

WTWY Street Team Plan

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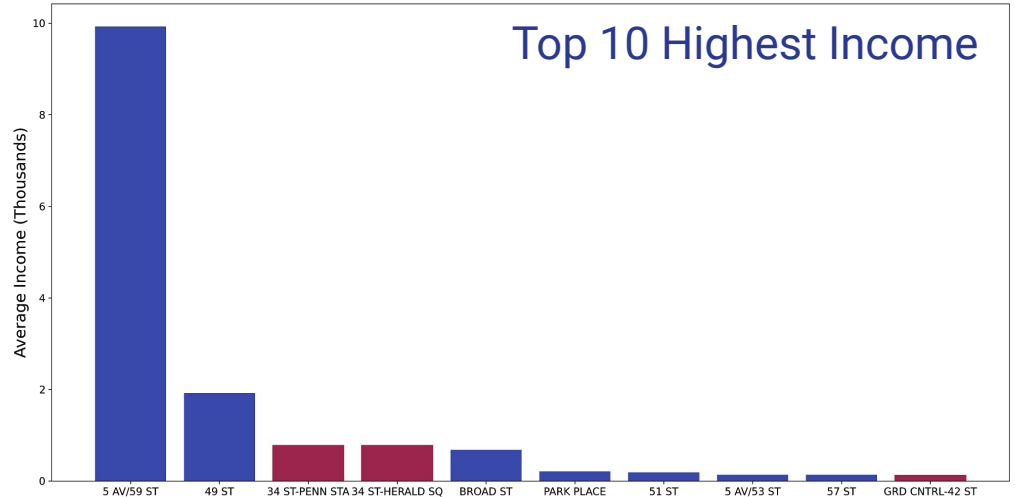
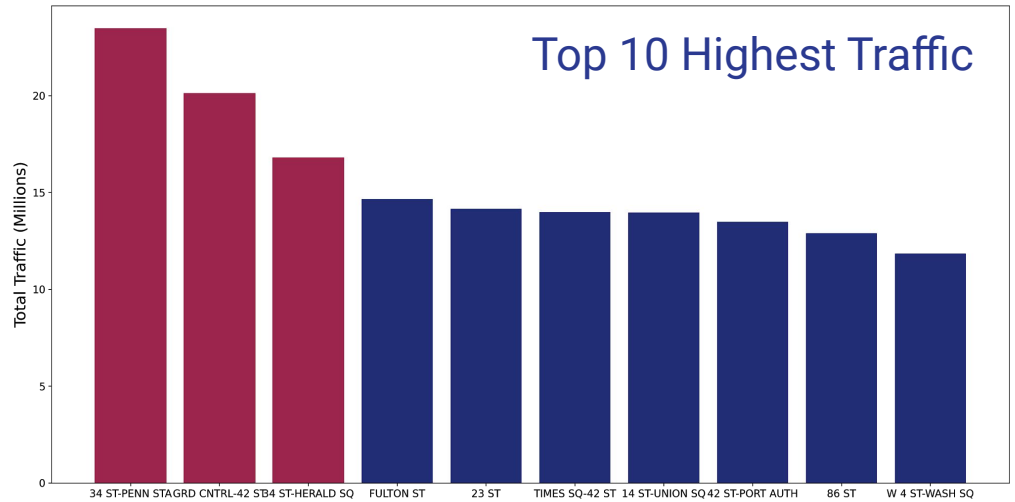
Goals & Overview

