



Women Tech Women Yes MTA Turnstile Traffic Analysis

Emma-Claire McCarthy
J. Garrecht Metzger
Jessica Martin





Aim



Locate most heavily trafficked MTA
turnstiles for street team contact work



The Data

Data Source: MTA Turnstile Data

Date Range: April 29, 2019 to
June 3, 2019

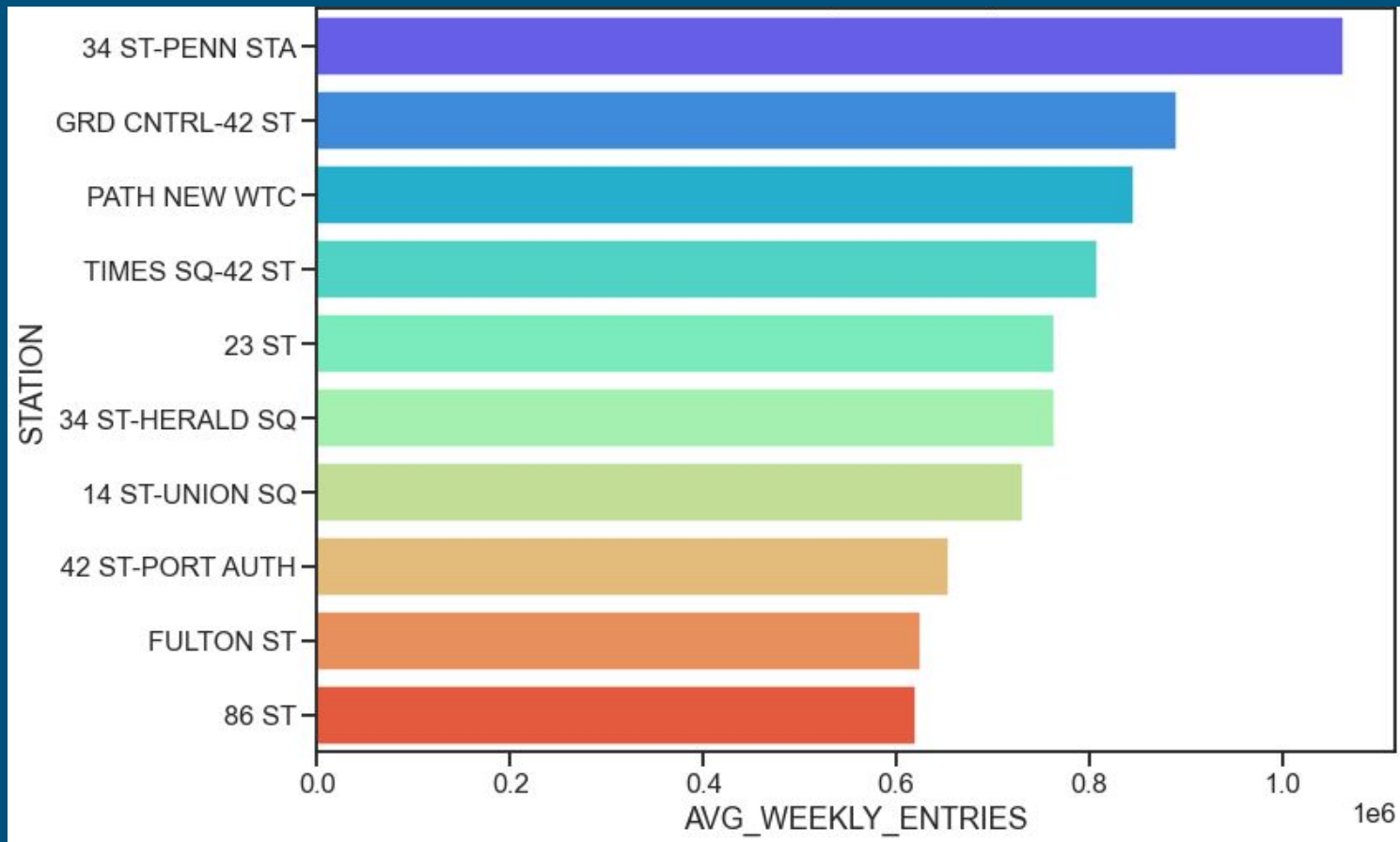


photo: gothamist.com

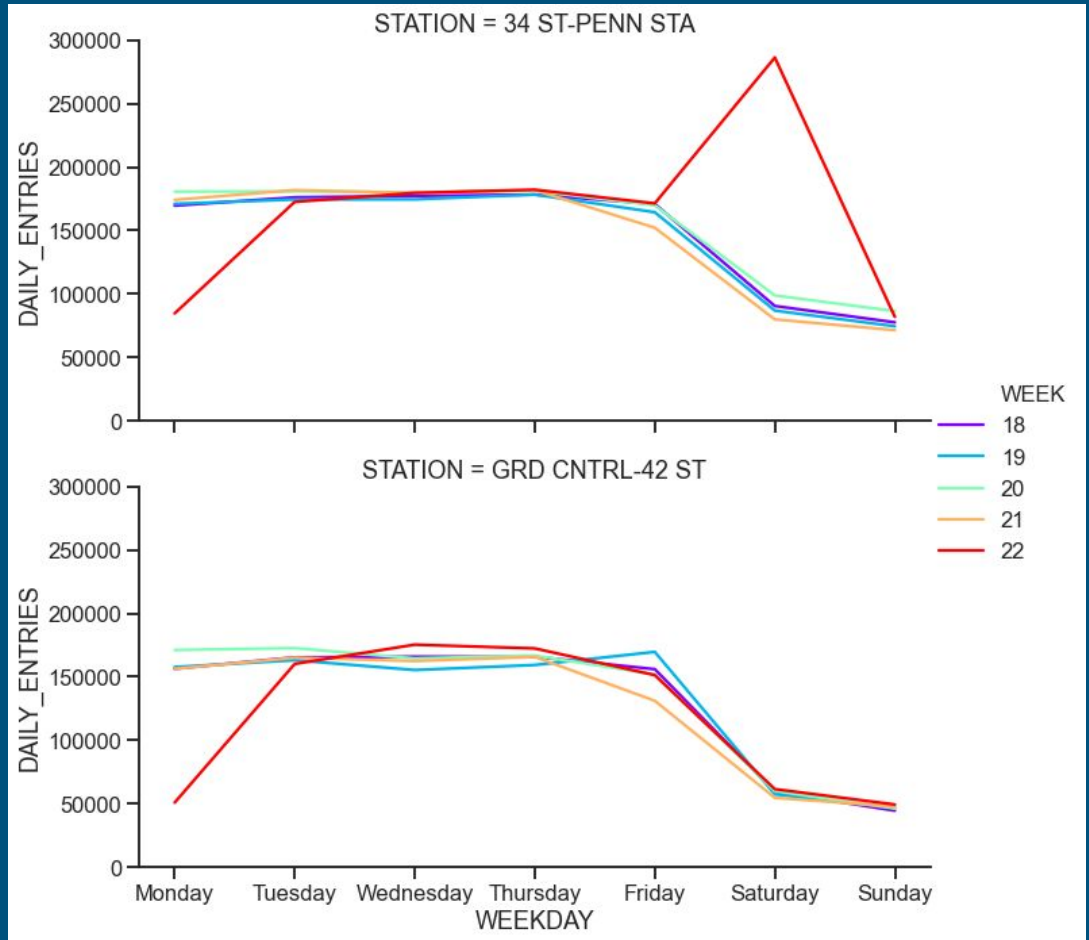


photo: Scott Pringle

