

PROJECT BENSON:

Maximizing the Impact of Nonprofit “Street Teams”



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Objective

Support WomenTechWomenYes in deploying “street teams”
to build awareness and engagement in **springtime**
before early summer gala

Approach

Use subway turnstile data to target relevant stations

The top 30 busiest stations accounted for

1 in 3

MTA trips in March 2018,
out of around 400 total stations.



STRATEGY 1: VOLUME

34th St - Penn Station

Grand Central - 42nd St

34th St - Herald Square

Times Square - 42nd St



STRATEGY 2: INTEREST

23rd St

14th St - Union Square

14th St

Jay St - MetroTech



STRATEGY 3: ENGAGEMENT

86th St

59th St - Columbus Circle

59th St

72nd St

WomenTechWomenYes: Top Subway Stations for Street Teams



Hover over
symbols in map
for details

2018 Age (median)

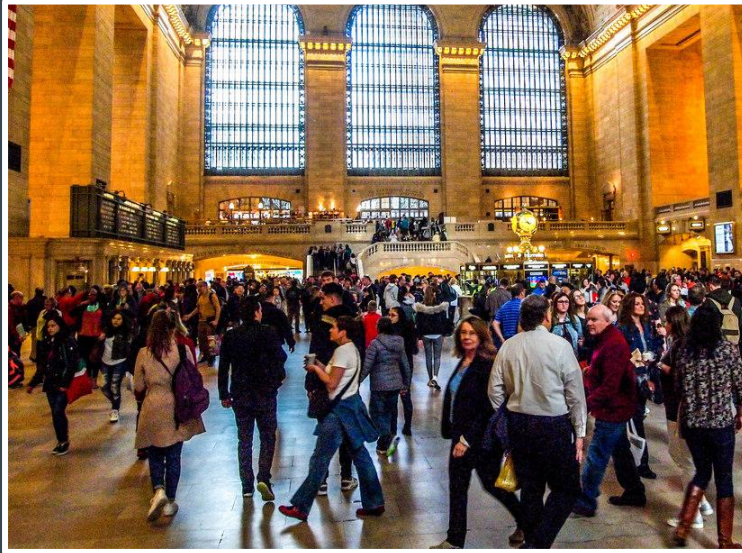
- 0.00 to 33.90
- 33.90 to 38.10
- 38.10 to 41.70
- 41.70 to 46.10
- 46.10 to 85.10

Strategy

- Volume
- Interest
- Engagement
- Not Targeted

Data Sources:
US Census (via Tableau),
Metropolitan Transit
Authority

STRATEGY 1: VOLUME



- Huge ridership at these stations
- Can connect with a broad range of NYC community
- Crowded, but opportunity with people waiting for trains

STATIONS:

