# Project Benson

**Black Belt Consulting Proposal: Light at The End of The Tunnel**

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# Introduction:

- Mental Health Epidemic in NYC

- **NYC Government** - **Mental Health Awareness** Campaign

- **MTA** - **New Digital Advertising Spaces**

- Black Belt Consulting Goals:

  - Maximize Impact and Reach of Campaign

Light at the end of the tunnel

# Methodology: Data and Metrics

# Methodology: Data

- **MTA Turnstile**
- Time Period: July 2018 to June 2019

- Clean
  - Duplicate Turnstile Logs
  - Same Named Stations
  - Counters

- **Thrive NYC and NYC Health Dpt**
  - Incidents
  - Demographics
  - Locations

# Methodology: Metrics

- **Focused on Entries** -- More Rider Exposure
  - Calculated Daily Entries

- Analysis Objectives:
  - Top Stations by Foot Traffic
  - Optimal
    - Time of Day
    - Day of the Week
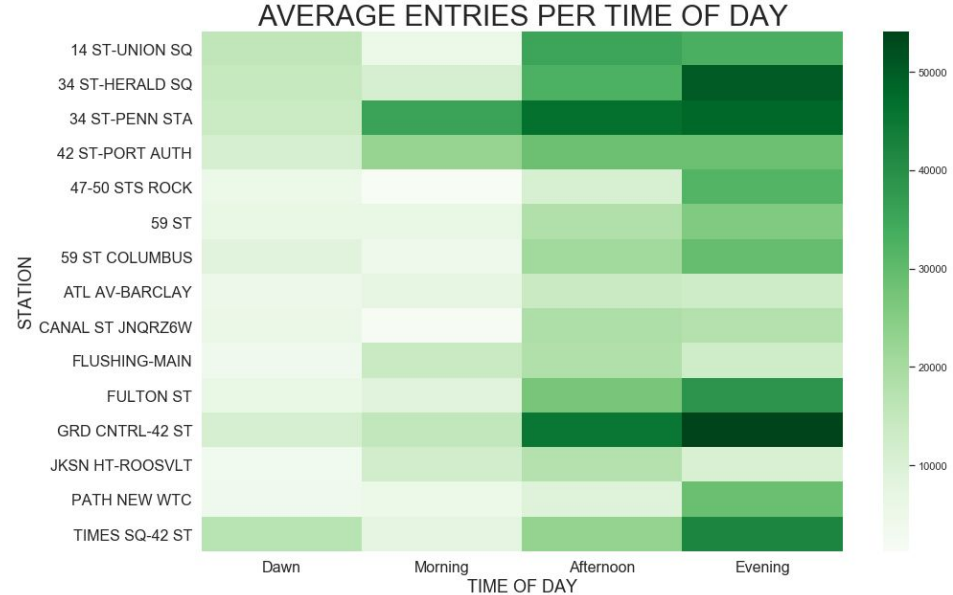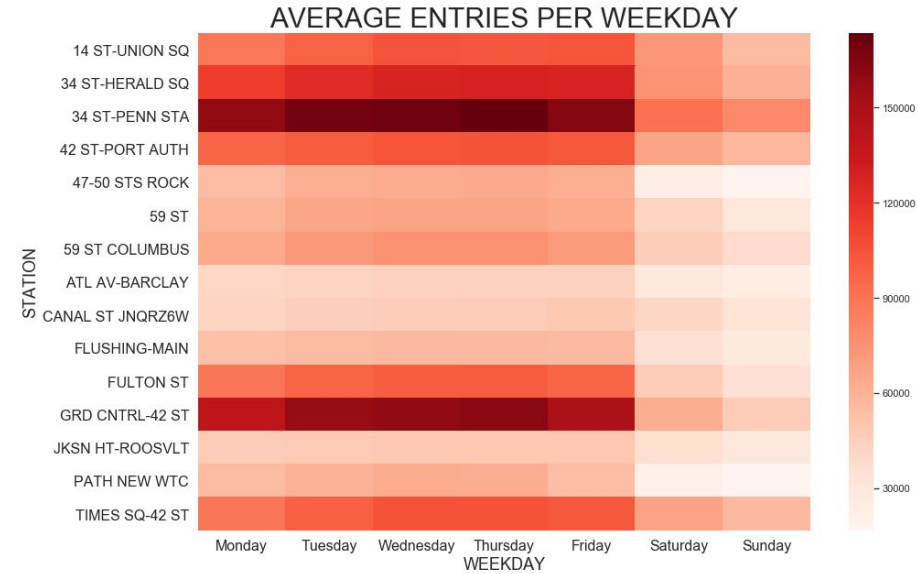    - Season
  - Demographics Data from Thrive NYC

