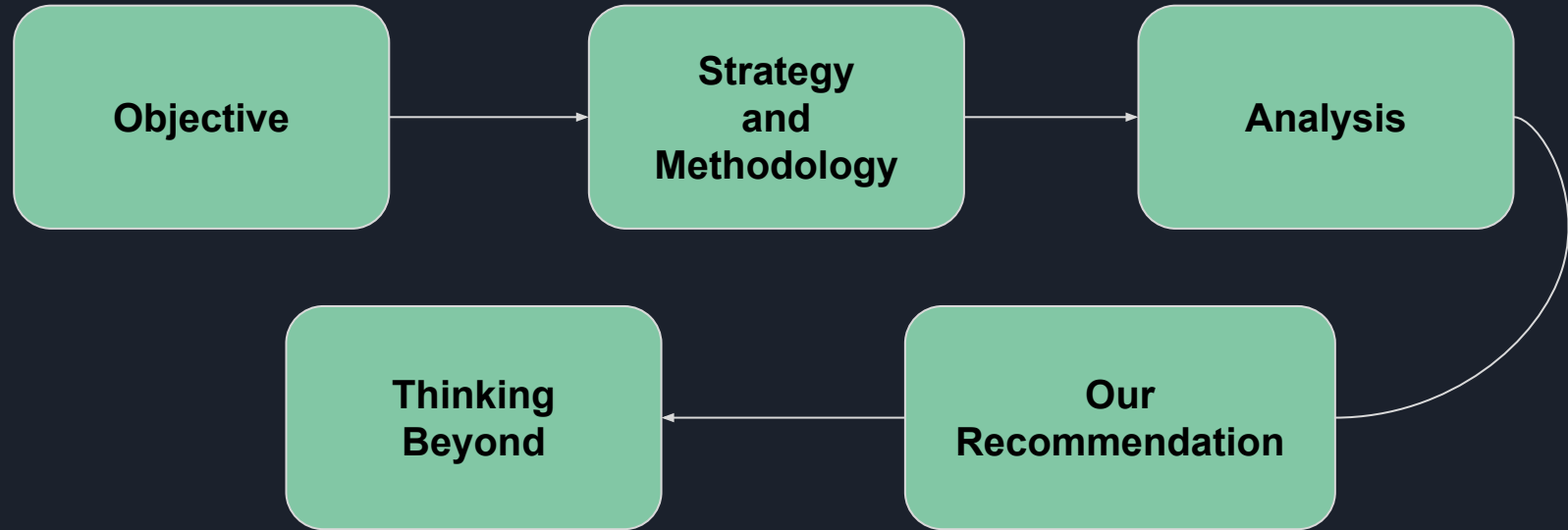
A decorative graphic on the left side of the slide featuring two overlapping parallelograms. The front one is blue and the back one is a light green. They are set against a dark navy blue background with subtle diagonal lines.

WTWY Gala 2021 Street Team Strategy

Michael Jehl, Matt Segall, Nathaniel Speiser



Agenda





Objective

Harness the power of data and analytics to efficiently allocate street team resources

What can we control?

- Where?
- When?

