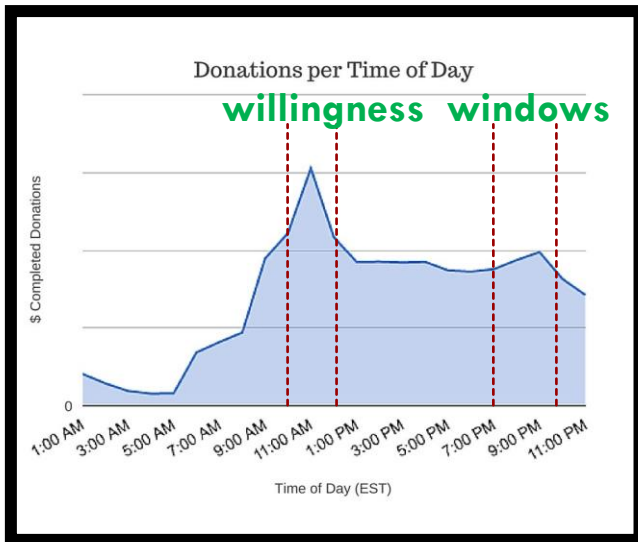# WOMEN TECH WOMEN YES: GALA FUNDRAISING

OPTIMAL STRATEGY FOR STREET TEAMS

TEAM MEMBERS: ALLEN KIM, IAN LIVINGSTON, BAO NGUYEN

PROJECT: GOODWILL HUNTING

https://blog.goodworld.me/the-optimal-day-and-time-for-social-media-fundraising-cb8eae3ed515

TIMING IS EVERYTHING

- The more time we're willing to invest, the more likely our commitments become

- People are more amenable around mealtimes
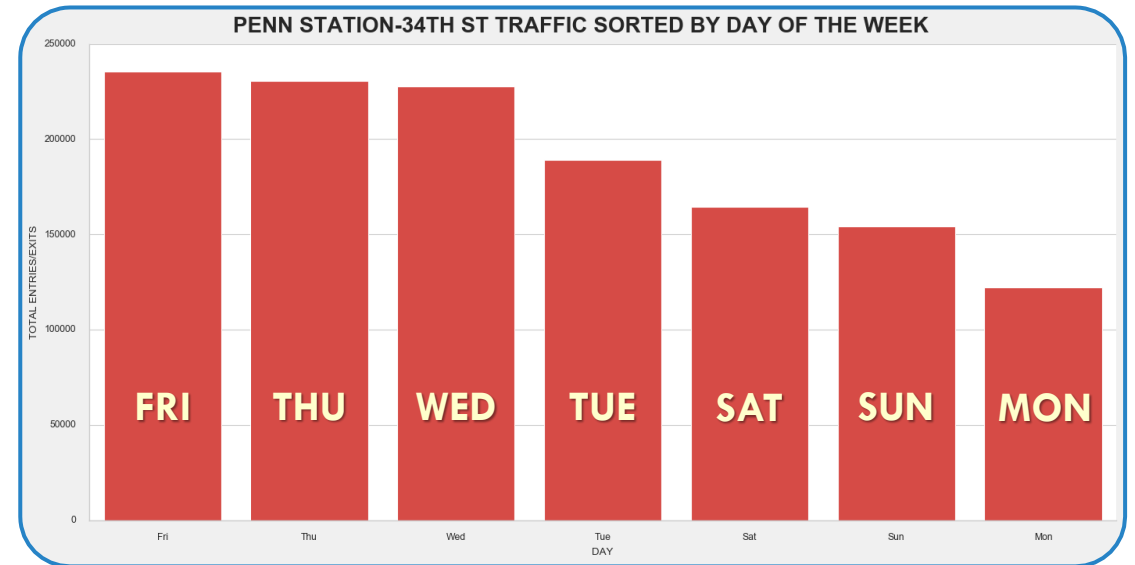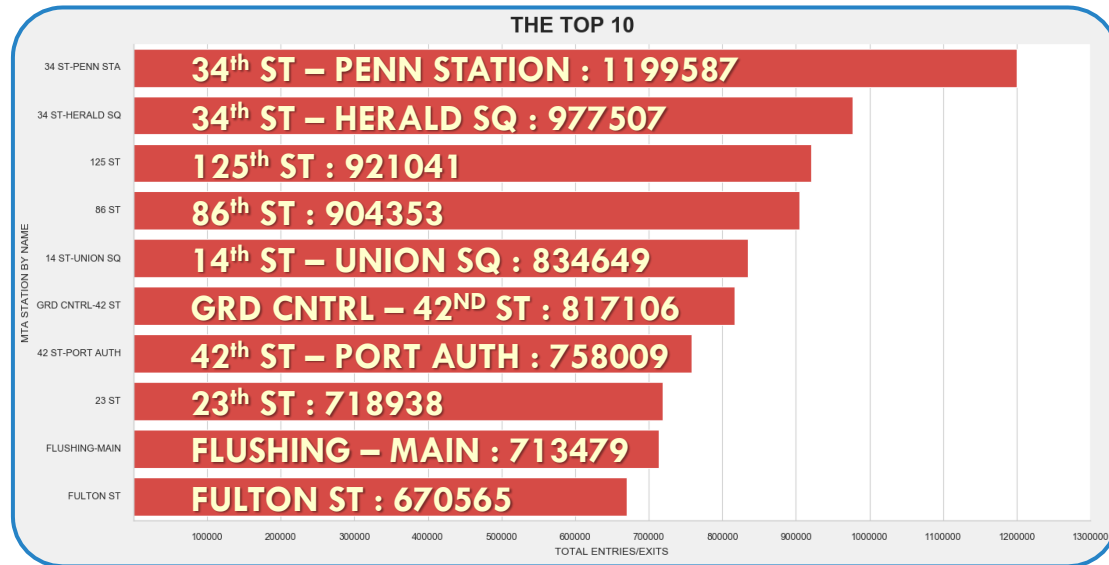
- Mental fatigue affects favorable decisions