# Results: MTA Turnstile Data

# Results and Insights:


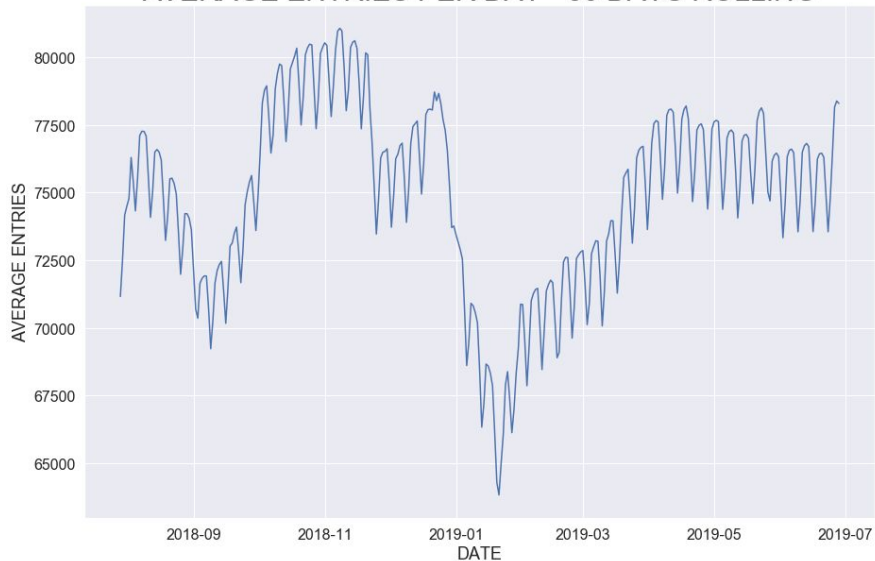
TOP 15 - HIGH FOOT TRAFFIC STATIONS

