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.

1

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New York City Subway

1

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2

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

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THE CHRONICLE OF PHILANTHROPY

NYC Department of Youth & Community Development

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New York City Subway

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

THE CHRONICLE OF PHILANTHROPY

NYC Department of Youth & Community Development

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

MAXIMIZE ATTENDANCE

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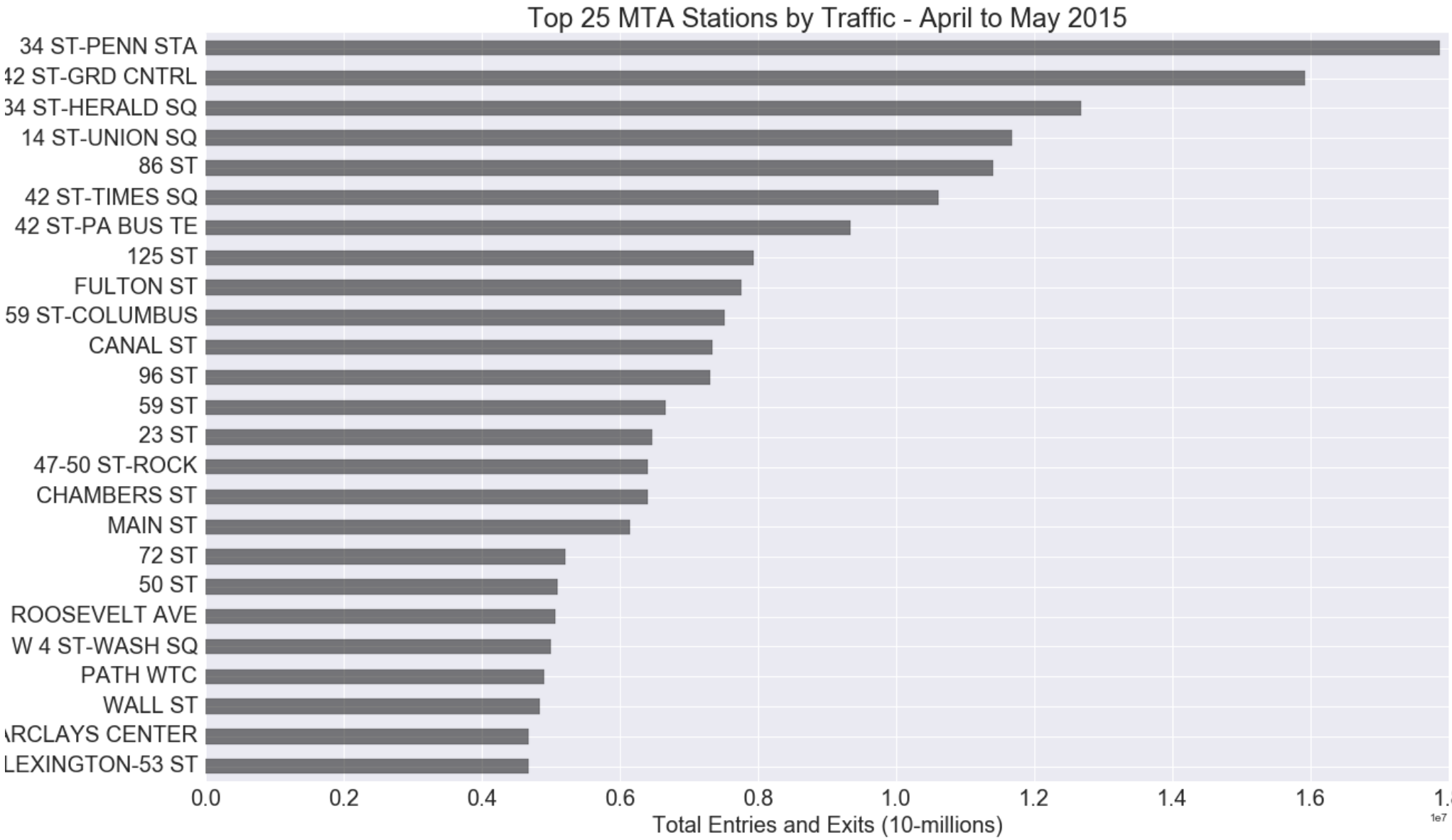