http://nautil.us/blog/impossibly-hungry-judges
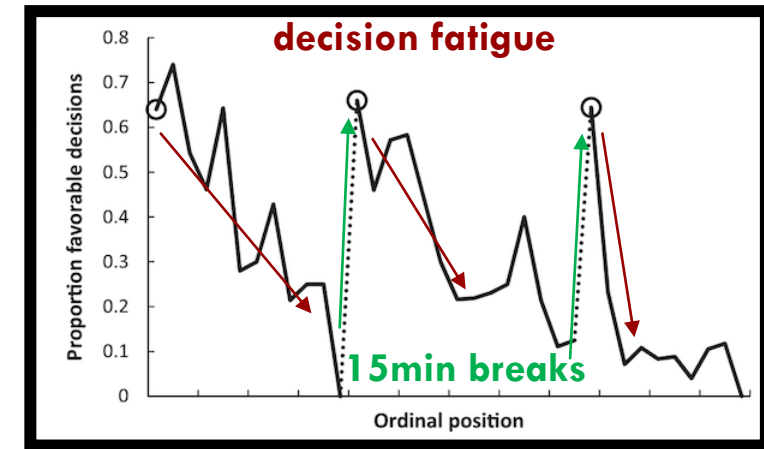
INITIAL DATA REVIEW

| C/A	UNIT	SCP	STATION	LINE	AREA	DATE	TIME	ENTRIES	EXITS	Latitude	Longitude	ZIPCODE	POPULATION	POPULATION_DEN	MEDIAN_INCOME
TRAM2	R469	00-05-01	RIT-ROOSEVELT	R	RIT	9/18/2020	21:00:00	5554	541	43.0844	-77.6749	14623	27173	1424	46149
TRAM2	R469	00-05-01	RIT-ROOSEVELT	R	RIT	9/18/2020	17:00:00	5554	541	43.0844	-77.6749	14623	27173	1424	46149
TRAM2	R469	00-05-01	RIT-ROOSEVELT	R	RIT	9/18/2020	13:00:00	5554	541	43.0844	-77.6749	14623	27173	1424	46149
TRAM2	R469	00-05-01	RIT-ROOSEVELT	R	RIT	9/18/2020	9:00:00	5554	541	43.0844	-77.6749	14623	27173	1424	46149
TRAM2	R469	00-05-01	RIT-ROOSEVELT	R	RIT	9/18/2020	5:00:00	5554	541	43.0844	-77.6749	14623	27173	1424	46149