Building our Strategy

Initial Questions

- Turnstile traffic
- Target demographic
- Station Location



Limitations

- Time and resources
- Number of tickets



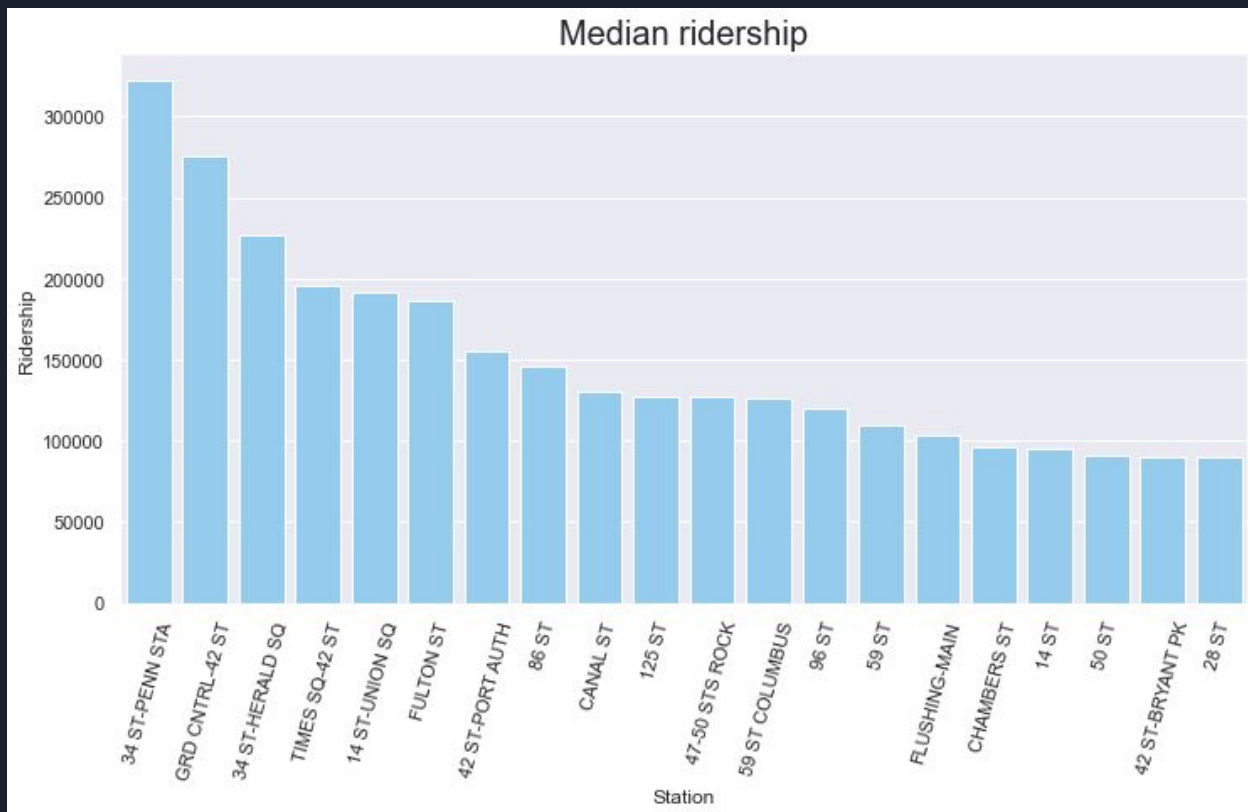
Assumptions

- Pre-pandemic is better
- Post-pandemic return to normal
- Commuters live near stations
- Open availability