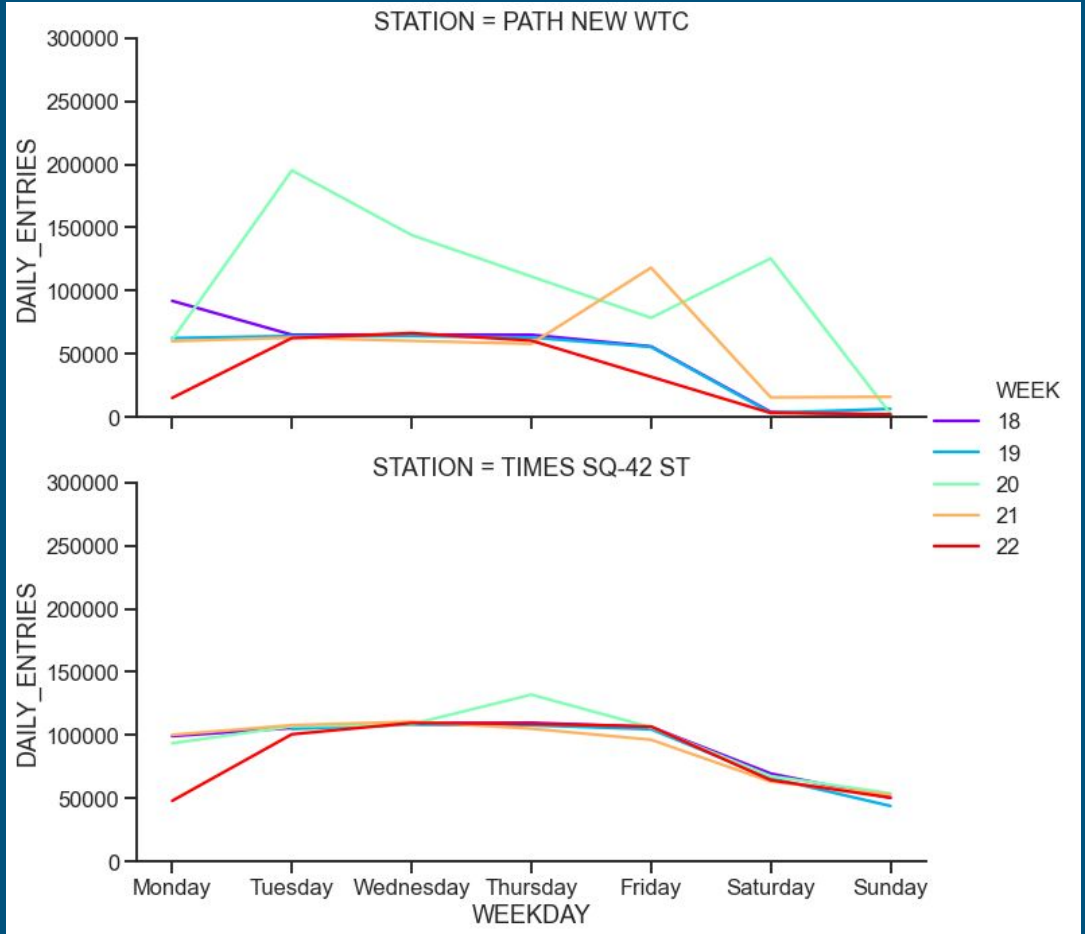
Highest Weekly Traffic - Stations



Comparing Highest Traffic Stations Week Over Week

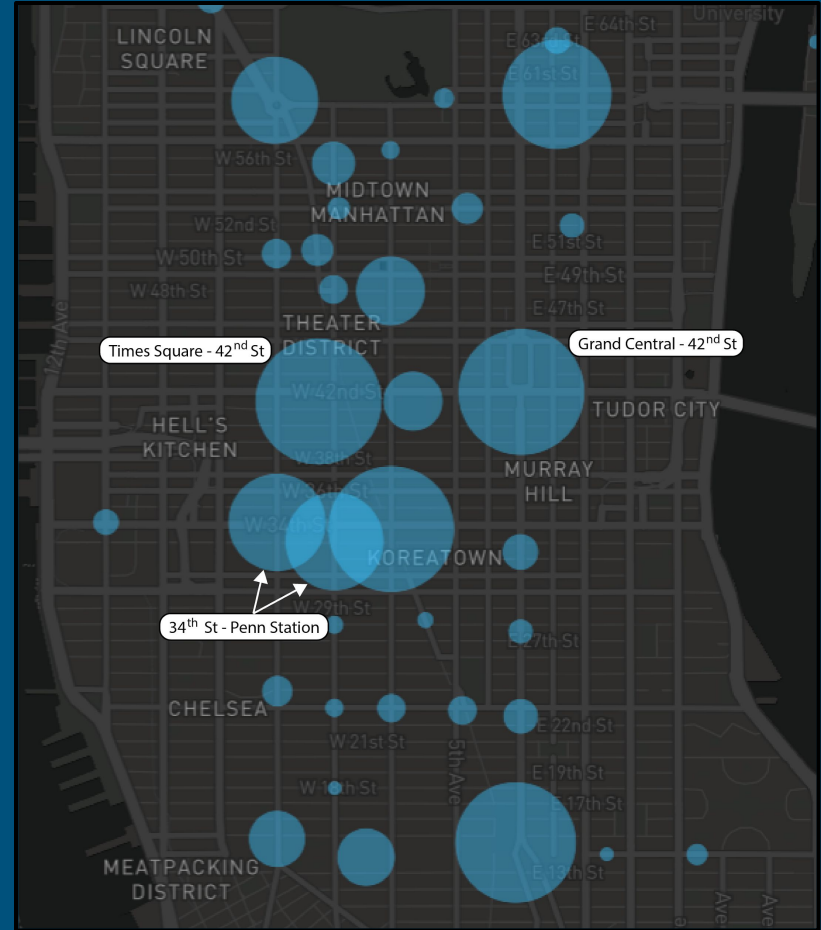


Comparing Highest Traffic Stations Week Over Week