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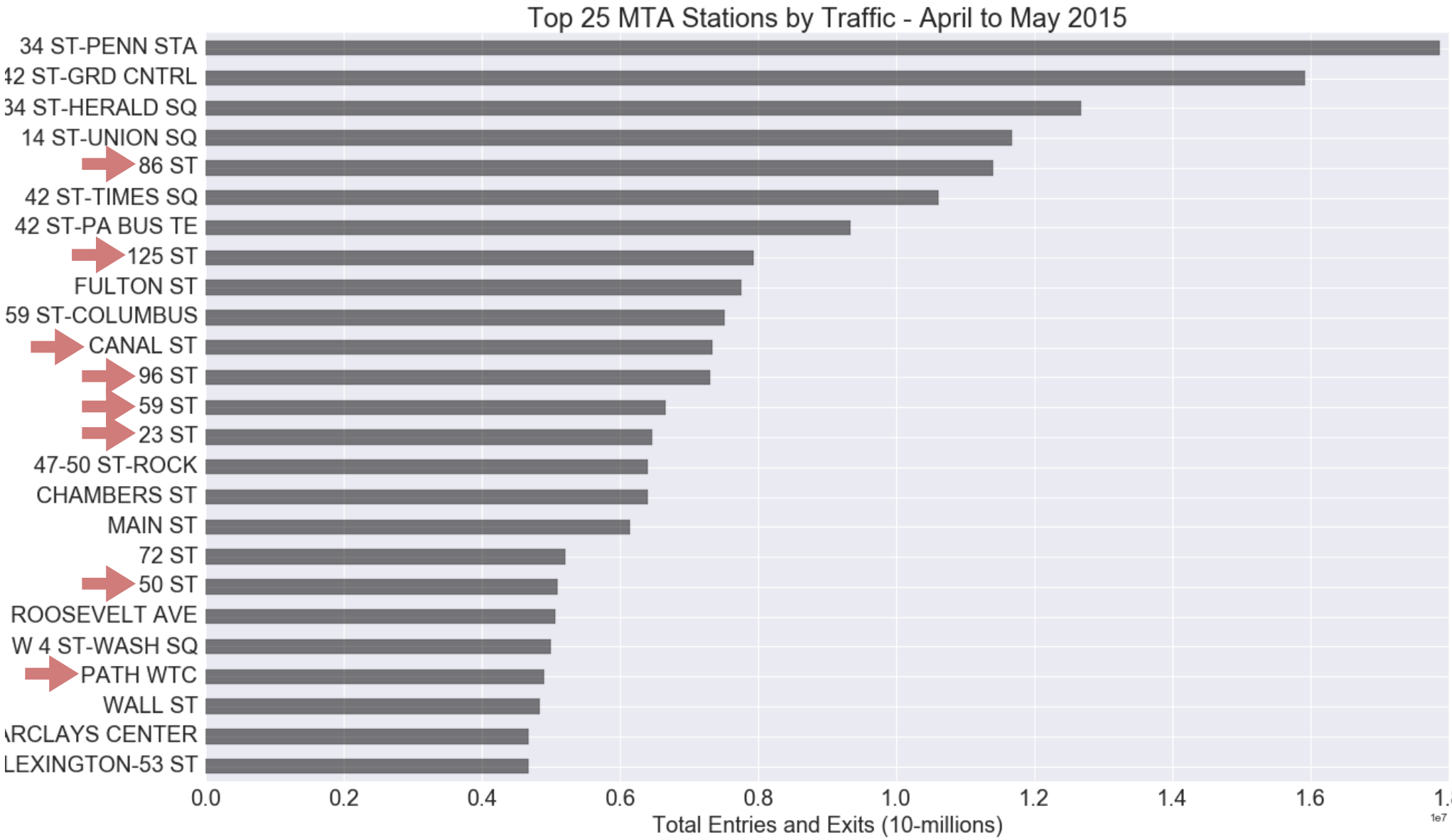

MAXIMIZE QUALITY

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

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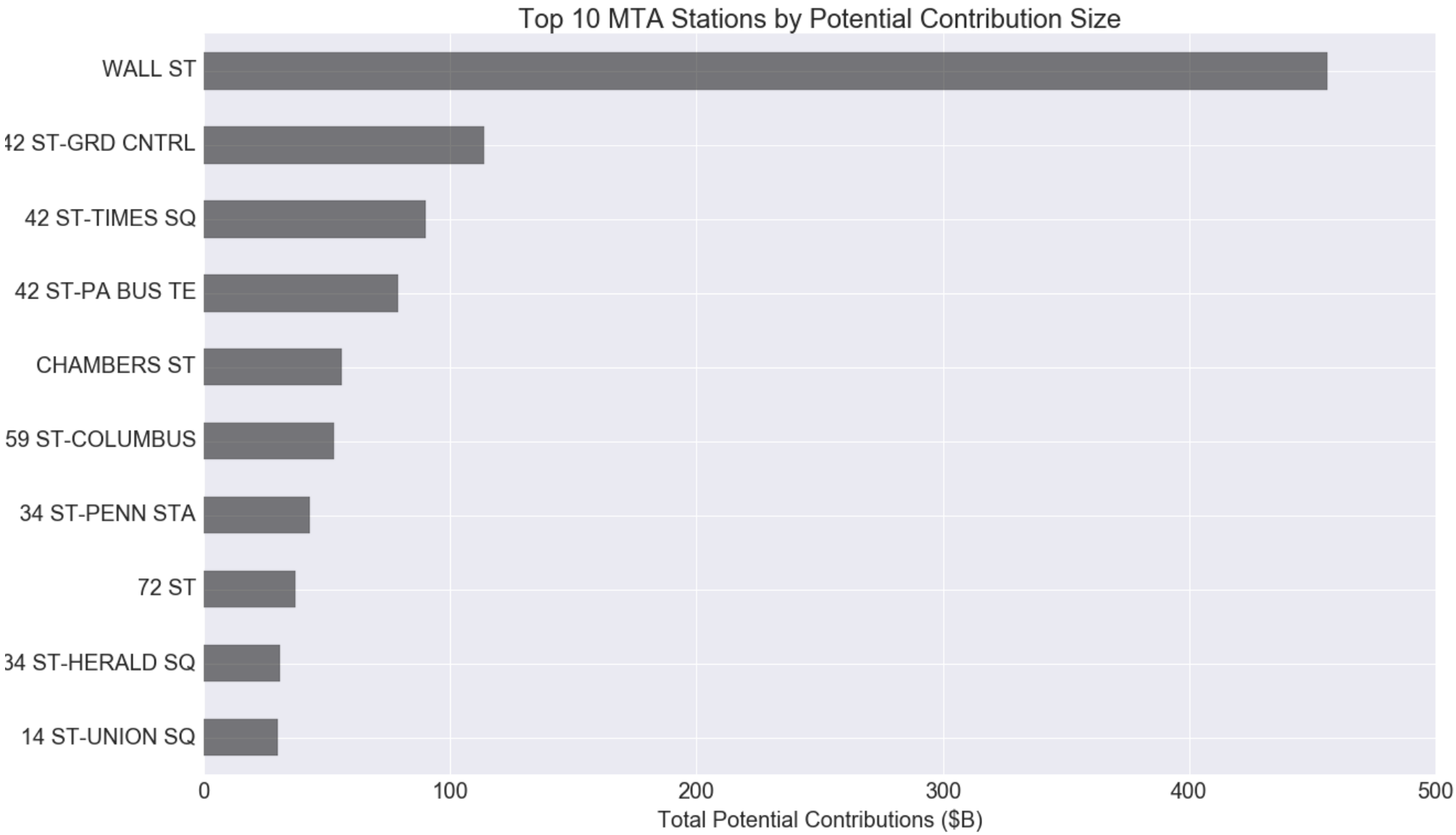

