

Achieving Max Capacity at WomenTechWomenYes Gala

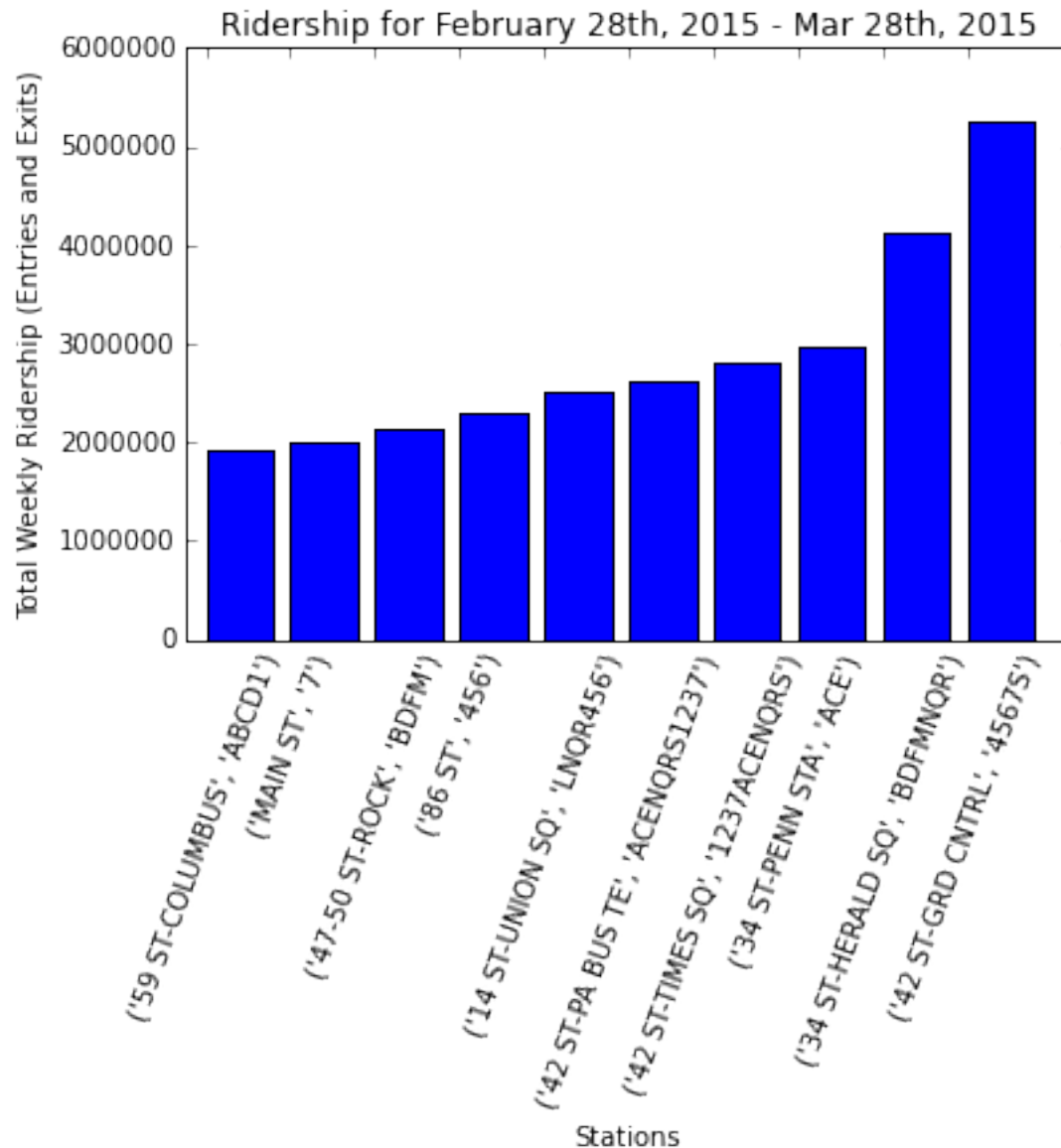


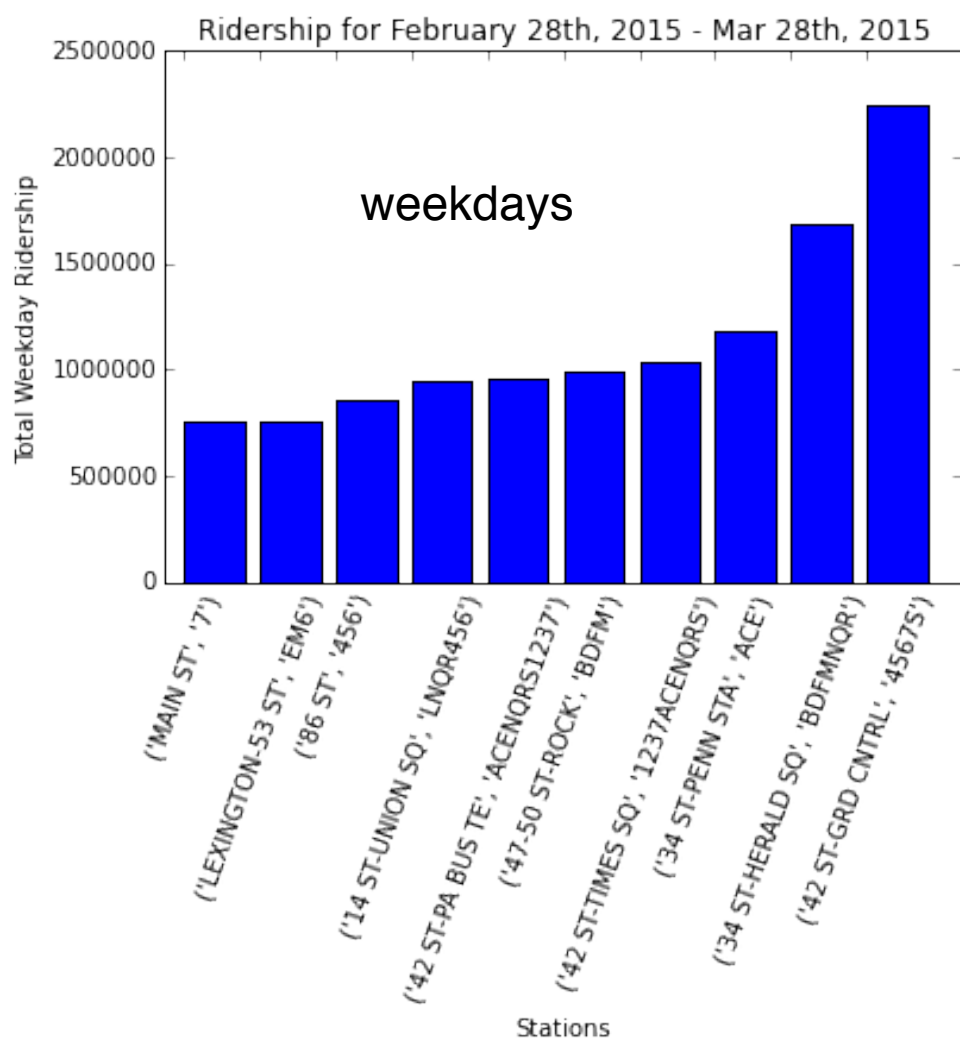
Project Proposal by JJI DSCS,LLC

