Turn skepticism into research questions

* Create a baseline of existing underserved areas, and using projected population booms, predict which neighborhoods/areas will be underserved in the future.
  + What does “underserved” mean?
    - There are plenty of neighborhoods that don’t have any access to subways
    - And it’s easy to find out which subway lines are the most crowded (4,5,6)
    - But the most crowded are going to be in Midtown Manhattan, which is an odd argument for underserved…
    - So what’s interesting about the question we’re asking?
  + Goal is to predict future ridership based on population growth, and to anticipate problems
    - What is the historical data that we need to build a predictive model?
    - Can we look at growth trends in specific neighborhoods and relate that to turnstile data at local subway stops
    - We have ridership data already and we can see the trends in it. Why do we think that we need to cross-reference that with population data? Maybe there’s a lot more people in that neighborhood, but they work locally or drive? What makes us think that ridership doesn’t already give us the most accurate picture of the data?
  + If we set aside the MTA data and instead look for neighborhoods that lack access to subways, we could correlate with density (either from Census or PLUTO) and determine the most underserved areas.
    - Predicting future changes could be a stretch goal
    - But this means we don’t really need to worry about MTA data as much
  + What could we do with the MTA data? What would be as simple and interesting as the New Yorker piece?
    - We could just plot growth in ridership. It might be as simple as that
    - The inverse is really interesting too: where is ridership SHRINKING? We never think of NYC as becoming less congested…
    - As a baseline, we could replicate the New Yorker interface: click on a subway line and chart the results. An intermediate step would be to map it in 2D. If we wanted to try something REALLY fancy, we could plot the changes in 3D as a line graph following the subway (even if we just did this in Grasshopper it’d be a great visual, but a web viewer would be amazing).
    - Turnstile data could be interesting too: visualizing where/when people get on and off the trains: where are there balanced neighborhoods vs. Bedroom/CBD