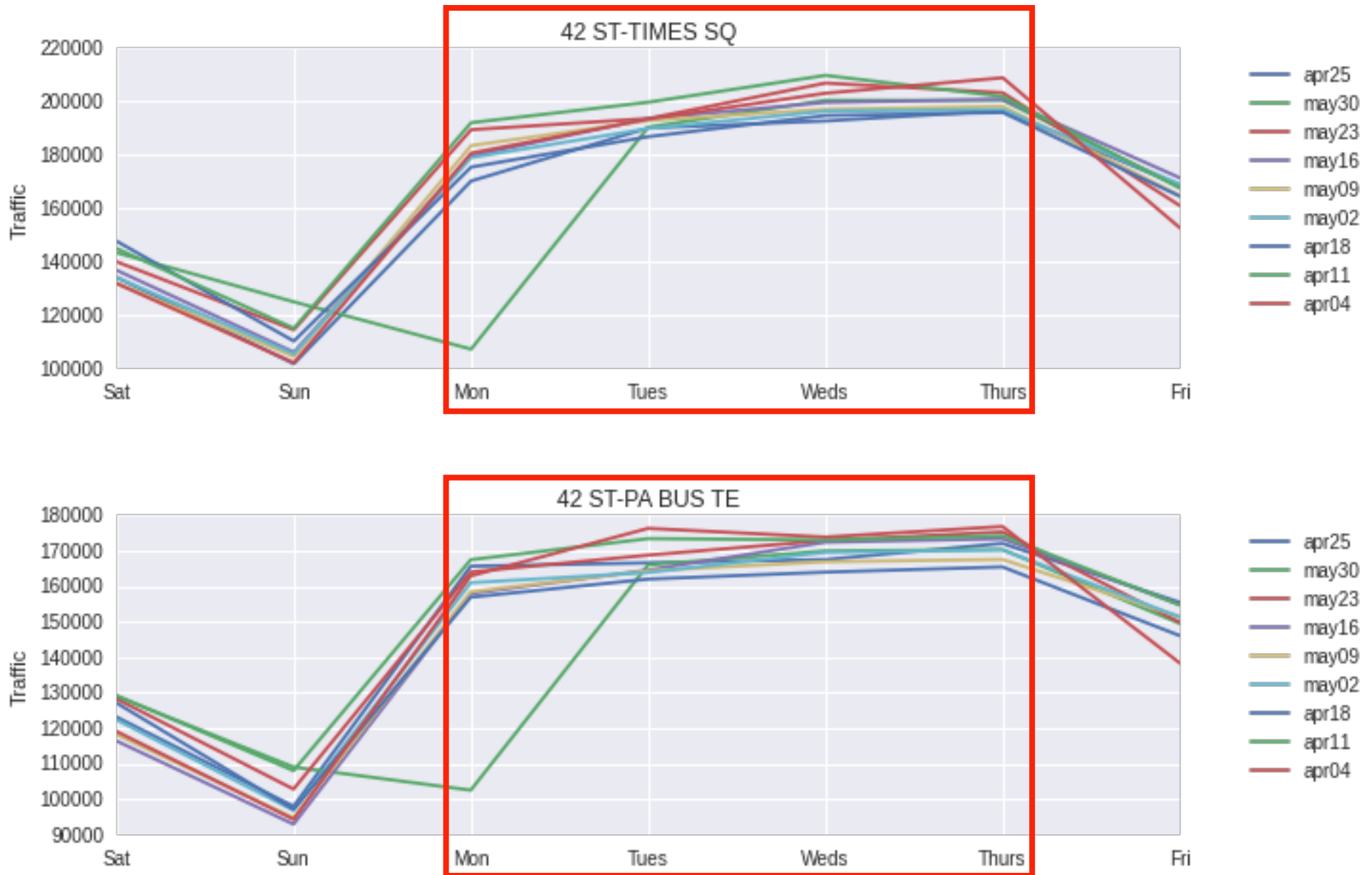
OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK



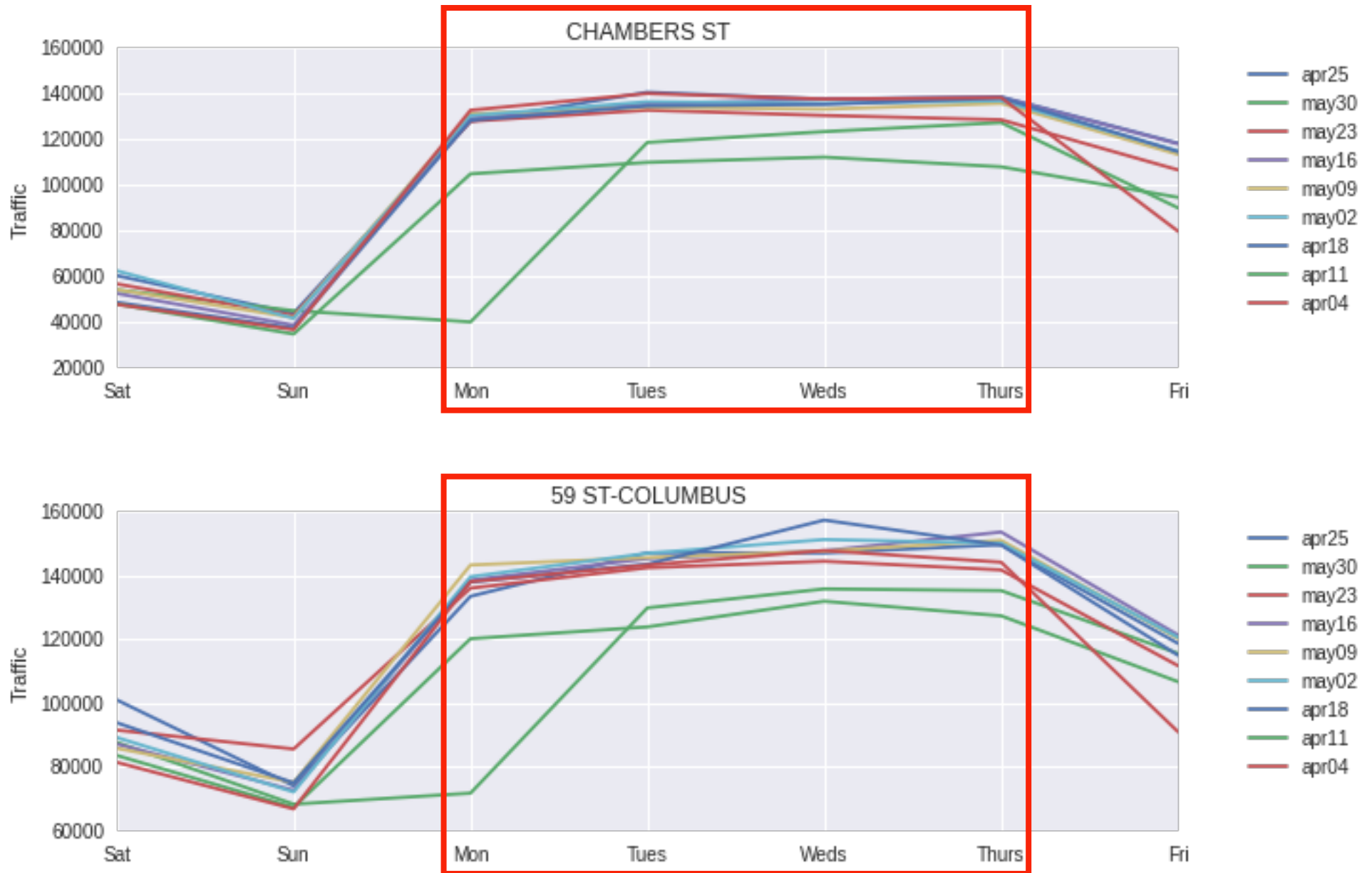
OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK



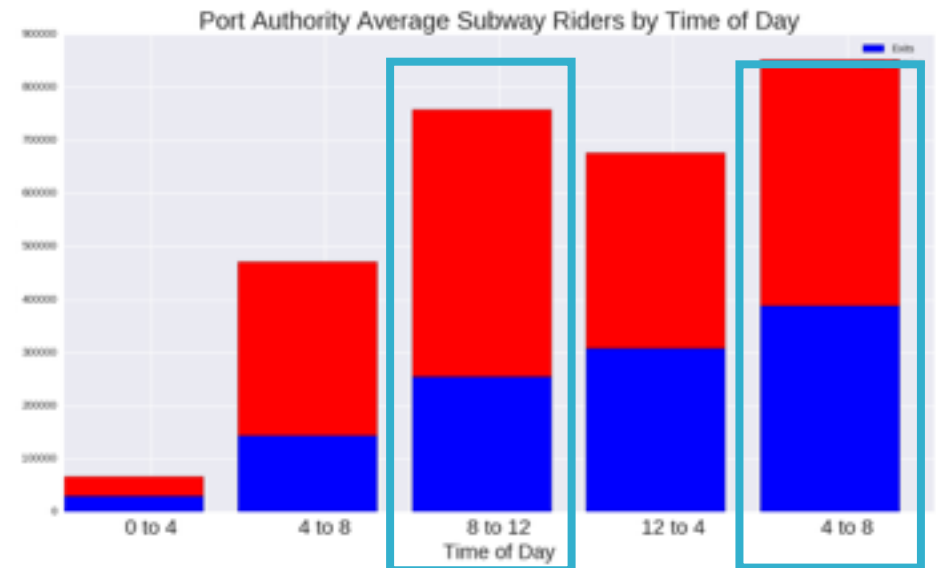
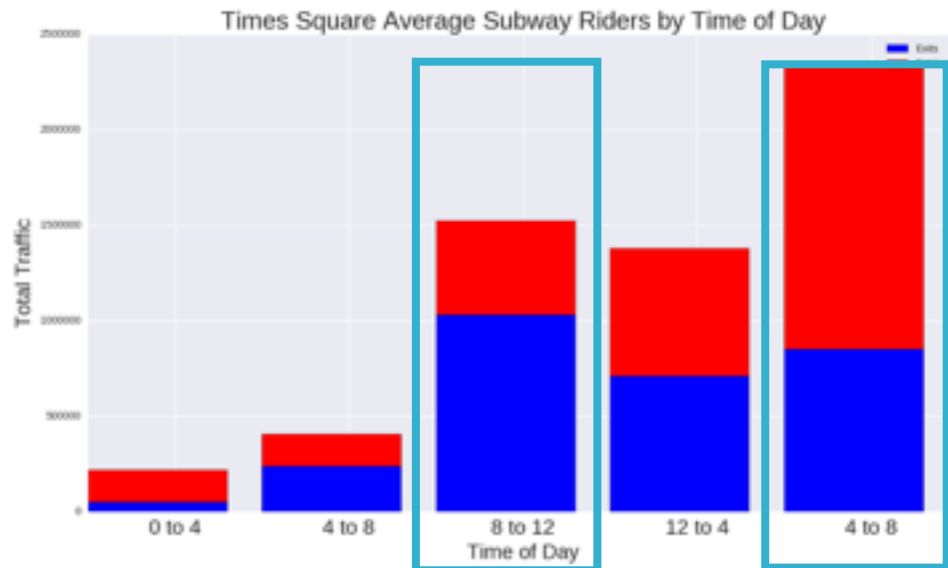
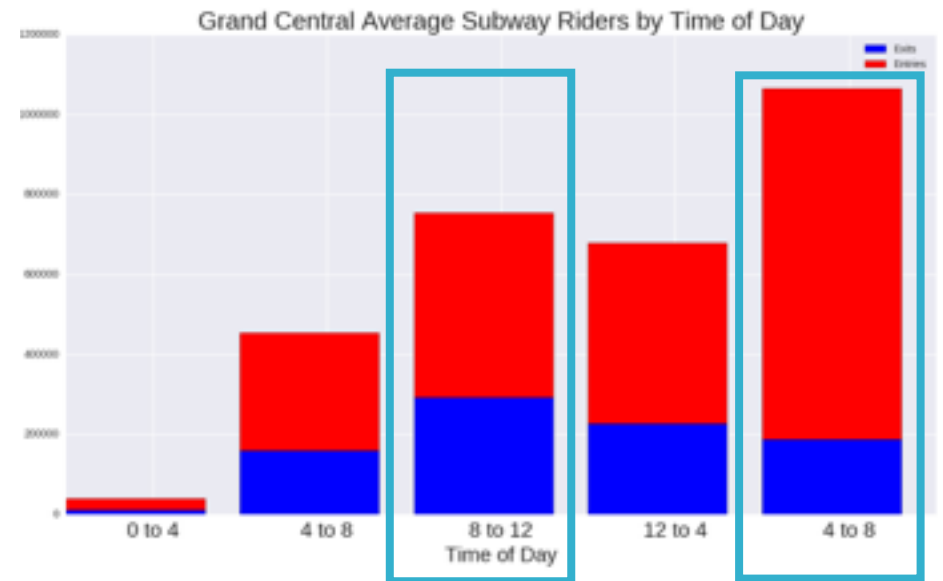