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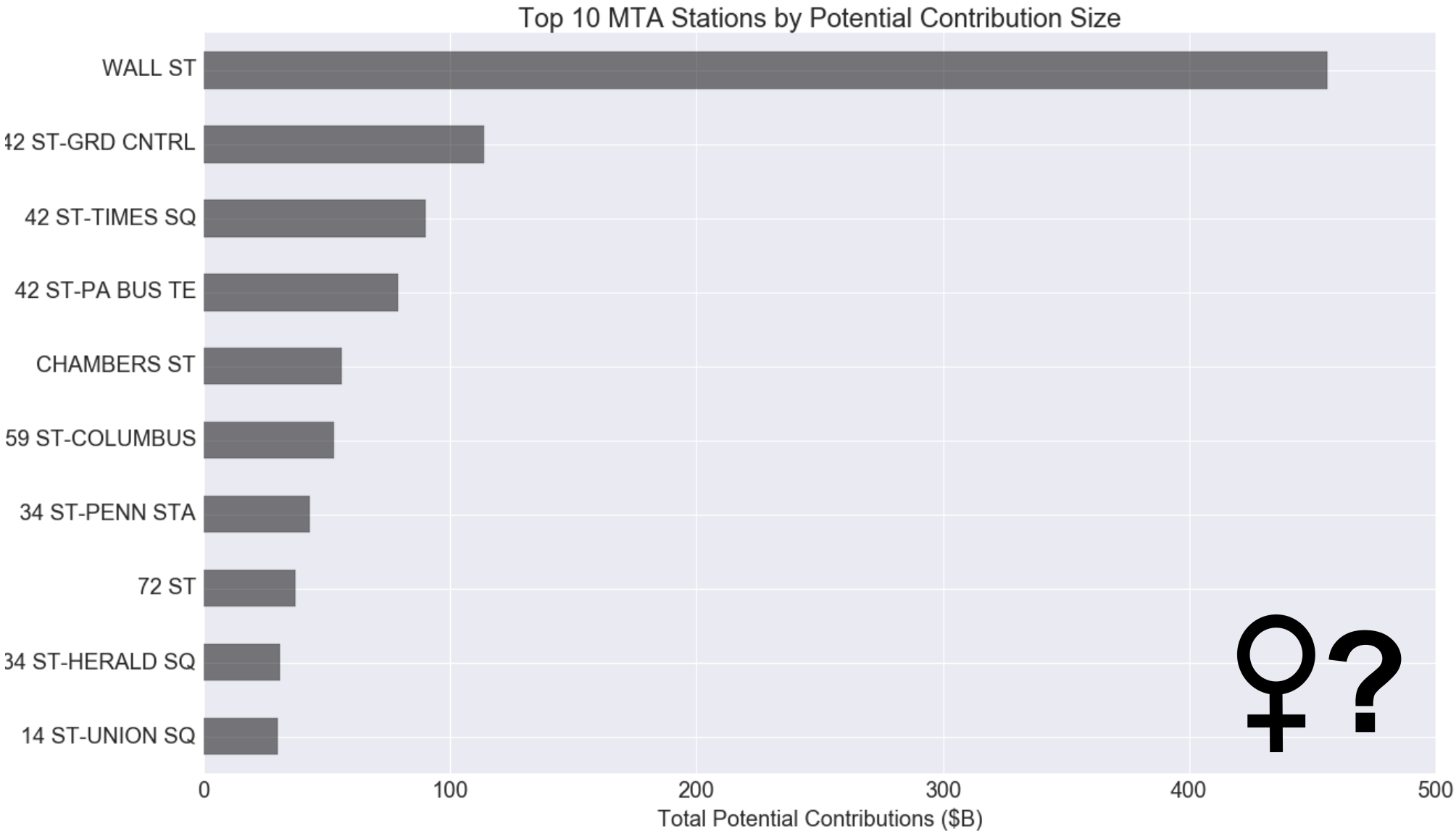
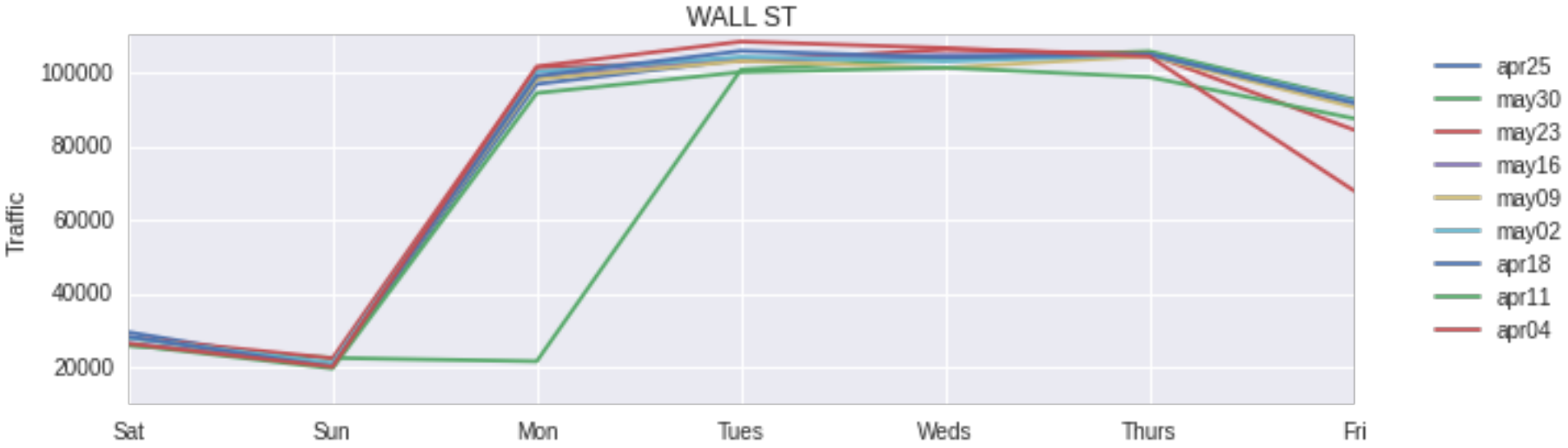
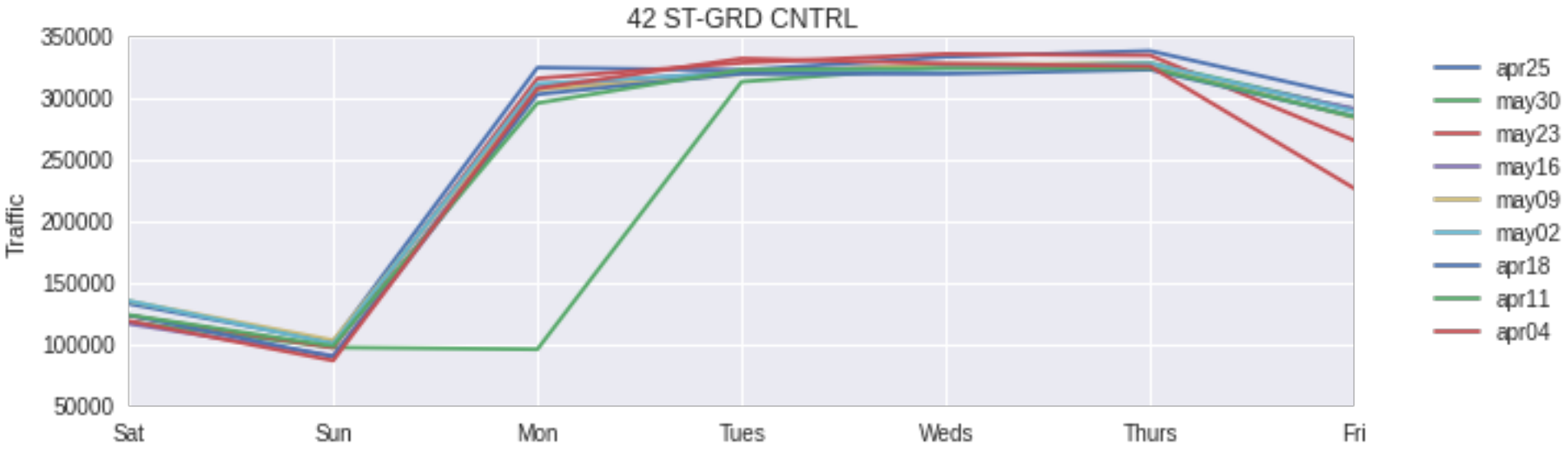


OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK





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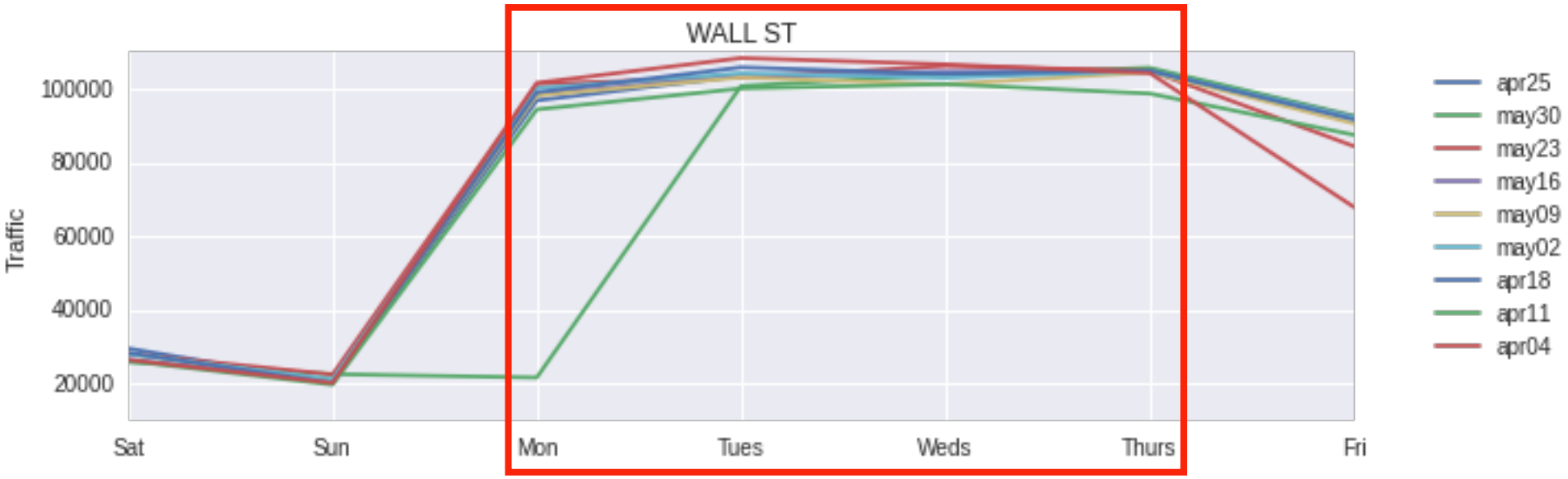