- 6 Unique identifiers for each station
- Location data (Latitude, Longitude, Zip Code)
- Demographic data (Population, Population Density, Median Income)
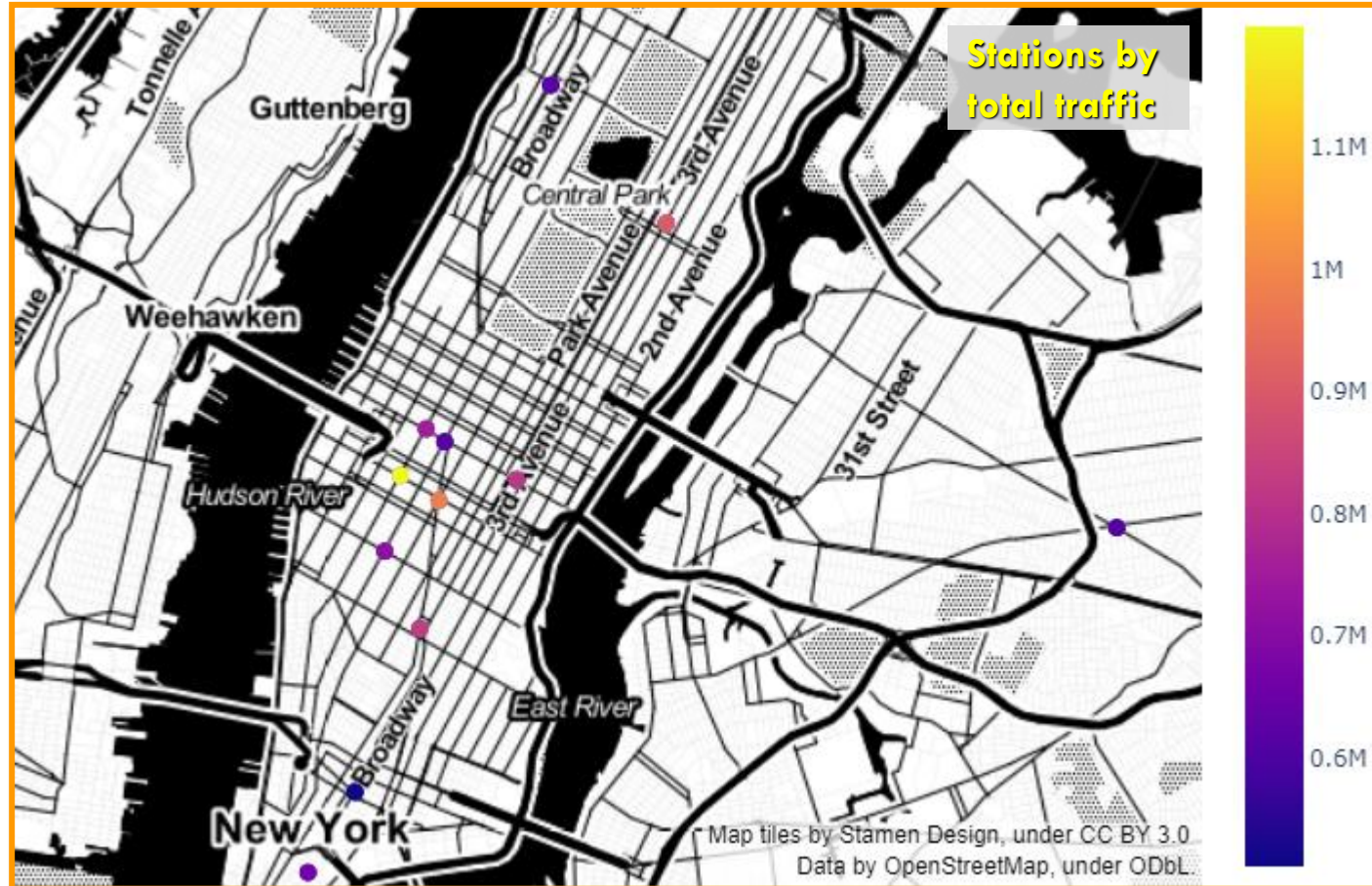
NARROWING DOWN RESULTS

THE TOP 10

- 34th ST – PENN STATION : 1199587
- 34th ST – HERALD SQ : 977507
- 125th ST : 921041
- 86th ST : 904353
- 14th ST – UNION SQ : 834649
- GRD CNTRL – 42ND ST : 817106
- 42th ST – PORT AUTH : 758009
- 23th ST : 718938
- FLUSHING – MAIN : 713479
- FULTON ST : 670565

