# **Finding the Sweet Spot:**
WTWY Street Team Deployment Strategy through Analysis of MTA Turnstile Data

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

1 Maximize attendance by acquiring greatest number of email addresses.

**New York City Subway**

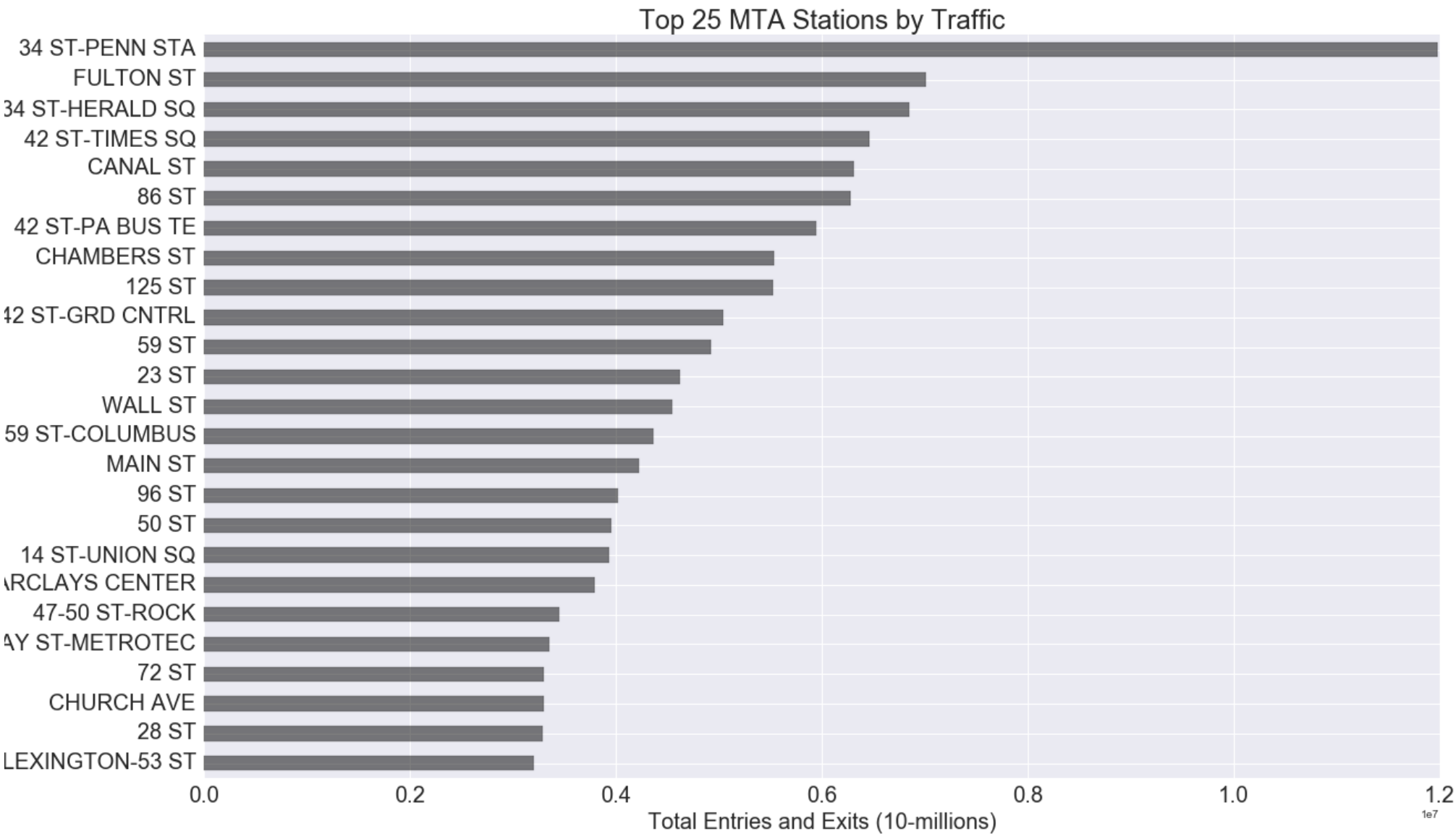
2 Maximize quality of attendees by targeting areas where people are most likely to be philanthropically involved.

