



Project Benson

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



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



A silhouette of a person with dark hair tied in a ponytail, looking out of a window. The background is a bright, out-of-focus view of a room with wooden furniture. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing white text.

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



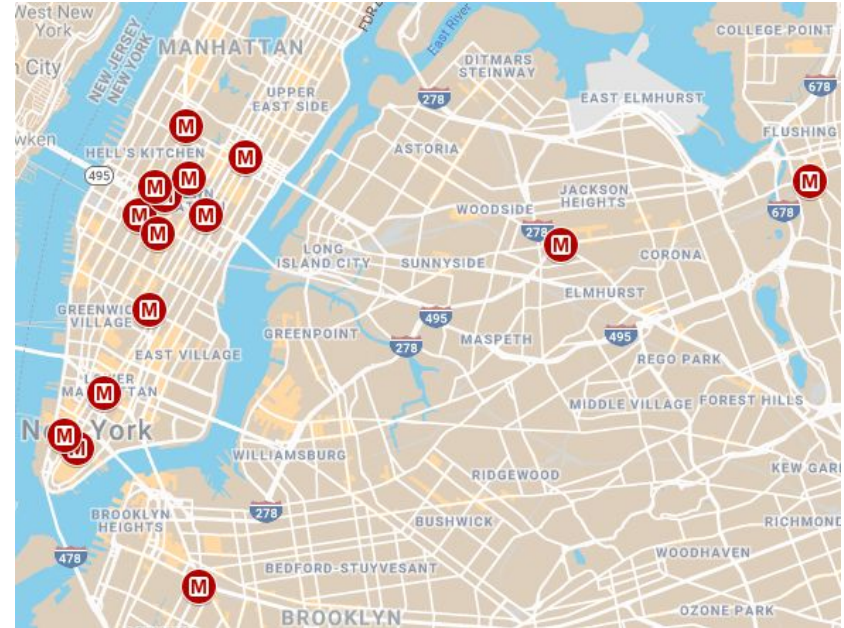
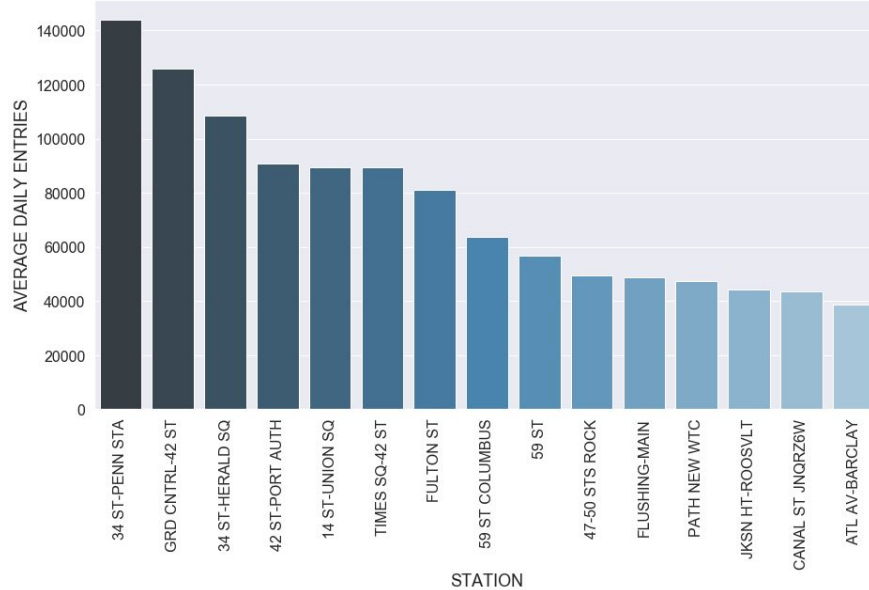
Methodology: Metrics