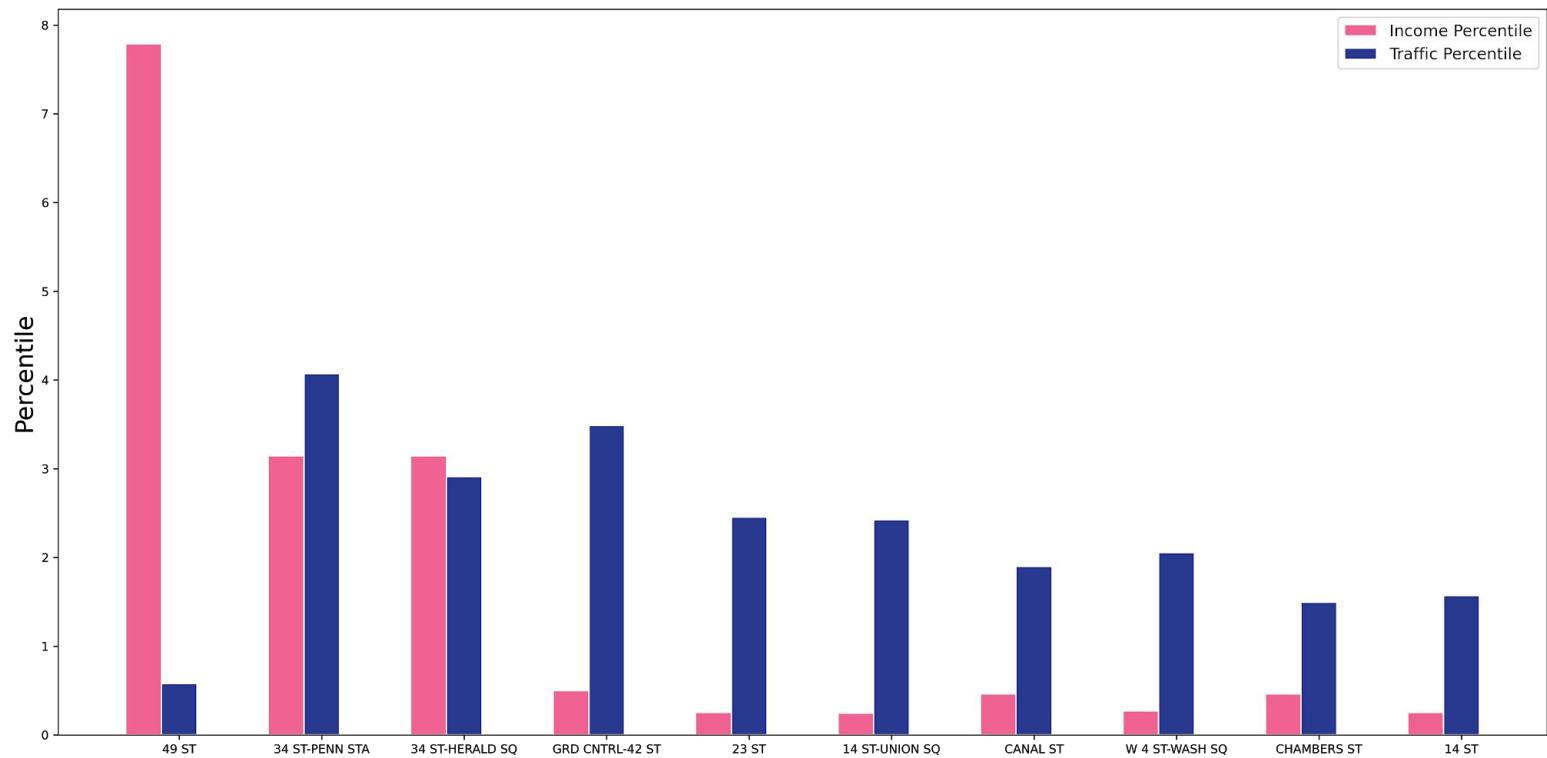
- Suggested Times & Locations for Street Team
 - Maximize exposure
 - Small - medium sized team
- High Traffic Areas
- Income Based Targeting
- Best Stations of the Day
- Utilizing Gamedays