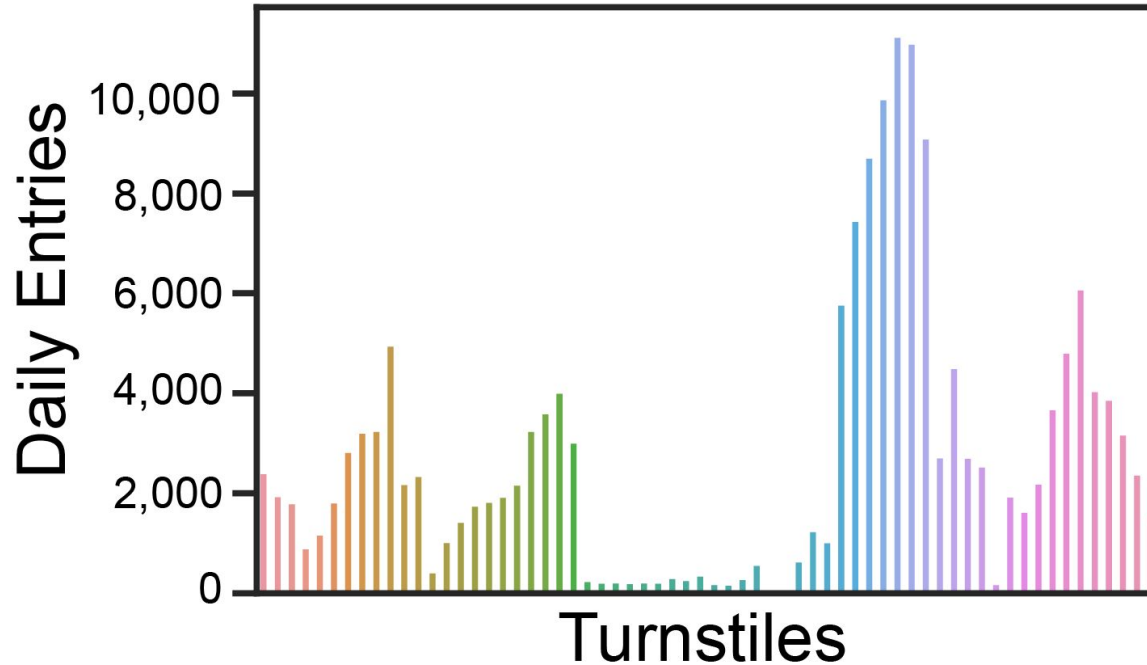
Subway Entries Map May 2019

1. Penn Station
2. Grand Central Station
3. Times Square



GRAND CENTRAL STATION

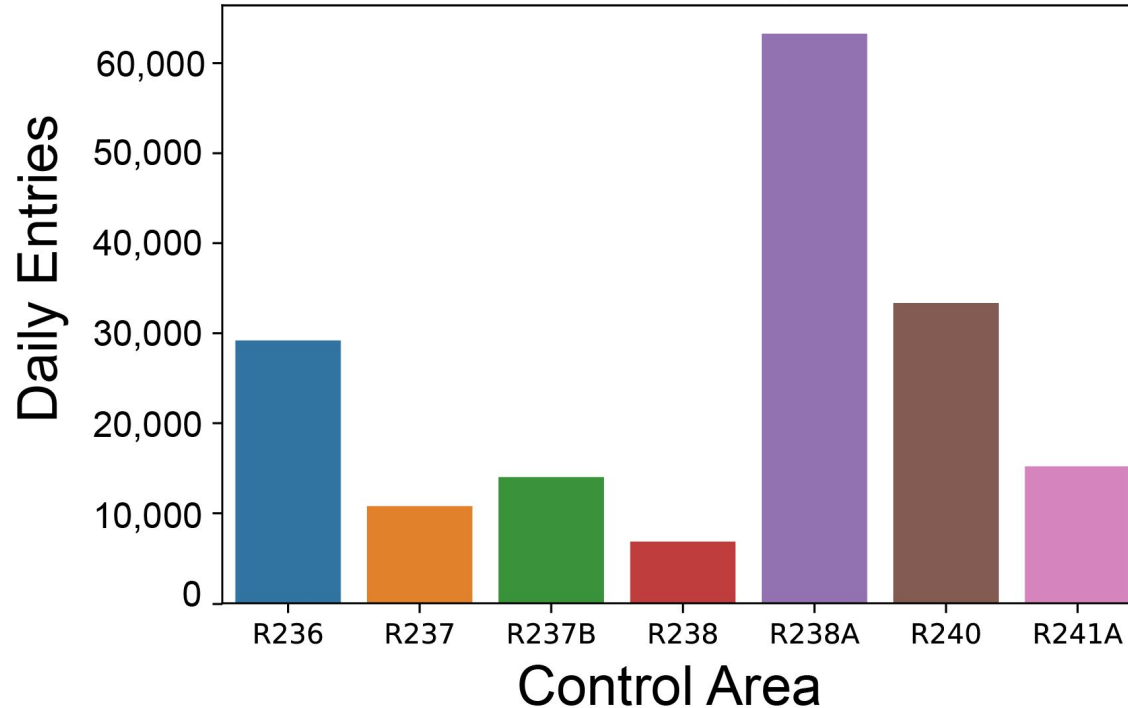
May 15th, 2019



GRAND CENTRAL STATION