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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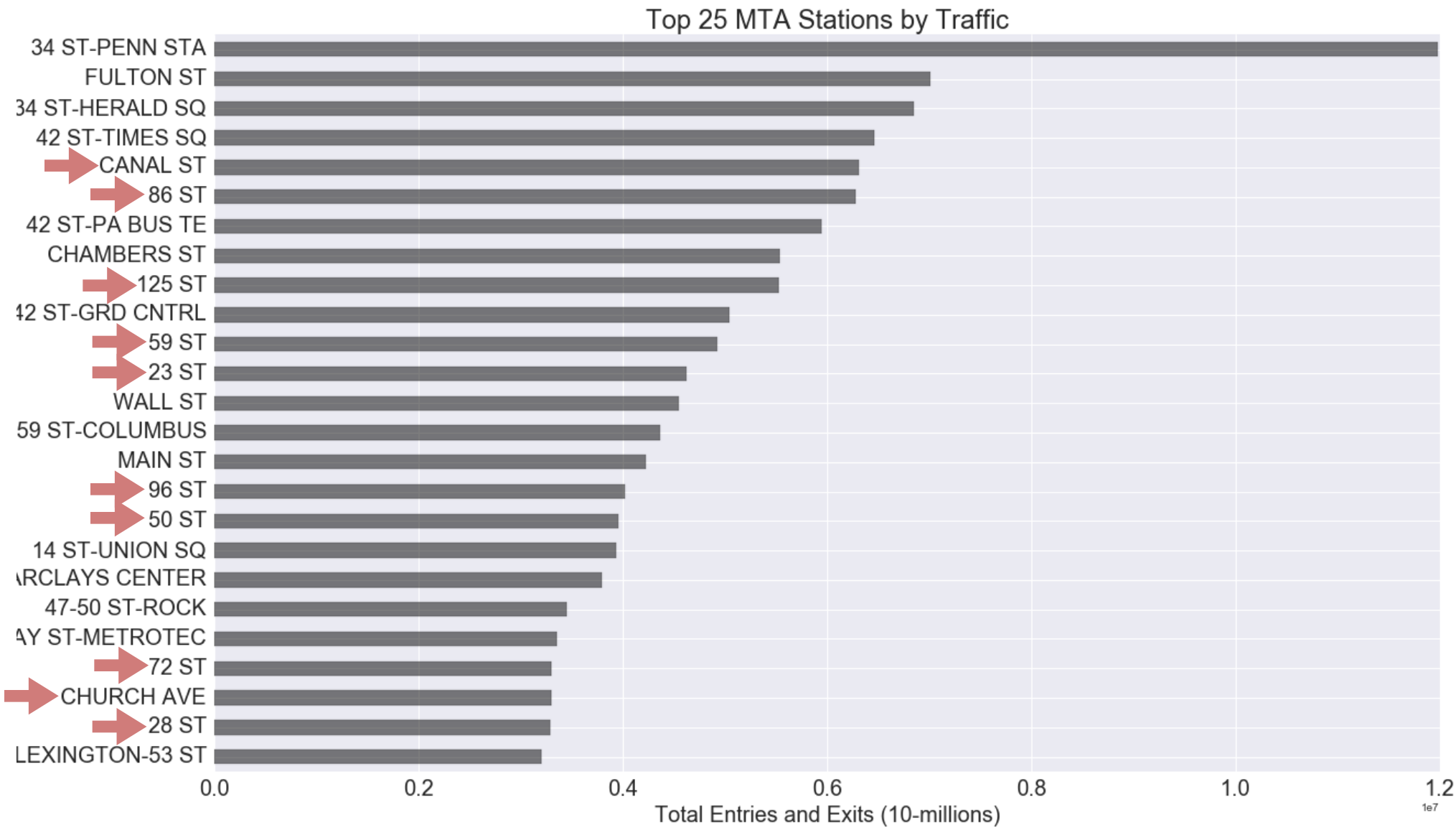