Traffic and Income Based Targeting

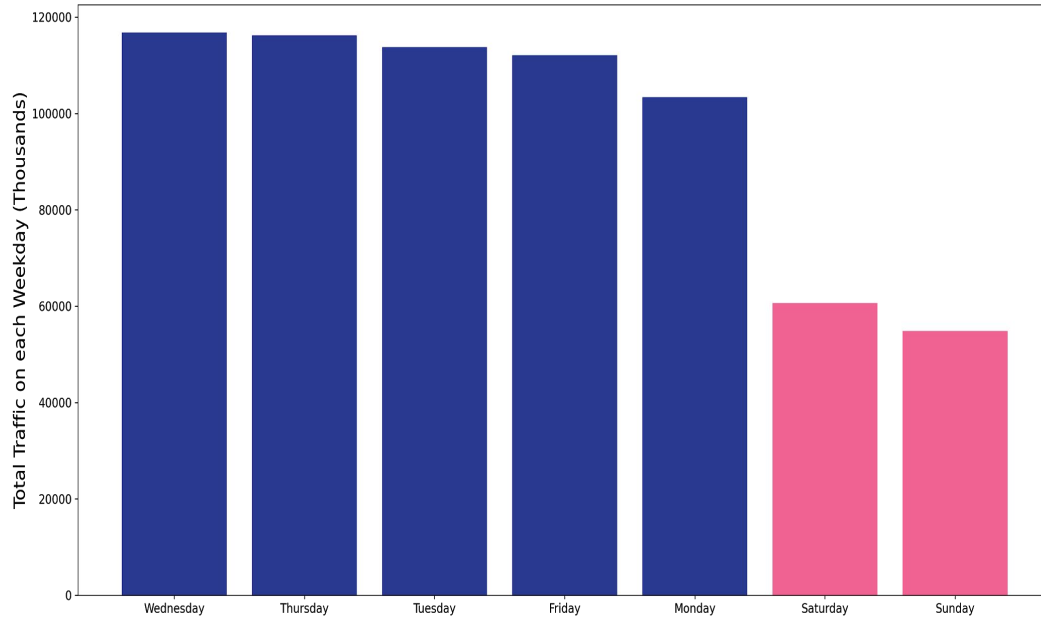
Rank	TRAFFIC	INCOME
1	Penn Station	5th Avenue/59th St
2	Grand Central	49th St
3	Herald Sq	Penn Station
4	Fulton St	Herald Sq
5	23rd St	Broad St
6	Times Sq	Park Place
7	Union Sq	51st St
8	Port Authority	5th Avenue/53rd St
9	86th St	57th St
10	Washington	Grand Central