PENN STATION-34TH ST TRAFFIC SORTED BY DAY OF THE WEEK

FRI THU WED TUE SAT SUN MON

- To 10 trafficked stations for the month of September
- Some stations included on the list appear unorthodox (like 125th ST, and Flushing)
  - This top 10 list alone is not a good historical representation
  - Looking at past years data, these stations don't normally make it on the list

VISUALIZING SPATIAL DISTRIBUTIONS
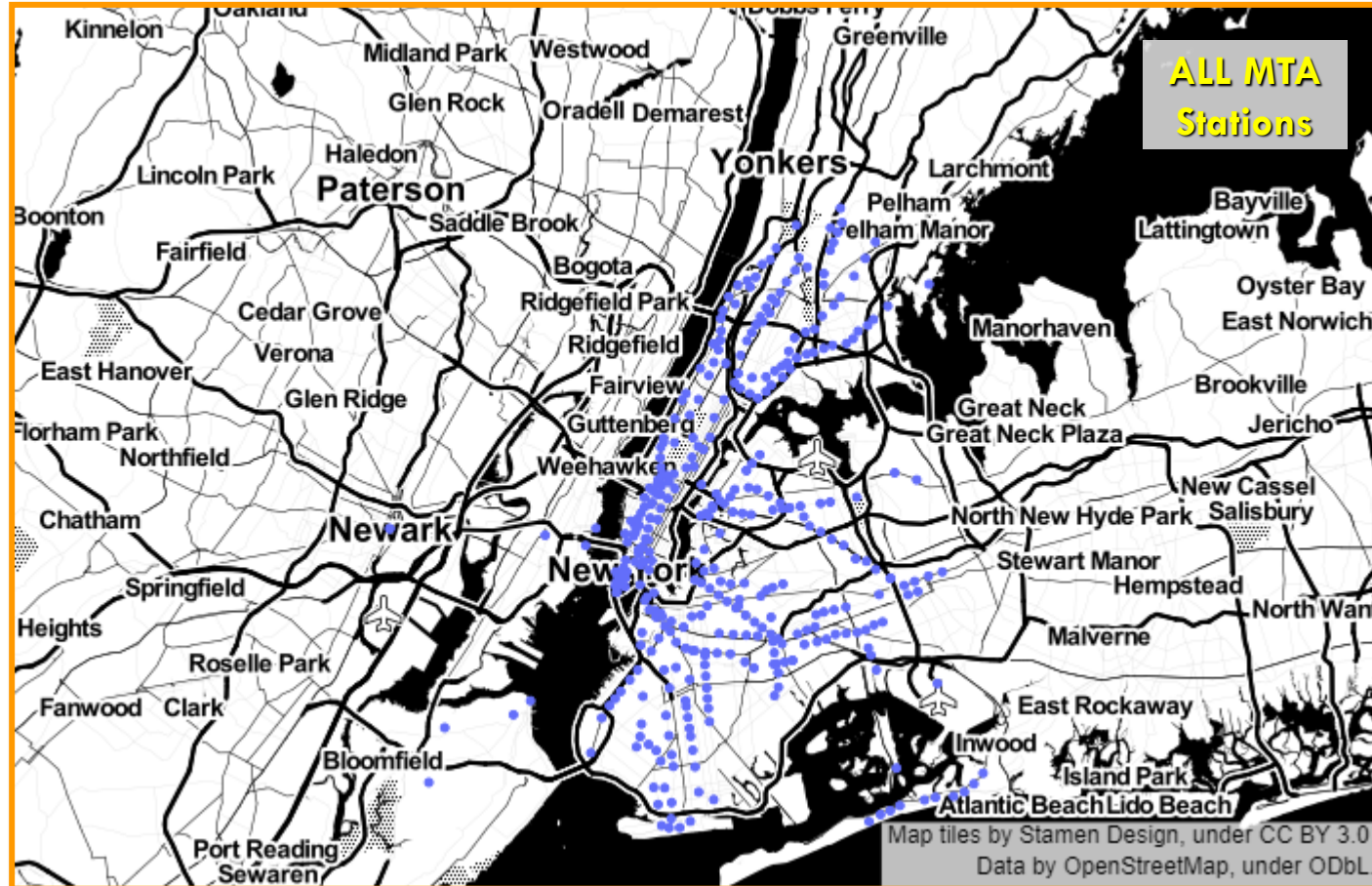
ALL MTA Stations