# Results and Insights:



AVERAGE ENTRIES PER WEEKDAY
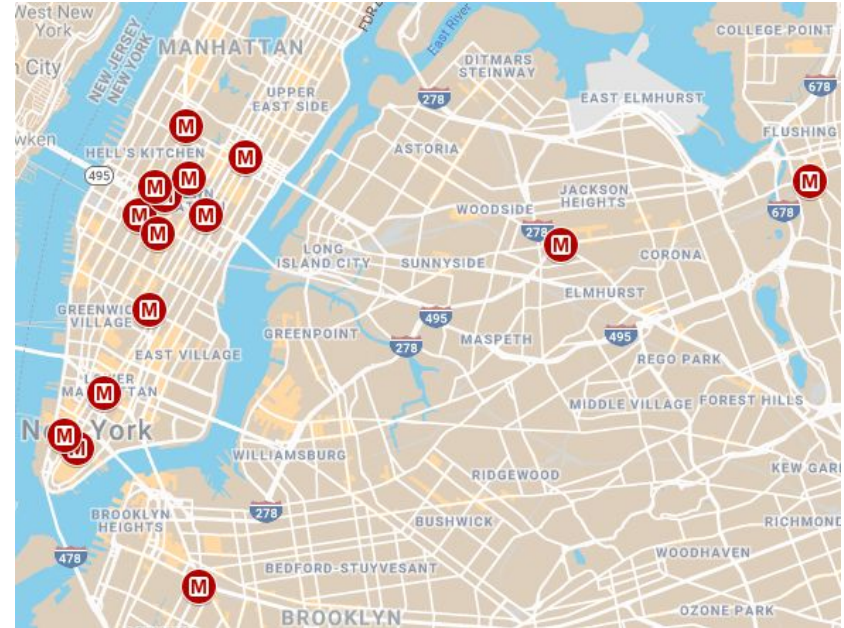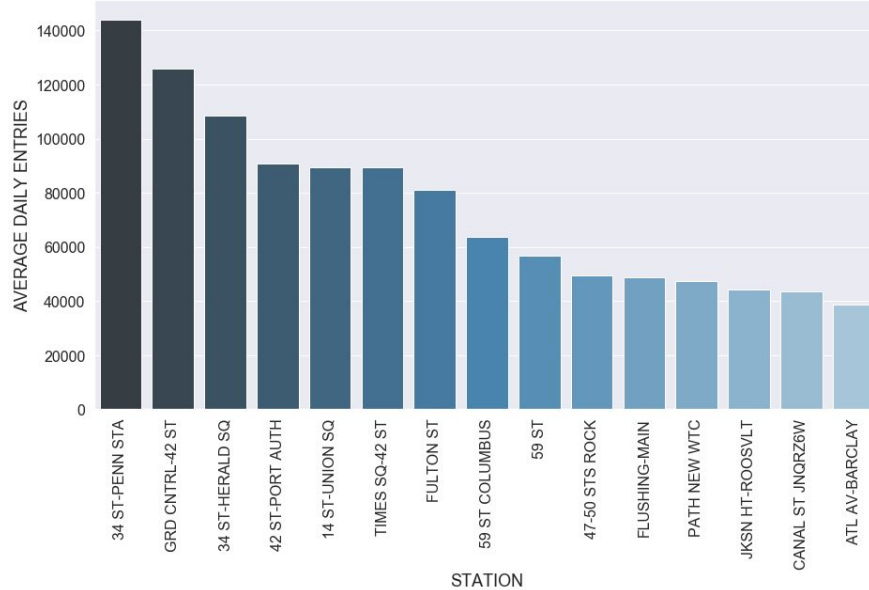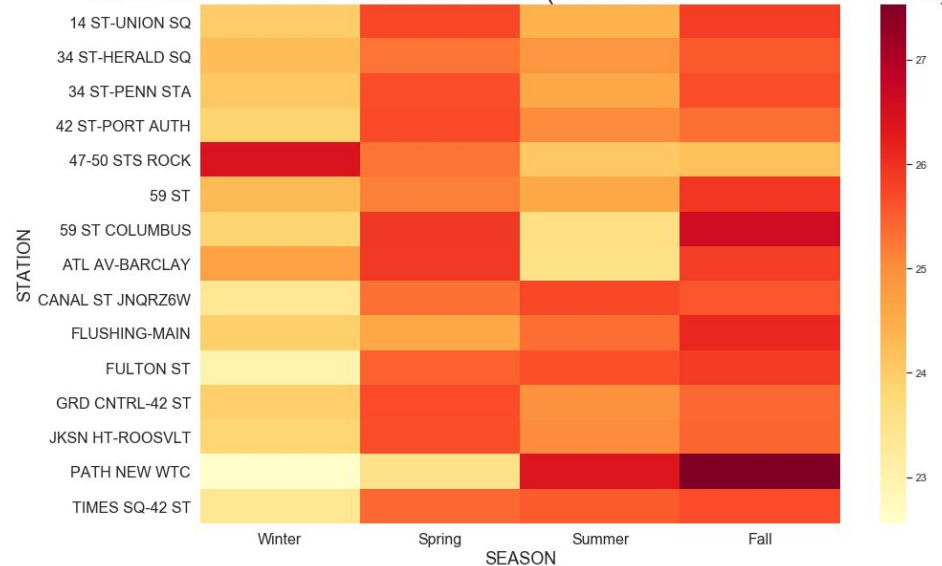