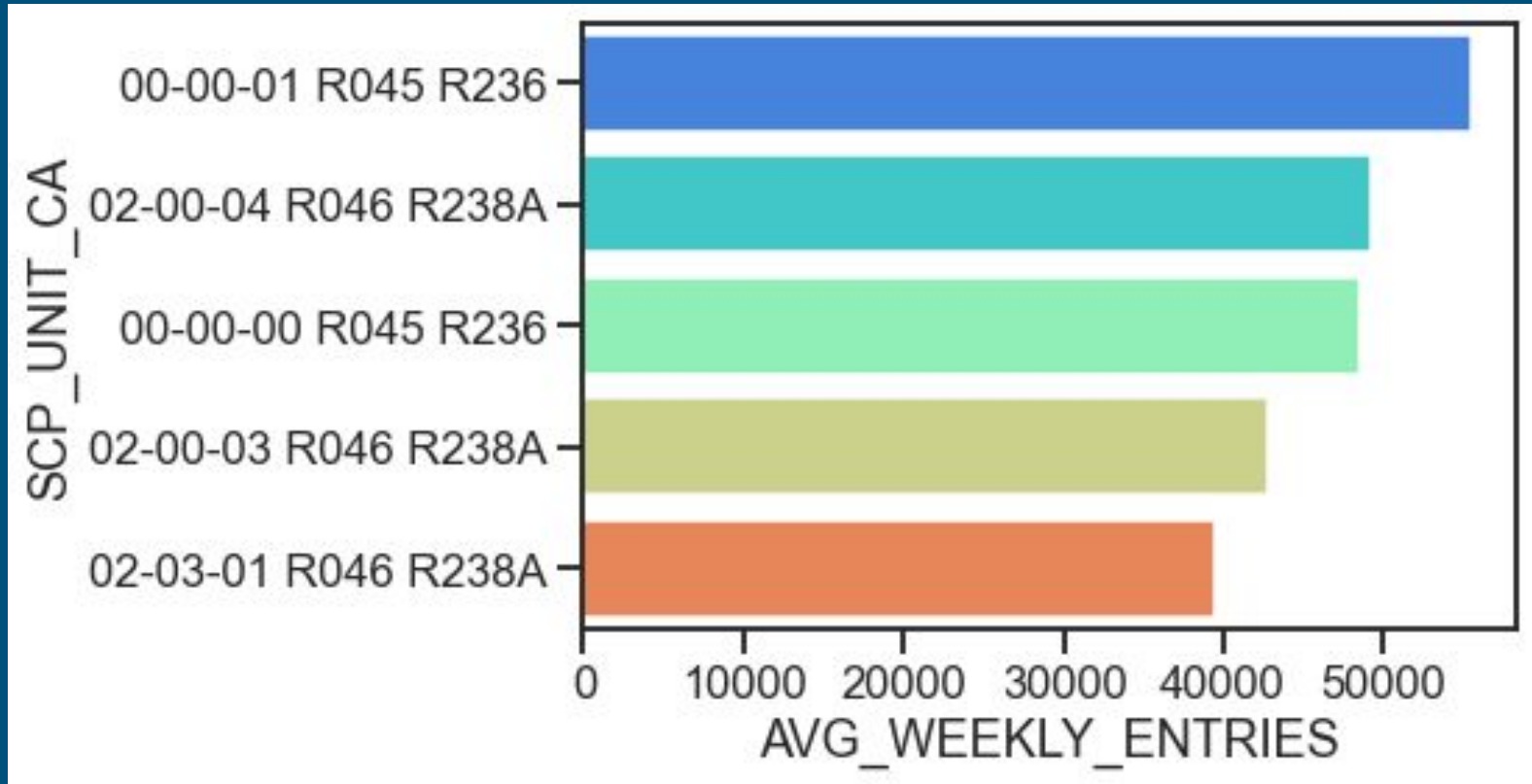
May 15th, 2019

Turnstiles Grouped by Control Area

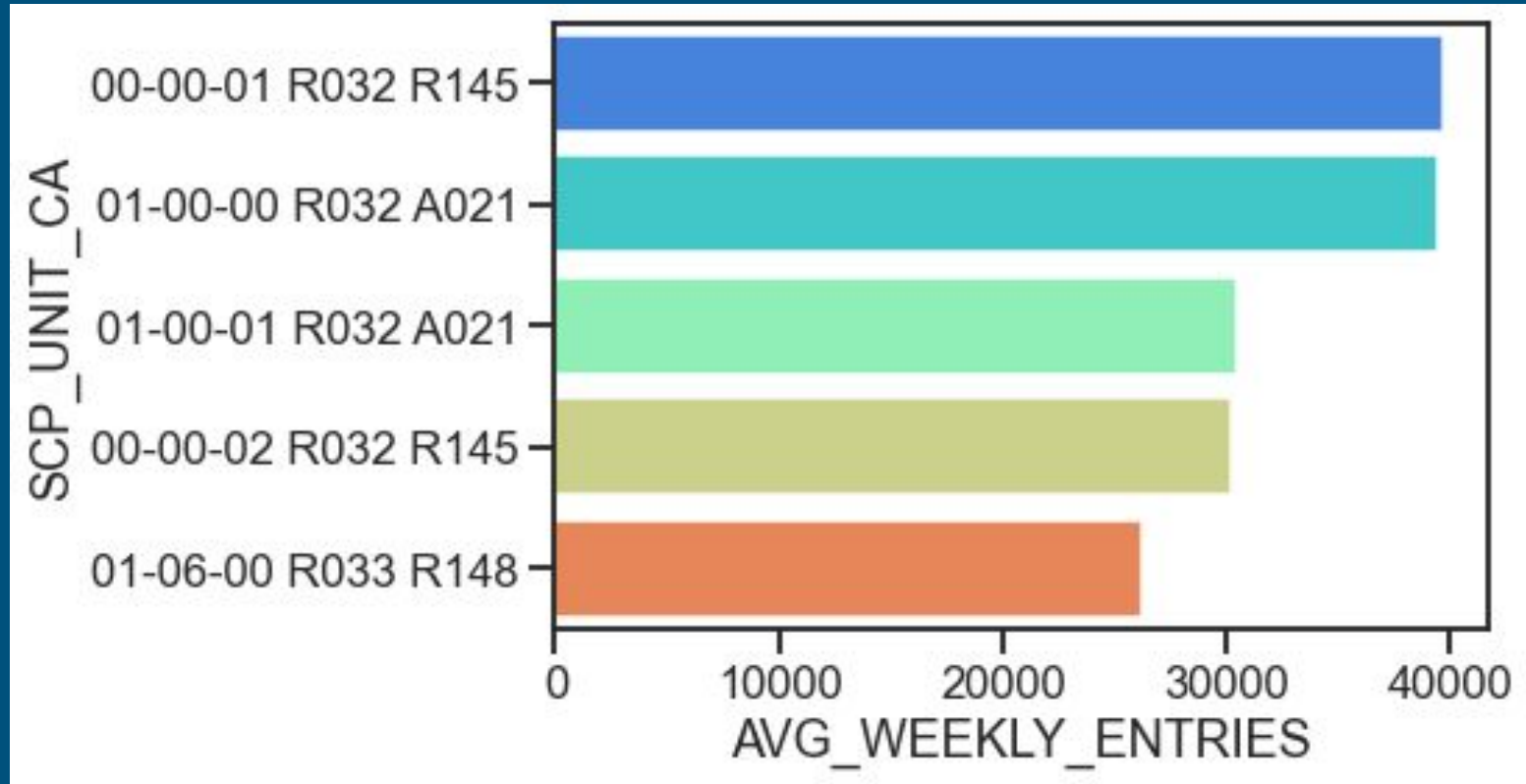


Turnstiles: Grand Central - 42nd St

Highest Weekly Average