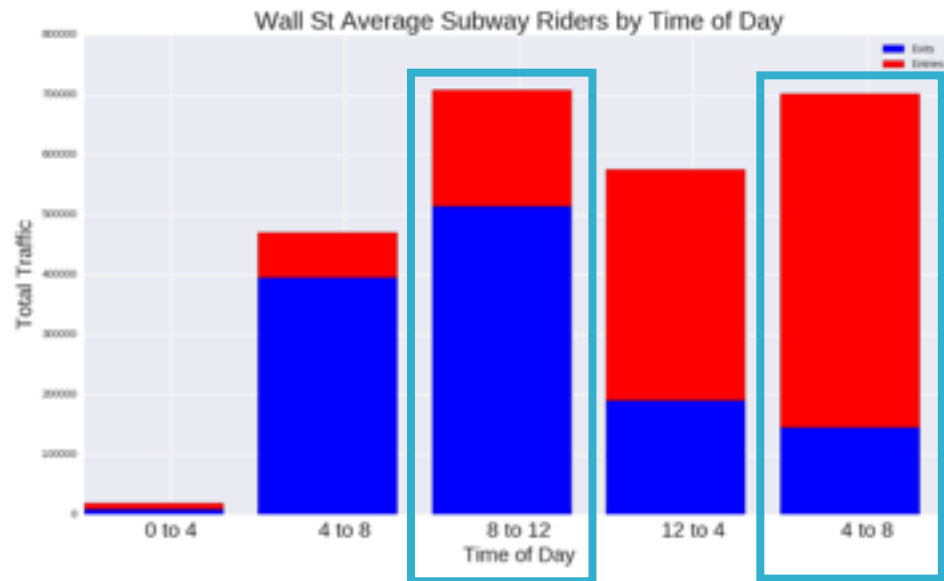
OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK