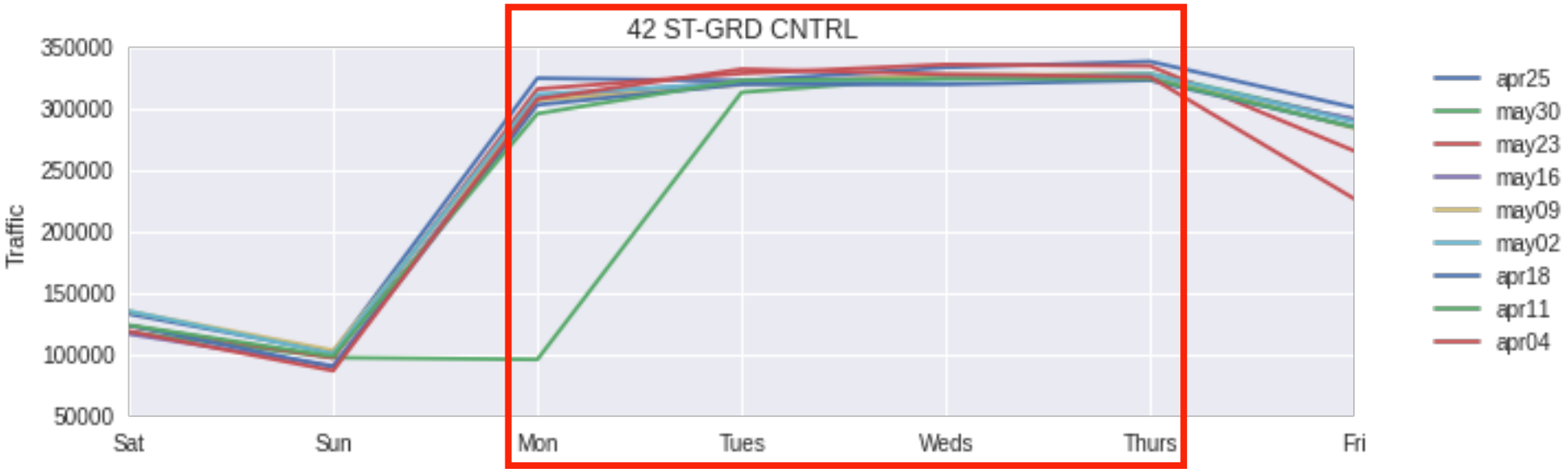

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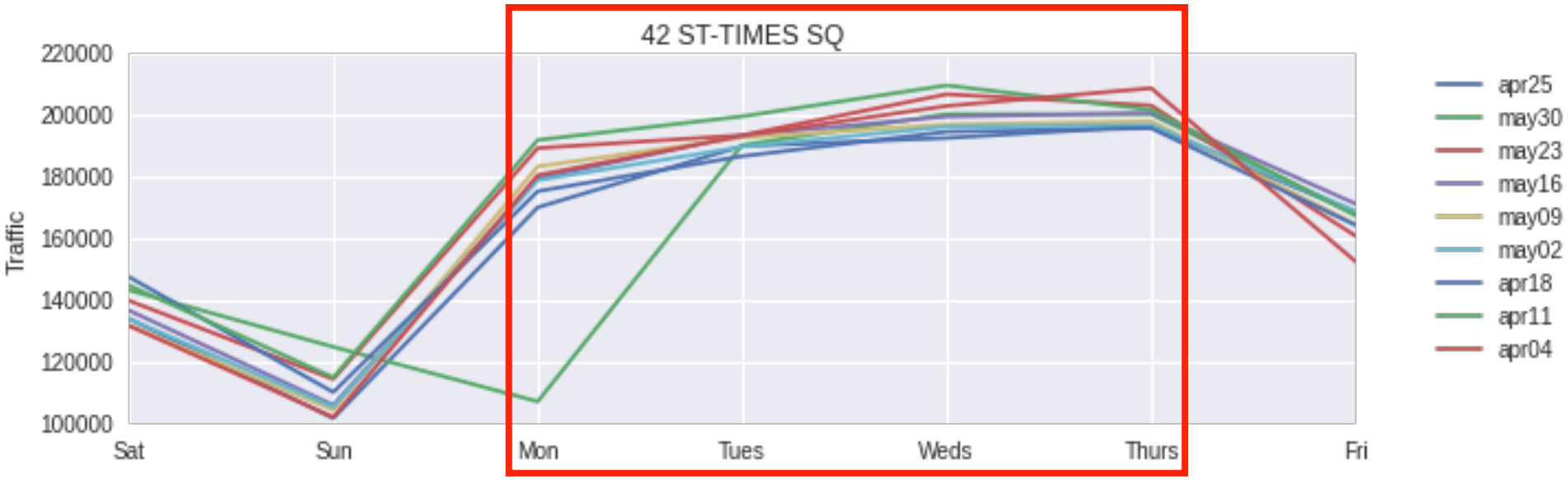