Choose Penn Station, Herald Sq, and
Grand Central Station

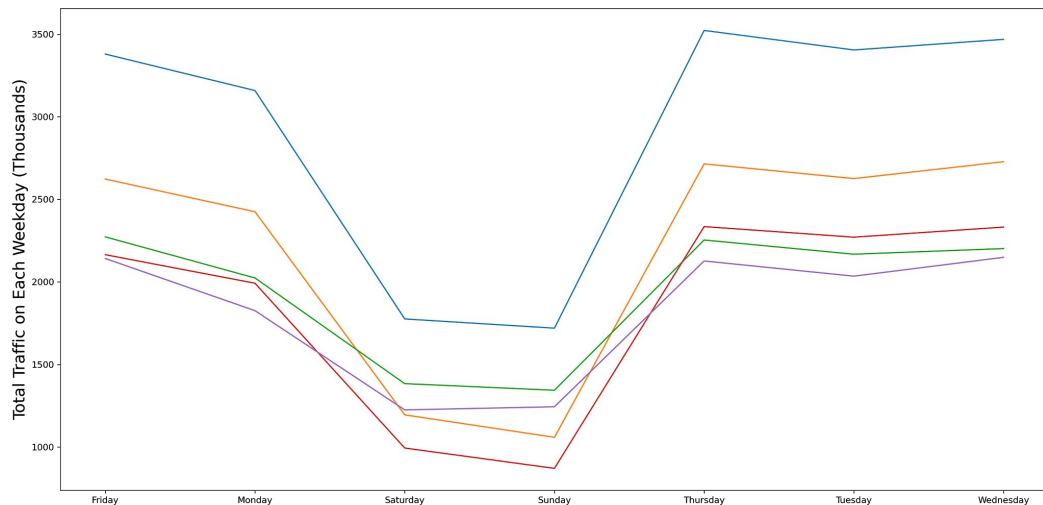
Days of the Week Insights



- Weekdays = GOOD 👍
- Weekends = OFF 🙅

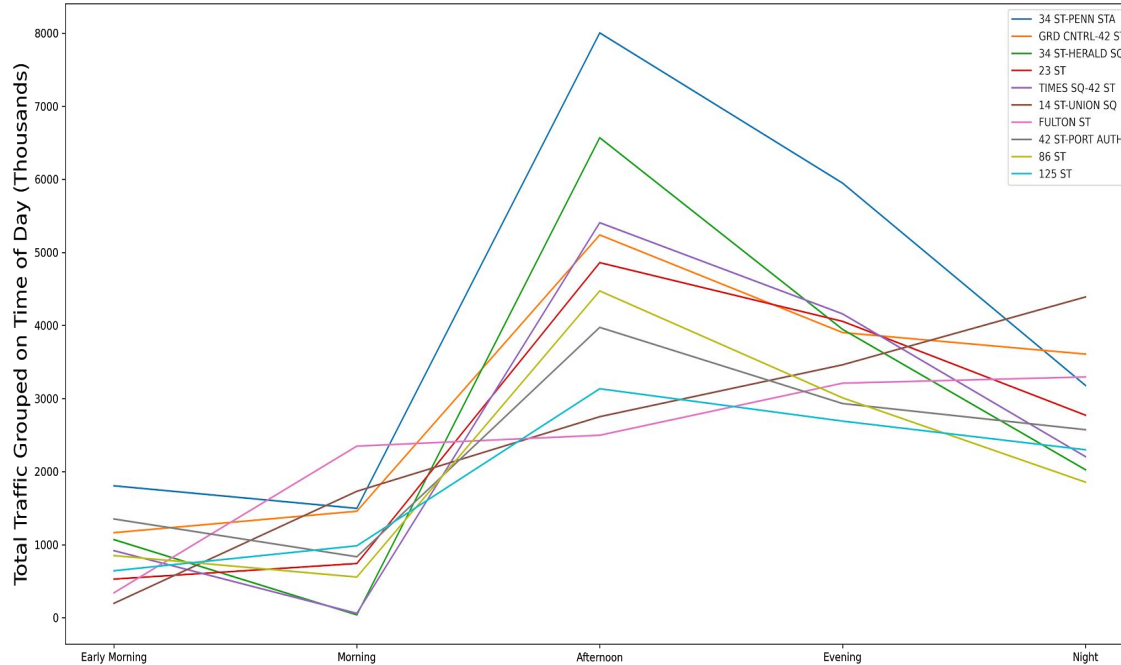


Weekend Versus Weekday for Top 5 Stations



- Top 5 stations show the same trend as all stations combined
- Weekends show a dip

Daily Traffic Trend for Top 10 Stations



- Afternoons are the busiest
- Evenings sustain similar traffic for most

Best Stations of the Day

- Up to 10 teams
- 6 hour shifts
based around
noon
- Fewer unique
stations

	Morning	Afternoon/Evening
1	Penn Station	Penn Station
2	Herald Square	Grand Central Station
3	Grand Central Station	Herald Square
4	Times Square	23rd St
5	Port Authority Station	Times Square
6	86th St	Union Square
7	23rd St	86th St
8	Fulton St	Fulton
9	125th St	Port Authority Station
10	Union Square	125th St