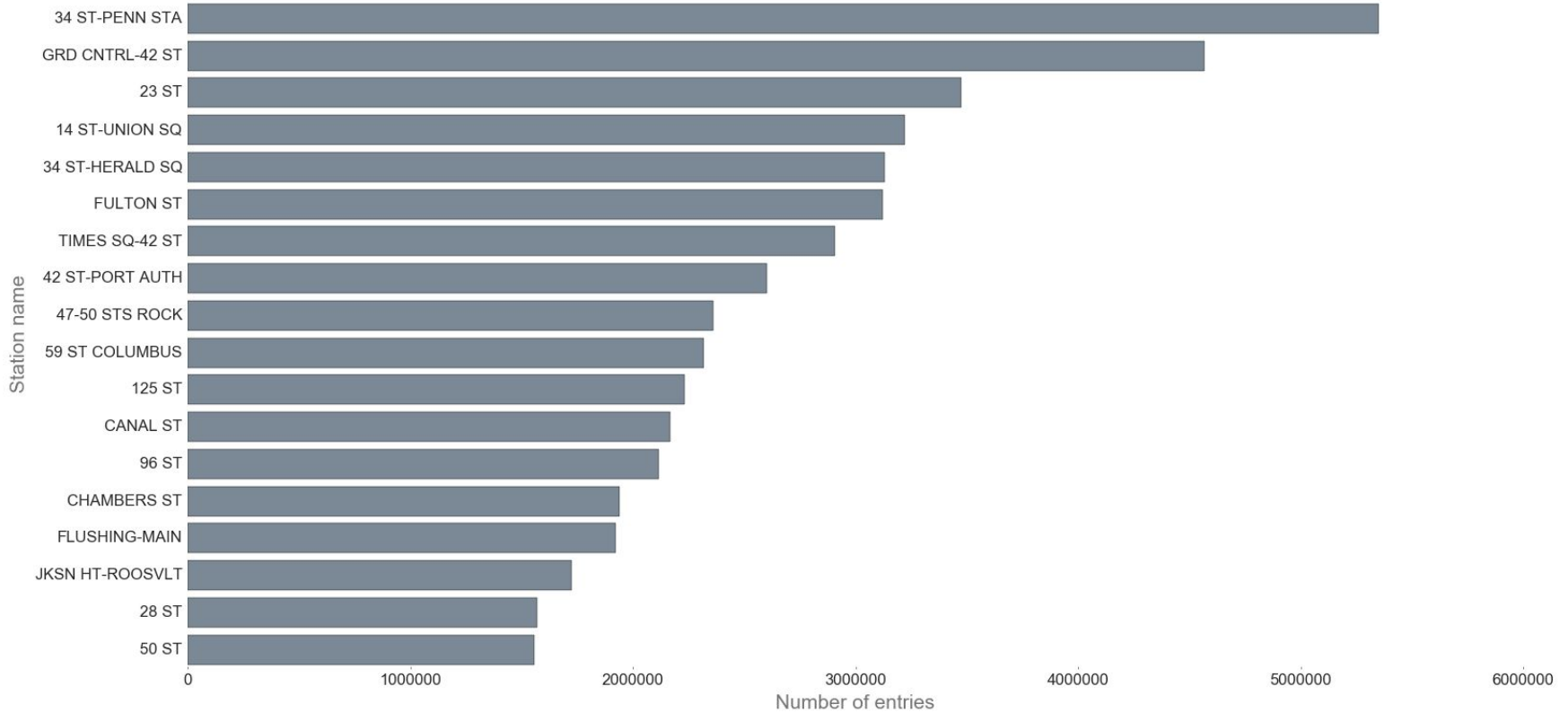
34th St - Penn Station

Grand Central - 42nd St

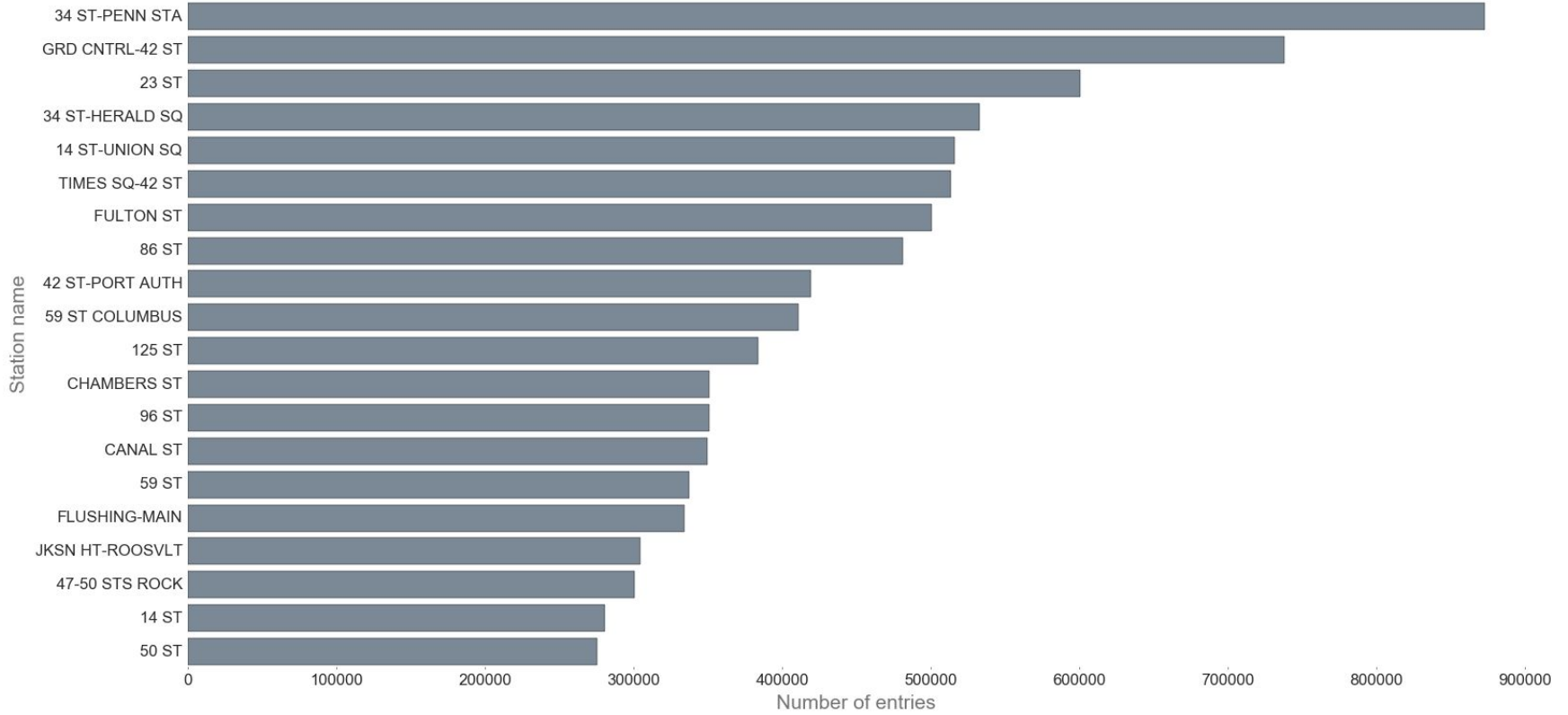
34th St - Herald Square

Times Square - 42nd St

Top 20 station by volume : last six weeks