- **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

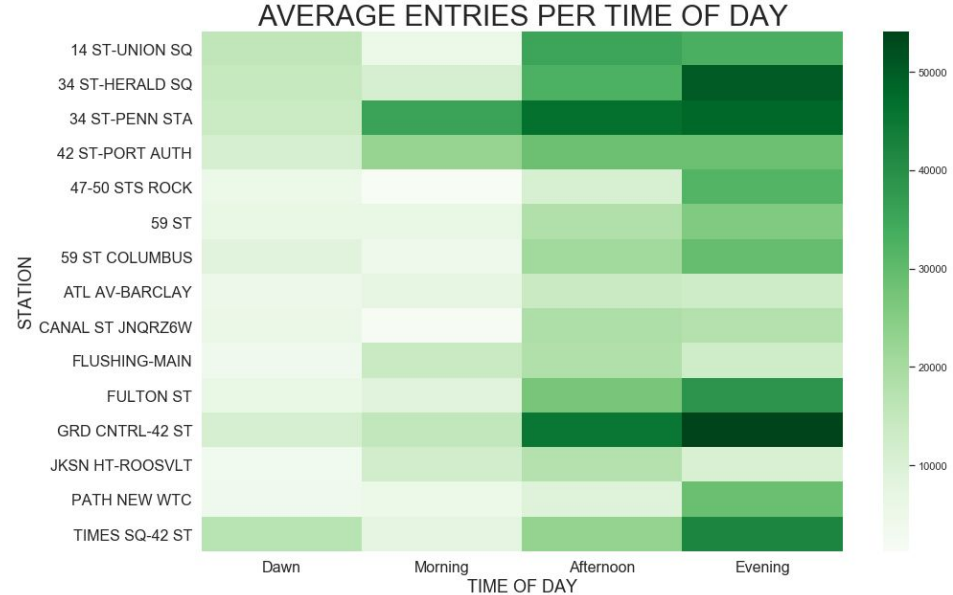
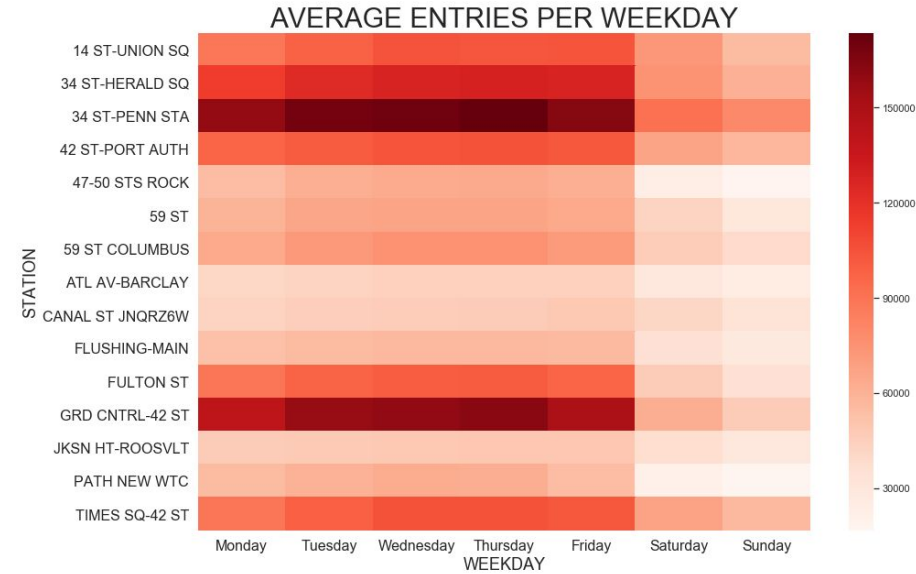
Results: MTA Turnstile Data

Results and Insights:

TOP 15 - HIGH FOOT TRAFFIC STATIONS

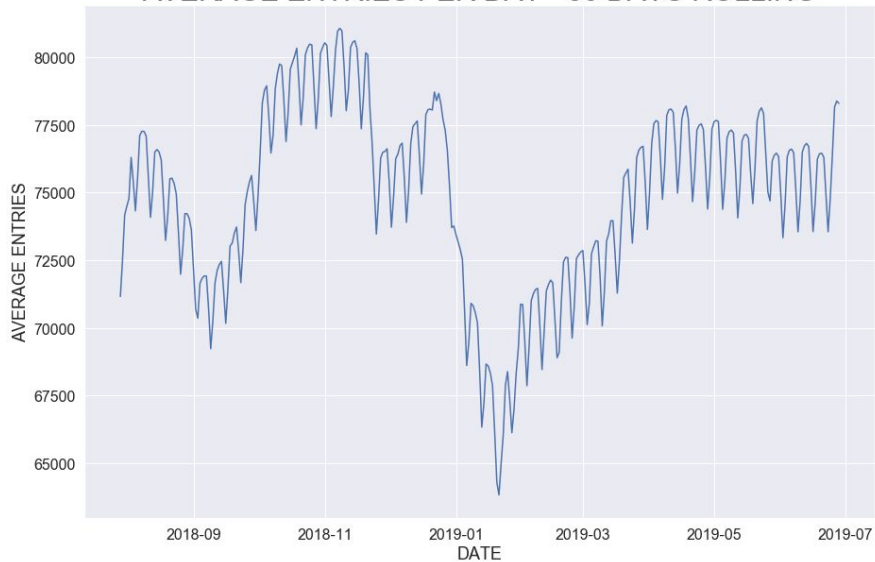


Results and Insights:

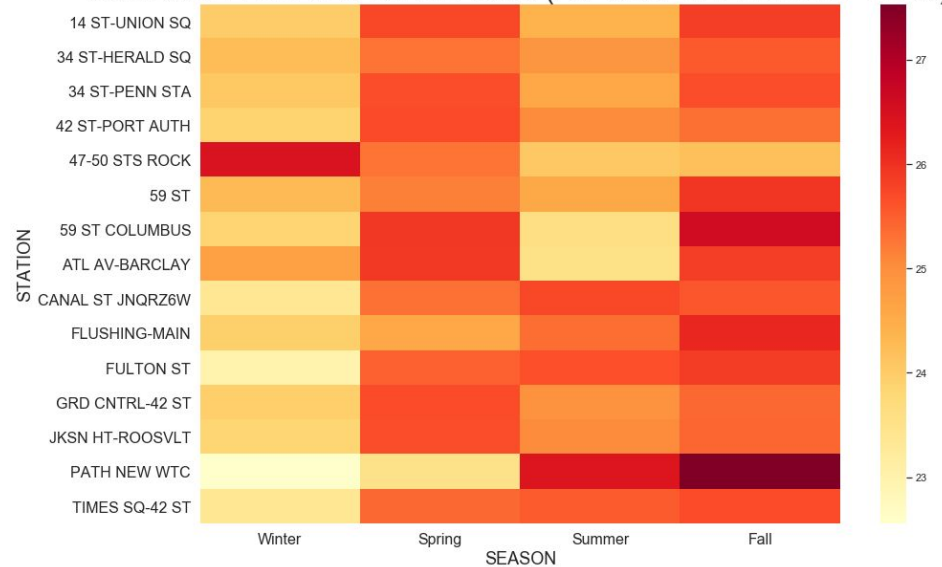


Results and Insights:

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

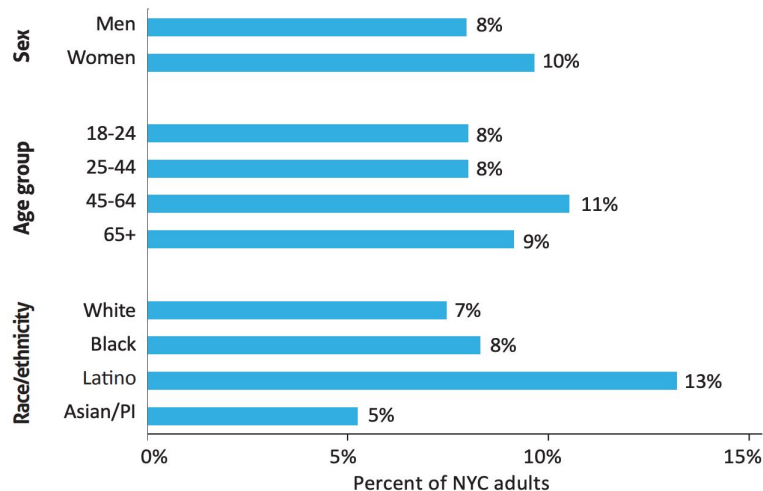
Results and Insights:



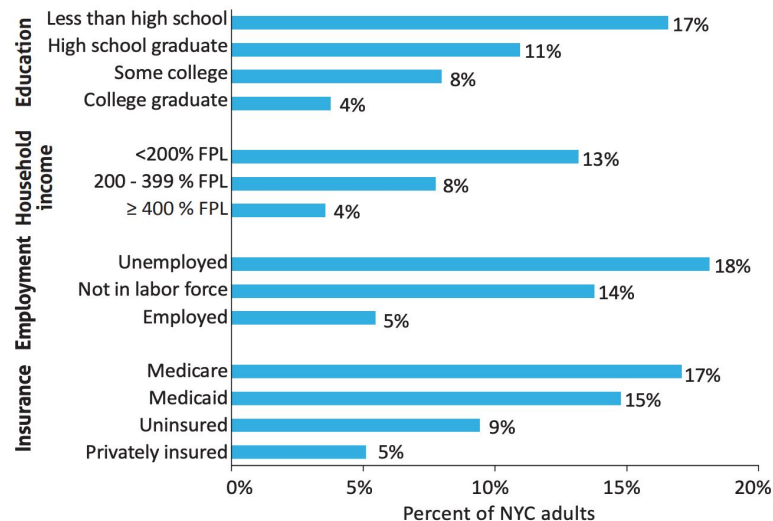
At least one in five adult New Yorkers is
likely to experience a mental health disorder
in any given year.