Project Proposal

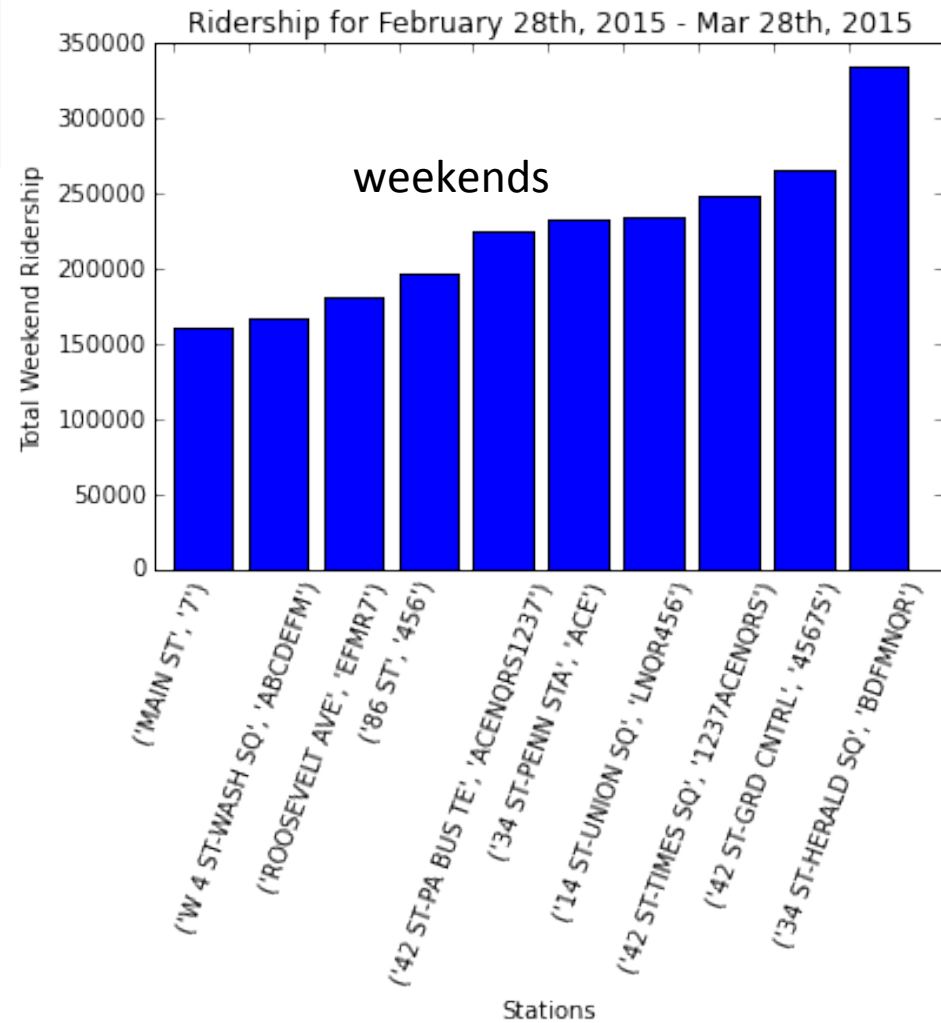
- **Where**
 - Locations with most overall traffic
 - Proximity to tech companies
- **When**
 - Best days of week
 - Best times
- **What can affect success**
 - Commuter approachability
 - Targeting commuters rather than tourists
 - Specific high volume station exits