Map tiles by Stamen Design, under CC BY 3.0
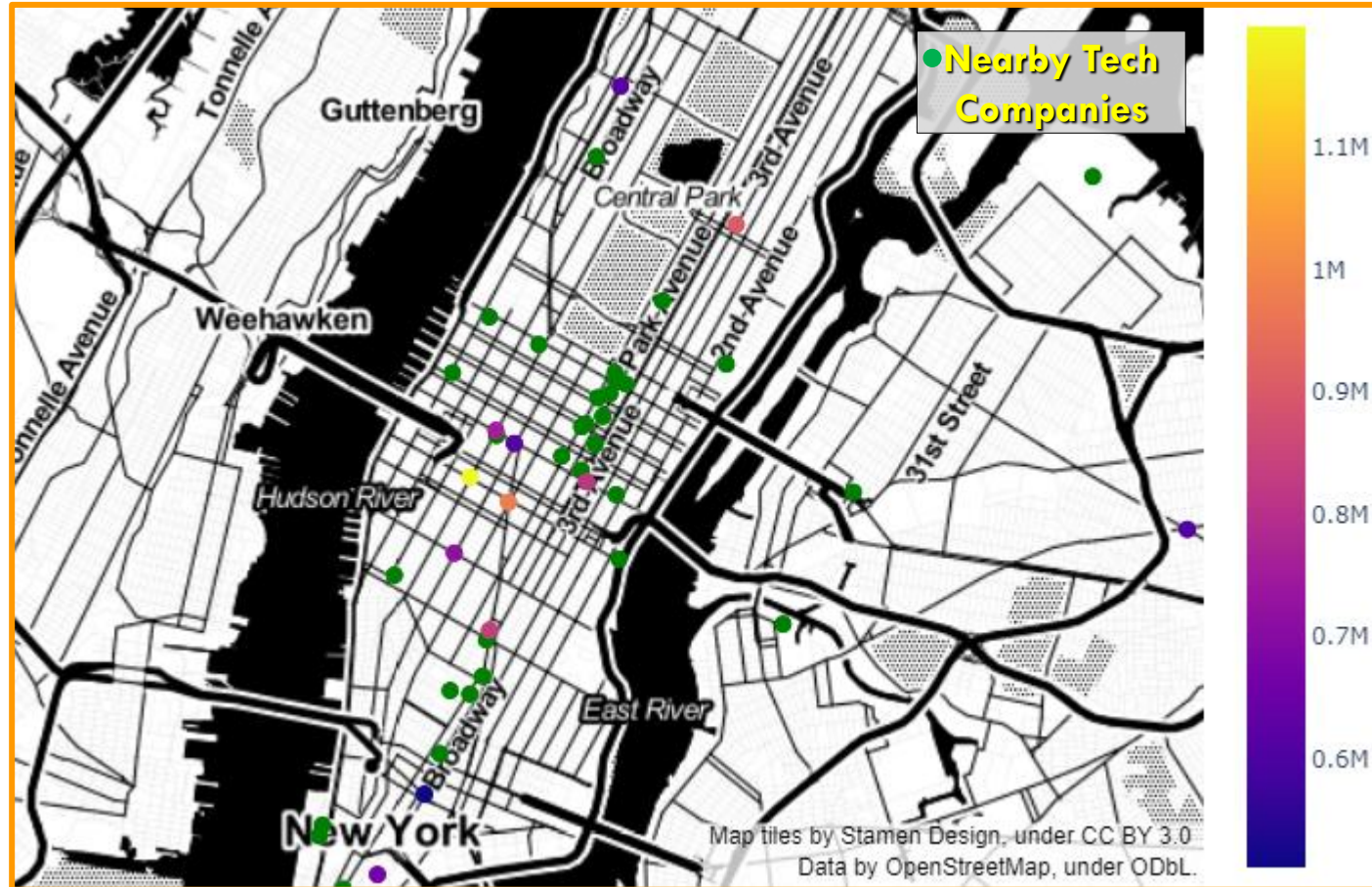