AVERAGE ENTRIES PER TIME OF DAY

# Results and Insights:



TOP 15 STATIONS (HIGH FOOT TRAFFIC)
AVERAGE ENTRIES PER DAY - 30 DAYS ROLLING



AVERAGE ENTRIES BY SEASON (AS % OF THE WHOLE YEAR)

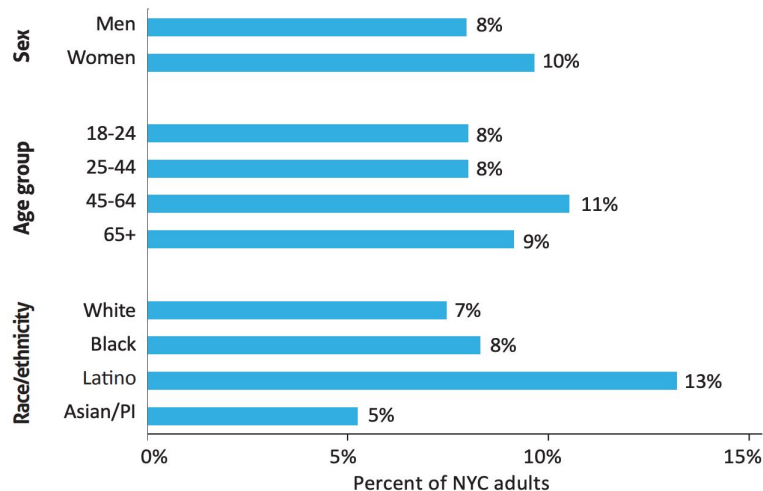# Insights: Thrive NYC and Vital Signs Studies

# Results and Insights:



At least one in five adult New Yorkers is **likely to experience a mental health disorder** in any given year.

Source:  ThriveNYC: A Mental Health Roadmap for All

# Results and Insights:

**Prevalence of depression among New York City adults, 2016**



**Prevalence of depression among New York City adults by socioeconomic characteristics, 2016**
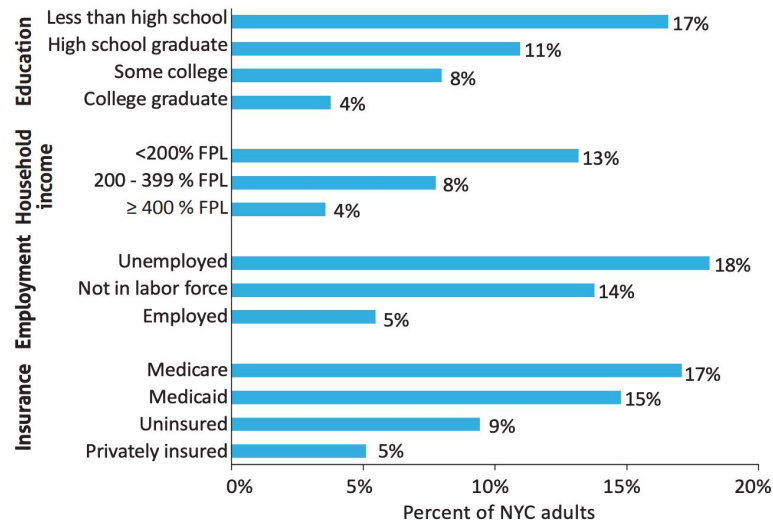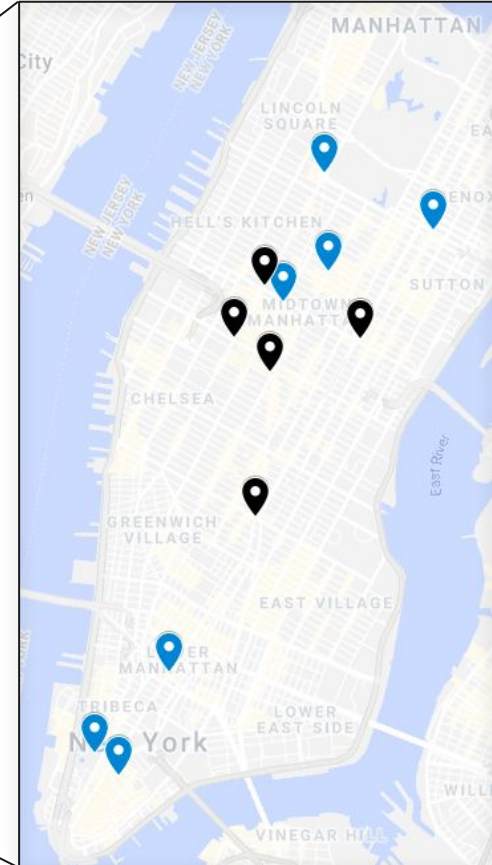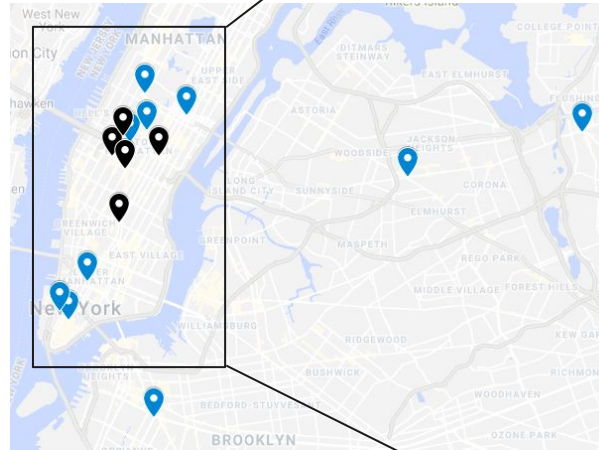