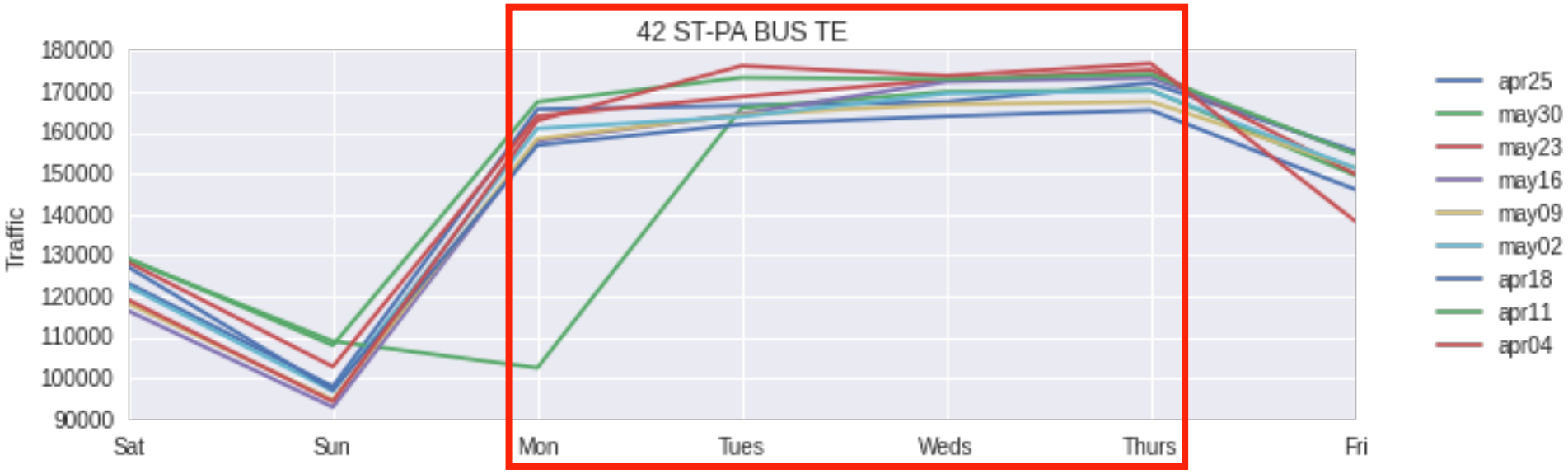

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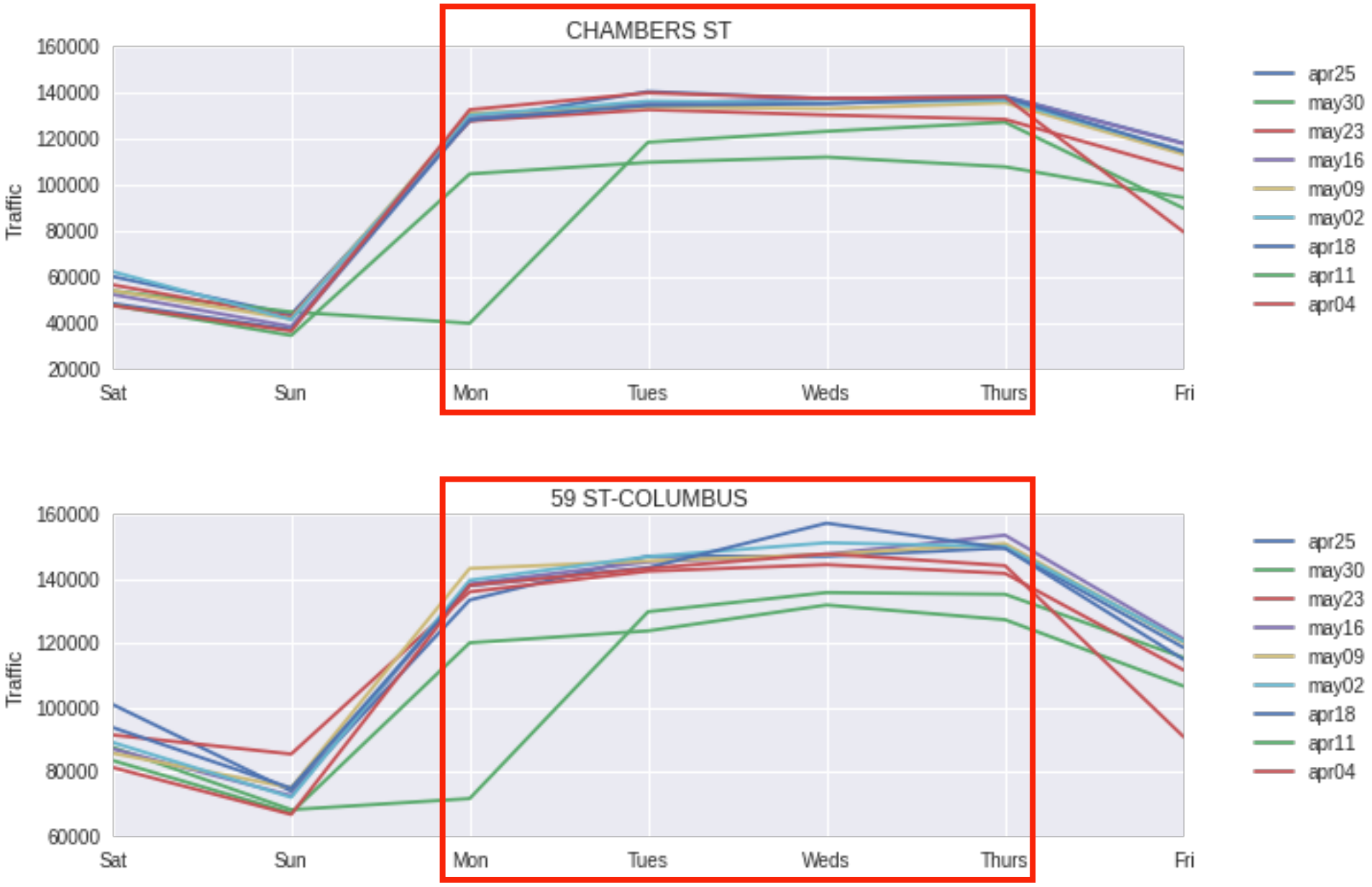