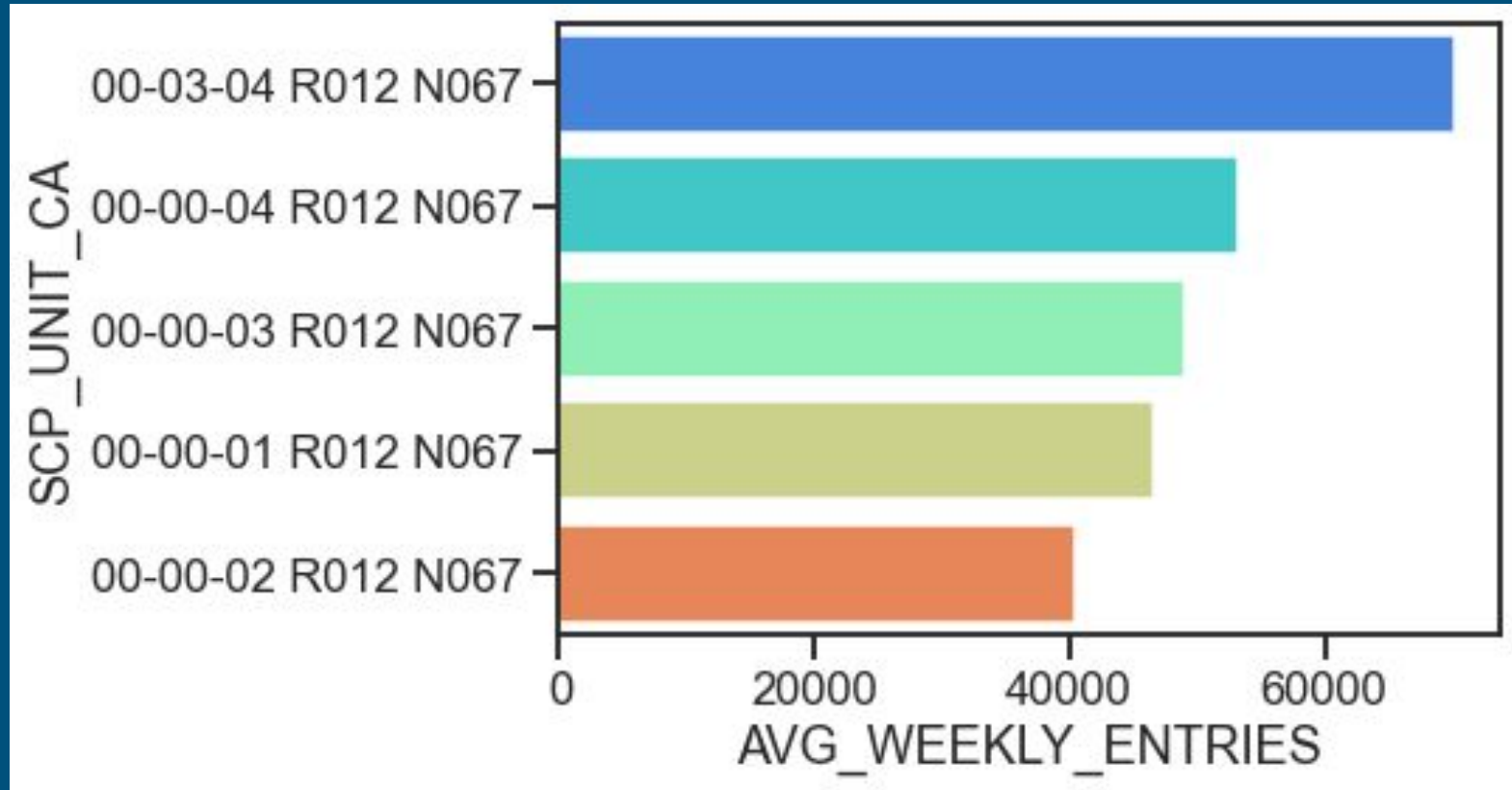


Turnstiles: Times Square - 42nd St Highest Weekly Average



Turnstiles: 34th St - Penn Station

Highest Weekly Average



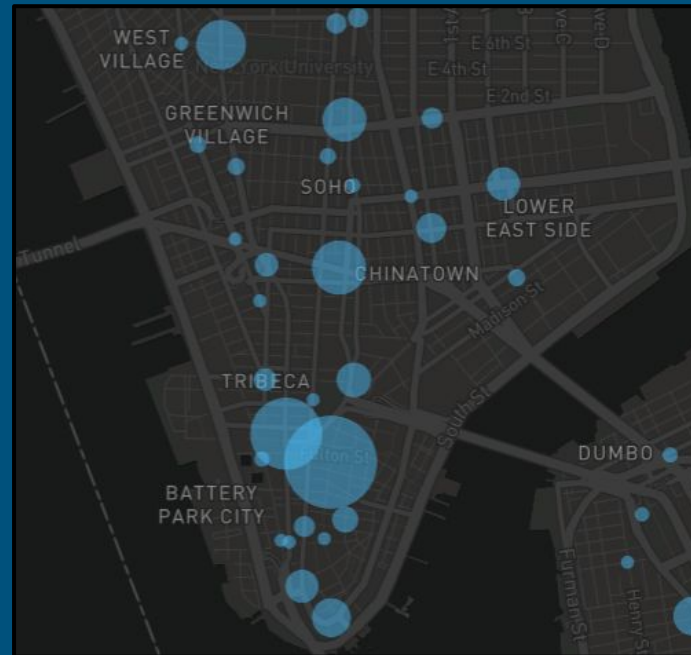
Recommendations

Street Team Locations