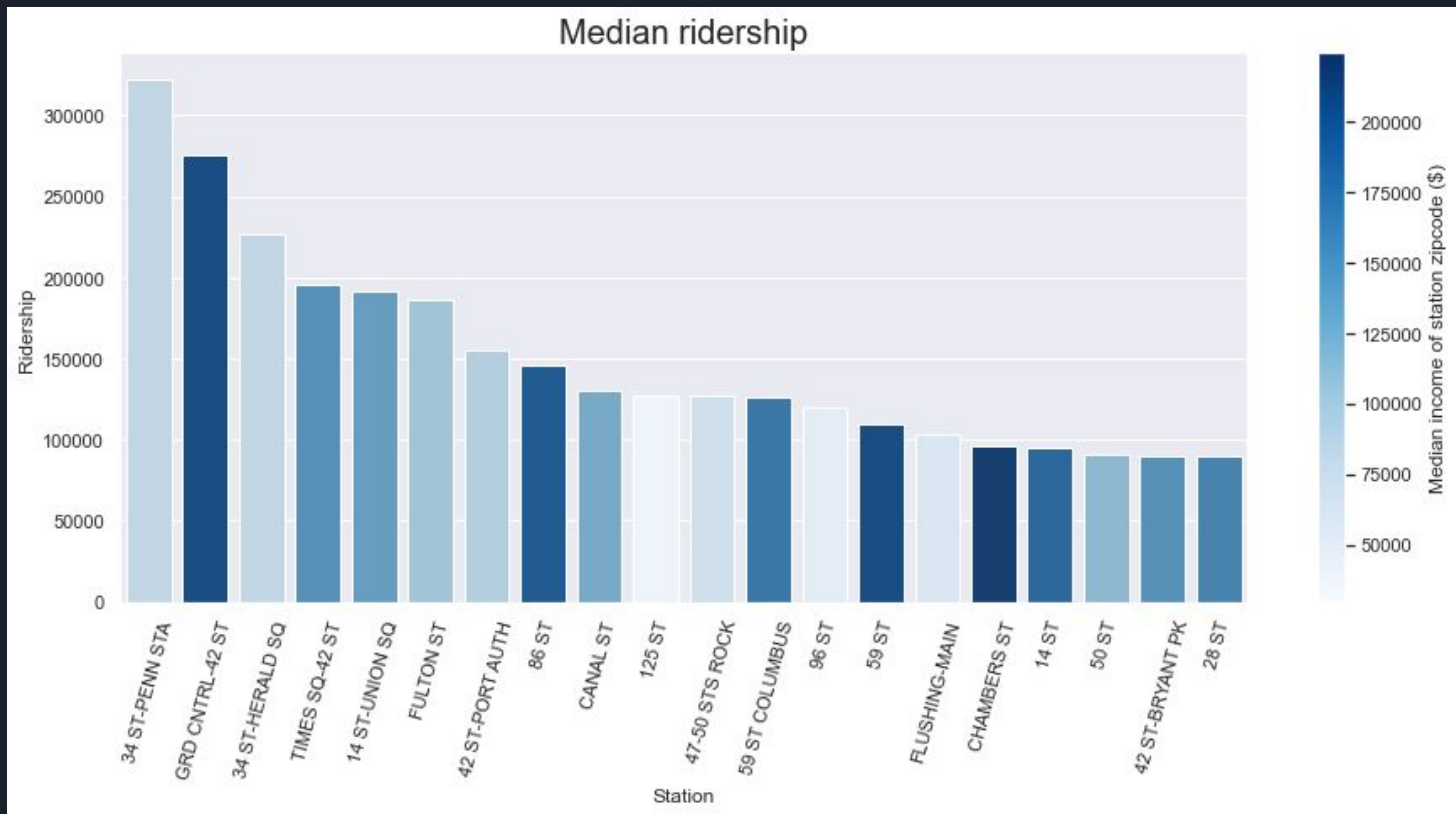
Data Sources

MTA Turnstile Data, Census Bureau Income Data, Google Maps API

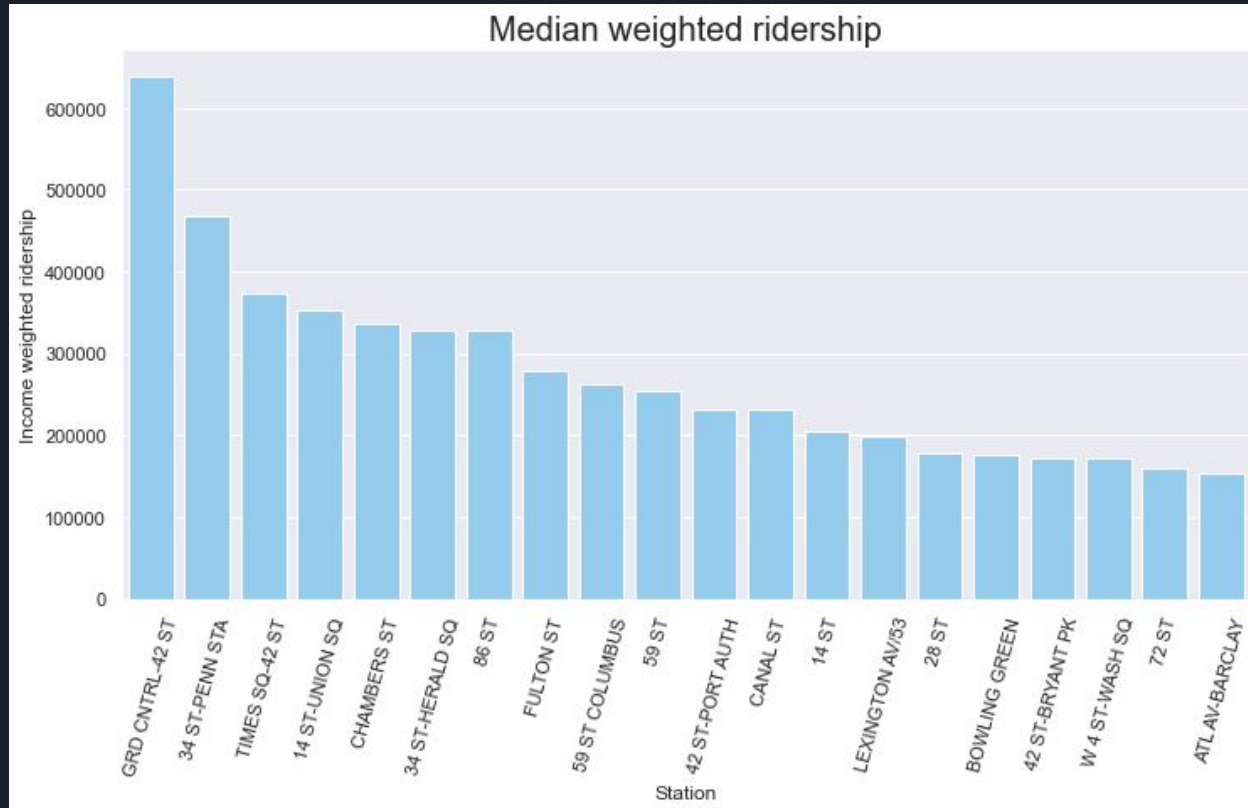
Shotgun Approach



Incorporating Income

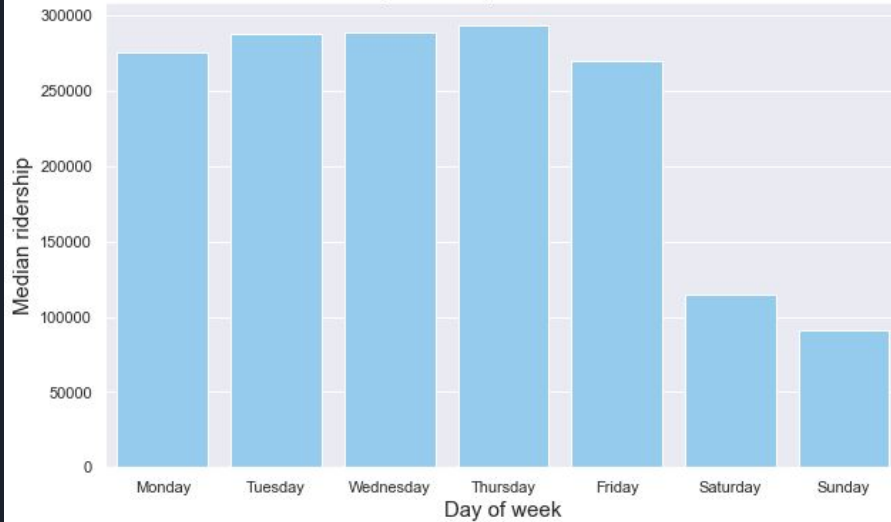


Weighting Ridership by Income

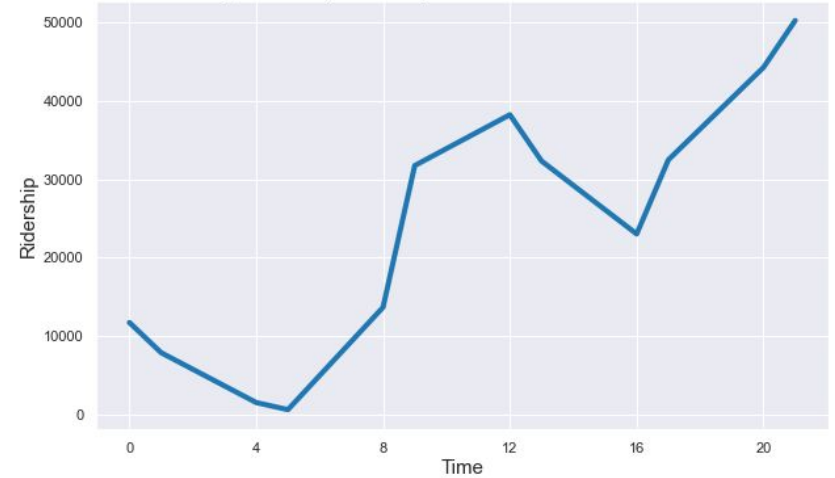


Grand Central Station

Median daily ridership at GRD CNTRL-42 ST

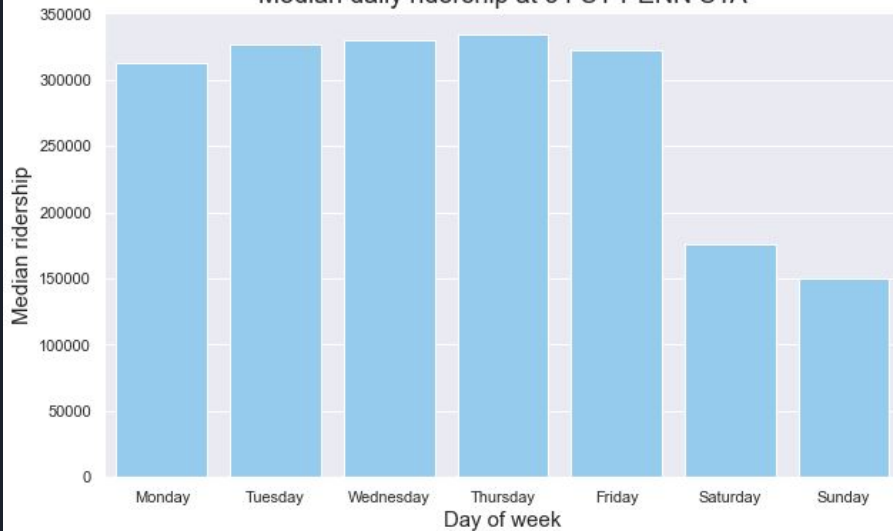


Hourly weekday ridership at GRD CNTRL-42 ST station