Top 10 busiest stations

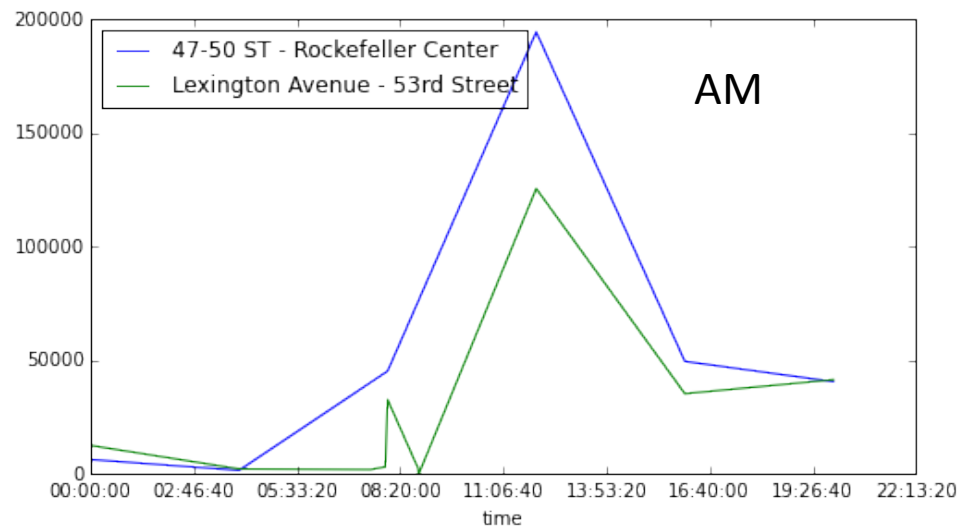
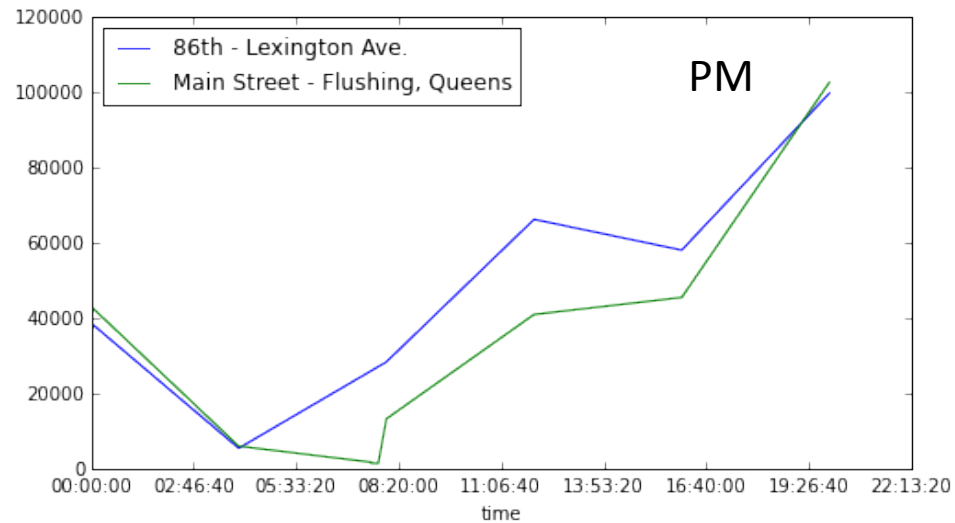




The tourism factor?