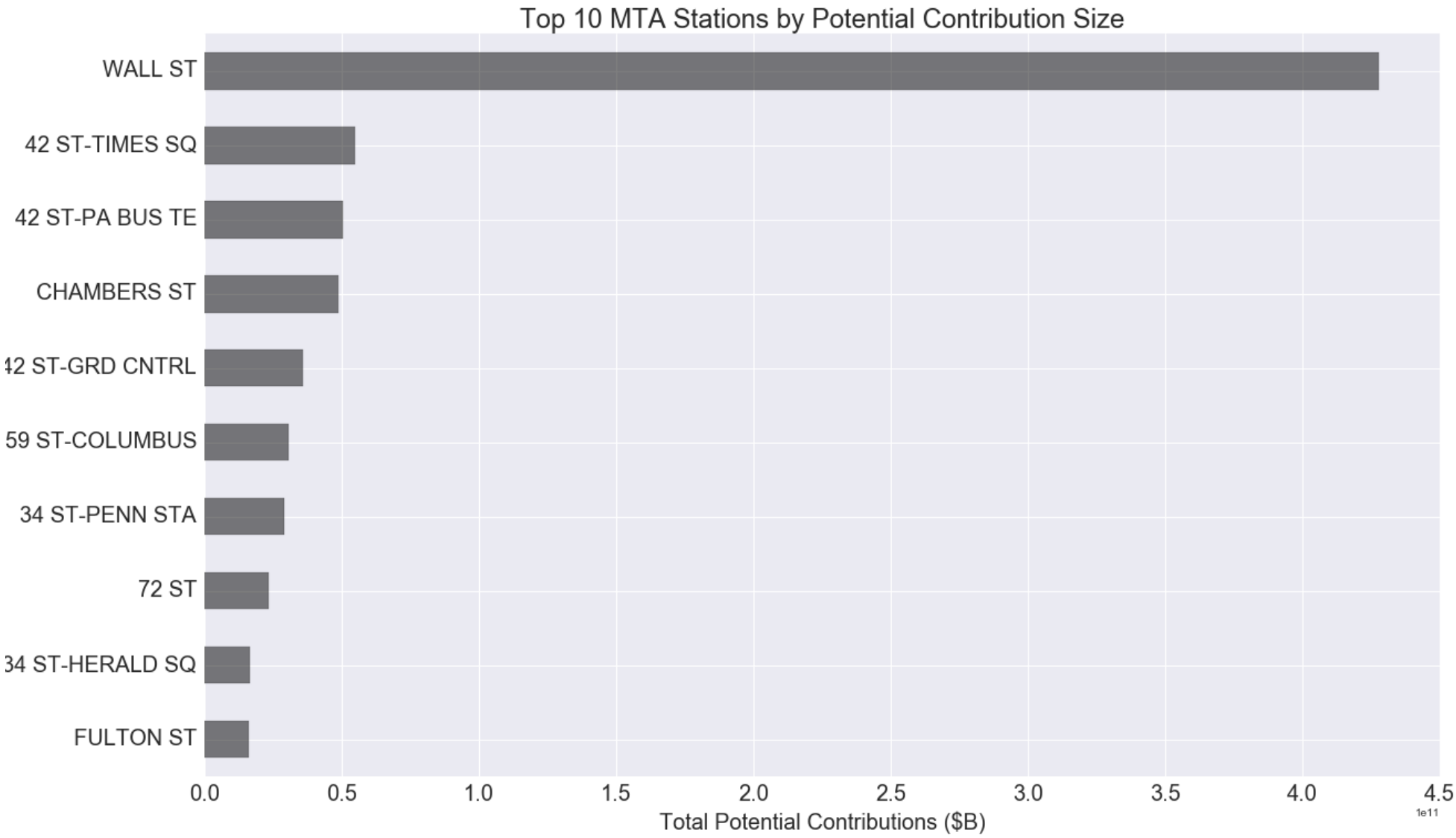
# MAXIMIZE QUALITY

| | Total Traffic (mil) | Zip Code | Median Contr PP - 2012 |
|---|---|---|---|
| **station** | | | |
| **34 ST-PENN STA** | 12.0 | 10001 | 2432 |
| **FULTON ST** | 7.0 | 10038 | 2323 |
| **34 ST-HERALD SQ** | 6.8 | 10001 | 2432 |
| **42 ST-TIMES SQ** | 6.5 | 10018 | 8460 |
| **42 ST-PA BUS TE** | 6.0 | 10018 | 8460 |
| **CHAMBERS ST** | 5.5 | 10007 | 8770 |
| **42 ST-GRD CNTRL** | 5.0 | 10017 | 7147 |
| **WALL ST** | 4.5 | 10005 | 94132 |
| **59 ST-COLUMBUS** | 4.4 | 10023 | 7067 |
| **MAIN ST** | 4.2 | 11354 | 2385 |
| **14 ST-UNION SQ** | 3.9 | 10003 | 2608 |
| **BARCLAYS CENTER** | 3.8 | 11217 | 2231 |
| **47-50 ST-ROCK** | 3.4 | 10036 | 2572 |
| **JAY ST-METROTEC** | 3.4 | 11201 | 2482 |
| **72 ST** | 3.3 | 10023 | 7067 |
| **LEXINGTON-53 ST** | 3.2 | 10035 | 2478 |