Best Stations of the Day

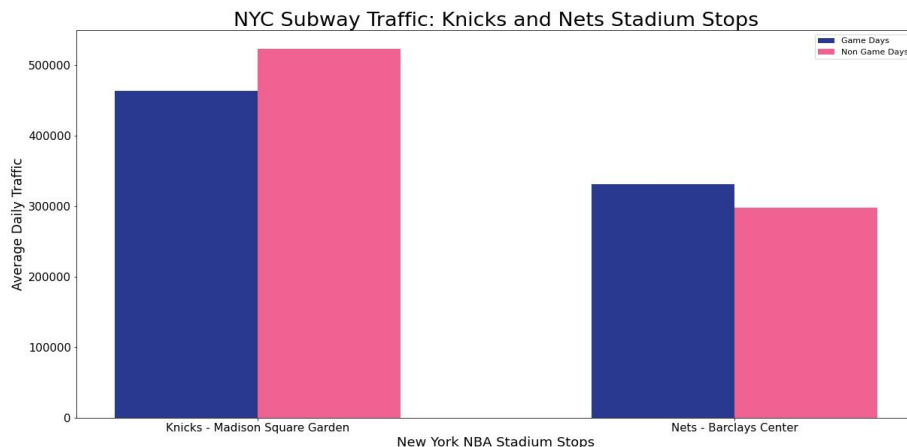
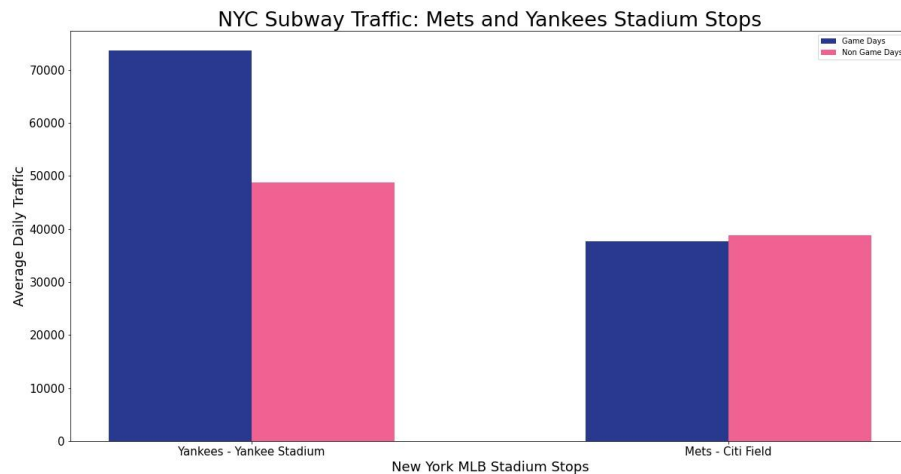
	Morning	Afternoon	Evening
1	Fulton St	Penn Station	Penn Station
2	Union Square	Herald Square	Times Square
3	Penn Station	Times Square	23rd St
4	Grand Central Station	Grand Central Station	Herald Square
5	125th St	23rd St	Grand Central Station

- Up to 5 teams
- 4 hour shifts from 8am - 9pm
- More flexible

Utilizing Gamedays

Average Traffic Changes
(Gamedays vs. Non-Gamedays):

- Yankees: +24,844 people, +50.96%
- Nets : +33,016 people, +11.06%
- Mets: -1,227 people, -3.16%
- Knicks: -59,567 people, -11.39%



Takeaways

1. Target High-Income, High Traffic Areas
 - **Penn St** and **Herald Sq** in top 5 for both traffic and income
2. Take Advantage of Increased Traffic During Special Events
3. Weekends OFF!!!



Further Improvements

- Better Targeted Locations
 - Gender Based
 - Under Represented Group Outreach
 - Tech Companies in NYC
 - Outside Manhattan
- Major Event Presence
 - Concerts/Festivals
 - Other Games
 - Trade Expos



Appendix

DATA SOURCES:

- MTA DATA:
 - MTA Turnstile Data: <http://web.mta.info/developers/turnstile.html>
 - MTA Station Location Data: <http://web.mta.info/developers/data/nyct/subway/Stations.csv>
- SPORT SCHEDULES:
 - 2019 MLB Schedule Data: <https://www.retrosheet.org/schedule/>
 - 2019 NBA Schedule Data: <https://www.kaggle.com/talc23/nbadates>
- INCOME DATA:
 - https://raw.githubusercontent.com/hollyyuqizheng/transportation-transformation/master/data/new_york/new%20york%20income%20data.csv