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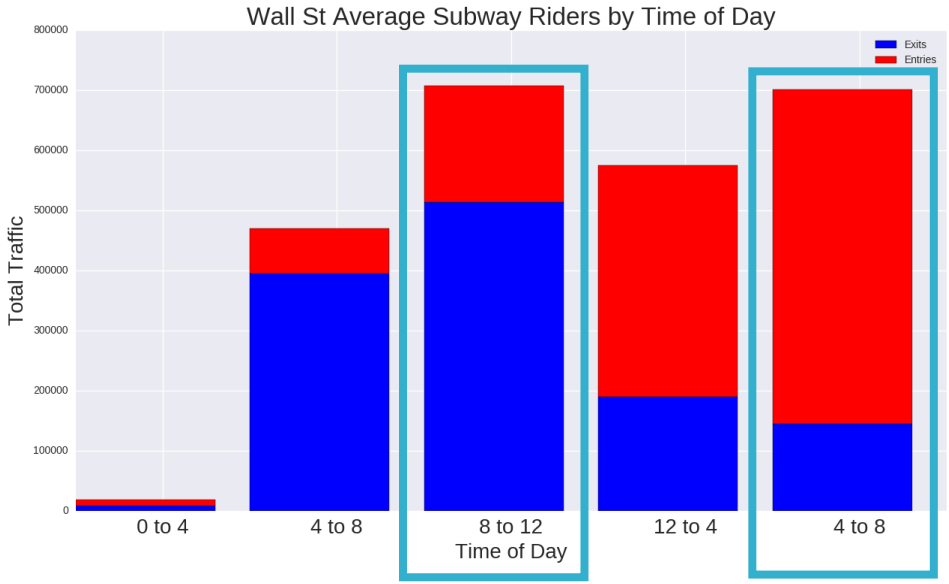