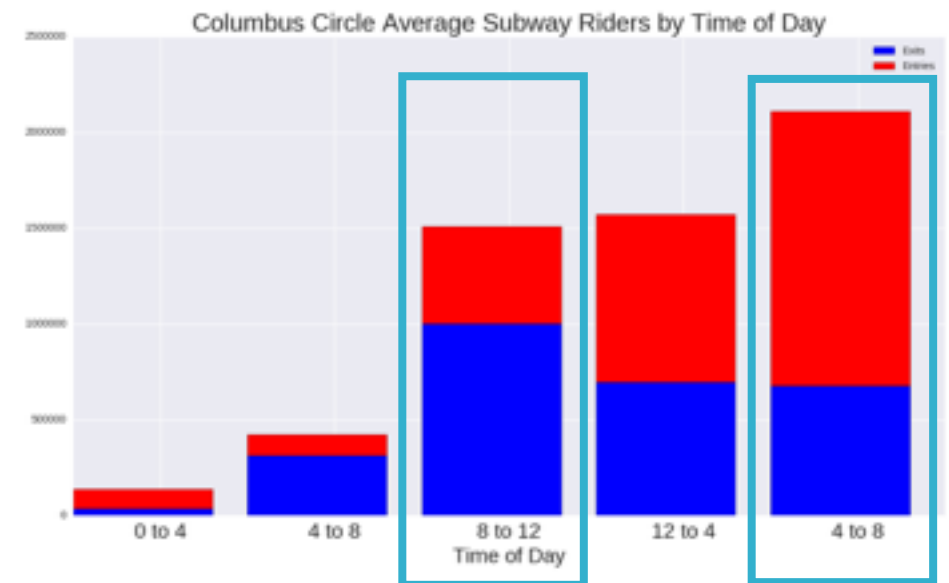
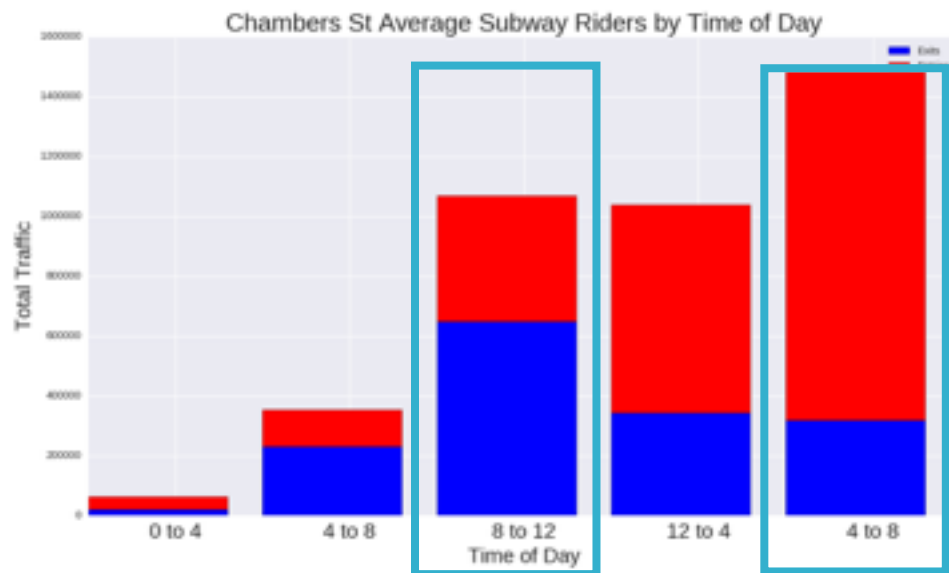
OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK



OPTIMIZE STREET TEAM ACTIVITY: TIME OF DAY






























OPTIMIZE STREET TEAM ACTIVITY: TIME OF DAY



KEY RECOMMENDATIONS

To attract greatest attendees of highest quality, deploy street teams between **Monday through Thursday, 8AM-12PM and 4-8PM** at (in order of priority):

1. Wall St    
2. 42nd St - Grand Central   
3. 42nd St - Times Square        
4. 42nd St - Port Authority   
5. Chambers St    
6. 59th St - Columbus Circle     



Residence vs. subway station usage



Other demographic factors: age, race, gender



Other location factors: tech affiliation, foot traffic

Thank you!