10 April 2015

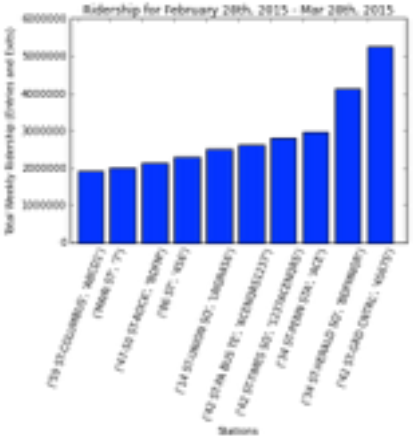
Dear WTWY Street Teams:

We understand that WTWY needs to optimize the deployment of street teams with the goal of gaining the most email signups in order to fill the event space for your upcoming fundraising gala.

We have MTA data to assess travel patterns of New Yorkers and using this information we can create a street team deployment plan that will optimize WTWY resources to achieve this goal.

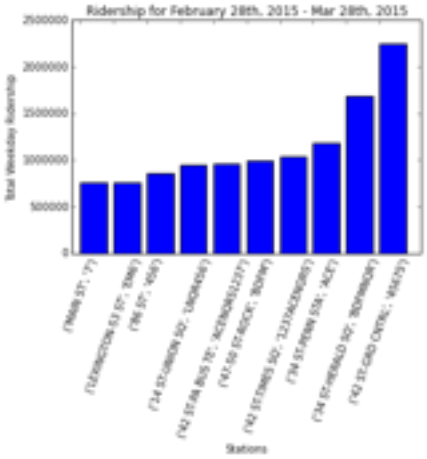
Based on a cursory analysis of the data, here are some preliminary results.

Most overall traffic:

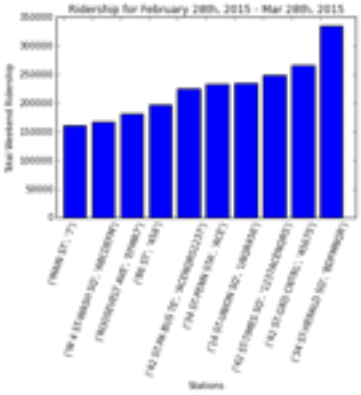


At first glance it might seem optimal to deploy teams to the most populated stations, but we believe that a more refined approach is necessary.

- In order to find times of day/week when you will likely find commuters, not tourists, and at times when they are likely to be less rushed and more approachable we made the following assumptions.
    - We analyzed Monday through Friday traffic only.
    - Commuters entering stations are more likely to be rushing for trains so we targeted exiting traffic only.



- As a preliminary way to target the stations which are primarily used by commuters, and not tourists, we analyzed stations with the highest weekend traffic and, assuming these are primarily leisure destination stations, we would apply a lower weight to these stations.



Building out from the busiest commuter stations, it is possible to overlay additional data sources to achieve further refinement.

- Target locations where we will find the most people interested in technology.
    - Overlay locations and hours of tech friendly locations such as tech meetups, tech stores and tech friendly coffee shops.
    - Analyze the New York City Department of City Planning (DCP) Permit and Occupancy Data which contains number of occupants and occupancy classes to find density of technology company employees and their closest train stations.
- Find stations where the street team will be most successful in interacting with commuters.
    - From city bus station data, find train stations near bus stops where commuters are likely to be waiting in a bus line.
    - From the Metropolitan Highway Capacity Manual on pedestrian Level of Service, look at placement of construction scaffolding and calculate sidewalk width outside train stations to minimize congestion for rushing commuters and to allow street team space in which to maneuver.
    - Use additional MTA data to find number of exits per station to calculate the average exits per station exit. For example, Penn Station would be weighted lower due to its large number of exits.

Working with the MTA data to create these simple plots was a pleasure and depending on your interest and scope, we would be happy to further discuss the options laid out above. As encouraging women in tech is a passion of ours, we would very much appreciate the opportunity to further explore this project with you.

Best Regards,

JJI DSCS, LLC