Results and Insights:

Prevalence of depression among New York City adults, 2016



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



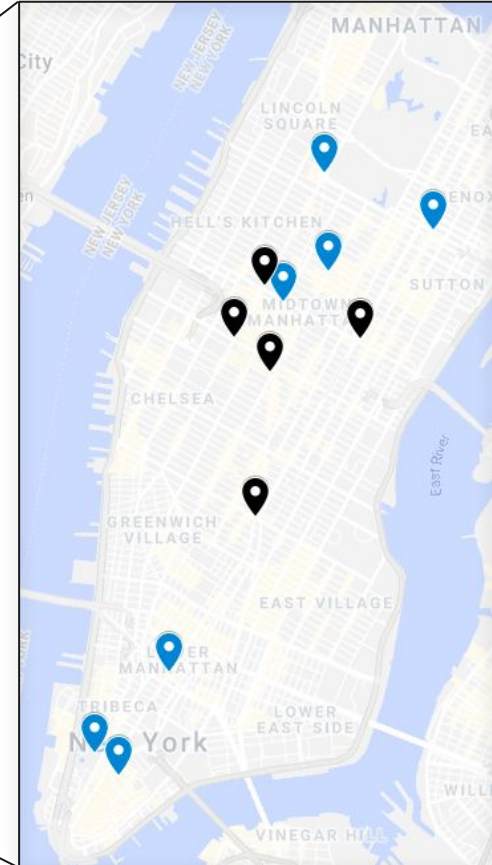
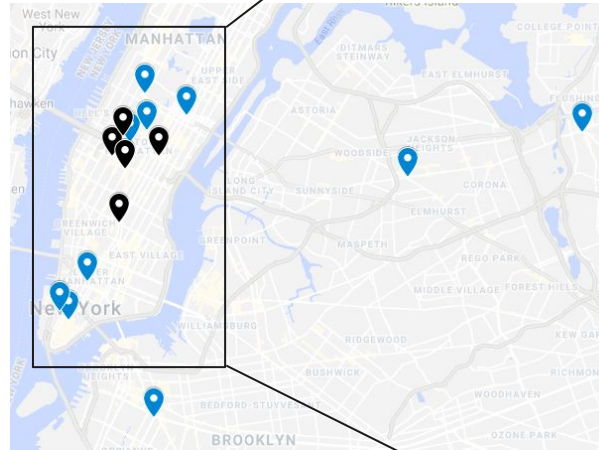
Source: Tuskeviciute R, Hoenig J, Norman C. Depression among New York City Adults. NYC Vital Signs 2018, 17(2); 1-4.

Conclusions and Recommendations



Mental Health Campaign Focus:

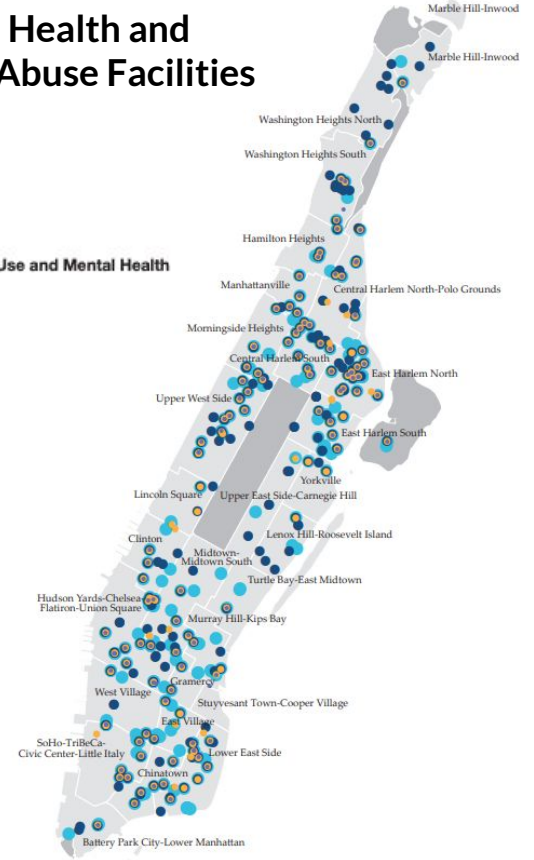
- **Top 15 High Traffic Stations**
- **Evening and Weekday Notices**





\$23,283 Family of four

\$11,945 Individual under 65



Source: ThriveNYC: A Mental Health Roadmap for All

Further Studies:

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