Top 20 station by volume : last week



STRATEGY 2: INTEREST



- Busy stations near tech hubs
- Chelsea, Flatiron, Union Square, and Brooklyn
- Target weekdays

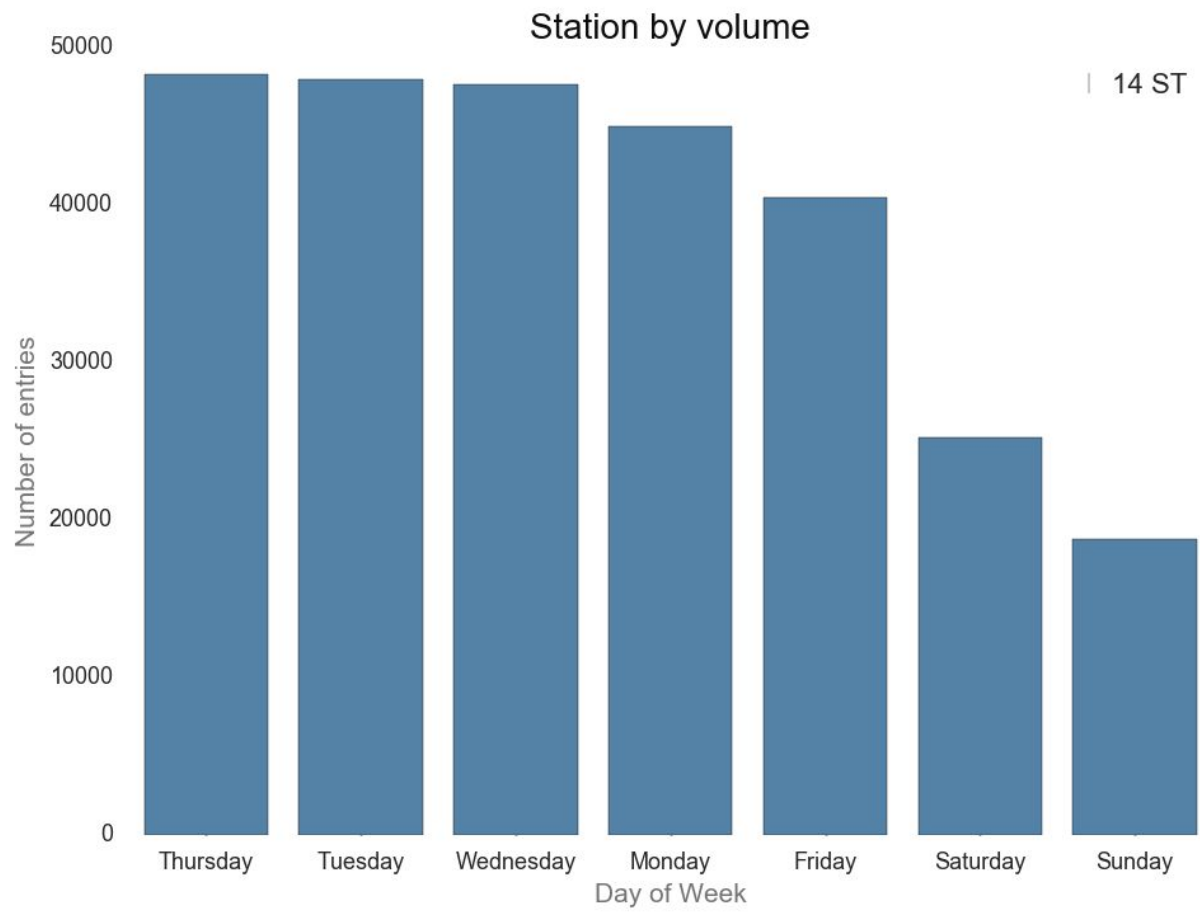
STATIONS:

23rd St

14th St - Union Square

14th St

Jay St - MetroTech



STRATEGY 3: ENGAGEMENT



- Need deep engagement from some supporters
- Conversion to donations and/or gala attendance
- Requires time and resources

STATIONS:

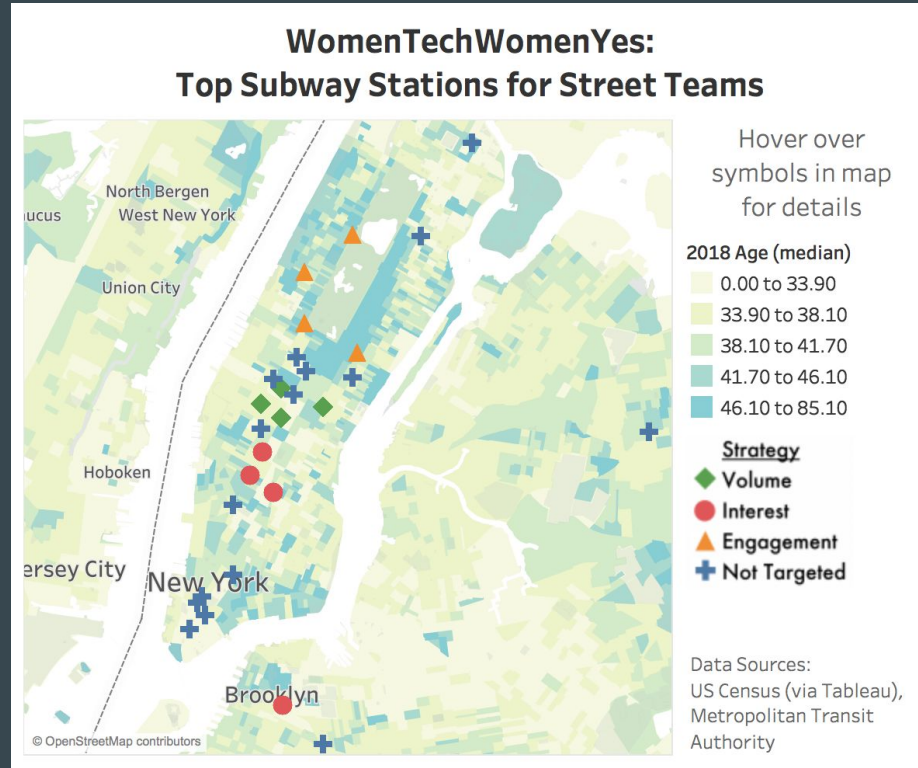
86th St

59th St - Columbus Circle

59th St

72nd St

Explore dashboard at <https://tabsoft.co/2GXGZgd>



Future Direction

Hourly Analysis

Time-of-day recommendations

Neighborhood Data

Tourism, demographics, charitable giving

Evaluation

WTWY results by station plus weather data

Questions?

Thank you!

Photo Credits:

[Volume](#) | [Interest](#) | [Engagement](#)

Data Source:

[Metropolitan Transit Authority](#)

Project Files:

[Git Repository](#) | [Tableau](#)