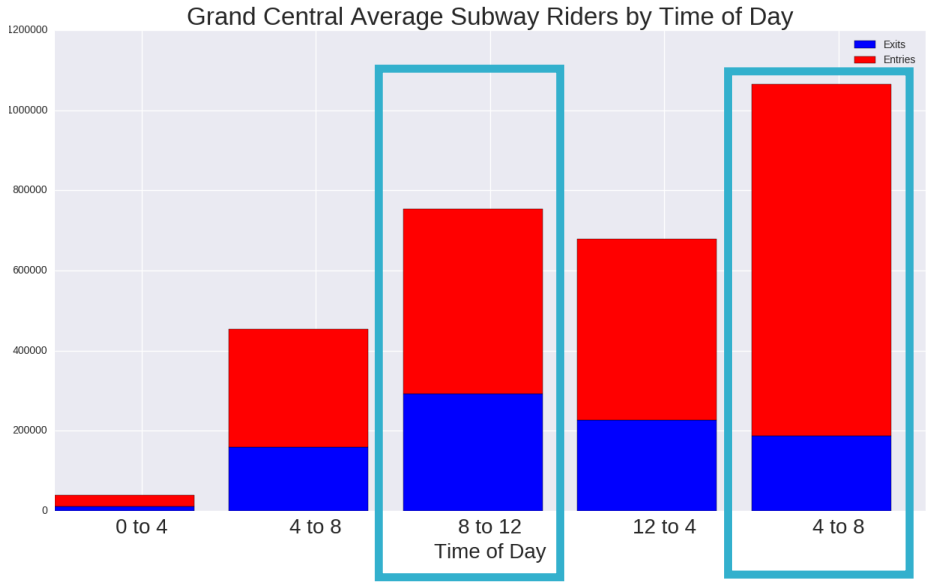

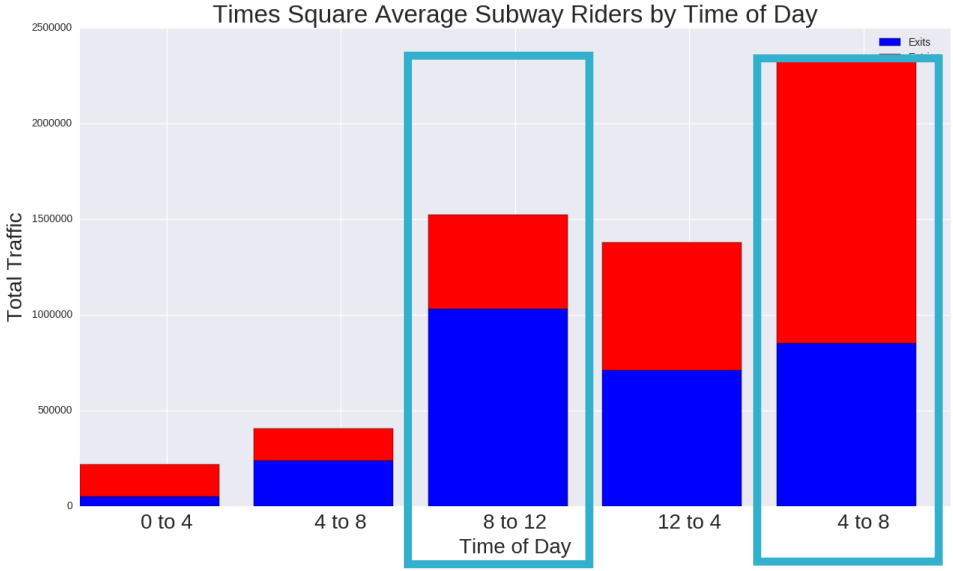

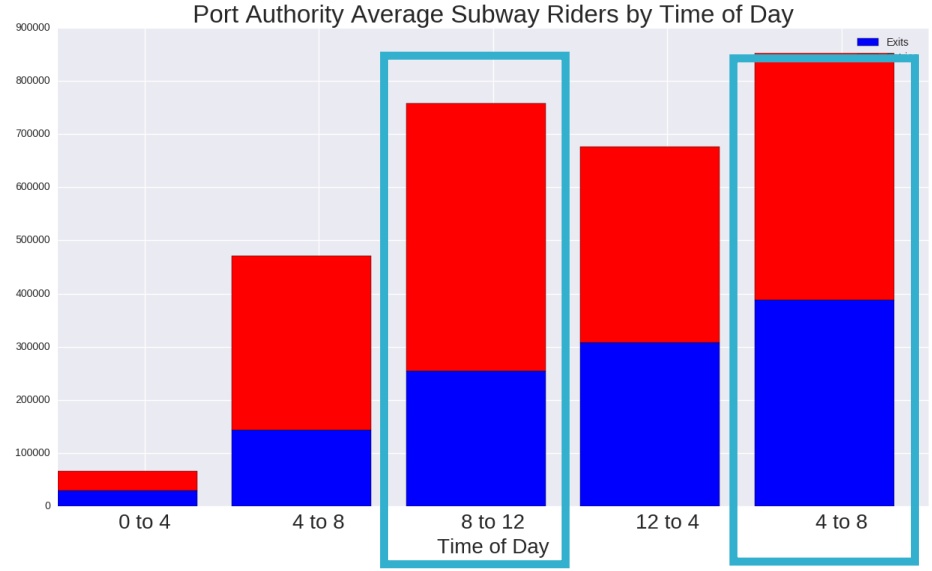

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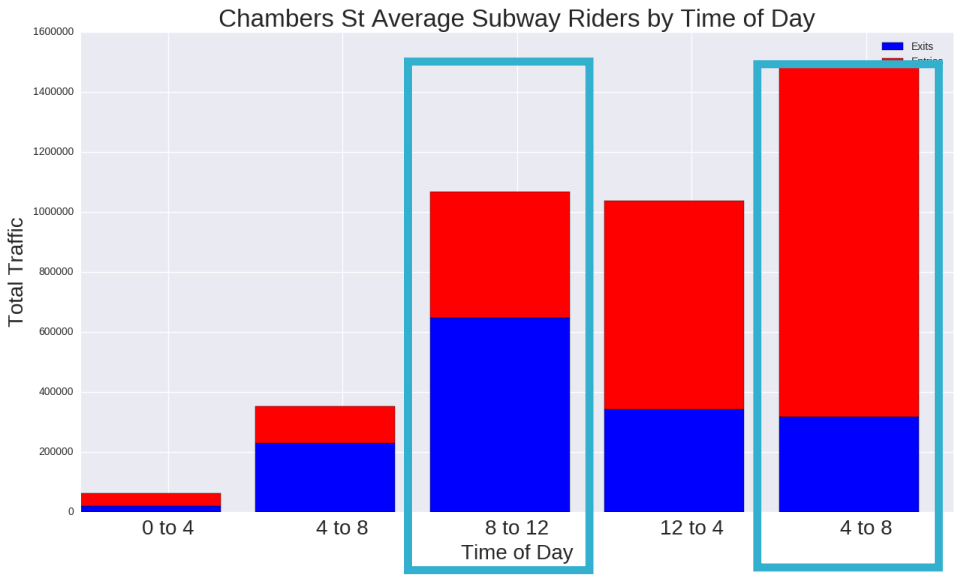

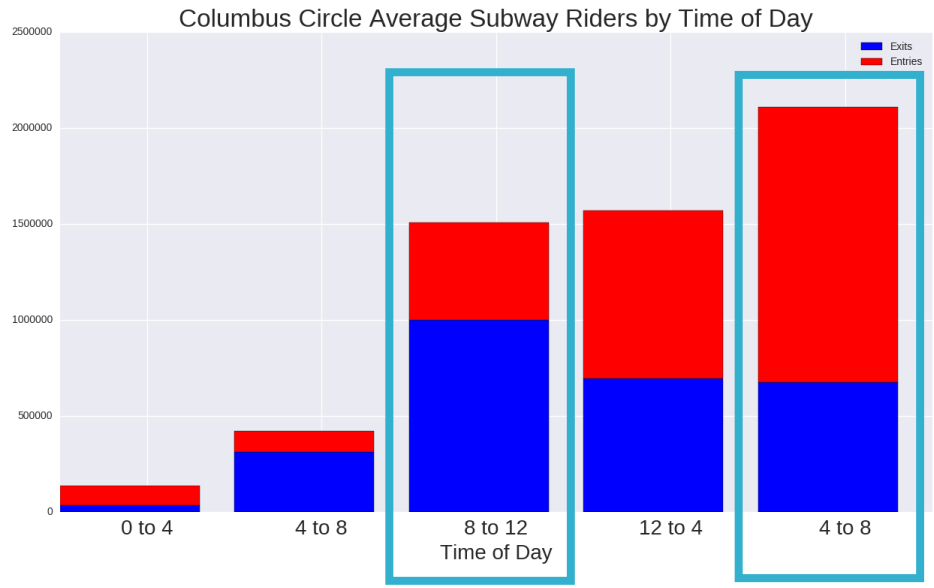

To attract greatest attendees of highest quality, deploy street teams between **Monday through Thursday, 8AM-12PM and 4-8PM** at (in order of priority):

1. **Wall St** 4 5 2 3
2. **42nd St - Grand Central** 4 5 6
3. **42nd St - Times Square** S N Q R 1 2 3 7
4. **42nd St - Port Authority** A C E
5. **Chambers St** A C 2 3
6. **59th St - Columbus Circle** 1 A C B D

Residence vs. subway station usage

Other demographic factors: age, race, gender

Other location factors: tech affiliation, foot traffic

Thank you!