- Penn Station
 - ◆ C/A N067, Unit R012
- Grand Central Station
 - ◆ C/A R236, Unit R045
 - ◆ C/A R23A, Unit R046
- Times Square
 - ◆ C/A R032, Units R145 and A021

Ideal Contact Work Days

- Tuesday, Wednesday, Thursday



source:.subwayridership.nyc

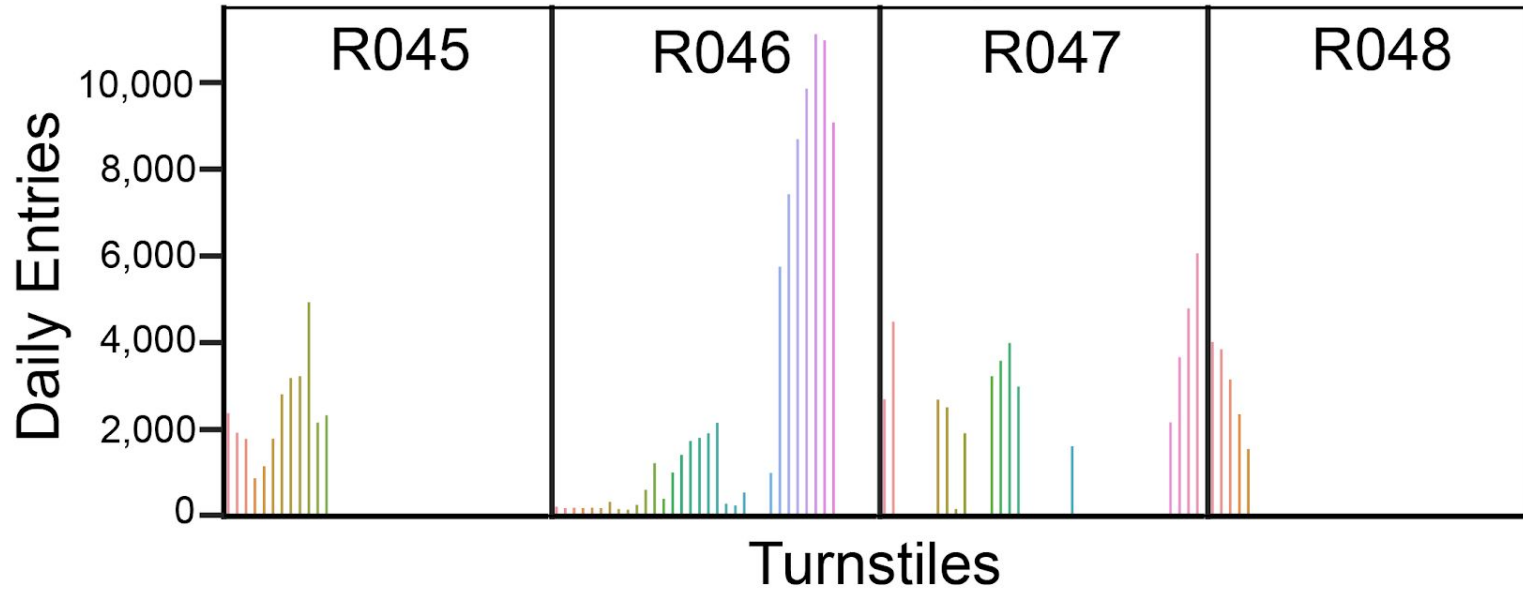


APPENDIX



GRAND CENTRAL STATION

May 15th, 2019
(Grouped by: Unit)



Turnstiles: 34th St - Herald Square

Highest Weekly Average