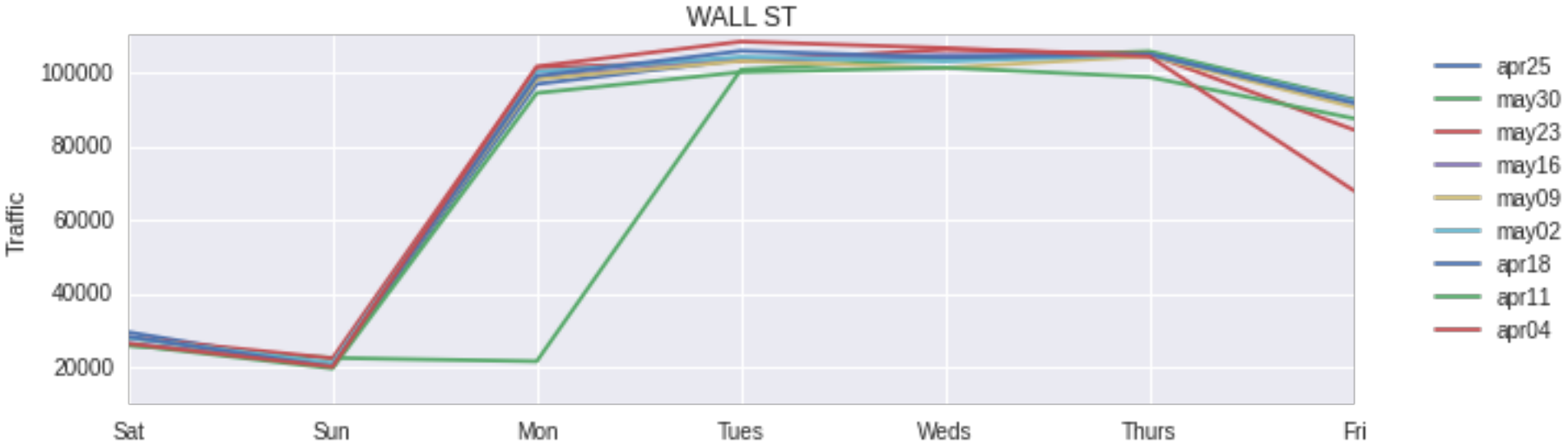
# MAXIMIZE QUALITY

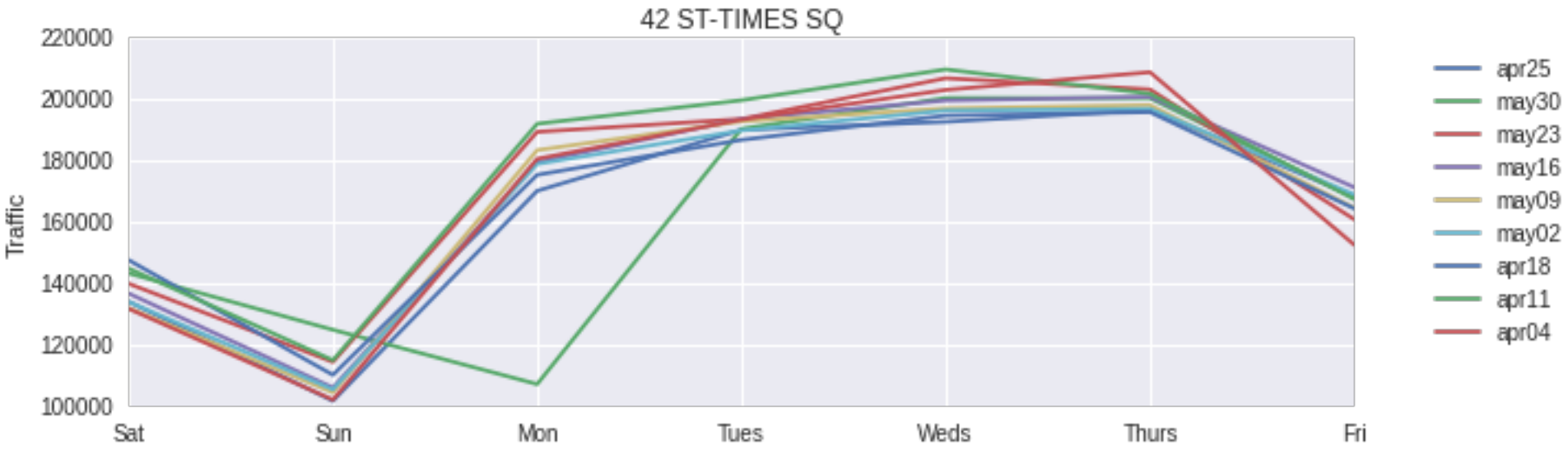
| | Total Traffic (mil) | Zip Code | Median Contr PP - 2012 | Total Potential Contr ($B) |
|---|---|---|---|---|
| **station** | | | | |
| **34 ST-PENN STA** | 12.0 | 10001 | 2432 | 29 |
| **FULTON ST** | 7.0 | 10038 | 2323 | 16 |
| **34 ST-HERALD SQ** | 6.8 | 10001 | 2432 | 17 |
| **42 ST-TIMES SQ** | 6.5 | 10018 | 8460 | 55 |
| **42 ST-PA BUS TE** | 6.0 | 10018 | 8460 | 50 |
| **CHAMBERS ST** | 5.5 | 10007 | 8770 | 49 |
| **42 ST-GRD CNTRL** | 5.0 | 10017 | 7147 | 36 |
| **WALL ST** | 4.5 | 10005 | 94132 | 428 |
| **59 ST-COLUMBUS** | 4.4 | 10023 | 7067 | 31 |
| **MAIN ST** | 4.2 | 11354 | 2385 | 10 |
| **14 ST-UNION SQ** | 3.9 | 10003 | 2608 | 10 |
| **BARCLAYS CENTER** | 3.8 | 11217 | 2231 | 8 |
| **47-50 ST-ROCK** | 3.4 | 10036 | 2572 | 9 |
| **JAY ST-METROTEC** | 3.4 | 11201 | 2482 | 8 |
| **72 ST** | 3.3 | 10023 | 7067 | 23 |
| **LEXINGTON-53 ST** | 3.2 | 10035 | 2478 | 8 |