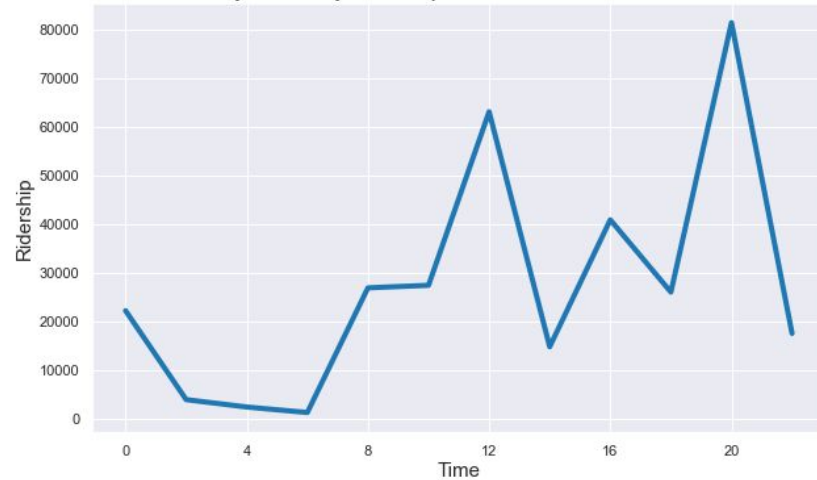


Penn Station

Median daily ridership at 34 ST-PENN STA



Hourly weekday ridership at 34 ST-PENN STA station





Final Recommendations

Top 10 Stations by Income-Weighted Ridership

Station	Median daily ridership	Zipcode income	Weighted ridership
GRD CNTRL-42 ST	288026.0	148441.0	668065.681209
34 ST-PENN STA	326781.5	92840.0	474052.227570
TIMES SQ-42 ST	199327.0	122484.0	381486.425638
14 ST-UNION SQ	196682.0	118161.0	363138.563736
CHAMBERS ST	102256.0	224063.0	358007.845995
86 ST	150998.0	143623.0	338866.616988
34 ST-HERALD SQ	231170.0	92840.0	335351.460983
FULTON ST	192184.5	95702.0	287390.871887
59 ST COLUMBUS	129910.0	132605.0	269175.842214
59 ST	114478.5	148441.0	265528.657435



Beyond The Data & Results

- The street team can only engage people so fast
 - Is it right to simply cast the widest net?
- What factors might predict *engagement*?
- Other locations for street teams ?

Questions?