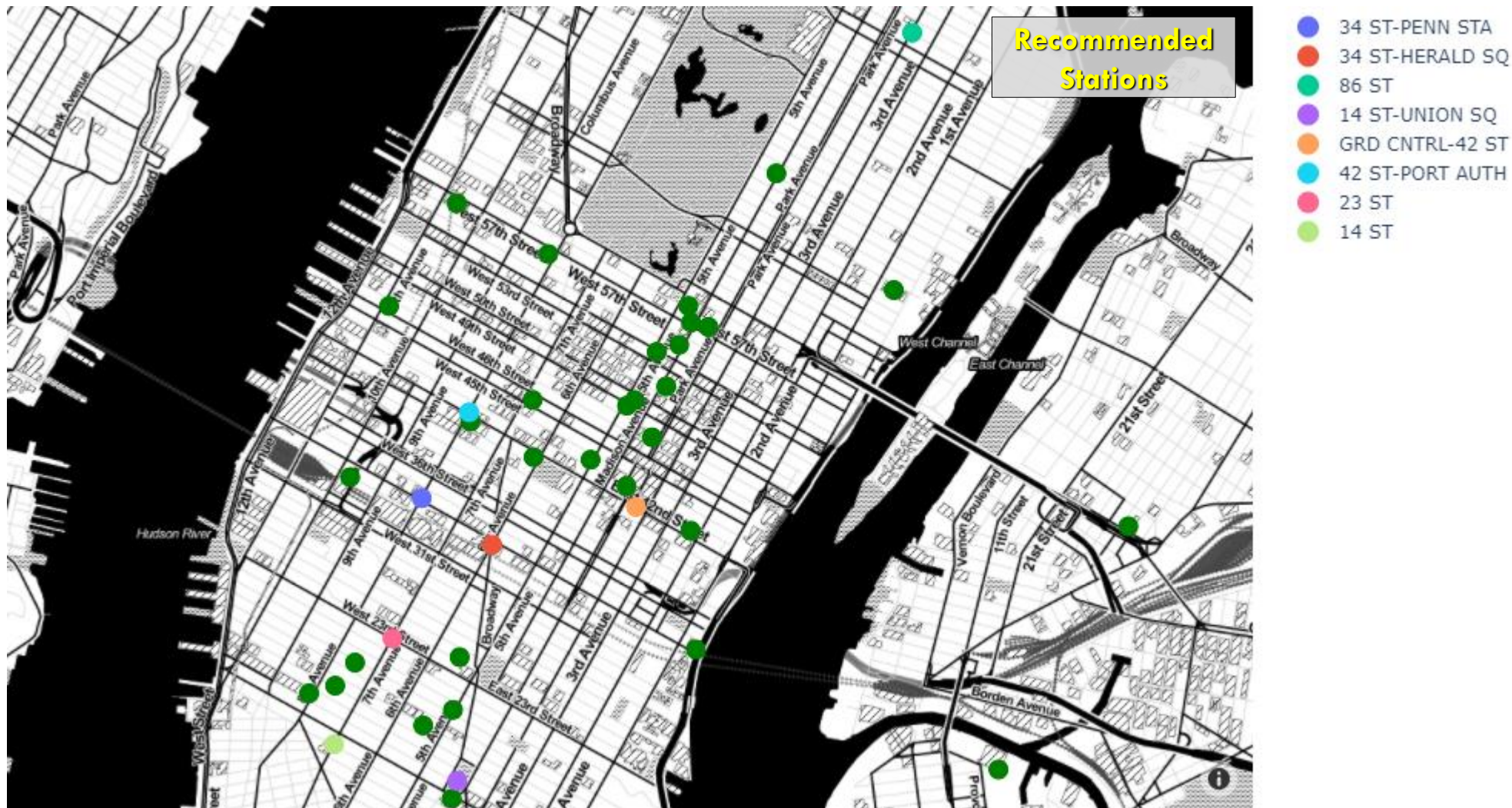Data by OpenStreetMap, under ODbL.