# MAXIMIZE QUALITY



# OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK



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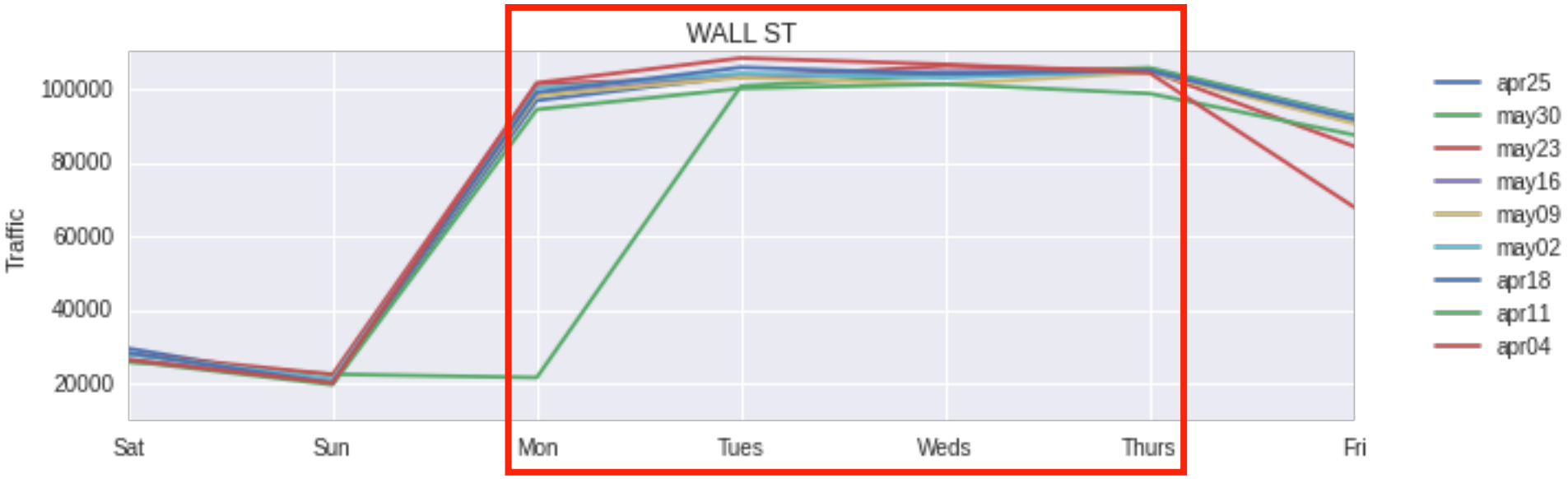
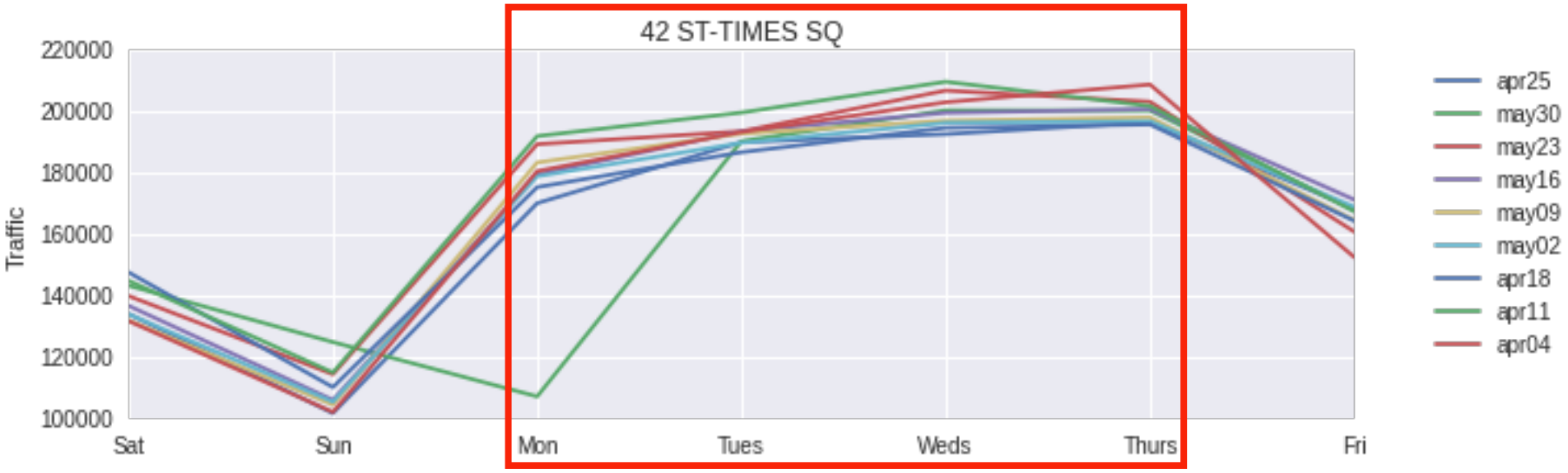
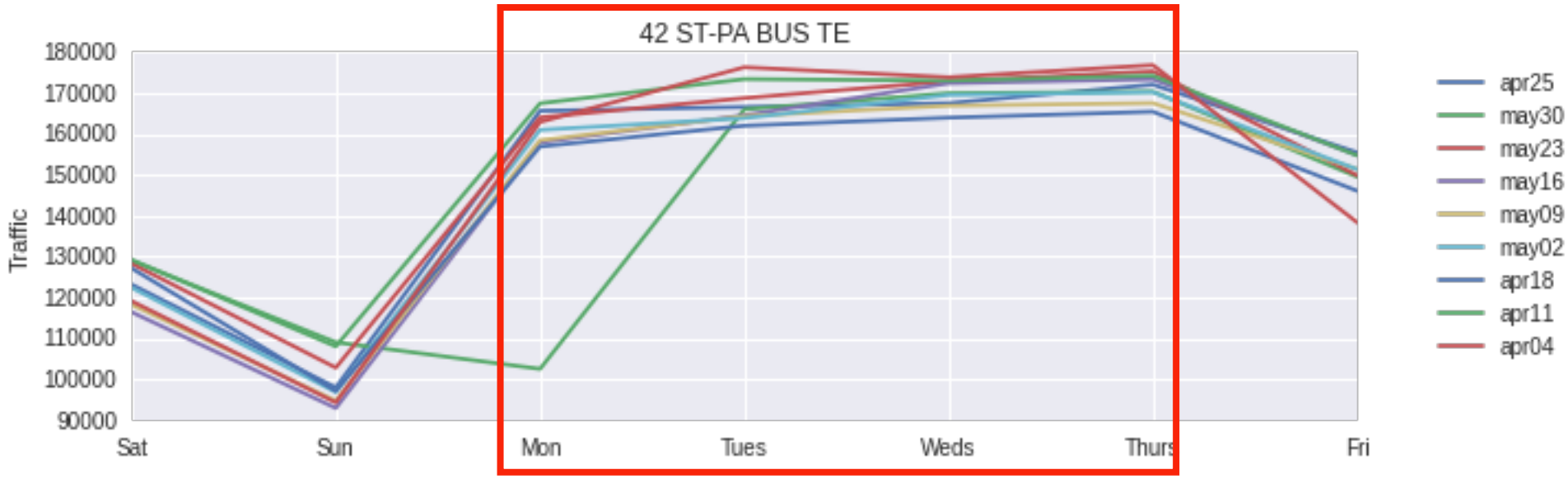
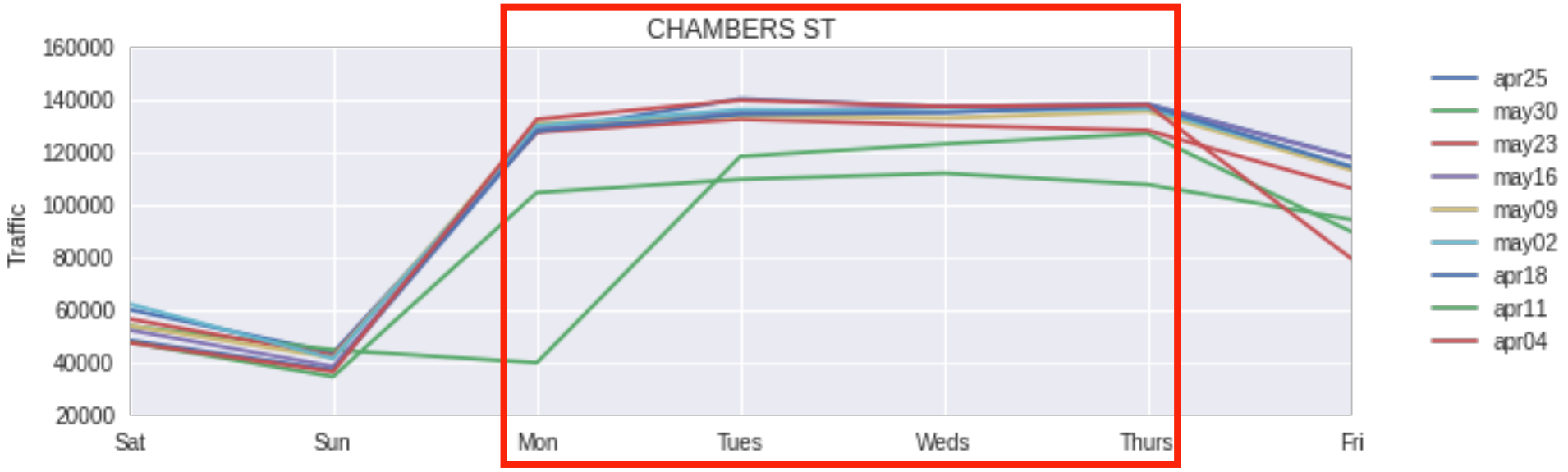