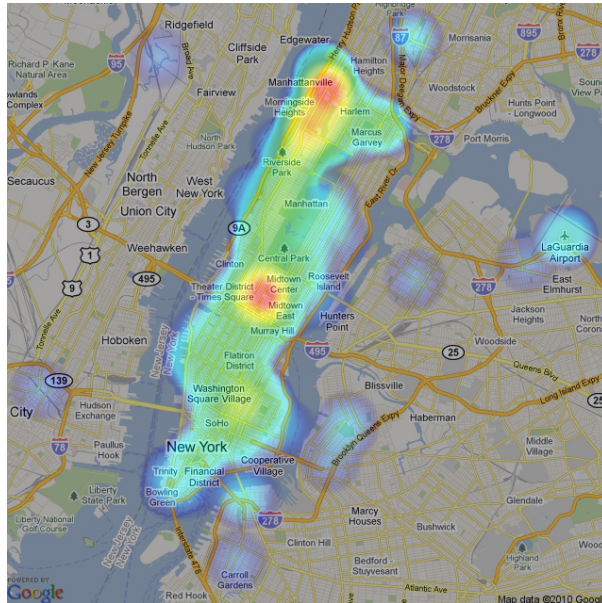


PM / AM Traffic Flow



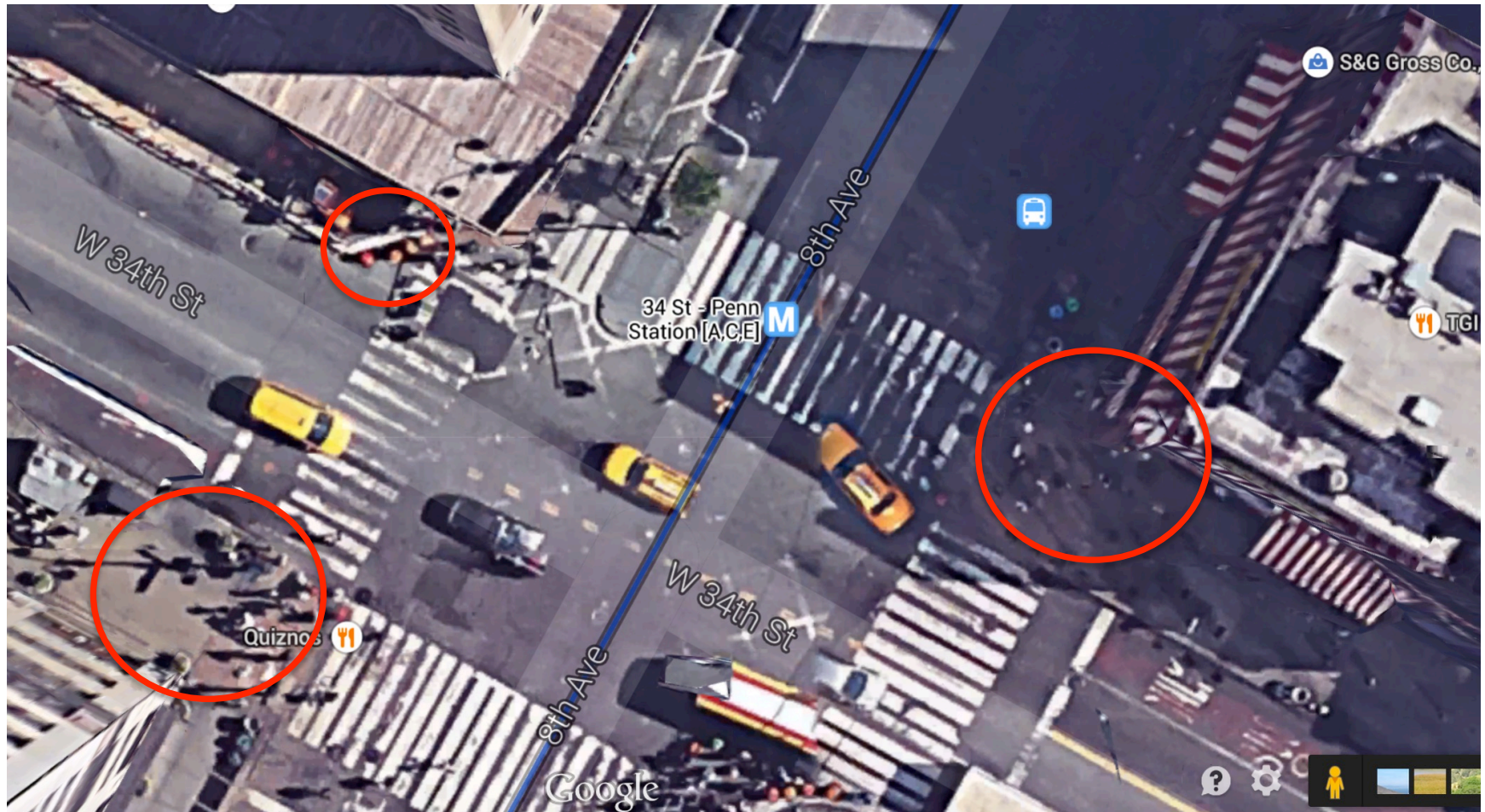
Target Tech Friendly Areas

- ◆ Find concentration of tech companies

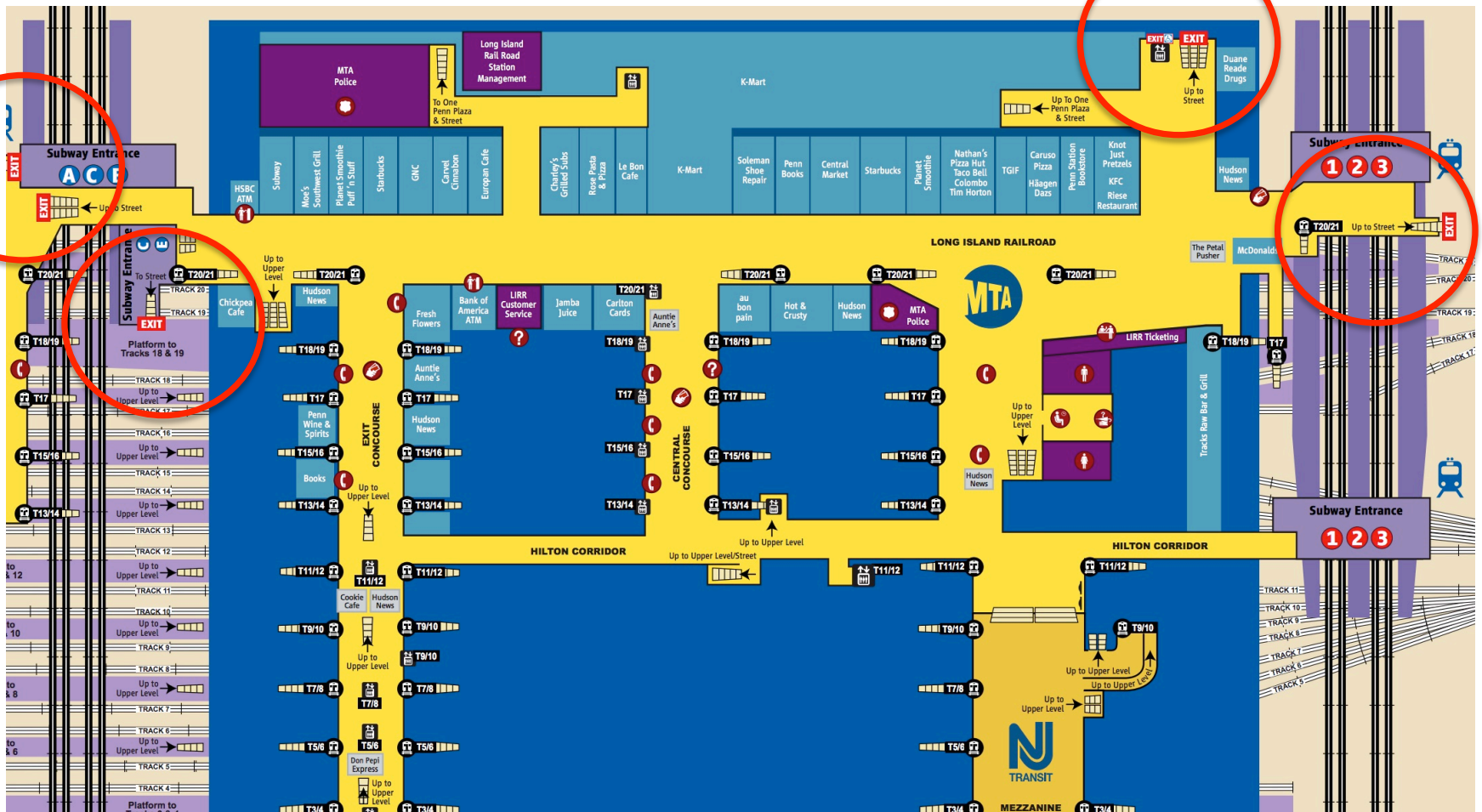


- ◆ Overlay tech friendly business and meetup locations and hours

Sidewalk access matters



Which exits receive the highest traffic?



Penn Station Exits

Initial Findings

- To optimize email signup deploy teams as follows:
 - at the top 5 station exits by exit volume during M-F rush hour
 - at high volume stations in outer boroughs like Queens or Brooklyn
 - in close proximity to tech friendly locations and businesses
 - at stations with wide maneuverable sidewalks
 - at stations with bus stops right outside