VISUALIZING SPATIAL DISTRIBUTIONS

VISUALIZING SPATIAL DISTRIBUTIONS

VISUALIZING SPATIAL DISTRIBUTIONS

VISUALIZING IN TERMS OF DAY OF THE WEEK
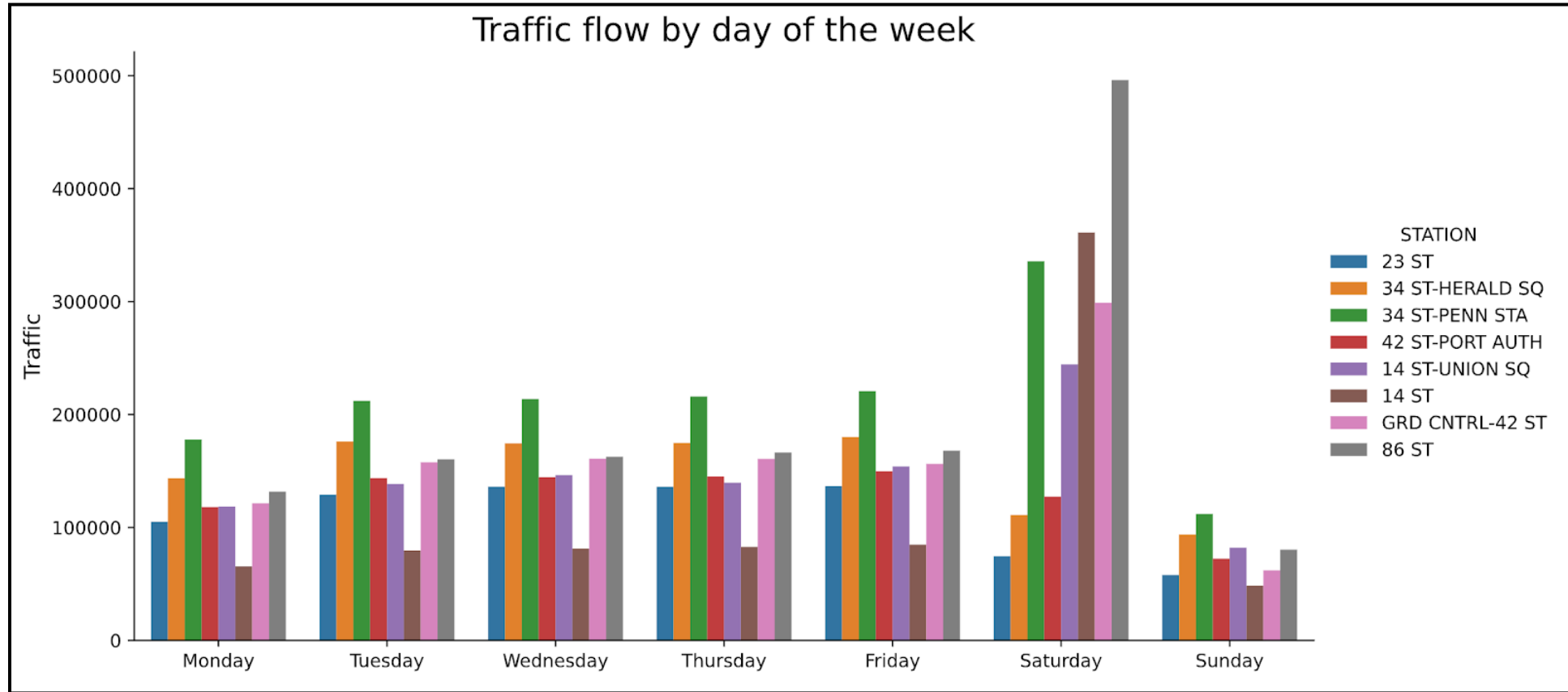

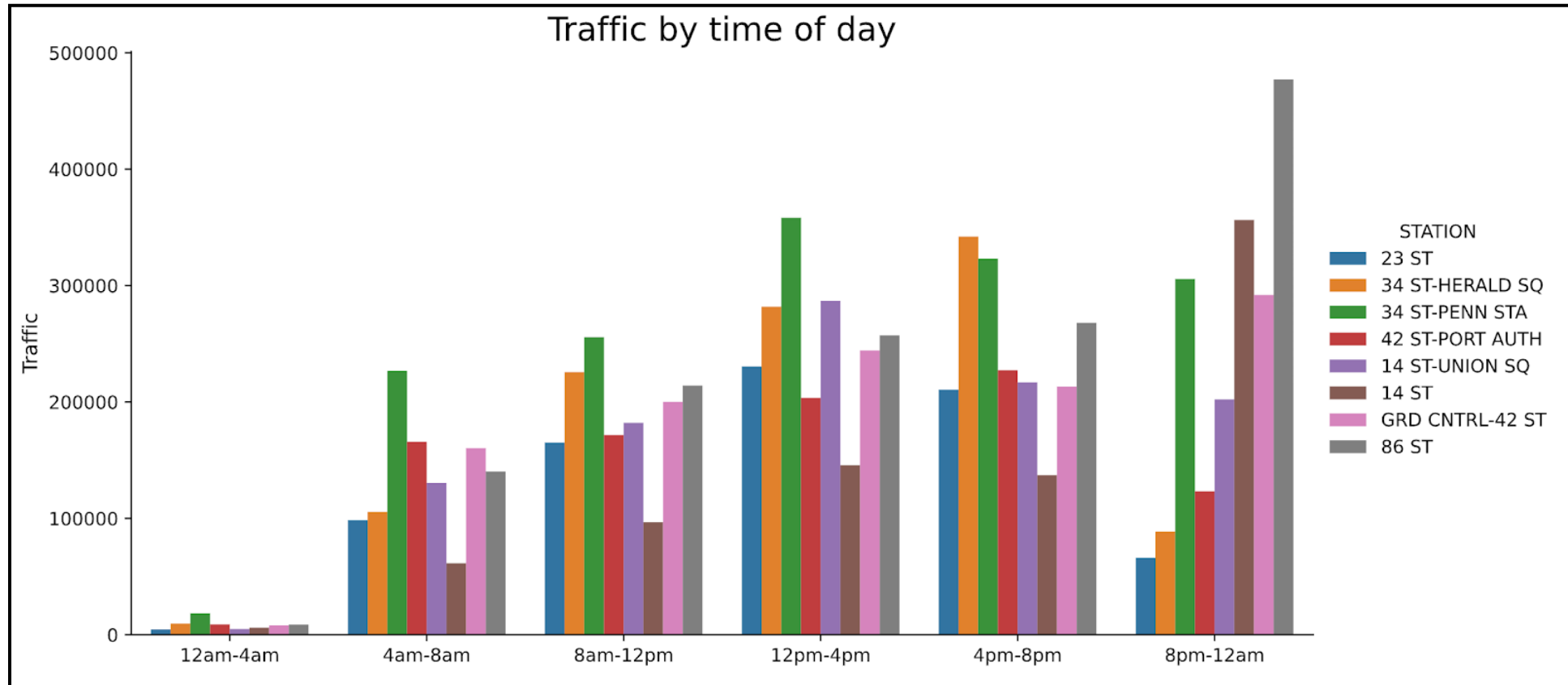Traffic flow by day of the week

- Varying traffic flow for different day of the week
- Stations that have proximity to cultural areas or allows transit to other cultural part of the city have high weekend traffic flow

VISUALIZING IN TERMS OF TIME OF DAY

- 12pm-8pm is the most trafficked time of the day
- 8pm-12pm is most trafficked for stations that have close proximity to museums/art galleries
  - 14 ST proximate to Whitney Museum of American Art
  - 86 ST proximate to Metropolitan Museum of Art

RECOMMENDATIONS

- Deploy two strategies: one for weekdays and one for weekends
    - Traffic generators around each station are weekday- and weekend-dependent
    - E.g. 34th St-Penn Station and 14 St-Union Sq are proximate to tech hubs, offices (weekdays)
    - E.g. 86th St proximate to Museum Mile, Central Park (weekends)

- High traffic stations to target with each strategy:
    - Weekday stations:
        - 34th St-Herald Sq, 42nd St-Port Authority, 14th St-Union Station, St, 23rd St
        - Higher traffic on weekdays aligns with proximity to business/tech hubs incl. Flatiron area
    - Weekend stations:
        - 34th St-Penn Station, Grand Central-42nd, 86th St, 14th St
        - Higher traffic on weekends aligns with proximity to cultural institutions and regional rail network
- Target time slots for deployment with each strategy
    - Weekday stations: 12pm-8pm (lunch hour for professionals, commutes from work in business areas)
    - Weekend stations: 8pm-12am (museums/galleries, daytrips in/out of city)

FUTURE WORK

- Assess sign-up rates of street teams during the week vs. weekends early on to prioritize limited resources later on

- Feasibility planning after COVID-19 (event logistics, lead times for booking, venue capacity, gathering limitations, etc.)

- Social media presence: considerations for a wider audience

- Evaluating impact of Awareness Programs for K-12 schools
  - Value of networking and fundraising through parents of students