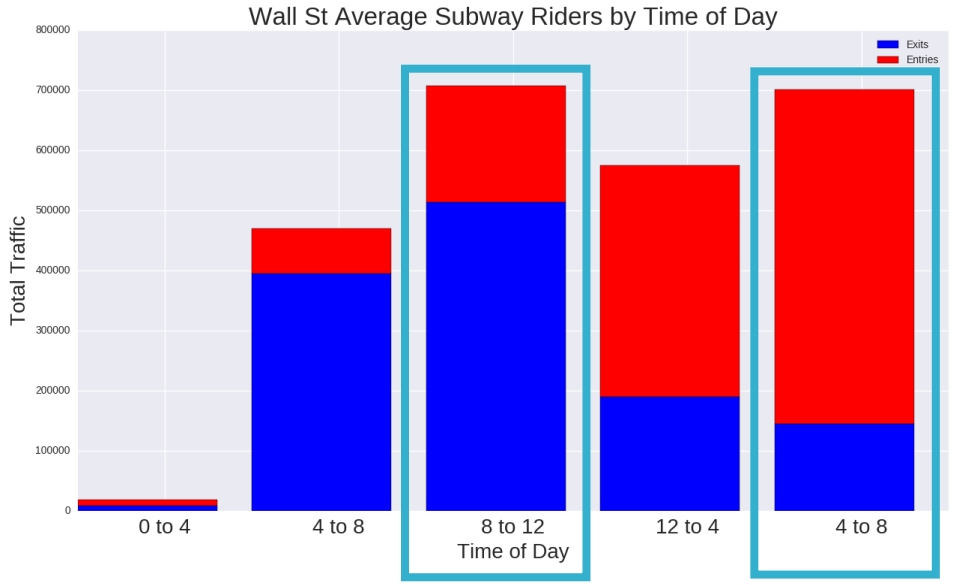



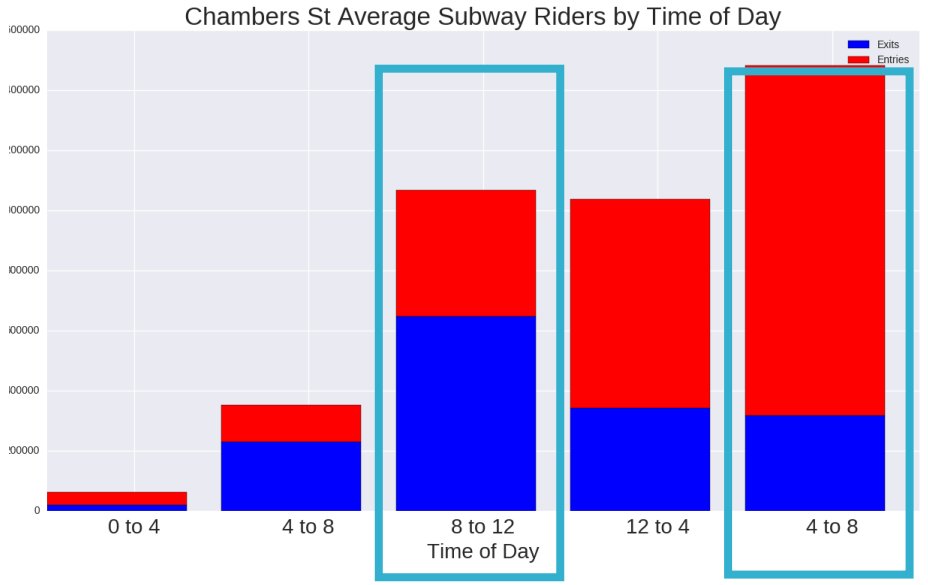
# OPTIMIZE STREET TEAM ACTIVITY: DAY OF WEEK

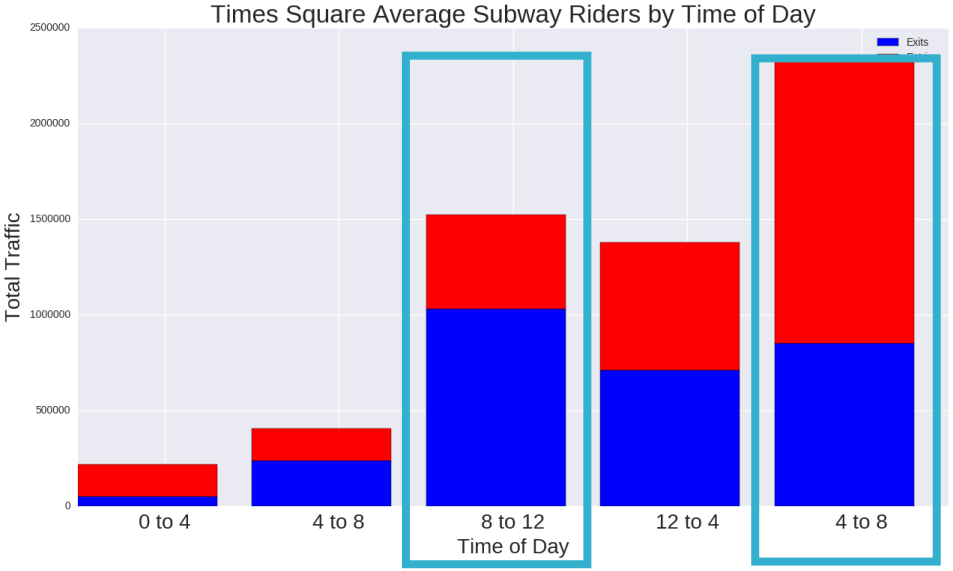


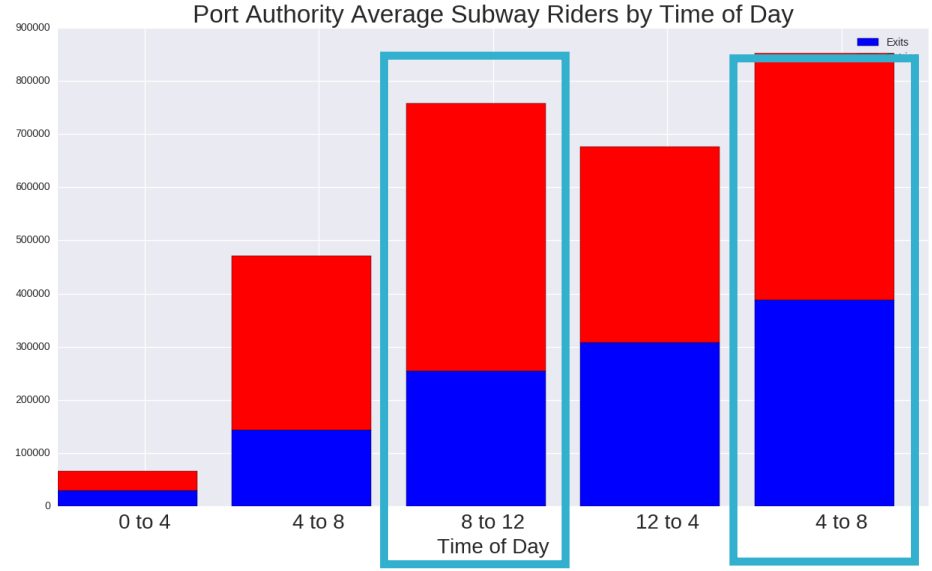



# OPTIMIZE STREET TEAM ACTIVITY: TIME OF DAY



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 - Times Square**

3. **42nd St - Port Authority**

4. **Chambers St**

Residence vs. subway station usage

Other demographic factors: age, race, gender

Other location factors: tech affiliation, foot traffic

# Thank you!