Source: Tuskeviciute R, Hoenig J, Norman C. Depression among New York City Adults. NYC Vital Signs 2018, 17(2); 1-4.

# Conclusions and Recommendations

# Mental Health Campaign Focus:

- **Top 15** High Traffic Stations

- **Evening** and **Weekday** Notices

# Targeted Messaging:



Pct. below the poverty line

| 0 | 10 | 20 | 30 | 40% |

POVERTY THRESHOLDS IN 2012
$23,283   Family of four
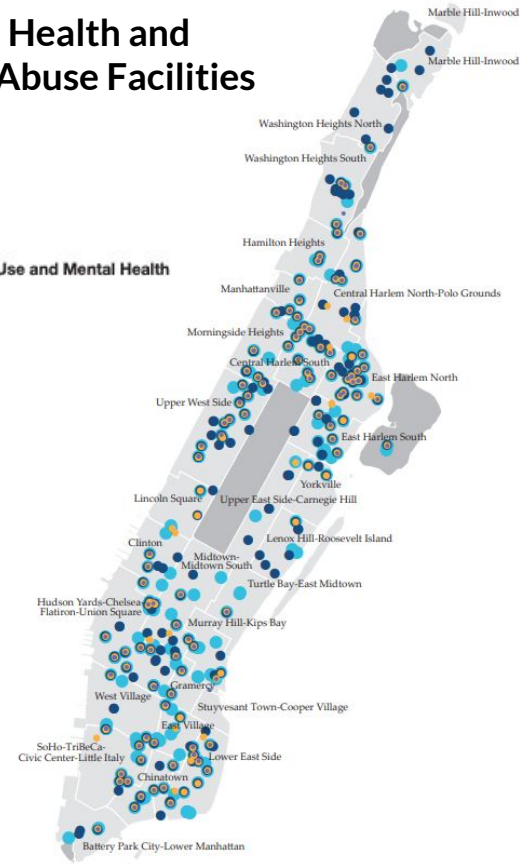$11,945   Indivdual under 65

## Mental Health and Substance Abuse Facilities



- Substance Use
- Mental Health
- Mix of Substance Use and Mental Health
- General Health

Source:  ThriveNYC: A Mental Health Roadmap for All

# Further Studies:

- Analyzing multiple years of MTA Data
- Sourcing additional datasets on demographics